

DANIEL WEBSTER ON CONSTITUTIONAL LIBERTY

"If disastrous war should sweep our commerce from the ocean another generation may renew it; if it exhaust our treasury further industry may replenish it; if it desolate and lay waste our fields, still under a new cultivation they will grow green again and ripen to future harvests. It were but a trifle even if the walls of yonder capitol were to crumble, if its lofty pillars should fall, and its gorgeous decorations be all covered by the dust of the valley. All these might be rebuilt. But who shall reconstruct the fabric of demolished government? Who shall rear again the well proportioned column of constitutional liberty? Who shall frame together the skilful architecture which unites national sovereignty with state rights, individual security and public prosperity? No, if these columns fall they will be raised not again. Like the Coliseum and the Parthenon, they will be destined to a mournful, a melancholy immortality. Bitterer tears, however, will flow over them than were ever shed over the monuments of Roman or Grecian art, for they will be the remnants of a more glorious edifice than Greece or Rome ever saw, the edifice of constitutional American liberty."



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MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, JANUARY 2, 1935

Number 2676

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.

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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, 1893, at the Postoffice of Grand Rapids as second class matter under Act of March 3, 1879.

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Printed by the Tradesman Company, Under
NRA Conditions

Have You a Garden?

One of the weaknesses of both our secular and religious education and life is that somewhere or other it seems to fail to provide resting places for the weary or disturbed. The obituaries of to-night's paper call our attention to the passing of notable men and women of our State, and in only two instances were they above sixty-five years of age. The average would be nearer fifty. The prodigality of human living which ends such careers at so useful an age is certainly a subject for consideration. As the little lady of the family said—"Life begins at forty and then you have ten years to go."

The reason, or perhaps the chief reason for such tragedies is to be found in the intensity with which persons in positions of trust and leadership continue to grind at the task until they break down physically or mentally. Our institutions for those suffering from nervous and mental disorders are filled with intelligent persons who have cracked under the strain of modern leadership. Life was never meant to be taken that seriously and it should be possible for one to accomplish much and still preserve body and mind by the regular application of such hobbies as gardening. Those who are sufficiently endowed with this world's goods have their gardens, but someone else does the work. The way to health through gardening is not by smelling roses but in raising them, which requires some digging as well as the exercise of the proboscis.

A gardener soaks in the sunshine. He succeeds in getting dirty without becoming filthy. He stoops to the level of Mother Earth, then straightens up again, repeating the process until the muscles crack. He goes to bed at night to sleep from physical exhaustion and his brain forgets the problems of the everyday world. Above it all he learns lessons of man's success at im-

proving over the original work of the Creator.

Next year the gardener will find many new varieties of flowers which will grace his table, bring happiness to his friends, and cause many to inquire the names of the new flowers. The California Sunshine Asters are easily grown and are unique. The dwarf marigold or Tagetes, hails from Mexico. It was seen in the borders of the beds in our Public Square last summer and caused much comment. The snapdragon, an ancient flower which looked a wreck after every storm, has been improved so that it is now a compact sturdy plant with long strong flower stems. The common aster, which of late years has had the habit of dying from wilt just as it had begun to enjoy life, now is available in strains free from wilt. There is a beautiful French Marigold of rich mahogany color, and the comparatively new orange marigold is not only more beautiful but has lost its offensive foliage odor. Those who last season raised the double yellow nasturtium, will recall how beautiful and fragrant it was when used as a table center.

Roses this year have suffered from the intense cold and at least half of them failed to come through the winter. It will mean much replanting and some sorrow, but the newer varieties will more than remove the sorrow when the new bloom appears. Climbing roses which were gorgeous for a few days and a mess for the balance of the season, are being replaced with varieties which continue to bloom all summer. All of these are within reach of the average purse and cost far less than a few calls from the family physician.

Nor should we forget the weeds. How they love to grow in gardens. And the bugs, those creatures which defy poisons and sprays and never admit defeat. But they teach their lessons too. There is nothing in life which is worthwhile which can merely be picked up. Human progress and floral progress is only made at the sacrifice of some energy and much perspiration. These are the things of which eternity is composed. We recently heard a chaplain misquote during a funeral service: "May we make the necessary 'perspirations' for the life which is eternal." He was nearer the truth than he intended.

If you have no garden, or if the back yard contains a tree and some feeble grass, get busy and turn it into a thing of beauty. Its life will be short but its memory will be long and it will provide just the kind of relaxation you need from other toil and care.

Walter H. Stark,
Associate Pastor Pilgrim Church,
Cleveland.

Vitamins Can be Cooked to Death

Loss of vitamins during cooking takes place in several ways. They may be destroyed by heat and oxidation, and they may dissolve out in the cooking water which is later discarded.

The exact extent of these losses depends upon the length of time of cooking, upon the presence of air, and upon the solubilities of the vitamins concerned, says the Bureau of Home Economics, United States Department of Agriculture.

Vitamins B, C and G are readily soluble in water. Vitamin C is easily destroyed by heat and oxidation. Vitamin B is destroyed by long-continued heating but undergoes little destruction when heated at the boiling point of water for as long as 1 hour. Both vitamin B and vitamin C are more rapidly destroyed in an alkaline medium than in an acid medium.

Vitamin A is only slightly soluble in water and is not readily affected at the ordinary temperatures of boiling and baking. It is destroyed, however, at higher temperatures such as those that obtain in frying. It is also destroyed when heated in the presence of oxygen. Vitamins D, G and E are fairly stable to heat and are not destroyed at ordinary cooking temperatures.

In general, the destruction of vitamins is less when foods are heated at high temperatures for short periods, than when they are heated at low temperatures for long periods. There is also less loss when a small quantity of water or no water at all is used. For this reason it is recommended that foods be cooked as short a time and in as little water as is practical. If any cooking water is left it should be used for gravies or soups unless it is so strongly flavored that this is out of the question. Steaming is one of the preferred methods for cooking since the time required is short and the amount of water used is small.

Wage Exemptions to Be Limited

The fact that a unit of industry is "in the red" will not be sufficient to secure exemption from wage and hour provisions of the code of fair competition to which it may be bound.

The National Industrial Recovery Board will not sanction exemptions where the evidence presented, ostensibly in support of an application for wage relief, does not indicate that losses sustained are attributable to the maintenance of the code wage scale.

This decision more practically will stand where it is found that competitors of such an applicant are getting along pretty well under code provisions, and the board will have the support of the Industrial Appeals Board in such instances, it is indicated in official circles.

NRA Setbacks in the Courts

The increasing number of decisions unfavorable to the NRA and code authorities in lower Federal courts emphasizes the need for an early ruling from the Supreme Court upon the validity of the Recovery Act. Unless a decision can be obtained in the near future, code officials fear that enforcement activities will break down, and that the task of Congress in drafting a new act likely to hold up in the courts would be made very difficult.

While considerable success has attended enforcement efforts under state laws, Federal courts have handed down many unfavorable rulings.

Two more decisions have just been issued to swell the total. In Kansas City, a Federal District Court ruled that price fixing in the codes, even affecting interstate commerce, was unconstitutional. This decision tends further to weaken the codes which still retain such provisions.

In New York, a Federal judge refused to eliminate from a previous order a statement of the defendant that it did not admit the validity of the code and the NRA in general.

Judicial enforcement is regarded by many qualified observers as a necessary requisite to success of the code system. For this reason, an early ruling by the Supreme Court should indicate whether the NRA structure can be made lasting.

RFC Loans to Pay Debts

A number of middle-sized and smaller enterprises plan to take immediate advantage of the reported decision of the Reconstruction Finance Corporation to grant five-year loans to pay existing debts. Such a change in policy on industrial loans will result in more active utilization of the RFC by small business concerns, particularly.

The disappointingly small volume of loans made by the RFC and the Federal Reserve banks under the powers delegated to them by Congress last summer, has been due principally to the fact that such loans could not be used to repay existing indebtedness. Such refunding, it has been contended, would have encouraged these enterprises to make commitments for the future more confidently, and thus expand their activities.

Also they might proceed to borrow new funds for plant rehabilitation and similar purposes.

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.

Camping by the Eel River amid the Redwoods.

One pleasing item I forgot to report, an experience that took me back thirty years to my first visit to Birmingham, Alabama in 1904. Arriving there at the end of a hot day's train ride with a hard toothache, the hotel clerk sent me to a dentist who treated the tooth, but declined to make a charge; said that was a courtesy dentists extended to each other. No other treatment since has apparently come under the courtesy category until this trip.

This time it was a plate adjustment and a Seattle dentist handled it. He gave me all benefits of his complete outfit and blandly said the charge was "nothing." I do not give his name, not wishing to overrun him with patients on any CWA, CCC, AAA or other currently popular basis.

In one of those cities I caught up with an old-time grocer friend who now operates a strictly fine grocery store in circumscribed quarters. He has to move goods in and out with virtually no chance for storage, and he sells \$750,000 worth of groceries a year.

"Believe me, it is quite some job," he said, "to handle single day's sales of \$6900, \$5600, \$3900 and keep stock coming fast enough without having it pile up on the sidewalk." He had a record of a straight car of Heinz's soups as part of his rapidly turned volume; and it may be noted that such items do not fall into the price class.

He's great on demonstrations and gives demonstrators the fullest cooperation with the finest results. One woman came to show cheese. Results were so good that she could not get away at the week-end. It was same at the end of second week. She had been on the job eleven months when I was there and her sales record was 46,000 pounds. Did price sell that cheese? No, the cheese, plus salesmanship, commanded the needful price.

This is a vacation story, so I cut short the merchandising, but I can say that this basic condition has not altered from the dawn of merchandising and will not essentially alter hereafter. Real merchants will take practical notice of this. Others do not matter.

Lane's Redwood Flat is planned essentially on our American notions: To bring to the alleged country so much of city conveniences and handicaps that truly there is no real outing flavor. Most accommodations are on the "cottage" order: small houses, set as close together as in a crowded city; equipped with electric light and heat; with cylinder gas for cooking, running hot and cold water; plenty garage space—and radios blaring on every hand.

The cost is around \$24 per week for three persons, which is not high, considering that garbage is gathered up, linen furnished and collateral services liberally afforded; but why go to the country for such things? The atmosphere, except for the surrounding redwood forests, is simply what most travelers have left behind them. The exception is, of course, important; but it would be enhanced a thousand times in value if—well, if most folks did what we did.

We chose two tents, set 'way up on a bluff by themselves, far enough removed from the Flat proper to be out of earshot of most radio sounds and dance music. It was a climb, but that we enjoyed and our time was not valuable. Concession was made to a private toilet and shower, though this writer confined his washings to the Eel river; and we had a convenient water tap.

The tents were dry, with elevated wooden floors and a truly splendid double bed in each; and the nights were, characteristically, so cool that a liberal extra supply of blankets had to be supplemented by newspaper interlining to keep the old limbs sufficiently supplied with age-thinning blood. The ten-year-old girlie suffered not at all in that way.

Our own trees, around our tents, were oaks, and I think beeches or birches—not being very scientific on all that, sycamores and giant firs. It was sheer joy to sit on our porches, each tent being thus provided, and gaze up through the branches to the sky. A purling brook ran through a gorge below us.

On a level space between the tents was our table, shelves for dishes and supplies, the table provided with attached benches. Our wood burning stove was conveniently placed and prodigious supplies of hard oak with plenty of kindling was provided.

I give these details because to me the central fun in camping is the fire building and keeping it going vigorously, and I never want anyone to interfere with my getting breakfast. That is my own special job. I get my fire going early and have my set routine about providing the grape fruit, porridge—observe that I do not say oatmeal—my heavy coffee, which, in camp, must be boiled with egg settling, though at home it is French drip; my meticulously slow-fried bacon, served on hot plates and hot, crisp toast.

That's my standard breakfast menu, but if you ever happen in on me, I shall not deny you a goodly portion of fried eggs for yours in addition. Indeed, I have been known to add one or two for myself. The point is that I believe in starting the day right on the Josh Billings plan. You recall that he insisted: "Never work before breakfast—never work before breakfast. And if it should so happen that you are obliged to work before breakfast—why, eat your breakfast first."

Thus I feel that having set before my folks the breakfast as described, served piping hot off the stove, the "wimmen" never being called until all is ready to serve, I am imposing no undue hard-

ship when I "let them" do the cleaning up afterwards; though I can take a hand in that, too, at a pinch, especially in camp.

It is in the doing of the simple tasks of life—"the world forgetting, by the world forgot"—sending the little spry-legged granddaughter to the brook for the cream, milk and butter, eating leisurely in the clear morning sunshine of the woods with the sky for canopy, then going for the mail and morning paper, on which occasion one gossips with anybody who will partake in that intriguing pastime; after that perhaps moving the table to a supposed better location, and moving it back when the change is not approved; the disrobing and going for the little swim in the river at 10:45—a time exactly kept for said ritual—then a little nap before the mid-day dinner: thus is the day filled out with a routine that never taxes brain or brawn.

The absence of many conveniences—we had no teakettle, for instance—lends zest to the experience. Why go to camp, as I say, if you are to take with you all the impedimenta of civilization? It is fun to make-shift with what one finds at hand or to improvise what one finds not. So long as one has good beds—and we had those—the remainder does not cut important ice. Supplies, too, in this camp were priced moderately and there was plenty of assortment.

With the redwoods for close company and the incomparable atmosphere of California, one must indeed be a

difficult customer who could not feel content. Paul Findlay.

Consolidation of Wholesale Codes

While the NRA is reported already actively contemplating the consolidation of some of the overlapping retail codes, wholesalers state that a definite trend exists toward elimination of some of their codes upon their own initiative, without waiting for the NRA to act.

Wholesalers believe that code consolidation in their field should involve elimination only of those specialized codes which have practically no members coming exclusively under their jurisdiction. These would be absorbed by closely related major codes.

It is not believed practical to undertake the type of fusions contemplated for the retail trade by which the number of codes scheduled to remain after consolidations would be only a fraction of the present number.

Trade practice rules in the wholesaling field are so complex and peculiar to specialized lines of business, it is maintained, that eliminating too many might cause confusion and sharply increase code violations.

A determined soul will do more with a rusty monkey wrench than a loafer will accomplish with all the tools in a machine shop.

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Buy it in Tin"



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MEAT DEALER

Bad Outlook for 1935 Meat Trade

More meat was consumed in the United States in 1934 than ever before in history. Altogether, the aggregate volume of meat products eaten probably exceeded 20 billion pounds. Although this set a record for the amount consumed in any year, the average consumption per capita of meat and lard—approximately 162 pounds, on the basis of preliminary estimates—was somewhat below the all-time record of approximately 168 pounds set a number of years ago when the country's population was smaller.

But 1935 offers a much different outlook. From a year when the consumption of meat set a record, the live stock and meat industry seems destined to turn rather abruptly to a year when supplies of meat will be relatively small.

Three factors encountered during the past year are chiefly responsible for the prospect of reduced meat supplies in 1935.

One of these factors was the prolonged mid-summer drought which sharply curtailed the feed crops over a considerable portion of the Middle West. Because of the shortage of food and the relatively high prices of corn, many farmers sent their cattle, calves, and hogs to market at weights considerably under the average of other years. Because of the feed situation, a considerable amount of stock was marketed in 1934 which otherwise would have been held over until 1935 when it had been more fully matured.

Another important factor operating to reduce meat supplies next year was the Government's production-control program by which corn acreage and the number of hogs on farms were both considerably reduced. This program was undertaken as a means of increasing the farmers' purchasing power through bringing about a better balance between the prices he was obtaining for his products and the prices he was paying for the things he was buying.

When the effects of the drought were added to the curtailed corn acreage, the feed situation became genuinely acute and made it impractical in many cases for farmers to continue feeding high priced corn to their hogs. This resulted in the marketing of many hogs at an earlier date than otherwise would have been the case.

The third factor leading to reduced meat supplies was the Government's emergency drought relief program of buying live stock in the drought area and of having it processed for distribution through relief agencies. In order to save many of the cattle, calves, and sheep from starvation, the Government bought the stock, and the meat from those animals has been—or is being—canned or prepared in other ways for distribution by the Government to those on relief. Nearly 8,500,000 head of cattle and calves, and about 3,600,000 head of sheep have been, or are to be, bought by the Government in this program.

In 1934, the industry incurred an expense of approximately \$200,000,000

in processing taxes. This tax now is \$2.25 per cwt. on hogs dressed for commercial purposes. Proceeds from this processing tax are being returned to the farmers in the form of benefit payments to those who are co-operating in the corn-hog reduction program and also are being used by the Government in other ways designed to improve hog values.

Another highlight of 1934 in the packing industry was the phenomenal rise in hog prices last August when for 25 consecutive days hog prices advanced. The upward trend was due primarily to the fact that consumer demand for pork products remained good while for the time being fewer hogs were being sent to market. Following the rise in prices, consumption decreased materially, and, illustrating the way in which the law of supply and demand affects the meat industry, it became necessary, because of the perishability of the product, to reduce prices in order that existing supplies might be moved into consumption.

Largely as a result of the Government's emergency drought relief program, new records for numbers of beef cattle dressed were set during several consecutive months—notably August, September, and October.

It was only natural, in view of the foregoing developments, that exceptionally high employment levels were maintained throughout the meat packing industry during most of the year. In each month of 1934, in fact, employment was higher than in the corresponding month of the previous year.

For example, the most recent figures released by the Bureau of Labor Statistics on employment and payroll totals in the meat packing industry are for October, 1934. These figures disclose that 16 per cent. more men were working for the industry in October of this year than were employed at the same time in 1933. Payroll totals were 38 per cent. greater in October this year than they were a year earlier. The number of wage earners employed by the packing industry in September and October this year was the largest ever employed during any two months for which the Government has records.

Some improvement occurred in the export demand for American pork products during 1934, but the volume remained relatively low. Total net exports of pork in the 12-month period ending September 30, 1934, the latest period for which official figures are available, amounted to approximately 156,000,000 pounds, an increase of 21 per cent. over the similar period a year earlier, and an increase of 36 per cent. over two years ago. The figure was about 24 per cent. lower than a five-year average for the same period.

The export trade in American lard continued to decline, due largely to German quotas and exchange restrictions. Total shipments of lard abroad in the past hog marketing year, which amounted to approximately 525,000,000 pounds, were 8 per cent. smaller than exports in the previous hog year, 6 per cent. less than two years ago, and 20 per cent. smaller than the five-year average lard shipments for this same period. It is believed by some observers that the reciprocal trade agree-

ments effected during the year offer some opportunity for improvement in future lard exports. For example, more lard was exported to Cuba in the last four months than in the entire year 1933. Pork exports to Cuba also increased.

Of special interest to live stock producers was the upward trend in the value of all live stock except lambs during 1934. Average hog prices at Chicago advanced from \$3.38 during the first week of 1934 to \$5.70 in mid-December. (Neither the processing tax, which the packer incurs on every hog slaughtered, nor the benefit payments which co-operating producers receive, is included in either figure.) The average price of beef steers advanced from \$5.25 to \$7.15; veal calves advanced from \$5.42 to \$6.25; and lambs declined from \$7.64 to \$7.25.

Hay Shortage May Be Offset

Hay shortage can be made up with silage or corn stover, says the Ohio experiment station. It is better to feed a little hay each day along with the silage or stover than to feed up the hay and then shift to substitutes.

With little or no hay, grain mixtures should contain more protein and minerals. With a half ration of hay, grain mixture should contain 18 per cent. protein, 24 per cent. when hay is not fed. Equal weights of ground limestone, bone meal and salt make a good mixture.

Frankfurters and Hamburgers Popular Foods at World's Fair

Patrons of the world's fair consumed 4,600,000 hamburger sandwiches, 2,000,000 hot dogs, 2,000,000 gallons of coffee, 775,000 bowls of chili con carne, 100,000 corn beef hash sandwiches, 7,000 hot tamales and 900,000 ham sandwiches. In addition, at one restaurant operated by a packing company 34,980,000 slices of bacon were served over the counter and 159,000 steak dinners were provided.

Frankfurters Made With Wine

Frankfurters made with wine is announced by a Boston manufacturer. Made appetizing by ingredients permitted since repeal, this new product is blended from fresh meats, spices and native wines in such a way that not only is the food value enhanced, but a new, delicious flavor is created, it is explained.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Benjamin H. Krause, bankrupt No. 5509. The final meeting of creditors has been called for Dec. 31. The trustee's final report will be approved at such meeting. There may be a small dividend for creditors.

In the matter of Ben Krause Co., bankrupt No. 5512. The final meeting of creditors has been called for Dec. 31. The trustee's final report will be approved at such meeting. There will be a dividend for general creditors.

In the matter of Young-Johnson Furniture Co., bankrupt No. 5533. The final meeting of creditors has been called for Dec. 29. The trustee's final report will be approved at such meeting. There will be a final dividend for creditors.

Dec. 18. On this day the reference, and adjudication in the matter of Kenneth Suits, as administrator of the estate of C. Berlin Suits, deceased, bankrupt No. 5573, were received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

In the matter of Otis Bigelow, bankrupt No. 5976, first meeting of creditors was held Dec. 17. The bankrupt was present and represented by Carl D. Mosier, attorney; one creditor was present in person and M. N. Kennedy, custodian, was present. The bankrupt was sworn and examined without a reporter. Claims were filed only. M. N. Kennedy, of Kalamazoo, was appointed trustee, with bond of \$100. The meeting adjourned without date.

In the matter of Motor Rebuilding & Parts Co., debtor, in proceedings for reorganization of corporation No. 5547, first meeting of creditors was held Dec. 17. Debtor was present by Paul F. Bergman, its secretary, and represented by Parmenter & Van Eenennaam, attorneys. Edward DeGroot, trustee, was present and represented by William H. Messinger, attorney. One creditor was present in person and Hilding & Baker, A. W. Penny, Robert S. Tubbs and Fred P. Geib, attorneys, were also present on behalf of creditors. Paul F. Bergman was sworn and examined before a reporter. The hearing their adjourned without date.

In the matter of Wolverine Bumper & Specialty Co., bankrupt No. 5982, first meeting of creditors was held Dec. 18. Fred G. Timmer, receiver, was present and represented by Knappen, Uhl, Bryant & Snow, attorneys. The bankrupt was represented by Gillard & Gillard, attorneys. Certain creditors were present in person and Kahn & Pytkas, McAllister & McAllister, Hilding & Baker, Starr & Starr, G. R. Butterfield (Credit Men and Butterfield, Keeney & Amberg were present on behalf of creditors. The referee stated that petition to set aside the adjudication was now pending and until final determination of such matter, no further proceedings will be had; that Fred G. Timmer, present operating receiver, would continue in such capacity. Meeting thereupon adjourned to Jan. 2, 1935.

In the matter of John H. Teusink, bankrupt No. 5694, final meeting of creditors was held under date of Dec. 10. Fred G. Timmer, trustee, was present in person. No others present. Trustee's final report and account was approved and allowed. Balance bills, notes and accounts receivable was sold to Donald Gossett for the sum of \$1. Order was made for the payment of expenses of administration as far as funds on hand will permit. No objection to discharge. Final meeting adjourned without date.

Dec. 20. On this day the reference, in the matter of Fredricks Lumber Co., a Michigan corporation, debtor No. 5876 in bankruptcy, was received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

Dec. 20. On this day the reference, in the matter of Heights Lumber Co., a corporation, debtor No. 5877 in bankruptcy, for liquidation, was received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

In the matter of Richard H. Russell, bankrupt No. 5449. The final meeting of creditors has been called for Dec. 31. There will be no dividend for creditors.

Dec. 21. On this day the schedules, reference, and adjudication in the matter of Bastian Van Ry, bankrupt No. 6009, were received. The bankrupt is a purchasing agent of Grand Rapids. The schedules show total assets of \$5,486.77, (of which \$1,713 is claimed exempt), and total liabilities of \$54,542.75, listing the following creditors:

G. R. Savings Bank	\$ 602.45
G. R. National Bank	15,300.00
Old Kent Bank, G. R.	14,192.95
Meyerling Land Co., G. R.	3,100.00
American Home Sec. Bank, G. R.	295.00
G. R. Savings Bank, G. R.	208.33
Golden & Boter Co., G. R.	344.50
G. R. Gas Light Co., G. R.	1,162.42
G. R. Savings Bank	11,773.89
Old Kent Bank, G. R.	7,543.40

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GRAND RAPIDS, MICHIGAN

MOVEMENTS OF MERCHANTS.

Litchfield—The E. C. Lindsay Co., Inc., has changed its capital stock from \$50,000 to 5,000 shares no par value.

Detroit—Wood-Sparks, Inc., 1407 Washington Blvd., building, has changed its name to Ezra A. Wood, Inc.

Saginaw—The Bressler Lumber Co., 1420 Ames street, has changed its name to the West Side Lumber Co.

Lapeer—The Bostick Stove Co., 21 Court street, has changed its name to the Bostick Foundry Co.

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

Utica—The Utica Milling Co. has decreased its capital stock from \$50,000 to \$25,000.

Battle Creek—The Hunter-Prell Co., 311 Elm street, plumbers and builders supply contractors, has decreased its capital stock from \$40,000 to \$25,000.

Kalamazoo—Lillian M. Powers has engaged in business at 913 South Burdick street under the style of the Powers Beauty Shop.

Lansing—The Linn Camera Shop, Inc., 109 South Washington avenue, has decreased its capital stock from \$25,000 to \$15,000.

River Rouge—The Detroit Wax Paper Co., 1721 Pleasant avenue, has increased its capital stock from \$500,000 to \$1,500,000.

Detroit—The Saint Anthony Oil & Gas Corporation, 4479 14th avenue, has increased its capital stock from \$1,000 to \$16,000.

Detroit—The Gaille Motor Co., 6210 Second Blvd., has changed its capital stock from 50,000 shares no par value to \$50,000.

Grosse Pointe—The Grosse Pointe Bank has increased its capital stock from \$40,000 to \$140,000 and completed a consolidation agreement with the Grosse Pointe Savings Bank.

Detroit—Stetson's Men's Wear, Inc., 1416 Woodward avenue, retail dealer, has been incorporated with a capital stock of \$10,000, \$5,000 of which has been subscribed.

Detroit—J. W. Allen & Co., Chicago confectioners and bakery supplies factors, have opened an office here at 1429 Third avenue, under the management of Paul Caldwell.

Detroit—Kay Cooley, Inc., retail dealer in women's wearing apparel, at 1457 Griswold street, has been incorporated with a capital stock of \$12,000, all paid in.

Watervliet—The H. Pierce & Son hardware store has been in continuous business in Watervliet for 61 years. The firm was established by the Late Hiram Pierce, father of the present owner, Byron L. Pierce.

Muskegon—Sam Dangelis, proprietor of the Corner Food Market, Terrace street and Walton avenue, has admitted to partnership, Peter Dangelis and the business will be continued under the same style.

Grand Rapids—The election of Percy Owen, President of the Michigan Bakeries, Inc., as a director of the National Bank of Grand Rapids is a happy action for both parties concerned.

Detroit—The American Paper & Bag Co., Inc., 2741 Humboldt avenue, wholesale dealer in paper, twine, tobacco, candy, etc., has merged the business into a stock company under the same style with a capital stock of \$6,000, \$4,000 being paid in.

Kalamazoo—Erwin Doerschler and Thomas Veld have engaged in business in the former Henderson-Ames building, under the style of the United States Brass & Aluminum Foundry and will specialize in brass and aluminum work.

Traverse City—The Traverse City Milling Co. has gained permission of Judge Fred M. Raymond of the U. S. district court to submit a plan for reorganization. An involuntary bankruptcy petition is pending against the company.

Allegan—C. N. Menold, an experienced druggist of more than 25 years, and who conducted a drug store in Hamilton for the past eighteen months, has removed his stock and store fixtures here and will continue the business.

Detroit—Louis E. Beal has merged his drug business into a stock company under the style of the Beal Drug Co., 12553 Gratiot avenue, with a capital stock of \$10,000, \$5,000 being paid in.

Holly—The Sunset Fisheries & Supply Corporation, fish hatchery, has been incorporated with a capital stock of \$35,000, \$20,000 being paid in.

Evart—Mrs. G. N. Bruce, in the drug business here with her husband for 50 years, died Monday. A native of New York, Mrs. Bruce was educated at Starkey Seminary. She became a registered pharmacist in 1904. Her husband and two sons, Harry, of Evart, and Capt. Baxter H. Bruce, U. S. N., survive. Funeral services were held Wednesday afternoon.

Detroit—Funeral services for George W. Willard, for many years a Detroit merchant and bank executive and the one responsible for the introduction of paper patterns in the Middle West, were held Thursday in St. Luke's Episcopal church, Ypsilanti. Additional services were held at the grave in Evergreen cemetery. Mr. Willard died at his home in Ypsilanti Monday. He was born in Hartford, N. Y., Nov. 24, 1845. In 1870 he became associated with a firm that later became the Buttrick Publishing Co. In 1875 he opened a pattern store here. In 1905 after carrying on his business here for twenty years, he retired and moved to Ypsilanti.

Monroe—An operator of a modest combined grocery and gas station who has spent forty-seven days in jail because he refused to file state sales tax return, Saturday was released and placed on two years' probation by Circuit Judge Clayton C. Golden. The businessman, Stanley Zaleski, 43 years old, ran a small store in Bedford township. Last August, when questioned by State officials, he flatly refused either to pay over the \$90 the State claimed he owed it, or even to admit the validity of the tax by filing so much as a return. A warrant was sworn for him, he was arrested, tried and convicted of evading the tax laws by a Circuit jury

on Nov. 14. Since that time he has been held in the Monroe county jail, unable to raise bond. Judge Golden, in releasing the man to probation Saturday, ordered him to pay the State the \$90 and also to pay the \$50 costs of the case within nine months.

Grand Rapids—Ray Barnes, artist, and Carleton Cady, writer, produced a very acceptable historical presentation of Grand Rapids for the Herald newsboys' greeting for 1935. About the only worthwhile historical relic which was overlooked is the frame house located on the Southwest corner of Front avenue and Fourth street, which was the first frame house erected on the West side of the river and is now the oldest frame house in Grand Rapids. The house was erected by Silas Hall in 1842 and was occupied by him and his family as a residence as long as he lived. It has since been occupied by other people as tenants or owners. Mr. Hall died about 1875. He was twice married. I think he had four children by his first wife, Irving, Nettie, Mary and Elias, all buried in Fulton street cemetery except Nettie, who married a man named Charles Patterson, lived many years on Fourth street, but moved Portland about forty years ago. The other daughter, Mary, married Chase Phillips, well known fruit grower, both now dead. They were the parents of Mrs. Alvah W. Brown.

Battle Creek—Fred A. Whalen, 54, proprietor of the Thos. F. Whalen Grocery Co., since the death of his brother, Thomas F. Whalen last spring, and one of the last members of a prominent pioneer family here, died very suddenly last week at his home, 273 Main. Mr. Whalen was supposedly in good health. He had complained of not feeling well Sunday, but this morning arose and went to the store as usual. He did not feel well and about 11 o'clock went home. Dr. A. E. MacGregor was called, but Mr. Whalen died within forty-five minutes. Heart trouble was the cause of his death. Fred A. Whalen was one of the eleven children of John and Anna Dunn Whalen. He was next to the youngest of the eight sons, and was born here May 30, 1880. The father came to this country from Ireland, and migrated to Battle Creek about 1840. He was one of the founders of the Catholic church in this city, at a time when there were only six Catholic families in the town. Known to all of the patrons and friends of the store for his cheery genial mood, he occupied a unique place among the city's business men. He is survived by his widow, Nellie Reagan, and one son, Robert T., a teller at the Central National Bank and Trust Co.; one brother, James W. Whalen, 36 South Jay, and several nieces and nephews. Another brother, George, died this year.

Manufacturing Matters

Detroit—The Dell Manufacturing Co., 6432 Cass avenue has changed its name to the Argo Steel Corporation.

Hillsdale—The Hillsdale Manufacturing Co., maker of boys pants and jackets, has increased its capital stock from \$360,000 to \$425,000.

Detroit—The Biltmore Dress Co., 206 East Grand River, manufacturer and dealer in clothing, has been incorporated with a capital stock of \$25,000, \$10,000 being paid in.

Detroit—Detroit Bent Wood, Inc., 12934 Evergreen Road, manufacturer and dealer in bent wood products, has a capital stock of 10,000 shares at \$1 each, \$1,000 being paid in.

Otsego—Improvements are being made in paper mill No. 1, recently acquired by the Otsego Falls Paper Mill, Inc., and the plant will begin operation Jan. 15.

Detroit—The Buckeye Wood-Work Corporation, 1320 Fourth street, manufacturer and dealer in wooden products, toys and novelties, has been incorporated with a capital stock of \$10,000, \$1,000 being paid in.

In My Old Room

Live I can a round of years
In my old room
Memory so much endears
The gifts that loom
Higher than their shelf or cove
That this little world I love
Brings to me a joy above
Things which mark our grown-up years
Dear Old Room! How it endears.

Everything is here to bless
In my old room;
Driving out the loneliness
To find its doom;
Baby scribbles on the wall
Scenes afield—Spring, Summer, Fall;
Mama's picture more than all
Life-like, and forbids the tears,
Dear Old Room! How it endears.

Comfort ever welcomes me
In my old room;
Here forget-me-nots I see
Of rarer bloom
Than the fairest June can bring
To the fields where sky-larks sing
Melodies for comforting;
Still far lovelier appears
My Old Room! How it endears.
Charles A. Heath.

Seek Writing Paper for Sales

Stationery buyers in the New York market to purchase sales merchandise for delivery next month, ignored new lines of regular goods put on display by a number of sales agents last week. The exceptionally active holiday season left stores with little writing paper for coming promotions and buyers are anxious to replenish stocks before looking over spring goods. Sales in the industry this season ran 12 to 15 per cent. ahead of last year. Notable advances were made in the South and Southwest where some stationery departments reported increases of 25 to 30 per cent. in volume.

Apparel Linens Bought Heavily

While holiday activity on linen domestics, such as napkins, towels, tablecloths, etc., was disappointing, importers insist that demand for apparel linens was exceptionally good. Importers have contracted for goods for three months in advance and some have orders on their books from domestic manufacturers for three to five months ahead. Threats of further price advances, on top of the 10 to 15 per cent. increase during the year, have spurred the advance bookings, and importers look forward to an excellent year.

Four New Readers of the Tradesman

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

Joseph Quist, Grand Rapids
Peter F. Wendel, Newark, N. J.
Alton J. Hager, Lansing
Jones Hardware, Otsego

Essential Features of the Grocery Staples

Sugar—Jobbers now hold cane granulated at 4.85 and beet sugar at 4.60.

Canned Fruits—Canned fruits will be pretty well controlled, particularly the most important one, cling peaches. It is understood that the peach situation abroad is in good shape and will continue so for the next few years, as production will be held pretty well to anticipated demand. Hawaiian pineapples have moved very well and prices have been well maintained. Stocks of canned fruits are limited, except in pears, which are plentiful enough.

Canned Vegetables—The canned vegetable market will enter the new year firmer and higher. What now develops as a short-tomato pack last season completes the work of the most freakish of all packing years, so far as the weather was concerned. When the drought laid waste a substantial part of the acreage planted to peas and corn it was thought that at least tomatoes would escape the vagaries of weather, and since there was a large acreage planted it had been expected earlier in the fall that here at least would be a good sized pack. What happened is now history. Instead of a good sized pack, it will, according to the latest indications, be under 13,000,000 cases. Thus, two short packs in succession and substantial sales of tomatoes, have first hands with only a little more than one quarter of their goods left unsold.

Canned Fish—Salmon has moved well throughout the country, but has not been particularly active in New York, although a good routine business has been in progress on some grades, among them fancy salmon. Curtailment and possible labor trouble in the next packing season tend to make the future position of salmon look much stronger.

Corn Sugar—Corn sugar is also doing little business at the moment. Nothing is expected of the market for another two weeks. Prices show no change.

Corn Syrup—Deliveries of corn syrup running light. Prices firm, however, reflecting the corn market.

Honey—Temperature contrasts have been very wide during the period. During the first week temperatures were among the highest on record in the Eastern half of the country but abnormally low in the Central and South Central States. Recent temperatures have been low, however, almost everywhere except through the eastern intermountain area and on the Pacific Coast, and with freezing weather extending to South Florida. Snow cover is general over the upper half of the country west of the Plains States and in scattered portions of the mountain area. Already the amount of snowfall in Idaho, northern Utah and western Oregon will assure irrigation water. In the white clover area the substantial snowfall is proving especially helpful to clover plants in the North Central States, where it was generally preceded by heavy rains in November. The condition of the colonies continues satisfactory, with stores generally ample. Demand for honey is slackening somewhat, as is natural at this

season of the year, but stocks are now so light that there appears to be an upward trend to the market in spite of the lessened demand. Carlots of honey are scarce and are generally being held for higher prices. Comb honey is rapidly being cleaned up. Demand for export from California is principally confined to small lots of comb honey.

Nuts—The market is, of course, relatively quiet here. Supplies of nuts are pretty well scattered and jobbers sold out pretty well in advance of the holidays. There has been a little reselling, with values being well maintained. Supplies were pretty short this season in moderate priced pecans, Brazils and some of the grades of almonds. Walnuts enjoyed a good active holiday demand, stimulated by the shortage of some other nuts. The shelled nut market was fairly active for the holidays and stocks here are moderate, with values steady.

Olive Oil—The olive market continues firm abroad, with additional strength being shown in Italy. Prices in Spain are steady. Some business is being placed for nearby shipment to this market because stocks here are pretty well depleted. Holiday business was very good and spot prices were well maintained.

Rice—The market is rather dull at the moment for spot business, but there has been an encouraging improvement in the new business for deferred shipment. Stocks in the hands of the trade are known to be very light, and a revival of future interest would be a bullish development. The principal strength in rice, of course, has been shown by the long grains of top grades which are in short supply, and also such varieties as Rexoras and Japans, of which there is only a small unsold supply. Blue Rose rice, being plentiful, has not attracted trade attention like the other varieties, but there has been some fair business done in it when offered at attractive prices for shipment. Prolifics are strong, with Arkansas holding for high prices.

Sugar Syrup—There is nothing new to be said about sugar syrup. Consumers are currently covering very lightly. However, there is no excess supply to put pressure on prices.

Vinegar—Sweet cider remains very firm. Although the holiday demand is over, distillers of apple brandy are still in the market. There promises to be a shortage of cider throughout the country for conversion into vinegar.

Review of the Produce Market

Apples—Jonathans, \$1.50; No. 1 Spys, \$1.50 and \$2.
Artichokes—\$1 per doz.
Avocados—\$2.75 per case from Calif.
Bananas—5c per lb.
Brussels' Sprouts—18c per qt.
Butter—Creamery, 32c for cartons, and 31½c for extra in tubs and 30½c for firsts.
Cabbage—40c per bu. for white, 50c for red.
Carrot—Calif., 60c per doz. bunches or \$3.25 per crate of 6 doz.
Cauliflower—\$1.50 per crate for Calif.
Celery—20@40c per dozen bunches.
Celery Cabbage—60c per dozen.
Cranberries—\$5 per 25 lb. box.

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

C. H. P. from farmer.....	\$2.45
Light Red Kidney from farmer..	4.25
Dark Red Kidney from farmer..	5.50
Light Cranberry.....	4.15
Dark Cranberry.....	\$3.15

Eggs—Jobbers pay 18c per lb. for all clean receipts. They sell as follows:

Large white, extra fancy.....	33c
Standard fancy select, cartons.....	29c
Medium.....	28c
Candled, large pullets.....	26c
Checks.....	24c

Storage eggs are being offered as follows:

XX April.....	25c
X April.....	23c
Checks.....	22c

Garlic—15c per lb.
Grape Fruit—Florida, \$3 for all sizes.
Grapes—Tokays—\$2.50 per box.
Green Beans—Louisiana, \$6 per hamper.

Green Onions—Chalots, 60c 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.....	\$4.75
Leaf, hot house.....	8½c
Limes—25c per dozen.	
Mushrooms—29c per box.	

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

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

126.....	\$3.50
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 in half box sacks 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, 35c per bu.; Idaho, \$2.50 per 100 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy Springs.....	17c
Heavy Fowls.....	13c
Light Fowls.....	10c
Ducks.....	13c
Turkeys.....	19c
Geese.....	11c

Radishes—Hot house, 40c per doz. bunches.

Spinach—90c per bushel for Kentucky grown.

Squash—1½c per lb. for Red or Green Hubbard.

Sweet Potatoes—\$150 per bbl.

Tomatoes—Hot house, \$1.30 for 8 lb. basket.

Turnips—50c per bu.

Veal Calves—Wilson & Company pay as follows:

Fancy.....	8c
Good.....	7c

Wax Beans—\$6 per hamper for Florida.

Items From the Cloverland of Michigan

Sault Ste. Marie, Jan. 1.—Drummond Island still holds the record for being the best deer hunting grounds in the Upper Peninsula. Of 758 deer hunters counted at DeTour on their return from Drummond Island during the past deer hunting season, 344 or nearly 50 per cent, had shot a buck. Of the 344 successful hunters 302 had antlered bucks and forty-two had spikehorn bucks. In addition, two hunters had bagged coyotes and one had shot a black bear. On the basis of these figures alone, Drummond Island may be said to have provided excellent hunting. The total kill, however, would probably mount if the number of deer shot by local residents or transported by outside hunters to the mainland by other means than the ferry to DeTour were known. With all things considered, it is estimated that the deer kill on the Island averaged probably three deer per square mile. Drummond Island has an area of 130 square miles.

Jacob Schopp, the well-known merchant at DeTour, paid the Sault a visit last week, doing some Christmas shopping.

While a man may get mad at you for refusing to loan, he cannot but respect your good judgment.

The many friends of Dr. Carl H. Borgmeier, 55, were shocked to hear of his death, which occurred at San Benito, Texas, Monday, Dec. 24. The Doctor was a practicing dentist at the Sault twenty-four years, but had to give up his practice here about four years ago on account of eye trouble. He conducted a fruit farm at San Benito after leaving here. He was born in Petersburg, Mich., Jan. 29, 1880, and lived there during his early life. He attended and graduated from the University of Michigan dental college and after a few years practice at Petersburg, came to the Sault. Four years ago he went to Texas, spending the winters there and the summers in the Sault. A number of his Sault friends left here to attend the funeral.

Peter Wydra, of the Sault sausage works, has made a Frankforter which he says is the largest in the world. It is now on exhibition in his display window at the works, on the corner of Magazine and Spruce streets. Mr. Wydra has offered three prizes to the person guessing nearest to the weight. After the contest Mr. Wydra will present the sausage to the salvation army for the community house.

Opportunities come to all, and the limitations placed upon them by individuals establishes their worth.

Word has been received of the death last week of Louis J. Desenberg, who formerly made his home in the Sault. Mr. Desenberg died in Buchanan, where he has been associated in business with his brother since leaving the Sault. He was buried in Lawton. Mr. Desenberg was connected with the Prenzler Brothers store when he was in the Sault.

We wish all a Happy and Prosperous New Year. William G. Tapert.

Everybody knows "blue" Monday. Some times we see "red." "Black" looks are disconcerting. Often the weak-hearted show the "white" feather or a "yellow" streak. And that "dark brown" taste is not unknown. But if you want to keep in the "pink" of mental condition you mustn't let disturbing riots of color mess up your environment.

MUTUAL INSURANCE (Fire and Life)

The Lesson of the Dead Line

I had called to interview one of America's great generals of industry. He was a big, genial, friendly man—chief of a fifty-million dollar manufacturing group with thousands of salesmen in the army he commanded. He was a genius for organization; had a reputation for getting results. Men envied him the name he had built.

When we were through there came a twinkle in his eye and he remarked:—

"I began as a reporter on a daily newspaper. What I learned in those days has helped me much each day, through all my life."

"What was it you learned?" I asked. "Dead Lines," he replied. The great industrialist put match to cigar and leaned back.

"I learned, early in those days, to respect the Dead Line. I learned that at a certain moment each day all my work had to be done. At that unchangeable fraction of time the job must be over. It could not be missed.

"At a certain minute the copy had to be in. At a certain minute the type had to be set, the proof ready, the forms locked up. At a certain minute the presses had to start. Trains never waited. The papers had to go out.

"When I got into business life I found that few men understood the meaning of the Dead Line. It was not a thing in their consciousness. They did not finish. Tasks piled up. Correspondence and mass of details were left over to the next day. Tomorrow was always a good day, or the next.

"It came to me that I possessed something that these other men did not have—an intimate knowledge of what the Dead Line meant.

"So all my life I have mapped each day's course, worked to the Dead Line, swept my desk clean.

"Every day, all my life, the Dead Line has been the policeman that has regulated my conduct. He has paid me big dividends. He has cost me nothing for salary. The Dead Line has been my truest friend, my great benefactor.

"Without my sense of the Dead Line, I often think, I might have been just another private in the ranks.

"If any man should come to me and ask me for my most prized secret, this one thing I would say to him:—

"It is the Dead Line. Make it your whip, your spur, your goal; make it a part of your daily conduct and find a place for it somewhere along with your religion. Never forget the Dead Line."

Ten Commandments

A thirteen-year-old boy in 1745 wrote the following ten commandments in his notebook, setting forth a few principles of human conduct worth repeating:

1. Keep your nails clean and short, also your hands and teeth clean, yet without showing any great concern for them.
2. Be no flatterer—neither play with any that delights not to be played withal.
3. Let your countenance be pleasant, but in serious matters somewhat grave.
4. The gestures of the body must be suited to the discourse you are upon.
5. Show not yourself glad at the misfortune of another, though he were your enemy.
6. Let your discourse with men of business be short and comprehensive.
7. Strive not with your superiors in argument, but always submit your judgment to others with modesty.
8. Speak not evil of the absent, for it is unjust.
9. Let your recreations be manful, not sinful.
10. Labor to keep alive in your breast that little spark of celestial fire called Conscience.

The author was George Washington.

Enforcement Drive Ahead

The meat dealers have secured their code and the question now remains what they can do with it. In New York State, 90 per cent. of the meat trade remains in the hands of the food and grocery code administrators.

An intensified drive for enforcement will begin within a short time in every division of the field. For the sake of economy and harmony, it seems possible that in this part of the country at least, the meat retailers will be content

to remain within the food domain in preference to setting up expensive new machinery of their own.

Many high-ups are low in spirit.

Personality will always outweigh its opposite; capacity will always outstrip incapacity; intelligence will outweigh ignorance.

LONG DISTANCE RATES ARE SURPRISINGLY LOW

for **35^c** or
less

during the **NIGHT** hours

(between 8:30 p.m. and 4:30 a.m.) you can call the following points and talk for three minutes for the rates shown. Rates to other points are proportionately low.

From GRAND RAPIDS to:	Night Station-to-Station Rates
BENTON HARBOR	35c
CADILLAC	35c
FLINT	35c
JACKSON	35c
LANSING	35c
SOUTH BEND, IND.	35c

The rates quoted above are Night Station-to-Station rates, effective from 8:30 p. m. to 4:30 a. m. In most cases, Night Station-to-Station rates are approximately 40% less than Day Station-to-Station rates.



For fastest service, give the operator the telephone number of the person you are calling

**MICHIGAN BELL
TELEPHONE CO.**

Finnish Mutual Fire Insurance Company of Calumet, Mich., has paid losses promptly and fully — have led the way in fire prevention — have consistently returned annual savings to policyholders. There is available to you through Finnish Mutual Fire Insurance Co., all the traditional advantages of the mutual plan of fire insurance — safety, service and savings. Get the facts. They speak for themselves.

**Finnish Mutual Fire Insurance Company
CALUMET MICHIGAN**

DON'T INSURE

for

FIRE OR WIND

UNTIL YOU HAVE CONSULTED US
•
SOUND PROTECTION AT A SAVING
•

**MICHIGAN BANKERS & MERCHANTS
MUTUAL FIRE INSURANCE CO.**

Fremont, Michigan

Wm. N. Senf, Sec'y

MUTUAL SERVICE AND EFFICIENCY

HAPPY NEW YEAR!

To our customers in Grand Rapids and Kent County we express our sincere appreciation for their good will and patronage through 1934.

IT is our hope that GAS will play an increasingly helpful part during 1935 in improving the working conditions in every home where this **tried and tested fuel of economy** is available.

WE ask the co-operation of users in our efforts to maintain the highest type of SERVICE available to gas users anywhere in this country. This co-operation we can explain and even demonstrate, **but only you** can put it into practice. IT CONSISTS OF WATCHFULNESS AND ORDINARY MAINTENANCE.

WATCHFULNESS will cut down waste and save you money.

IT means using only the amount of heat needed to properly do any job.

MAINTENANCE means ordinary care and advising us promptly, after due allowance for age and condition, when any gas appliance does not operate to your satisfaction.

GAS APPLIANCES have been vastly improved in recent years and new models for 1935 which will shortly appear, will show even greater modernization.

PRACTICALLY all modern gas appliances are automatic. This means they **save your money** because they are **watchful** for you, they **operate economically** for you, and their mechanics are so greatly improved that even simple maintenance is but rarely necessary.

IF you are using older style gas appliances—particularly ranges and water heaters—co-operate with us as suggested above to get the best you can from them. However, if at all possible **give thought to REPLACEMENT**. You will find it pays—not alone in money but in Service and Satisfaction.

TODAY'S Gas Range—finished throughout in gleaming, colorful porcelain; heavily insulated against heat loss; automatic in its lighting and control of oven temperature—does everything but think for you. It is the most economical, practical cooking machine man has produced.

AMONG many fine lines available in the Grand Rapids market is the GARLAND line at VanDenBerg Bros. Furniture Company on Grandville Avenue; the DETROIT STAR line at the Herpolsheimer Company and the Young & Chaffee Furniture Company; the ROPER and CHAMBERS lines at Wurzburg's; the MAGIC CHEF line at Columbian Warehouse Furniture Company and at Laban's on West Leonard. DETROIT JEWELS and MAGIC CHEFS are displayed at the Gas Company salesrooms

When the New Gas Ranges for 1935 are announced we are sure you will find it a pleasurable venture to inspect the displays on the floors of progressive merchants' stores.

GAS COMPANY

EXPECTATIONS NOT SEEN

While the outlook for the capital goods industries during 1935 is definitely brighter, the poor prospects for private building, particularly residential construction, will hold down the percentage increase over the 1934 volume, according to opinions expressed by executives in the heavy goods fields.

Attempting to weed out definite facts from the mass of optimistic predictions coming from both governmental and business sources, these executives made estimates of an increase of 35 to 40 per cent. in the volume of business to be done in producers' capital goods. Such an increase, which in several quarters was regarded as high, would bring the 1935 volume to approximately \$8,000,000,000 as against about \$5,800,000,000 this year.

The estimate for 1935 is just about double the 1933 figure of \$4,000,000,000. In 1932, the total was \$4,600,000,000, and in 1931, \$9,500,000,000. The all-time high was reached in 1929 when the amount hit \$19,600,000,000. The following year it dropped to \$15,300,000,000.

The outlook for individual lines varies, according to executives. Most promising are machinery and machine tools, with plant construction also expected to register fairly substantial gains. Electrical machinery, trucks and railroad equipment appear headed for a better year. Road-building and public works are problematical, depending mainly on state and government activities. The gloomiest prospects are in the private residential field.

Machinery and machine tool builders have received a steady flow of requests for bids in the last month and indications are that the volume of orders will spurt sharply after the first of the year. While some hesitation among business men still remains, enough confidence has been restored in their minds to warrant expenditures for needed rehabilitation, it was said.

Considerable emphasis has been placed on the announced intention of various large companies to spend huge sums for new equipment and plants, but those companies closely acquainted with architects, construction companies, etc., report that, so far, little of this proposed building has materialized. On the other hand, several industrial engineering companies indicated that they had many orders on their books and that 1935 would be a very active one for them.

The current agitation over public utilities may force them into a retrenchment program, it was feared, and thereby cut down any plant or equipment extension they would normally undertake. Such retrenchment may possibly be offset by the building of publicly owned power plants, but the entire question is clouded.

Private building this year has not exceeded the sum of \$650,000,000, according to authorities in that field, and the prospects of betterment next year are vague. For the first six months at least, they felt, the total of residential construction will be under last year's figures. There is a normal twenty-year cycle in residential building, it was pointed out, and at the present time we are about half-way through that

cycle, private construction having reached its peak in 1925. The Government, through various means, may have a certain influence on the cycle, but it will not be of sufficient proportions to affect appreciably the total volume of building. At one time, residential construction provided about 75 per cent. of all building, while now the figure does not exceed 20 per cent.

Producers of building supplies and equipment were fairly optimistic, however, contending that the home modernization drive will net them a considerably larger volume of business in the coming year.

The financing of capital goods purchases still remains a weighty problem, despite the efforts made by both Government and banks to ease the flow of credit. Credit extension has been liberalized to some extent in the last few months, but the economic situation continues in such a state that manufacturers are chary of seeking funds for plant equipment and rehabilitation, it was said.

It was agreed in several quarters, however, that the consumer goods industries will move steadily ahead next year, barring unforeseen developments, and that the larger volume of business will encourage capital goods purchases. All the Government campaigns and assistance will have little effect, it was insisted, if manufacturers do not believe the volume of business they are doing justifies added expenses.

TRADE PROSPECT CHEERFUL

Forecasts of the business outlook for 1935 are optimistic as a rule but cautious. The caution proceeds from several important considerations, chief of which may be set down as the lagging progress in the so-called capital goods industries. High unemployment totals are traced almost entirely to this condition.

The chief contribution of 1934 to recovery has been the remarkable upturn in trade. The year will probably show that the gain over 1933 in retail distribution was around 15 per cent., with the percentage climbing toward the close of the period. The holiday season just over indicated that the public was in the first real "buying mood" since the depression started. An enlarged demand for luxury goods was remarked.

For the new year, merchants confidently predict that sales should run better than in 1934 by at least 10 per cent. Since price levels now show little change over the year, this means that more merchandise units will be sold. The price outlook is for steadiness, although the elimination of price fixing may mean an intensified competition among producers pointing to lower quotations.

On the other hand, it is probable that labor regulation and more adequate efforts to enforce compliance with standard working conditions should tend to hold up or increase costs. In this event, there would be an offset to any lowering of price levels otherwise in prospect.

It is remarked that toward the end of this year sound merchandising practice once more began to yield its customary returns in contrast with the

failures recorded during the bottom of the depression when cheap tactics seemed the only recourse.

DRY GOODS CONDITION

In contrast with a year ago probably the most significant feature of the present business picture is the more realistic attitude which has been adopted by industrial and trade interests and in part by the Government. From this new viewpoint which emphasizes individual initiative springs the cheerful comment upon the state of business and the outlook for the new year—a comment which is seasoned, however, with caution.

Twelve months ago devaluation of the dollar looked very much like the beginning of a highly hazardous monetary experiment out of which a demoralizing inflation might be expected to result. In industry there was a similar experimentation with artificial controls which could do little but aggravate the evils of an unprecedented depression.

Both experiments are now discredited in most minds. The administration as well as conservative financial and business opinion seems to have steadied its monetary policy and to be seeking stabilization. The twin problem of relief costs and international co-operation remains to be met before such stabilization can be accomplished, but at least the principal effort is in that direction.

Where artificial restraints in industry are concerned enough experience has been gained over the year to prove the fallacy of an approach of this kind to the difficulties which must be surmounted. The benefits of certain basic strictures are recognized. They embrace wage and hour regulations, child labor and definitely unfair trade practices. Beyond these restraints, it is more generally felt that price fixing and production control reduce that initiative from which the American system has achieved its most outstanding results.

LABOR ANXIETY FELT

From the standpoint of employment gains last year closed with figures that do not create much satisfaction. The increase over twelve months ago does not come to much better than 3 or 4 per cent. in manufacturing industries, despite shortened hour schedules.

But here, as upon other phases of business, the attitude is again more realistic. Analyses have indicated that the country has a much larger percentage of unemployables than was imagined. The population is growing older, for one thing, and, for another, the employable age limits have been declining as mechanization of industry has expanded.

Certain social measures are planned to take care of these conditions. They are receiving, for the most part, the earnest study of business leaders who wish to see systems adopted that will preserve the American spirit of enterprise and not act as a deterrent to individual initiative.

Statistics now missing are urgently required upon the many important phases of the labor situation. A great deal of surmise upon the effects of the various recovery measures has been

indulged in for the simple reason that the real facts have not been available.

While many industrial groups have bitterly criticized Section 7a of the NIRA and the ruling of the labor boards, concessions have been made in other quarters which would not have been conjectured several years ago. Greater clarification of the labor provisions of the Recovery act is needed, according to the more liberal views held in industry, since the prospect of labor tangles next year is one of the principal anxieties.

FOREIGN TRADE AHEAD

In the field of international relations the new attitude of realism is also observed. Theories that have held sway for a long period of time are gradually giving place to more practical methods of re-establishing the comity of nations. A serious war scare seems, in fact, to be subsiding on various troubled fronts.

The step taken by this country to encourage reciprocal tariff arrangements has proved of great benefit in the first treaty with Cuba. Subsidies, quotas and other forms of nationalistic activity may subside before such practical examples of how two countries may each gain from enlarging their mutual purchases and sales. In this country the reciprocal treaties might very well prove the forerunner of a still more enlightened tariff policy.

Since foreign trade is accepted as the foremost barometer of international business conditions, the gains made in recent months testify to a moderate recovery at least from depression levels. Such increases have come not from currency tampering but from a relative degree of steadiness in the principal moneys. The conclusion reached is that real results do not follow from monetary jockeying.

HEAVIER INDUSTRIES GAIN

The upward swing in the consumers' goods lines is an augury of some improvement at least in the heavier industries. The former are customers to a degree of the latter. But aside from the stimulation to be gained from this source, there seems to be agreement in the year-end predictions that the durable goods producers should find an enlarged demand in the coming months.

Thus, employment of labor in the construction lines has shown the first monthly increase since the figures were started in 1928. Hopes are held out that the Federal housing campaign will soon begin to make real progress. In various industries plans to replace obsolete machinery are uppermost.

Retarding factors against the effort to push ahead these lagging lines of activity come chiefly under two heads. There is the problem of adjusting present indebtedness so that distressed properties may not press on the market and jeopardize new enterprise, and there is the question of stable money which is required for any real encouragement of long-term investment.

Both of these disturbing influences are gradually being moderated. Methods have been adopted for the relief of debtors and, as indicated, the fear of inflation is considerably less than it was.

OUT AROUND

Things Seen and Heard on a Week
End Trip

Some of us—perhaps all of us—have been misled from childhood days into the belief that when the American Republic was set up, liberty was enshrined for all time in the constitution of the United States. We have complacently fallen into the habit of regarding liberty as the permanent heritage of every citizen.

Well, it was our heritage, but we have been letting it slip through our fingers. The liberty our fathers bequeathed to us has been whittled and worn away by the grinding and growing stream of laws, regulations and bureaucratic rules and court decisions until there is little that we have or do that is not affected in some degree by a super-imposed authority.

We locked our doors and barred our windows against despotism, yet invited despotism and tyranny into our homes by accepting the bait government held out; bait in the form of advice and aid. From telling us how and what to do, and aiding us in various ways to do it, it was only a short step to tell us what we could not do, until now, government is blandly taking over much of the work we do to gain a livelihood to earn the money to pay the government's upkeep.

Call it what you will—despotism or dictatorship, monarchy or a democracy; government is the very opposite of freedom. Government and liberty are essentially in a relation of antagonism.

The framers of our constitution knew this fact well because the old world was subjected to governmental despotism. The setting up of the American Republic, the government of the United States, marked a turning point in the long and rough road to political freedom. Our government was not to be allowed to roam where it pleased at the whim of rulers or even majorities. It was hobbled by the Constitution and harnessed by it to the task of protecting the individual citizen and his rights. The Federal charter was made to say that "The powers not delegated to the U. S. by the Constitution nor prohibited to it by the states are reserved to the state respectively, or to the people." And then those wise men, fearful lest the power of the central government should be too great, appended a bill of rights in the form of the first ten amendments, carefully specifying that the enumeration of these rights should not be construed to deny or disparage other rights retained by the people, but in spite of all the safe-guards thrown around the people by the famous document, many political leaders of the time were still afraid that the central government would, in some unforeseen manner, encroach upon the rights of the states and of the people themselves, and the Constitution remained for nine years in the throes of bitter, though brilliant con-

trovery before its ratification was accomplished.

For the first century, Congress succeeded in keeping the Government on its chartered course, but the storms it encountered were too many and gradually the old ship of state began to veer from its course to answer the clamorous demands made upon it. Little by little its authority was stretched, but those valiant men who created the rules by which we were to travel had passed on. They knew, as I have already said, the dangers that they might face from government, knew from old world experience. They built so well, however, that the succeeding generations—coming and passing in full security—took for granted that we were immune from the dangers that befell other people, and thus we have been led or misled into the belief that liberty was enshrined for all time. So gradual has been the digression from the charted course that we did not realize the danger until we crashed upon the rocks of economic disaster and now we can see, though we still do not fully appreciate, that our liberty is only a matter of history.

Now it is time to fight. But to fight effectively, we must fight intelligently, and that requires a working knowledge, at least of our historic institutions. The American people need to be shaken out of their rsmug complacency and to this end to be reminded of the unfavorable, rather than the favorable developments of our governmental system. And here we begin to tread strange ground, for already freedom of speech and freedom of the press are being endangered by thunder and lightning from Washington. It was a wise man who said "Eternal vigilance is the price of liberty," and never was a warning more needed than to-day.

Let us consider just one phase of the assault on our guarantee of freedom and the long trend toward the socialistic state. Little by little, the tether which held Congress in check was stretched by the doctrine of "implied powers," and a new and more liberal interpretation of the "General welfare clause" of the Constitution. Very obviously the framers of the Constitution intended the "General welfare clause" to prevent Congress from spending public money for specific purposes or particular localities or classes, but Congress has long since broken from these moorings and successfully accomplished the change, not by doing things to us, but by doing things for us.

Every departure from the straight and narrow constitutional path has been made in the name of a larger humanitarianism and thus have we come to believe what has proved to be the greatest fallacy on earth—that when we get something from government, we can get it for nothing, for since 1913 our tax bill has climbed from two billion dollars to sixteen billion, or from 6 per cent. of our entire income to more than 40 per cent. of our income. No wonder buying power

disappeared and depression came upon us.

The first step in this new and strange policy was in 1889, when the Federal Department of Agriculture was established. It marked the first departure from the logical arrangement of the business of government by adding to the job of governing the job of promoting, which had nothing whatever to do with government as it was understood up to that time. The Agricultural Department actually dates back to 1839 when it was organized to collect agricultural statistics for which it was given an appropriation of \$1,000, but in 1889 it started on its real bureaucratic road, increasing its activities in the name of benefit to the farmers until in 1932 its appropriation was 300 millions of dollars, and even that staggering figure not enough to support the hundreds of bureaus and commissions subsidiary to it.

The value of many of these attendant bureaus can be arrived at by an example or two. For instance, the Bureau of Home Economics. Here it is a case of Auntie—not Uncle Sam—who exercises a vicarious and expensive motherhood. In one year it issued over 160 pamphlets to tell the American public how to live. For example, Bulletin 52 on suits for the small boy says: "The trousers worn by the little boy in the picture can be buttoned to an undershirt, as shown, with a matching or contrasting blouse over it; or when the weather becomes warm, and the days invitingly sunshiny, the undershirt may be replaced by an open-mesh sun suit, top of cable net." Sounds like a department store adv. but it's done at the expense of the American taxpayer.

A further statement in the same leaflet advises us that these trousers were designed by the Bureau of Home Economics of the U. S. Department of Agriculture, for the very small child who is just learning to dress himself. It is suggested that, until the child has become thoroughly familiar with the intricacies of buttons and buttonholes, all his trousers be made from the same pattern with fastenings in the same place."

It requires no ghost of a Federal Bureau to give the American mother that information. Is it possible that the American boy cannot button his trousers without government aid? To what pass are we coming? Is it possible that such an activity is maintained at taxpayers' expense of over \$250,000 a year by the same government whose president, only a few decades back, vetoed an internal improvement bill on the ground that it was unconstitutional. That bureau not only discusses clothes for the small boy, but devotes considerable time and money to determining the amount of water, carbohydrates, proteins, fats, ash, etc., of many articles of food, testing the cooking time of meats, and then after exhausted study, tells us that the length of the

bone in ribs of beef has no relation to the time required for cooking the meat.

It is all very amusing, isn't it? But when you learn that another bureau of the Department of Agriculture spent \$50,000 of your tax money in a survey and booklet on the "Love Life of a Bull Frog," amusement turns to bewilderment.

Government taking care of the minds and morals of the people of the states, caring for their bodies, teaching us sewing, cooking, how to act in a public dance hall, how to get the calcium out of spinach, how to stop the child from lying, how to get him to school on time, and how to overcome his stubbornness and determination, how to be boss in your own home—the same advice to both husband and wife. It is not possible in a short time to enumerate the myriad activities of this one department. But this we know, no matter how foolish or absurd—it all takes money, our money, and provides more patronage in political jobs.

The climax of all the futile attempts of government to lend a helping hand was reached in the creation of the Federal Farm Board, costing the taxpayers \$650,000,000 in three years and costing the farmers most of the gains they had made in the last twenty-five years. The salaries paid to this group was the peak of governmental audacity. Had the original idea of the Federal Farm Board been carried out, the objective might have been reached, but \$650,000,000 was too much of a plum for the bureaucracy to ignore, so the Agricultural Marketing act was passed. This plunged the Government further into competition with private business and resulted in twenty-two more boards being created as subsidiaries to the Farm Board, viz: The Farmers National Grain Corporation, the National Live Stock Corporation, the National Cotton Co-operative Association, and so on, these three being the most powerful and, incidentally, the most expensive.

Coming back to the question of salaries—James Stone, as chairman of the Farm Board, was given a salary of \$75,000 a year—as much as the President of the U. S. is allowed. George Milner and Clarence Huff, and one other whose name I do not now recall, had to content themselves with a mere \$50,000 a year, all supplied out of public funds. Each salary represented the yearly labors of a thousand farmers. The great abortion of the whole plan was that the Federal Farm Board was given the authority, unconstitutionally, to spend every penny of the 650 million dollars without any accounting to the people, or even to Congress.

The major concept of government finally led us to the thought that Uncle Sam was a fairy godfather, and he was quick then to take advantage, until we now find our Government in competition with more than 200 different lines of business.

(Continued on page 23)

FINANCIAL

Why Our Present Educational System Fails

There are two schools of political economics. One is the profit system and the other is the socialistic or co-operative system. One teaches the acquiring of wealth by the individual, while the other school teaches that wealth is for the benefit of all. There is good in both of these systems and the question is whether the good features more than overbalance the bad ones. The conditions that prevail to-day are exact reflections of our past educational and business training. It shows that something is wrong, to bring about the economic situation that we now have. Individual initiative is the dominating force that has made this nation a world leader in wealth in the short period of one hundred and fifty seven years. While we have acquired great wealth it has brought with it a social and economic problem that has seriously affected the welfare and happiness of the people. These conditions have grown up under the profit system, although, to a considerable extent we have adopted certain socialistic principles, such as those of our postal and educational systems, also in municipal utilities. Both of these economic systems have merit, but it is the abuse that has grown up within them that presents the chief objections. It matters not how good a system we have, it is the human element that administers the system, that counts for the happiness, prosperity or failure in serving the people.

It is evident that before we can expect the ideal in government the viewpoint of many who are chosen to administer and make new laws must be changed to a higher plane. We do not need a change in the form of our Constitution and Government, but we do need honest men and women in office, who will not be bribed or influenced by greedy wealth. We also need a new viewpoint in life. While we, as a nation, have achieved great wealth for a few, it is not altogether to our credit. Wealth should not be the symbol of success, but greed has largely made it so. As a nation, we have been taught to measure men and women by their success in acquiring wealth. This faulty training has set up a selfish ideal, instead of one that places human welfare first. In this we have failed, for instead of happiness and prosperity we have poverty and distress. We have created the billionaire and the vast army of unemployed.

We must have a change in the ideals of society, which calls for a change in our educational system. We must embody more moral and spiritual training. When we analyze society as it is to-day, we find it weak and of small influence in building character and stability in the individual. Our present system of education is largely commercialized: for it teaches ways and means of acquiring wealth, but has little to say as to the means used or not to be used. These weaknesses are largely responsible for the increase in crime in high places as well as low.

"Get the money," has become the motto of crime and greed. The Golden Rule is considered but an ideal, not to be respected.

We should amend our educational system and devote more time and attention to teaching youth to be honest, to respect themselves and others. This would be worth more to them in life than all the higher learning they might acquire in college and university. The time to teach these fundamentals is when they are young and the mind is plastic and most receptive. They should be taught the wonders of the universe and the fundamental laws of the Creator and their relation to Him. These simple truth should be imparted to every child, but not sectarianism in any form. A child is both a spiritual and intellectual being and both of these instincts should be developed in its education, otherwise it will have an unbalanced life. In no other way can greed be brought under control. Each child should be taught to respect the rights of others, for in no other way can the welfare of society be assured. Thrift and industry must be emphasized, that no one may become a burden upon society, and if able bodied must be self supporting. A careful drilling of youth in the necessary duties would largely banish poverty and greatly increase buying power: for with the control of greedy wealth, employment for everyone would be assured.

This Nation is but a youth compared with the age of many other nations. Only a few years ago we read of the bandits and robbers in foreign lands and we did not think such a situation would ever be possible here in this land of liberty and freedom, but we now know it is here. Crime has become organized and made a profession, and none are safe, even in their own homes. The time is here for serious thought and action, as criminality is like a cancer upon the body politic, which eats deeper until it becomes fatal. If we are to save our national democracy and restore its former glory and individual freedom, we must broaden our educational system and teach the fundamental principles of moral and spiritual truth. No nation can long endure that fails to recognize the spiritual side of life and the moral precepts of a benevolent Creator.

Man is a biological being. He has two legs, two arms, two eyes, two ears, two lungs, two kidneys, two lobes to the brain, two instincts, the spiritual and intellectual. The members of the body grow until maturity, but there is no limit to the development of the spiritual and intellectual instincts. Our present educational system is planned to develop the intellectual instinct, but not the spiritual, which is supposed to be developed by the parents and church. The members of the body and the intellectual instinct develop by exercise and training. Bind the arm of a child to its side for a year, and the arm would become helpless. This is true with the spiritual instinct unless it is developed by proper training. This account for the unbalanced training of many members of society, especially those engaged in crime.

Our present educational system fails because it supplies but a partial training to meet the responsibilities of life. The present era of depression and crime is evidence of weakness in the character building of youth. Most parents are not qualified or neglect to impart spiritual instruction to the child, while the church schools are able to reach but a few, and even then the training is meager. This matter of thorough spiritual training is so important to character building, it should be recognized by leading educators and government and should not be dodged or cast aside for any sectarian prejudice. Reform that is vital to the perpetuation of our democracy should begin in the schoolroom, where attendance is required by law. A child is a bundle of energy, a human power unit. The spiritual instinct was placed in the child for a governor over its life. Every mechanical power unit made by man, requires a governor, to regulate its speed and efficiency. When the Creator made man and gave him a spiritual instinct, it was for the purpose of a governor to his life, that he may become a useful citizen and member of society.

E. B. Stebbins.

Corporations Wound Up

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

Coulter, Inc., Port Huron.
Fourteen Twenty Six Corp., Detroit.
Paul Co., Lansing.
Dairy Products Container Co., Detroit.

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Forsyth Lumber & Coal Co., Blissfield.

Greenwood Lumber Co., Ontonagon.
Reisman Drug Co., Detroit.

Cornell Department Store, Inc., Milan.

J. J. Drey Co., Iron River.

Klinger Lake Light & Power Co., Sturgis.

Taylor Optical Co., Inc., Detroit.

Novel Jewelry Outlook Good

Following an excellent holiday season, manufacturers and importers of novelty jewelry are rounding out initial Spring lines to be shown buyers during the first half of January. Because of the strong Paris sponsorship of gold effects, as shown in the fashion cables from abroad, it is expected that gold finishes will again dominate the trend. A somewhat smaller degree of interest is foreseen for silver items, although the rising price trend of this metal has resulted in a stronger demand as compared with the last few years. While the trade is hopeful of some gain in necklaces, the volume business is expected to be done in pins, clips, bracelets and earrings.

pressed, and heap affliction on the afflicted, is the mark and the mean triumph of a dastard soul.

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Important Code Amendments.

The following retail food and grocery code amendments are approved and are now law. Correct your copy of code accordingly:

Article 4—General Labor Provisions

Sec. 3. Wages shall be exempt from fines and rebates and from charges or deductions, except charges and deductions for employees' contributions voluntarily made by employees, or required by law, for pensions, insurance, benefit funds. No employer shall withhold wages except upon services of legal process or other papers lawfully requiring such withholding. Deductions for other purposes not heretofore stated may be made only when the contract is in writing and is kept on file by the employer for six (6) months after the termination of the contract open for inspection of government representatives.

Sec. 4. Employers shall make payment of all wages and salaries in lawful currency or negotiable checks, payable on demand. All contracts of employment shall provide that wages shall be paid at least twice a month, except that individual written contracts of employment of executives shall provide for payment at least as often as once a month.

Sec. 5. The time of employment shall include all time during which the employee is on duty including time after summons when the employee is subject to the employer's orders, provided that when such employee is required to hold his time subject to instant call, he shall be compensated for all time required to be so held.

Sec. 6. No employer shall, to defeat the purpose of the act or the provisions of this code change the method of payment of compensation or duties of occupations performed by employees, or reclassify employees, or discharge employees to re-employ them at lower rates or engage in any other subterfuge, which tends to or will defeat said purposes or said provisions.

Sec. 7. Each employer shall post and keep posted in each establishment in a conspicuous place, readily accessible to employees the clauses dealing with hours of labor, wages, and general labor safeguarding provisions of this code.

Article 5—Store Hours and Hours of Labor

Sec. 3. Exception to Maximum Hours of Labor—(a) Outside Salesmen. The maximum periods of labor prescribed in Section 2 of this Article shall not apply to outside salesmen, but in no case shall such employees be permitted to work more than six (6) days in any seven (7) day period.

Watchmen. The maximum periods of labor prescribed in section 2 of this article shall not apply to watchmen but in no case shall watchmen be permitted to work more than fifty-six (56) hours in any week nor more than six (6) days in any seven (7) day period.

(b) Outside Service and Maintenance Employees. The maximum periods of labor prescribed in Section 2 of this article shall not apply to outside service employees, but for all hours worked in excess of the basic hours of labor prescribed in Section 2, said employees shall be compensated at least at the rate of one and one-half (1½) times the normal hourly rate.

(c) Executives. (The following paragraph is added as the last paragraph to Div. (c) of Section 3.)

It is provided, however, that in no case shall executives be permitted to work in excess of one-half (½) hour per day for six days out of any calendar week in addition to the daily period during which the establishment is open for business during such six days, provided that these one-half hour daily periods may be cumulative in any one week, and provided further that any time taken off during the regular daily store operating hours may not be used to extend the half hour period granted, nor shall any executive be permitted to work more than six (6) days in any seven (7) day period.

Article 8—Loss Limitation Provisions

Sec. 1, paragraph 3. As an element of cost to the merchant as defined in Paragraph 2 of this Section there shall be included transportation charges not less than the minimum schedules given below to the point of sale when paid by the seller or the equivalent cost when such transportation is performed by the retailer, and such transportation charges shall be not less than:

Zone A. 1 per cent. of cost as provided in Paragraph 2 of this Section when point of delivery for retail sale is located within a radius of twenty miles from the zero point (such zero points to be fixed by the American Automobile Association Maps, and where maps do not

designate such zero points, to be fixed by the Local Code Authority) of any city or incorporated town or village, or the metropolitan area of any city as defined in the last Census, in which sellers' or distributors' warehouse is located, when such area extends more than 20 miles from such zero point.

Zone B. 1½ per cent. of cost as provided in Paragraph 2 of this Section when point of delivery for retail sale is up to 20 miles beyond the areas or boundaries as fixed in the preceding paragraph (Zone A).

Zone C. 2 per cent. of cost as provided in Paragraph 2 of this Section when point of delivery for retail sale is beyond the areas or boundaries fixed in the preceding paragraph (Zone B), provided, however, that where, because of special circumstances, the provisions for Zone C work exceptional hardship, the State Code Authority, together with the Local Code Authorities concerned, may make regional recommendations to the National Code Authority which, upon approval by the National Code Authority and the National Industrial Recovery Board, shall be operative in said territory or territories.

If the point of delivery under above schedules is to a point within the limits of a city, incorporated town or village, or metropolitan district, parts of which, by distances mentioned are within any two of the above zones, when all of limits of said town or city shall be considered as within the lower rate zone.

4. Provided, however, that any merchant may sell any article of merchandise at a price as low as the price set by any competitor in his trade area, on merchandise which is the same as to comparable competitive factors, such as weight, quantity, quality, pack and/or brand or packaging, if such competitor's price is set in conformity with the Code of Fair Competition governing the sale of said product by such competitor.

A merchant who thus reduces a price to meet a competitor's price, as above defined, shall not be deemed to have violated the provisions of this Section if such merchant immediately notifies the nearest Local Food and Grocery Distributors' Code Authority of such action and all facts pertinent thereto.

Article 9—Trade Practices

Section 1—Advertising and selling methods, paragraph (k). No food and grocery retailer shall offer or give prizes, premiums or anything of value, (a) which is in any way designed or effective to nullify or alter the effect of the provisions of Article VII of this Code; (b) in ways which involve lottery in any form (the term "lottery" as used herein includes but without limitation, any scheme or plan for the distribution of prizes by lot or chance and/or where prizes distributed differ substantially and inequitably in value from buyer to buyer of the same quantity); (c) in ways which involve misrepresentation or fraud or deception in any form, including, but without limitation, the words "free," "gift," "gratuity," or language of similar import in connection with the giving of premiums for the purpose or with the effect of misleading or deceiving buyers; (d) if such premiums are not offered to all customers of the same class in the same trade area.

(1) No food and grocery retailer shall practice locality or sectional price discrimination which is designed and/or effective to unduly injure competitors.

(m) No food and grocery retailer shall permit any demonstrator or other employee, whose salary or compensation is wholly or partially paid by others than himself or his establishment, to work in his or her establishment, unless such worker or workers are clearly and openly identified as the representative or agents of party or firms by whom or which they are employed and paid.

Article 10—Administration

Section 1, Paragraph (f) provides for the National Food and Grocery Distributors Code Authority to assess trade members for expense of administering code after budget is approved by NRA and gives authority to institute legal collection proceedings if necessary.

Section 5 exempts code authorities from legal responsibility in their work and section 6 provides authority for code authorities to incorporate. Both sections are lengthy and need not be reproduced here.

Complete copies of the Retail and Wholesale Food and Grocery Codes, with amendments, may be obtained from local code authorities, State N. R. A. Compliance offices, or from the U. S. Department of Commerce, Washington, D. C. Price 5 cents per copy. Ignorance is no excuse at law.



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Next to her skin the fastidious woman most desires Linit—

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And over the Radio she wants good, smooth music—

TUNE IN THESE STATIONS FOR

STATIONS HAVING EASTERN TIME

WADC Akron 8:00 P. M.
WOKO Albany 8:00 P. M.
WCAO Baltimore 8:00 P. M.
WNAC Boston 8:00 P. M.
WGR Buffalo 8:00 P. M.
WKRC Cincinnati 8:00 P. M.

WHK Cleveland 8:00 P. M.
CKLW Detroit 8:00 P. M.
WDRC Hartford 8:00 P. M.
WABC New York City 8:00 P. M.
WCAU Philadelphia 8:00 P. M.
WJAS Pittsburgh 8:00 P. M.

WEAN Providence 8:00 P. M.
WMAS Springfield 8:00 P. M.
WFBL Syracuse 8:00 P. M.
WSPD Toledo 8:00 P. M.
WJSV Washington 8:00 P. M.

STATIONS HAVING CENTRAL TIME

WBBM Chicago 7:00 P. M.





THE LADIES AT HOME WOULD READ THESE PAGES!

First:—LINIT—We'll skip that—you know all about Linit's sales record.

Second:—\$36,000.00 of genuine custom-made I. J. Fox Fur Coats—to be given away FREE—Five Fur Coats every broadcast—a simple, easy opportunity open to every woman—and strictly on the "up and up"—full details how to get one of these \$300.00 Fur Coats are broadcast on every Linit Program.

HERE IS THE NEW LINIT RADIO PROGRAM

Third:—Everyone appreciates something *new*—something *different*. THE LINIT HOUR OF CHARM brings to the American Public for the first time a most unique and accomplished organization drawn from the leading theatres and some of the world's finest conservatories of music. Each member of the orchestra is a beautiful woman and an accomplished musician. Each is an outstanding soloist on her chosen instrument. Each girl is possessed of a fascinating singing voice. Phil Spitalny, the director of this new Linit organization, searched for years in various cities in more than seventeen states to get these artists together. In short, THE LINIT HOUR OF CHARM presents an aggregation of lovable young women who offer a new program of beautiful music and bewitching singing. Like Linit itself, the Linit Program is dedicated to the women of America as a symbol of their achievements in all fields of endeavor. The sole object of this splendid Linit Radio Program is, of course, to help you sell more Linit—but in a pleasant manner. And we solicit your cooperation.

Yours for Greater Linit Sales,

CORN PRODUCTS REFINING CO.



THE LINIT HOUR OF CHARM

WFBM Indianapolis . . . 7:00 P. M.	KSL Salt Lake City . . . 6:00 P. M.	KOL Seattle 5:00 P. M.
KMBC Kansas City . . . 7:00 P. M.	STATIONS HAVING PACIFIC TIME	
KFAB Lincoln 7:00 P. M.	KHJ Los Angeles . . . 5:00 P. M.	KVI Tacoma 5:00 P. M.
WHAS Louisville 7:00 P. M.	KOIN Portland 5:00 P. M.	KFPY Spokane 5:00 P. M.
WCCO Minn. & St. Paul 7:00 P. M.	KGB San Diego 5:00 P. M.	KERN Bakersfield . . . 5:00 P. M.
KMOX St. Louis 7:00 P. M.	KFRC San Francisco . . 5:00 P. M.	KMJ Fresno 5:00 P. M.
STATIONS HAVING MOUNTAIN TIME		KFBK Sacramento . . . 5:00 P. M.
KLZ Denver 6:00 P. M.		KDB Santa Barbara . . . 5:00 P. M.
		KWG Stockton 5:00 P. M.





Lines of Interest to Grand Rapids Council

The fresh little imp with the narrow sash and moon face has chased away old whisksers with the scythe and we are now supposed to be cleansed from our 1934 sins and errors and ready to put up a rousing scrap for greater achievements for 1935. We have made our resolutions and broken some of them, we have made plans which most of us won't follow and we have made a flock of predictions which won't come true. Nevertheless, we are going to try to go forward regardless of the many things which have been hung around our necks which will sink us if we get into deep water. We just gotta keep shakin' a leg or down will go our meat houses and grass will grow in the streets. Only one thing made 1934 better than 1933 and that was hustle. Only one thing will make 1935 as good or better than 1934 and that is a lot more hustle. We are awaking with the dawning of a new era and the wider we keep our eyes open the more we are going to see. Too many blinks and one is going to miss something which may be vital to our progress. We will have no time to sit by wishing wells, neither will we be able to chase fantasies and still produce bread and butter. Some believe in zombies but there aren't any such things so the dead era of 1929 will not return to be our slave in 1935. The wide world of opportunity is before us as ever in the past and the closer the application of industry, the greater the store of substantial happiness. The progressive future depends upon the team work of all commercial units. If there is a lack of co-operation between manufacturer, wholesaler, retailer and salesman, a whirlwind of cyclonic proportions will tear apart the business structure and back we will go to the dog house to start all over again. Confidence, the foundation of sound business, is returning and so long as it is cultured, so long may we expect progress. This same confidence is the keystone in the structure of co-operation or team work among the maker and the seller. To keep this confidence inviolate, everyone must go forward with every effort possible and when we gaze back over our trail at the end of 1935 we are going to be surprised at the length of the road we have traveled and at the results of our efforts. If everyone will memorize the following creed there is no need to be fearful for our biggest year in the history of business.

"I believe in the goods I am selling, in the concern I am selling for and in my ability to get results. I believe that honest goods can be sold to honest men by honest methods. I believe in the joy and thrill of working, not waiting; in laughing not weeping, in boosting, not knocking, and in the dignity and pride of selling. I believe that a man gets out of life what he goes after, and no man is down and out until he has lost faith in himself. I believe in

Today and the work I am doing, in Tomorrow and the work I confidently expect to do, and in the sure rewards which the future holds if I do my best. I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and in honest competition. I believe there is a sale somewhere for every man who is ready to go after it—and I'm ready and ready right now.

White Friend (to old negro from the country): Uncle, what do you think about the depression?

Old Negro: Depression ain't nuthin' but a golf game. All dat it takes to overcome de depression am three putts—putt yer faith in God, putt yer car in de shed an' putt yer folks in de field.

Harvey Gish, an old time member of Grand Rapids Council, is located at Pioneer, Ohio, where he conducts an elevator and flour mill. Harvey traveled many years for the Dr. Hess Stock Food Co. and during this connection he invested in the elevator and mill. A few years ago he gave up traveling and took over the management of the mill. Under his direction the concern has prospered and its many brands are now widely distributed. His son, Russell, assists him in the management and a staff of eight people help in the operation of the business. Despite the depression, crop shortages, etc., the plant has added to its brands and increased the volume of business. They manufacture flour, pancake preparations, breakfast foods, bran, etc., which are shipped to distant parts of the country. One of the largest truck scales in that part of the country was installed this year and other extensive improvements have been made. The many friends of Harvey will be glad to learn of his success as a manufacturer and will no doubt wish him many more prosperous years in his venture.

Customer: Your dog seems very fond of watching you cut hair.

Barber: It isn't that; sometimes I snip off a bit of the customer's ear.

Charles Ghysels attended a sales convention of his firm in Detroit last week. The entire sales force of Michigan for the Salada Tea Co. were in attendance. The boys were all given a good feed, a slap on the back and told to go out and repeat 1934 and they would be satisfied, but expected them to do much better because the depression flew out the door when 1935 blew in.

Mr. and Mrs. A. Rockwell spent Xmas with Mrs. Rockwell's mother in Howell.

Counselor James Malloy is recovering at his home in Detroit from an attack of pneumonia which resulted from exposure during his escape from the Kerns hotel fire.

Most of the news hounds that gather items for these columns have been confined to cells of real industry for the past week. They have been under the surveillance of their keen eyed bosses in the annual task of taking inventory. We understand that very little red ink will mar the pages of most of the ledgers and that the boys have heard some real kind words from the directors of their various companies.

It is hoped that the commercial man will be blamed entirely for the expected prosperity of 1935. He deserves a place in the sun after so many years of shadow and if they will step out and do a thorough job for the New Year we will gladly excuse them for their lack of news this week.

"Papa, what makes a man always give a woman a diamond engagement ring?"

"The woman."

S. S. Teacher: "Johnny, who were the three wise men?"

Johnny: "Stop, Look and Listen."

Notgniklip.



Events in Detroit Council, No. 9, United Commercial Travelers

Who's Who in the American Industrial Parade Association I asked of A. H. Wilford, National Director. In his office on the twenty-first floor of the Detroit-Leland Hotel in Detroit he introduced me to a man opposite in stature, so to speak. This man's thin frame was but an outline against that of the big chief. His height was like the dot of an interrogation mark against that of the genius which so masterly directs Buy Merchandise—Give Men Work. An eye of high intelligence met mine. A welcome handshake made me acquainted with Dr. Galen Starr Ross.

Dr. Galen Starr Ross—economist, sociologist and psychologist—is a very necessary factor in the set-up and formation of so wide sweeping a movement. This wiry frame carries above it marked understanding of present and past conditions. Dr. Ross' power to analyze and depict the results of his analysis are among his greatest assets. His word picture ability holds his listener spell-bound. They are anxious to catch every word and sit with riveted attention. His pointedness of descriptive expression makes him an outstanding figure.

Once claimed by the college professor's chair Dr. Ross is now claimed by an eager public; a public whose pulse beat and throb is stimulated and emulated by his altruistic influence. Now as Educational Director for the W. J. Kennedy Dairy Co., Detroit, he makes you feel more willing to receive facts and face the future. Crisp in his expressions, emphatic in his thrusts, easy to hear and easy for the intensive listener to follow, his popularity as a speaker is ever ascending. Great is his demand. The American Industrial Parade Association and A. H. Willard are to be congratulated in having such a pillar of powerful intellectual influence as a helping and guiding hand in National Buyers'

Week for the first two weeks in February.

"You can't create wealth," says Dr. Galen Starr Ross, "by destroying goods." And so National Buyers' week is designed to put men to work making goods. And thus through the very latest of up-to-date merchandising create wealth. We turn the wheel and build for the future. We have constructed in the last twenty-five years in this country the greatest dynamic thrust for development. Take out this bug-a-boo of fear—the poorhouse complex—which has gripped us for the last five years, use that thrust through adequate methods of manufacture and merchandising and out of this business despondency we go. The American Educational machinery is the most complete of any, despite its frills, for the greatest development of society and the individual. Then why not use the greatest force of all time to make people live better and understand better. To-day we have more people capable of following an intelligent leadership. Then, too, every man should be well informed of the job beforehand. Thus this movement will make a great appeal to the stagnant wealth of the country. "The conscious use of conscious power is," said Dr. Ross, in conclusion, "the greatest force to turn our wheel."

Senior Councillor Floyd Burch has made some important committee changes. He rightly believes that a committee chairman must prove his worth in order to hold the respect of the Council. This is a significant step in the right direction and should bring the desired progressive function of this organization. E. J. Drouillard becomes the new chairman of the Membership Committee and Bill Allard the new chairman of the Safety Committee.

Our last meeting brought us a pleasant visitor. Dave Mercier, of Ashland Council, Ashland, Wis., has a mighty pleasing personality. He is the well liked representative in this territory of the National Enameling and Stamping Co., of Milwaukee, Wis. Now that he lives in Detroit he is transferring to Detroit No. 9. The Ladies Auxiliary is getting a fine addition to its membership in the graceful personality of Mrs. Mercier.

Our Ladies Auxiliary certainly knows how to help the men of the Council. Mrs. Allen B. Shields has appointed a Women's Safety Committee, consisting of Mrs. Floyd Burch, Mrs. Harry E. Annett, and Mrs. E. J. Drouillard. These ladies will cut important clippings from daily newspapers and magazines which may have an important bearing upon our safety program. They will listen to radio safety talks and watch public sentiment. Mrs. Shields is to be congratulated on her selection of efficient workers for so important a task.

The Ladies Safety Committee is right on the job and sends this important clipping from the Detroit Free Press: The total of American soldiers killed in battle in the war of independence, war of 1812, war with Mexico, civil war, Spanish-American war and kaiser's war was less than 300,000.

(Continued on page 22)

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. Roscrans, Tecumseh.
 Manager—Jason E. Hammond, Lansing.

Annual Meeting of Edson, Moore & Co.

Joe Quist, G. R. Boene and Wm. Zoet, Western Michigan representatives of Edson, Moore & Co., of Detroit, have returned from the annual sales meeting.

They report the company had a substantial increase in business over 1933 and that the prospects for 1935 are very promising.

Several new lines have been added. The ladies ready-to-wear department has been increasing from year to year under the management of R. L. Medzugh, so it was necessary to add additional floor space.

The banquet was held on Dec. 20 in the fourth floor cafeteria. Vice-President W. B. Hazelton acted as toastmaster. President R. W. Gillis was the first speaker. He gave a very interesting talk about the business of the past year and outlined the work for the new year. The next speaker was Frederick Stockwell, formerly an officer of the company. The department managers also gave interesting talks, as well as some of the salesmen. Among the salesmen H. H. Whitbeck, city salesman, made a very interesting speech, as follows:

The year 1934 is past and gone but I am sure you will all agree that it has been much better than several years preceding it. Times are better, the manufacturers have done better, the wholesalers have done better, the retailers have done better and, consequently, we have all done better. But the whole thing has been accomplished only by hard work on the part of everybody concerned.

This store has done better the past year, but it has been done by hard work and careful thought and planning. You know there is an old saying "that goods well bought are half sold" and I am sure that the department managers have done their part and their half by buying the goods, buying them right, selecting them right and pricing them right and they were well bought. I am equally sure that the salesmen have done their part and their half by selling the goods and making the whole programme successful. But the whole thing has been put over by those two words, hard work.

You may have read at some time the history of the life of Hercules, the strong man. Even when he was an infant his mother put him to sleep in the shield of a soldier, which formed his cradle, and as he slept, two venomous serpents crawled up, one on each side, and just as they were about to strike, he woke up and taking them to be some kind of a new top, he grabbed each one of them by the neck. His mother, hearing the disturbance, came in and was struck dumb with horror at the predicament he was in. But when he was rescued from the snakes, they found that he had choked them to death.

He grew up to be a strong young man and one day as he slept, he dreamed that, in going down the highway, he came to a fork in the road. On the one side was a beautiful woman, beautifully dressed and she beckoned to him, saying, "Come with me to

Pleasant City, where all is joy and gladness, no work, no worry, only enjoyment and pleasure." He looked on the other side and saw a woman, not quite so beautiful, not quite so beautifully dressed; she beckoned to him and said, "Come with me. This is the road of endeavor, of hard work and hard labor; it has many pitfalls and discouragements, but if you take it and you are successful, you will have the satisfaction of knowing that you have accomplished something worth while by your own work and your own efforts." He took that road and he found many tasks to perform, many obstacles to overcome, but he fought on and won and arrived at last at the goal of victory and success.

In our work here, as we go down the highway of business, we come to the fork in the road. On the one side is the road of the least resistance, the least work, the least worry—to take what comes to us easily and be satisfied; on the other side is the road of endeavor, of hard work, of hard labor; it has many tasks to perform, it requires close application to business with a knowledge of the merchandise we are showing, but if we take that road and we are successful, then we have the satisfaction of knowing that we have accomplished something worth while with our own work and our own resourcefulness.

Some one asked Chas. M. Schwab, the great steel magnate, at one time, how it was that he was so successful and had amassed such a fortune, and he, not wishing to brag about himself, said he guessed it was just plain good luck. But if we knew of the days, months and years of hard work, the careful thought and planning, the business ability and understanding he put into it, we would know what he meant when he said it was just plain good luck. Good luck might help sometimes, but it takes good hard work to put it over successfully.

And so, as we face the year 1935 with all its opportunities and possibilities, let us take advantage of every opportunity as it presents itself. Let us work hard and do our best and if at the end we succeed, then everybody connected with the store, in whatever capacity they may be, will be happy and contented. What is it that makes men happy? To lean back on the plowshare and the spade; to watch the corn grow and the blossoms set; to mingle amid the whirl of business activity; to read, to think, to work. These are the things that make men happy.

O, Men beware of the easy chair,

It's bad for brain and muscle;

Don't be a lout and loll about,

Get up and hump and hustle.

Be quick and alive if you would thrive

And up the ladder mount;

To win a name, renown and fame

You must the minutes count.

If you would rise and win the prize

Avoid the sitting habit.

To win the cup keep standing up

For you must run to grab it.

If you would compete stand on your feet

To get most anywhere.

He never shines who long reclines

Upon the easy chair.

At the close of the meeting the salesmen were each presented with a substantial Christmas gift.

Edson, Moore & Co. cover the entire state of Michigan and parts of Ohio and Indiana.

No changes have been made in the sales force, which comprises forty-nine men.

Live wires need no charging.

Sterling Flatware in Demand

Calls for low price silverware for early delivery are continuing to reach the wholesale market as retailers seek to cover requirements against impending price advances. In contrast to the purchasing of last month, or ders center on flatware, which can be promoted in house furnishings sales scheduled for the coming two months. Hollow ware in sterling and plated silver is wanted in limited quantities for the post-holiday events. Some of the major companies announced that 1935 lines of sterling silver have been completed. No prices on the new goods will be made, however, until around the middle of this month.

Extension Vital to Mortgage Market

Acknowledgement by the American Bankers' Association that the lack of a mortgage market is one of the chief obstacles to home construction will be used as a defense of the proposal for increased authority for the Home Owners' Loan Corporation to provide mortgage money for existing homes.

The bankers had in mind revival of the heavy goods and building activities, but the argument will be that if there is not money for new homes present home owners with mortgages becoming due will face the possibility of foreclosure because of being unable to secure renewal of their notes or arrears for interest.

The Home Owners' Loan Corporation recently announced it would not consider further applications for refinancing of home mortgages because of approaching exhaustion of its funds, its directorate indicating it would not seek further authorizations. This led to a storm of protest and there will be a real move in Congress for a further authorization of \$1,000,000,000.

Agriculture's Suggestions for New Legislation

The legislative program that will be sponsored by the Department of Agriculture will contemplate the following pieces of legislation:

Federal control over commodities exchanges much after the

fashion proposed last session and which failed of acceptance by Congress; broadening of authority of the Agricultural Adjustment Administration for land purchase; clarification of the licensing powers and the widening of the scope of marketing agreements of that agency; adoption of the ever normal granary idea empowering the AAA to pay contracting farmers benefits in kind instead of in cash, and the separation of the Commodity Credit Corporation from the Reconstruction Finance Corporation.

Milk Prices Held Unlikely to Rise

Despite unusually high feed prices which are drastically raising producers' costs, milk prices are held unlikely to advance further within the near future.

Contrary to expectations of many, milk production has shown no tendency latterly to decline beyond normal seasonal proportions. Concurrently, consumption has contracted, and over the holiday period the contraction is expected to become more severe. The liberal supply situation restrains prices from going higher.

On the other hand, after the holidays there is some expectation that consumption may increase. If this develops and weather conditions are severe, the supply of milk may diminish sufficiently to permit firmer prices in the early spring.

We hear much of controlled inflation, but because inflation is so much a matter of mass psychology and of powerful political claptrap in the winning of votes, controlling inflation is like controlling the opium habit. The supply of money and circulating credit which must be controlled is even more a matter of the velocities of their circulation than of the number of units in circulation, and these velocities are largely matters of public confidence—confidence in the business situation and prospects on the one hand, and confidence in the currency on the other hand—and confidence in times of stress and strain is to a great extent a matter of volatile mass emotions which it is extremely difficult to control.

Japan persists in riding for a fall.

A Non-Productive Investment?

Perhaps

BUT A NECESSITY JUST THE SAME

FIRE INSURANCE

Buy it at the lowest possible cost and with confidence of complete protection

The GRAND RAPIDS
Merchants Mutual Fire Insurance Co.
 Affiliated with the Michigan Retail Dry Goods Association

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Grand Rapids, Mich.

HOTEL DEPARTMENT

More About the New Mojave Gold Fields

Los Angeles, Dec. 22.—Last week's Tradesman brings me information to the effect that Charley Renner, so well-known in Michigan hotel circles, has been transplanted from Hotel Whitcomb, St. Joseph, to the Indiatlantic Hotel (By the Sea), a 125 room institution at Melbourne, Florida. Undoubtedly Charley had a good and substantial reason for making the change, which I trust was a matter of compensation for services to be rendered, but I do not believe there is a single soul in the entire state of Michigan—and I might include bordering states as well—who will not feel poignant regret at his leaving his older field, where he has served so long and faithfully and treasured up so many warm friendships. His capabilities as a host and business manager are unquestioned and his friendships are a marvelous asset to any institution with which he may be connected. Since my advent in California, I have run across many of his old acquaintances, who, during his connection with the Fred Harvey system, had dealings with him. These acquaintances were by no means confined to the profession, but included rail men, a former governor of New Mexico, who mentions his name frequently, and a whole range of commercial travelers. Out here his connection with Roosevelt's Rough Riders, during the Spanish-American war, is a matter of history. But it is not as a warrior that I am singing his praises. I have known him ever since he came to Michigan, many years ago, to enter upon hotel affairs, have always admired him, and have taken occasion to sound justifiable praise of his efficiency. The Floridians are to be congratulated upon his accession to their ranks. Mr. Renner also has a most charming wife and a most wonderful family, all brought up in hotel service, who will be fully appreciated in his new field. The Tradesman well says: "Every guest of the house will be thankful he was so fortunate as to fall into the hands of so genial and capable a landlord as Charley Renner."

That lady in Boston who so far has lived in one hotel for forty-six years is a good recommendation for the hotel business generally. Doubtless, in the course of half a century, she had opportunity to make comparisons between hotel life and life in a private home—in fact, having been forty-four years of age when she took up her abode in the hotel where she now resides, she may have tried housekeeping of the old-fashioned sort—but her preference for hotel living remained firm. And, of course, the desirability of the mode of living she chose has increased manifold in five decades.

Maynard D. Smith, proprietor of Hotel Fort Shelby, Detroit, and William M. Walker, former managing director and receiver of Hotel Tuller, were appointed trustees for the Fort Shelby, at a Federal court hearing, a few days since. Mr. Smith and the Detroit Trust Company have acted as joint receivers for the property since April, 1932. A permanent reorganization of the company will be attempted January 1st. The original Fort Shelby was a success from the time of its establishment. It was especially popular with the commercial contingent, but in an unguarded moment its owner was influenced to add a considerable number of rooms at a great outlay, completing same coincidental with the coming of the present depression. Undoubtedly the proposed reorganization will be on a basis whereby they can continue serving the public at a profit to the institution.

John R. Dignan, who was, I believe, one of the early operators of Hotel Vincent, Benton Harbor, has been appointed manager of the well known Alerton Hotel, in Chicago.

The Buffalo Hotel Association has unanimously decided to abolish individual highway display advertising signs. This action followed acceptance of a proposition which provides for the erection of a large number of metal hanging signs, directing tourist travel into Buffalo, and its information bureaus, who will supply necessary literature and information. This is certainly organization to some purpose.

Greeters Charters all over the country are reporting large increases in membership, indicating, naturally, that hotel business is improving. And the Greeter contingent is one of the most necessary accessories when the hotel needs efficient assistance.

Andy Weisburg, long associated with Hotel Oliver, South Bend, Indiana, and numerous Chicago hotel and kindred enterprises, has filed a voluntary petition in bankruptcy. His many friends in the Michigan Hotel Association, will learn, with much regret, of his financial troubles, for "Andy" was sure a go-getter, and extremely popular and conscientious.

It was brought out at an investigation by the Detroit Hotel Association that the State Tax Administration has ruled that hotels must pay the sales tax on employees' meals although they constitute a part of the compensation and are consequently not truly retail sales. The managers and auditors who were present at a recent meeting of the organization agreed to uphold the claim that they should not be so taxed, and are planning to resist same.

Fred G. Miner, representing Rockwood Bros., and well-known to most hotel men throughout the Middle West, through his attendance at hotel conventions, was married to Myra A. Howes, Elsinor, California, a short time since, and is spending the honeymoon period, at Mission Inn, Riverside.

Norman Felske, associated with Hotel Bancroft, Saginaw, for several years, has joined the front office force of Hotel Fort Shelby, Detroit.

The other week I told you about the interesting trip to the new Mojave gold fields as the guest of Doctor Moore, but who should come along the other day but my old friend W. B. (Billy) Sheldon, and give me a great "song and dance" about my prestige as an "adventurer" and "explorer," insisting I should start him on the road to riches via the gold route. So I went over there again the other day, and got another slant on the whole thing. It seems it was an old prospector by the name of Holmes who uncovered the Silver Queen mine, which is so much talked about just now. Nature's part was establishing the ledge of gold and silver ore and man's error was in leaving out of the Government maps a bit of land about eighteen acres in extent from the records. Every other acre of land in the district had long ago been patented or filed on, and this bit would have been, if anyone had known of its

existence. The location, about eight miles west and south of Mojave, is an old district, dotted with mines that have yielded millions and some that are still paying dividends. No gold discovery of recent years has kicked

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\$1.50 up

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Delicious food served in
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JAMES HOEKSEMA, Manager

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CODY HOTEL

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\$2.00 up with bath.

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IONIA AND

THE REED INN

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

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb
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FIRE PROOF
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Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
Muskegon Michigan

up as much interest as Holmes' find of the Silver Queen. But I want all of my readers to fully understand that they are all shut out from participating, because the district is all appropriated; there is no way in for investors or speculators unless you have capital by the million. There is still the rush for locations, but the situation reminds me of conditions at Los Vegas, Nevada, several years ago, where I discovered hundreds of broken-down flivvers, parked on the desert, which were the habitations—some of them—of large families, with everything eatable, including the jack-rabbits, and sanitary conditions intolerable. I am not going to say so much about the Silver Queen mine, but a son of the discoverer informed me that the daily output of same runs from \$8,000 to \$10,000 per day, but it requires a large fleet of trucks to tote the ore to the railroad and it has to be sent away to Denver, or some other remote place to be extracted, which method precludes any "tramp" prospector from realizing anything on his efforts unless he has capital to carry on the development. It is an interesting motor trip out to the desert, but for the individual who is not schooled in mining, and has no reserve forces, it means utter calamity. No doubt millions will be made out there, but only those who have resources in a financial way, can hope to accomplish a great deal. However, if you are out here with your car, don't fail to go over and see the "elephant." It is only 85 miles away from the Angelic City, with good roads. But be sure and carry provender with you.

A lot of hotels, particularly in California, are advertising "one-room suites." Investigation develops the fact that they comprise a folding bed which disappears in the daytime and leaves a "parlor" in its wake. Unless the beds supplied are vastly improved over some on which I have "reposed" in the past I would be inclined to call them "non-suites."

I am not disparaging the so-called hotel schools. Such criticisms as I have made heretofore apply only to such as knowingly take contracts to make real-honest-to-goodness landlords out of clods. There can be no possible objection to enrolling students from the ranks of such as show aptness in the right direction. A little brush-up will, in such cases, prove advantageous.

It developed in a Los Angeles divorce court that when a husband lost his teeth he required his wife to feed him with a spoon. The woman declared this was cruelty, hence the demand for legal separation. Women may feed their husbands in theory but not in fact. They may prepare the meal, but when it comes to stoking the male machine with fork or spoon it simply isn't done ethical. The man simply must do his own wrestling. Childish lovers may swap their spoons of ice cream, but a full-grown man must engineer his own manipulating. That is the way the judge looked at it and so informed the defendant.

Los Angeles hotel men have been entertaining a delegation of their colleagues from Japan, during the past few days. According to their statements Japan investors in hotel property are just as much worried over lack of dividends as we are. Too many hotels for the business obtainable, and mostly caused by the manipulations of American capitalists. In Japan the operator depends mostly on the tourist trade which is more or less limited.

I usually take an interest in the literary offerings of home economics experts, because I have always been interested in the introduction of domestic science in the school curriculum, but I have no sympathy whatsoever in a movement under foot by certain

social leaders to do away with what they are pleased to call "domestic drudgery." According to their notions a community kitchen will do away with what they define as "drudgery," and the dishes will be carted away and burned. Why not go just a step farther and do away with the necessity of having a home at all? The meals can be procured at a near-by drug store and the individual may woo slumber in some Turkish bath emporium. There is a trend in this direction at about the same ratio as juvenile criminals are turned out of law courts. But thank goodness, there are still intelligent women who look upon cooking, not as drudgery, but as an art, as it most assuredly is, minimized by electrical machinery, easily provided on the installment plan. If all these so-called "experts" would devote themselves to make homes more interesting, instead of looking for ways to abolish them, there would probably be fewer divorces and less criminal tendencies on the part of human products of same.

Los Angeles, Dec. 29—Whatever its final outcome, the drive for a National system of old-age pensions, originated here in California by Dr. Townsend, of Long Beach, has already attained an amazing growth, even considering the temper of the times in which we live. Launched less than a year ago, the Townsend program has attracted millions of adherents. And when Congress meets, its Washington lobby, headed by the elderly doctor who originated the movement, will undoubtedly be one of the most potent political forces in the National capital. With 12 million persons over the age of 60 all over the country, and new followers being added daily, ready to shower Congress with petitions and telegrams at an instant's notice, the Townsend pension plan promises to become, for a time at least, the biggest issue before the administration. Some of my Eastern friends have asked me to tell them all about it, and while I cannot say I am in accord with the movement I have attended various meetings and listened to many intriguing talks on the subject. The almost complete unanimity with which congressional candidates in Southern California and other western states pledged themselves to support the plan in return for the votes of older citizens in the recent campaign is evidence of the tremendous political power wielded by the mild-mannered Long Beach physician. And undoubtedly the success of the Plan's supporters in the congressional elections on the coast has raised high hopes among hundreds of thousands for national legislation granting pensions of \$200 a month to all persons over the age of 60. A chief argument made by the Townsend plan advocates is that it would make room for several millions of the younger generation in business and industry, through the retirement from gainful work of all over 60. It is not so much a pension plan, say its proponents, as a plan to make money circulate faster. Naturally there are objections offered to the scheme by the President's committee on economic security, the claim being advanced that it would require an expenditure of 19 to 24 billions per year. This it is claimed is ten times the cost of the present federal relief program. That to raise this enormous sum would require a sales tax approaching 50 per cent. or thereabouts. The ten per cent. tax proposed by Dr. Townsend would not produce more than five billions. And such a tax would simply mean transferring that much buying power from the entire public to less than nine per cent. of the people. But regardless of its merits, the Long Beach doctor's scheme has taken a strong hold on millions, most of whom have little idea of the enormity of the program. Its enactment by Congress doesn't seem possible, but it

will be a big issue at the coming session.

The daily newspapers announce that William G. Kerns, owner of Hotel Kerns, Lansing, is contemplating the construction of an eight-story 100 room hotel on the site of the hostelry which recently burned, and that R. E. Olds announces that he has under consideration the construction of a 130 room addition to Hotel Olds. Now, no doubt, there is justification for Mr. Kerns' plans, as his hotel was extremely popular among commercial men and other travelers, but from my own view of the program I should say that, for the present, at least, and under the existing conditions, further additions to Lansing's hotel capacity would be somewhat problematical, though there is to be considered the fact that hotel construction is much more economical to-day than it has been for some time in the past. But, of course, the Olds financial status is of such a character that any additions to its capacity need not, for lack of patronage, be embarrassing to that public spirited individual. The hotel of the future, especially in the larger cities, must be erected with a due regard to the safety of its patrons, and no doubt Mr. Kerns will pay special attention to that feature. After an establishment has been built is no time to depend on hotel inspectors. There are many hotels everywhere that can safely be conceded as fire traps, but I doubt if any way will be devised for fire-proofing them. May be there is no such an institution as a strictly fire-proof building, but to create one which is slow-burning and amply provided with avenues for escape from a holocaust, is surely within the bounds of reason, and with alert hotel inspection the latter features can be systematically applied. Lansing is provided with several exceptional hotels, but it is a city of reasonable and healthy growth, which must be reckoned with in the future, but at present there is very little to justify an extensive building program.

Speaking of showers! Here I am surrounded by a maze of holiday greetings to the number of over two hundred, mostly from Michigan, but with scattering ones from other states, the Hawaiian Islands, and a lone, but truly welcome one from my friends, Mr. and Mrs. George Harlow, who conduct a hotel of some importance in the kingdom of Siam. I trust this will act as a partial acknowledgment of these many evidences of friendship from my hotel friends and others, not of the cult.

So far this winter—if you may call it such—the daily temperature has kept up to the record of 54 to 74, at each reaching, and the announcement has been broadcasted to the effect that the Rose Carnival to be held at Pasadena, New Year's Day, will be resplendent with these attractive blooms for which it is named.

Visited Franklin Pierce, at his cozy home in Hollywood, a couple of days since, and I have great satisfaction in telling his host of Michigan friends that at 78 he is still "going strong," straight as an arrow, and wishing everybody a Happy Holiday. While he cannot keep up with the writer in pedestrianizing stunts, he still enjoys his auto trips with friends, of whom he has a bushel out here.

Quite frequently I receive letters from Michigan friends who tell me they keep in touch with my activities through the medium of the Tradesman, which they find on file in many hotels. Of course it is quite gratifying to know of this kindly interest, but it goes far to prove that the journal which very charitably publishes my stuff is read by commercial men quite copiously,

which ought to make it a valuable means of communication between landlords and their possible patrons. I have noticed that its oldest advertisers among the hotel fraternity are still using it as an advertising medium, which is "enough said."

A Los Angeles woman told the judge the other day, in a divorce case, that her husband nagged her so persistently that she became as "thin as a rail." Here is something that might appeal to other women who are in despair over their efforts to reduce. Get a nagging husband and then when the result is achieved, apply for a divorce and draw alimony—thus killing two birds with one marital experience.

Cigarette manufacturers are not making any particular hit with hotel and restaurant operators by publicly advocating the use of their products in lieu of real food. Whatever may be the joy of smoking, there is still a very potent reason for "keeping the home fires burning" when it comes to the encouragement of food production. There will probably always be a few who cannot subsist altogether on nicotine, and their side of the story is yet another thing.

There is a rather universal complaint among hotel keepers to the effect that there is little or no profit in the feeding game, and yet I daily discover outstanding evidences of success by operators of exclusive feeding establishments. One of the largest here, a chain affair, recently changed hands at a sale price of many millions, and yet the principals started here in a small way less than twenty years ago. There are restaurants and restaurants, but there is also a discriminating public, and the success of any such institution depends almost altogether on the latter contingent. If they are treated with fairness both as to quality of food and charges made therefor, the public will surely discover it.

Raymond E. Hood, recently manager of the Union Park Hotel, Chicago, and a former assistant manager of Hotel Durant, Flint, has been appointed to an executive position with the Frigidaire Corporation.

The Hotel World-Review in its mention of the recent convention of the Kentucky Hotel Association, has this to say of a former Detroit hotel manager, with whom the most of us are well acquainted: "The large Michigan delegation was due to two reasons: First, the fame of Kentucky hospitality, and second, the fact that Harold Sage, manager of the Seelbach Hotel, Louisville, is a former Detroit hotel man, and the Michigan folks were attending the convention as his guests."

Two hundred former employees of the Los Angeles street railway, who failed completely in a tie-up of the organization, now threaten to boycott the company. It is to laugh!

Every Sunday throughout the entire year the largest trolley system on the entire globe—the Pacific Electric railway, of Los Angeles—has on sale a pass which covers almost their entire holdings, which enables you to visit 75 cities, stopping off at your pleasure, and sold for one simoleon. It is cheaper than gasoline, combines absolute safety with pleasure, and good for the entire 24 hours. The best record I know of was by a friend of mine who negotiated 374 miles one Sabbath day. Frank S. Verbeck.

Nobody has any right to find life uninteresting or unrewarding who sees within the sphere of his own activity a wrong he can help to remedy, or within himself an evil he can hope to overcome.—Charles W. Eliot.

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. Piskowski, 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 Maltais, 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 Jensen, Grand Rapids; Duncan Weaver, Fennville.

Colds and Coughs Sure to Come in Winter

Colds. A cold is a general term applied to a multitude of disorders affecting the upper respiratory system. It is usually called a common cold or an ordinary cold and affects more people than any other single ailment. While a cold, in the majority of cases, is a mild or trivial disease, the sum total in suffering, inconvenience, complications and economic loss resulting from it, makes this apparently mild disease a serious problem in prevention and treatment. The number of days children are kept out of school because of colds is considerable. Although people may have colds or as it is commonly stated "catch colds" at any time during the year, it is mostly prevalent when winter comes. The disease is caused by some still unknown bacteria or virus. The principal predisposing causes to colds are lack of sunshine, insufficient fresh air, overheated apartments, draughts, sudden changes of temperature, exposure to cold and damp weather, too much clothing, scanty clothing and general lowered vitality. The symptoms of a cold may range from a mild indisposition, chilliness, heaviness in the head or chest to a feeling of being ill with general aches and pains, severe discomfort in the head, throat and chest. When the condition is mild, it is designated as a common cold; when it is severe, it is usually called the grippe.

General treatment consists of rest in bed in a warm, well-ventilated room, warm undergarments, a light diet with plenty of warm drinks. Medicinally, all the patient needs is a mild laxative and an occasional dose of aspirin or sodium salicylate with codeine or camphorated tincture of opium. The large number of drugs for colds with which every drug store is overstocked is either useless, worthless or harmful. All oils, ointment and liniments with or without fancy names which are being used to rub into the chest or any other part of the body are to be condemned. They all reek with a pungent, irritating and sickening smell. The common practice of applying cups to the chest to draw out or chase out a cold belongs to the middle ages.

Coughs. A cough is not a disease but a sign or a signal that something is

irritating the mucous lining of the respiratory system. It is a protective mechanism aimed to keep the respiratory tract clear of anything that does not belong there. When the cough is prolonged, constant or severe, it points to some serious ailment. A careful examination should be made to determine the underlying condition that is causing the cough. Cough in children may be due to enlarged tonsils, bronchitis, inhalation of a foreign body, pleurisy, pneumonia, the onset of measles, tuberculosis and whooping cough. A persistent, prolonged cough which is not accompanied by any fever or very slight fever is usually due to tuberculosis or whooping cough.

The treatment of a cough is that of the underlying condition. The indiscriminate use of cough medicines, cough mixtures, cough syrups and the multitude of remedies recommended as sure cures are not only worthless but, in some cases, distinctly harmful. In each and every case the cause of the cough should be found and if possible, removed. To relieve the cough, mild opiates or the bromides may be given. The only cough that in itself needs treatment is whooping cough.

Whooping Cough. Whooping cough is contagious and widespread throughout the world. It is the most persistent of all coughs and generally comes in violent spasms which leave the child sore and tired. The fact that until recently there was no reliable remedy for the treatment of whooping cough, created the impression that no medicine will help and that the child must cough it out or fight it through. This neglect of the proper treatment of whooping cough has caused the death of thousands of children annually. Gold, as gold tribomide, has been found most valuable in the treatment of whooping cough. The therapeutic effect of gold tribomide is based on definite pharmacologic action. When taken into the body in the proper dosage it is broken up into gold ions which are antibacterial and tribomine ions which are neurosedative and antispasmodic. No other bromide or, in fact, any other drug has the same pharmacologic action and therapeutic effect. Gold tribomide is now being dispensed and used exclusively in the form of a standard, assayed and palatable preparation which is known as Elixir Gold Tribomide (Elixir Bromaurate). The dosage is a teaspoonful 3 or 4 times a day after meals or more often when necessary. Elixir Bromaurate shortens the period of the illness from months to weeks, reduces the severity and the frequency of the coughing spasms and gives the child rest and sleep.

Other Cough Disorders. While Elixir Bromaurate is essentially and chiefly an anti-whooping cough remedy for which it is being extensively used, it has also been found valuable in other spasmodic coughs and in any cough which is chronic and persistent. Experience has shown that the elixir is also giving good results in bronchitis, bronchial asthma, and such nervous disorders as chorea and petit mal.

J. Epstein, M.D.

We weaken when we exaggerate.

November Dawn on Lake Michigan

Can pen describe November's sun
As once his course has he begun
Arising slowly o'er the lake
Of Michigan, as combers break
Along its bleak and dankish shore
Ebbing again to break the more
In white-caps dotting knots of green
Triumphantly; although unseen
By ship or sail, there hungry gull
Finds breakfast over bountiful.

What mighty awe the sun imparts
When o'er a threshold-lake he starts
The introduction of a day.
With radiance to drive away
Both dark and doubt. His light is Faith
Eternal, and to mortals saith:
"Behold what wonder-thing is done
That unto man is sent a sun
To guide his feet, his life sustain
As long as ever I remain."

Old Sol! Great benefactor thou
With treasury which can endow
All lands and seas, around the Earth
Yet greater grows in wondrous worth!
Would man return his debt to you
The span of life would never do
To ever calculate the sum
Of what we owe; nor time to come
However long the years should run
Could ever say—"We've paid the sun."
Charles A. Heath.

The future always holds something
for the man who keeps his faith in it.

Chinaware Market Active

With stocks reduced to the smallest levels in years, buyers of chinaware crowd the wholesale market to arrange for immediate replacements. The call is entirely for sales merchandise but few producers are in a position to offer less than four weeks' delivery. Throughout the market selling agents quoted only regular Fall prices on goods ordered. Purchases included dinner sets selling at \$6.95 to \$12. According to some buyers, holiday business in chinaware would have been 10 per cent. greater in volume if stores had been prepared for the heavy consumer demand which developed early last month.

Happy is the man who can endure
the highest and lowest fortune. He
who has endured such vicissitudes with
equanimity has deprived misfortune of
its power.

Busybody government makes weak-
lings, self-help makes citizens.

Putnam's Valentine Candies

Junior Valentine Ass'tm't, 10 lb.
Little Cream Hearts
Twin Cream Hearts
Panned Red Hearts

Gypsy Hearts, Small Motto
Cupid Hearts, Medium Motto
Fluted Hearts, Large Motto
Penny Choc. M. M. Eggs, 120

ALSO OTHER SPECIALTY ITEMS

Order From Your Jobber

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

BLANK BOOKS FOR 1935

LEDGERS JOURNALS CASH BOOKS
RECORDS DAY BOOKS ORDER BOOKS
INVOICE BOOKS COUNTER BOOKS TALLY BOOKS
PETTY DAY DELIVERY BOOKS

ALSO

GREENWOODS INCOME TAX RECORDS
TIME BOOKS MEMORANDUM BOOKS
SCALE BOOKS PRESCRIPTION FILES
CASH BOXES TALLY BOOKS TYPEWRITER PAPER
INDEX FILES FOUNTAIN PENS
CAP SIZE FILES GIANT LETTER FILES

Our Stock is Complete

HAZELTINE & PERKINS DRUG CO.

Grand Rapids, Mich.

Progress in 1934...

THE NATIONAL BANK OF GRAND RAPIDS
is pleased to make the following report of progress:

DEPOSITS

January 2, 1934	-----	\$3,836,027.63
March 31, 1934	-----	4,584,826.76
June 30, 1934	-----	5,957,466.57
September 30, 1934	-----	6,171,064.81
December 31, 1934	-----	<u>\$6,459,030.82</u>

This is an increase of over 68 per cent in the twelve months.

Our loans to individuals and industries have been limited only by sound banking practice. It is our desire to increase these loans daily in pace with the needs of the community.

All deposits in amounts up to \$5,000 are fully insured under the amended Banking Act of 1933.

The Officers and Directors of the Bank appreciate the co-operation of their customers and pledge their support to the up-building of the commercial activities of Grand Rapids and Western Michigan . . . always.

OFFICERS

JOSEPH H. BREWER, President

ARTHUR E. WELLS, First Vice-President
JOHN LARSON, Cashier
HARRY C. LUNDBERG, Assistant Cashier

JAMES VICTOR STUART, Vice-President
ARCHIBALD K. GIBSON, Assistant Cashier
RUSSELL FAIRLES, Auditor

DIRECTORS

HOLLIS BAKER, President Baker Furniture Factories
MELVILLE R. BISSELL, JR., President Bissell Carpet Sweeper Company
JOSEPH H. BREWER, President
WALLACE E. BROWN, President Grand Rapids Varnish Company
THERON H. GOODSPEED, President Kent Storage Company
WILLIAM A. HYLAND, Surgeon

EARLE S. IRWIN, President Irwin Seating Company
LEWIS A. JARVIS, President W. B. Jarvis Company
ALBERT B. KLISE, President Blackmer Pump Company
BOYCE K. MUIR, President Muir Company
PERCY OWEN, President Michigan Bakeries
ARTHUR E. WELLS, Vice-President

The National Bank

of

Grand Rapids

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

Spring Lamb—2c	Pork Neckbones—1c
Good Lamb—1c	Pork Trimmings—3c
Medium Lamb—1c	Barrelled Pork, clear back—3c
Good Mutton—2½c	Barrelled Pork, short cut—3c
Medium Mutton—2c	Pure lard in tierces—1c
Pork Loins—3c	Beef, Boneless rump—\$1 a barrel
Pork Butts—3c	
Pork Shoulders—3c	
Pork Spareribs—2c	

DECLINED

Pineapple, Sliced	
Honey Dew, sliced, No. 10	9 00
Honey Dew, tid bits, No. 10	9 00
Honey Dew, No. 2½	2 45
Honey Dew, No. 1	1 10
Ukelele Broken, No. 10	7 90
Ukelele Broken, 2½	2 25
Ukelele Broken, No. 2	1 85
Quaker, Tid Bits, No. 10	8 25
Quaker, No. 10	8 25
Quaker, No. 2½	8 25
Quaker, No. 2	1 90
Quaker, No. 1	1 05

AMMONIA

Little Bo Peep, med.	1 35
Little Bo Peep, lge.	2 25
Quaker, 32 oz.	2 10

APPLE BUTTER

Quaker, 12-28 oz.	1 55
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BAKING POWDERS

Royal, 2 oz., doz.	80
Royal, 6 oz., doz.	2 00
Royal, 12 oz., doz.	3 85
Royal, 5 lbs., doz.	20 00



10 oz., 4 doz. in case	3 35
15 oz., 2 doz. in case	2 45
25 oz., 2 doz. in case	4 12
5 lb., 1 doz. in case	5 90
10 lb., ½ doz. in case	5 75

BLEACHER CLEANSER

Lizelle, 16 oz., 12s	2 15
Lincow Wash, 32 oz. 12s	2 00

BLUING

Am. Ball, 36-1 oz., cart.	1 00
Boy Blue, 18s, per cs.	1 35

BEANS AND PEAS

Dry Lima Beans, 25 lb.	2 25
White H'd P. Beans	4 05
Split Peas, yell., 60 lb.	3 35
Split Peas, gr'n., 60 lb.	4 75
Scotch Peas, 100 lb.	6 90

BURNERS

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

BOTTLE CAPS

Single Lacquer, 24 gross case, per case	4 10
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BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 135	2 65
Corn Flakes, No. 124	2 65
Peap, No. 224	2 20
Peap No. 250	1 05
Krumbles, No. 412	1 55
Bran Flakes, No. 624	1 90
Bran Flakes, No. 650	1 00
Rice Krispies, 6 oz.	2 40
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 75
All Bran, ½ oz.	1 10
Whole Wheat Fla., 2½	2 40
Whole Wheat Bjs., 2½	2 31
Wheat Krispies, 2½	2 40
Post Brands	
Grapenut Flakes, 2½	2 10
Grape-Nuts, 2½	3 90
Grape-Nuts, 50s	1 50
Instant Postum, No. 8	5 46
Instant Postum, No. 10	4 70
Postum Cereal, No. 0	2 38
Post Toasties, 36s	2 65
Post Toasties, 24s	2 65
Post Bran, PBF 24s	3 15
Post Bran, PBF 36s	3 15
Amsterdam Brands	
Gold Bond Par., No. 5½	7 50
Prize, Parlor, No. 6	8 00
White Swan Par., No. 6	8 50

BROOMS

Quaker, 5 sewed	7 25
Warehouse	7 75
Winner, 5 sewed	5 75
Eagle	4 50

BRUSHES

Scrub	
New Deal, dozen	85
Stove	
Shaker, dozen	90
Shoe	
Topoen, dozen	90

BUTTER COLOR

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

CANDLES

Electric Light, 40 lbs.	12 1
Plumber, 40 lbs.	12 8
Paraffine, 6s	14½
Paraffine, 12s	14½
Wicking	40
Tudor, 6s, per box	30

CANNED FRUITS

Apples	
Imperial, No. 10	5 00
Sweet Peas, No. 10	4 75
Pears	
Quaker, No. 10	8 59
Quaker, Bartlett, No. 2½	2 65
Quaker, Bartlett, No. 2	1 95

Apple Sauce

Hart, No. 2	1 20
Hart, No. 10	5 75

Apricots

Forest, No. 10	9 00
Quaker, No. 10	9 75
Gibraltar, No. 10	9 25
Gibraltar, No. 2½	2 40
Superior, No. 2½	2 80
Supreme, No. 2½	3 10
Supreme, No. 2	2 25
Quaker, No. 2	2 10
Quaker, No. 2½	2 85

Blackberries

Premio, No. 10	6 00
Quaker, No. 2	1 60

Blue Berries

Eagle, No. 10	8 50
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Cherries

Hart, No. 10	5 70
Hart, No. 2 in syrup	2 95
Hart Special, 2	1 25
Supreme, No. 2 in syrup	2 25
Hart Special, No. 2	1 35

Cherries—Royal Ann

Supreme, No. 2½	3 20
Supreme, No. 2	2 25
Gibraltar, No. 10	9 25
Gibraltar, No. 2½	2 75

Figs

Beckwith Breakfast, No. 10	12 00
Carpenter Preserved, 5 oz. glass	1 35
Supreme Kodota, No. 1	1 90

Fruit Salad

Supreme, No. 10	12 00
Quaker, No. 10	11 50
Supreme, No. 2½	3 45
Supreme, No. 2	2 60
Supreme, No. 1	1 90
Quaker, No. 2½	3 15

Goosberries

Michigan, No. 10	5 35
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Grape Fruit

Zeneda, No. 2	1 35
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Grape Fruit Juice

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

Loganberries

Premio, No. 10	6 75
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Peaches

Forest, solid pack, No. 10	7 30
Nile, sliced, No. 10	6 50
Premio, halves, No. 10	6 50
Quaker, sliced or halves, No. 10	8 20
Gibraltar, No. 2½	2 00
Supreme, sliced No. 2½	2 15
Supreme, halves, No. 2½	2 25
Quaker, sliced or halves, No. 2½	2 10
Quaker sliced or halves, No. 2	1 70

Pineapple Juice	
Doles, Diamond Head, No. 2	1 45
Doles, Honey Dew, No. 10	6 75
Pineapple, Crushed	
Imperial, No. 10	7 50
Honey Dew, No. 2½	2 40
Honey Dew, No. 2	1 90
Quaker, No. 2½	2 35
Quaker, No. 2	1 80
Quaker, No. 1	1 10

Pineapple, Sliced

Honey Dew, sliced, No. 10	9 00
Honey Dew, tid bits, No. 10	9 00
Honey Dew, No. 2½	2 45
Honey Dew, No. 1	1 10
Ukelele Broken, No. 10	7 90
Ukelele Broken, 2½	2 25
Ukelele Broken, No. 2	1 85
Quaker, Tid Bits, No. 10	8 25
Quaker, No. 10	8 25
Quaker, No. 2½	8 25
Quaker, No. 2	1 90
Quaker, No. 1	1 05

Plums

Ulkit, No. 10, 30% syrup	6 50
Supreme Egg, No. 2½	2 30
Supreme Eggs, No. 2	1 70
Primo, No. 2, 40% syrup	1 00

Prepared Prunes

Supreme, No. 2½	2 45
Supreme, No. 10, Italian	6 50

Raspberries, Black

Imperial, No. 10	7 00
Premio, No. 10	8 50
Hart, 8-ounce	8 60

Raspberries, Red

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

Strawberries

Jordan, No. 2	2 50
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CANNED FISH

Clam Ch'der, 10½ oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed No. 1	2 75
Clams, Minced, No. ½	2 40
Pinnas Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 25
Cod Fish Cake, 10 oz.	1 50
Cove Oysters, 5 oz.	1 35
Lobster, No. ½	2 25
Shrimp, 1 wet	1 45
Sard's, ¼ Oil, k'less	3 75
Sardines, ¼ Oil, k'less	3 35
Salmon, Red Alaska	2 20
Salmon, Med. Alaska	1 75
Salmon, Pink, Alaska	1 33
Sardines, Im. ¼, ea. 6@13½	1 00
Tuna, ½ Van Camps, doz.	1 75
Tuna, ¼s, Van Camps, doz.	1 15
Tuna, 1s, Van Camps, doz.	3 45
Tuna, ¼s, Chicken Sea, doz.	1 70
Tuna, ¼ Bonita	1 25

CANNED MEAT

Bacon, med. Beechnut	2 50
Bacon, lge. Beechnut	3 75
Beef, lge. Beechnut	3 25
Beef, med. Beechnut	1 95
Beef, No. 1, Corned	1 90
Beef, 2½ oz., Qua., Sil.	1 30
Corn Beef Hash, doz.	85
Beefsteak & Onions, s.	2 70
Chili Con Car., 1s	1 05
Deviled Ham, ¼s	1 35
Deviled Ham, ½s	2 20
Potted Meat, ¼ Libby	43
Potted Meat, ½ Libby	75
Potted Meat, ¾ Qua.	65
Potted Ham, Gen. ¼	1 35
Vienna Saus. No. ¼	90

Baked Beans

Campbells 48s	2 35
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CANNED VEGETABLES

Hart Brand	
Asparagus	
Quaker, No. 2	2 10
Scott Co. Soaked	1 80
Hunt No. 1, Med. White	3 15
Hunt No. 1 Small	3 00
Green	2 80

Baked Beans

1 lb. Saco, 36s, cs.	1 75
No. 2½ Size, doz.	1 10
No. 10 Sauce	4 00

Lima Beans

Baby, No. 2	1 60
Marcellus, No. 2	1 25
Scott Co. Soaked	90
Marcellus, No. 10	5 90

Red Kidney Beans

No. 10	4 75
No. 2	1 00

String Beans

Choice, Whole, No. 2	1 70
Cut, No. 10	7 25
Cut, No. 2	1 35
Marcellus Cut, No. 10	6 00
Quaker Cut No. 2	1 20

Wax Beans

Choice, Whole, No. 2	1 70
Cut, No. 10	7 25
Cut, No. 2	1 35
Marcellus Cut, No. 10	5 50
Quaker Cut No. 2	1 20

Beets

Extra Small, No. 2	1 75
Hart Cut, No. 10	4 50
Hart Cut, No. 2	95
Hart Diced, No. 2	90
Quaker Cut No. 2½	1 20

Carrots

Diced, No. 2	95
Diced, No. 10	4 20

Corn

Golden Ban., No. 2	1 50
Golden Ban., No. 10	10 00
Marcellus, No. 2	1 25
Fancy Crosby, No. 2	1 40
Fancy Crosby, No. 10	6 75
Whole Grain, 6 Ban-tam, No. 2	1 55

Peas

Little Dot, No. 2	2 25
Sifted E. June, No. 10	9 50
Sifted E. June, No. 2	1 90
Marcel, S.W. No. 2	1 55
Marcel, E. June, No. 2	1 45
Quaker, E. Ju., No. 10	8 00

Pumpkin

No. 10	4 75
No. 2½	1 20
No. 2	92½

Sauerkraut

No. 10	5 25
No. 2½ Quaker	1 10
No. 2 Quaker	95

Soinach

Supreme No. 2½	1 75
Supreme No. 2	1 37½
Maryland Chief No. 2	1 10

Succotash

Golden Bantam, No. 2	1 75
Hart, No. 2	1 55
Pride of Michigan	1 25

Tomatoes

No. 10	5 50
No. 2½	1 85
No. 2	1 40
Quaker, No. 2	1 10

CATSUP

Quaker, 10 oz., doz.	1 10
Quaker, 14 oz., doz.	1 40
Quaker gallon glass, dozen	10 25

Currents		JUNKET GOODS		FRESH MEATS		HERRING		SOAP		TEA	
Packages, 11 oz.	13	Junket Powder	1 30	Beef		Heland Herring		Am. Family, 100 box	5 20	Japan	
		Junket Tablets	1 35	Top Steers & Half	14	Mixed, kegs	85	F. B., 60c.	2 35	Choice	19
Dates		MARGARINE		Good Steers & Half	12 1/2	Milkers, kegs	95	Fels Napha, 100 box	4 65	Fancy	22 30
Quaker, 12s, pitted	1 40	Wilson & Co.'s Brands		Med. Steers & Half	10 1/2	Boneless Herring 10 lb.	14	Flake White, 10 box	3 10	No. 1 Nibbs	30 38
Quaker, 12s, regular	1 10	Oleo		Com. Steers & Half	09	Cut Lunch, 8 lb. pails	1 25	Ivory, 100 6s.	4 95	Choice	32
Quaker, 12s, 1 1/2 lb.	2 30							Fairy, 100 box	3 25		
Quaker, 12s, 1 lb.	1 45							Palm Olive, 144 box	6 20		
Figs								Lava, 50 box	2 55		
Calif., 24-3 oz. case	1 80							Camay, 72 box	9 95		
Peaches								P & C Nap Soap, 100@	3 10		
Evap, Choice	14 1/2							Sweetheart, 100 box	5 70		
Evap. Fancy	16 1/2							Grandpa Tar, 50 sm.	2 10		
Peel								Williams Barber Bar, 9s	50		
Lemon, Torelli,								Williams Mug, per doz.	48		
4 oz., doz.	90							Lux Toilet, 50	8 05		
Orange, Torelli,											
4 oz., dozen	90										
Citron, Torelli,											
4 oz., dozen	90										
Raisins											
Seeded, bulk	7 1/2										
Thompson's S'dless blk.	7 1/2										
Quaker s'dless blk.											
15 oz., doz.	8										
Quaker Seeded, 15 oz.	8										
California Prunes											
90@100, 25 lb. boxes	@6 1/2										
80@ 90, 25 lb. boxes	@7										
70@ 80, 25 lb. boxes	@7 1/2										
60@ 70, 25 lb. boxes	@8										
50@ 60, 25 lb. boxes	@8 1/2										
40@ 50, 25 lb. boxes	@9 1/2										
30@ 40, 25 lb. boxes	@11										
20@ 30, 25 lb. boxes	@13										
15@ 24, 25 lb. boxes	@14										
Hominy											
Pearl, 100 lb. sacks	3 50										
Bulk Goods											
Elb. Macaroni, 20 lb. bx.	1 35										
Egg Noodle, 10 lb. box	1 25										
Pearl Barley											
Chester	5 80										
Lentils											
Chili	10										
Tapioca											
Pearl, 100 lb. sacks	7 1/2										
Minute, 8 oz., 3 doz.	4 05										
Dromedary Instant	3 50										
Jiffy Punch											
3 doz. Carton	2 25										
Assorted flavors											
EVAPORATED MILK											
Quaker, Tall, 10 1/2 oz.	2 85										
Quaker, Baby, 4 doz.	1 45										
Quaker, Gallon, 1/2 dz.	2 85										
Carnation, Tall, 4 doz.	2 95										
Carnation, Baby, 4 dz.	1 45										
Oatman's D'dee, Tall	2 95										
Oatman's D'dee, Baby	1 45										
Pet, Tall	2 95										
Pet, Baby, 4 dozen	1 45										
Borden's, Tall, 4 doz.	2 95										
Borden's, Baby, 4 doz.	1 45										
FRUIT CANS											
Ball Mason											
F. O. B. Grand Rapids											
One pint	7 75										
One quart	9 00										
Half gallon	12 00										
Mason Can Tops, gro.	2 55										
FRUIT CAN RUBBERS											
Quaker Red Lip, 2 gro.											
carton	85										
GELATINE											
Jell-o, 3 doz.	2 10										
Minute, 3 doz.	4 05										
Knox's, 1 dozen	2 25										
Jelsert, 3 doz.	1 40										
HONEY											
Lake Shore 1 lb. doz.	1 90										
JELLY AND PRESERVES											
Pure, 30 lb. pails	2 60										
Imitation, 30 lb. pails	1 85										
Pure Pres., 16 oz., doz.	2 00										
12 oz. Apple Jelly, dz.	95										
13 oz. Mint Jelly, dz.	1 60										
7 oz. Cranberry Jelly, dz	90										
JELLY GLASSES											
1/2 Pint Tall, per doz.	35										
MUILLER'S PRODUCTS											
Macaroni, 9 oz.	2 10										
Spaghetti, 9 oz.	2 10										
Elbow Macaroni, 9 oz.	2 10										
Egg Noodles, 6 oz.	2 10										
Egg Vermicelli, 6 oz.	2 10										
Egg Alphabets, 6 oz.	2 10										
Cooked Spaghetti, 24c.											
17 oz.	2 20										
NUTS											
Whole											
Almonds, Peerless	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										
Salted Peanuts											
Fancy, No. 1	12										
12-1 lb. Cellop's case	1 50										
Shelled											
Almonds	39										
Peanuts, Spanish, 125											
lb. bags	9 1/2										
Filberts	32										
Pecans, salted	66										
Walnut, California	65										
MINCE MEAT											
None Such, 4 doz.	6 20										
Quaker, 1 doz. case	95										
Yo Ho, Kegs, wet, lb.	16 1/2										
OLIVES—Plain											
Quaker, 24 3/4 oz. cs.	1 87										
Quaker, 24 7/8 oz. cs.	3 55										
Quaker, 12, 12 oz. cs.	2 40										
High Life, 12 22 oz. cs.	3 45										
1 gal. glass, each	1 55										
OLIVES—Stuffed											
Quaker, 24 3/4 oz. cs.	1 87										
Quaker, 24 7/8 oz. cs.	2 75										
Quaker, 24 5 oz. cs.	3 55										
Quaker, 24 7/8 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											
1/2s	34										
1s	22										
2s and 5s	30										
PICKLES											
Sweet Small											
L and C, 7 oz., doz.	92 1/2										
Paw Paw, quarts, doz.	2 80										
Dill Pickles											
Gal., 40 to Tin, doz.	8 20										
32 oz. Glass Thrown	1 50										
PIPES											
Cob, 3 doz. in bx.	1 00@1 20										
PLAYING CARDS											
Blue Ribbon, per doz.	4 50										
Bicycle, per doz.	4 70										
Caravan, per doz.	2 25										
POP CORN											
Sure Pop, 25 lb. bags	2 55										
Yellow, 24 1-lb. bags	2 50										
SAL SODA											
Granulated, 60 lbs. cs.	1 35										
Granulated, 18-2 1/2 lb.											
packages	1 10										
COD FISH											
Bob White, 1 lb. pure	25										
SHOE BLACKENING											
2 in 1, Paste, doz.	1 30										
E. Z. Combination, dz.	1 30										
Dri-Foot, doz.	2 00										
Bixby, doz.	1 30										
Shinola, doz.	90										
STOVE POLISH											

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.

Other People's Ideas in Shoe Selling

"What is the use of having a big circus if no money comes in? It is the cash in the till that counts." This is the way Marcus Rice, shoe merchandiser at the great Famous Barr store in St. Louis, sizes up the proposition of carrying permanent "loss leaders."

In these times of grading up and changing prices, here is a good tip from this well-known buyer on how to keep one's finger on immediate trends. A daily record of retail prices is kept, then this is broken down into percentages for a monthly recapitulation. The stock on hand and on order is then checked in a similar manner to see that the right proportion is being maintained. The object is a properly price-balanced stock which, in the opinion of this astute buyer, is fully as important as a well balanced stock from the style angle.

One other big thing in merchandising is to find the exact price at which an article will sell best. Sometimes a 5c variation will kill the sale. Then he illustrated how a slipper priced at \$1.65 did not show the right amount of action, but when it was repriced at \$1.59, the sales showed an almost incredible jump.

That energetic manager of Brown's Booterie in Chattanooga—F. M. Furtelle—has worked out his own plan of action. In fact he had it typed out and was keeping it in his desk until by chance I saw it. It reads:

"Get the facts back of the merchandise you are selling; get this story over to the salespeople; let them learn all there is to know about every item in the store, for they are in direct contact with the trade; keep up sizes, especially on those shoes which are being spot lighted; go after extra business that is to be had by doing something a little different from the usual run; develop originality and not copy; be a few steps ahead of the others; be sure all business getting ideas are simple so everyone understands them; be certain they are in keeping with good taste."

Louis Friedman, who manages the Reed Shoe Store in South Bend, Ind., manages to pick up quite a little extra business by meeting the salespeople in those ready-to-wear stores in town which do not have shoe departments. When he goes around on these visiting trips, he always carries a supply of business cards. His message is that he can match up the gowns carried in the store which he is visiting.

Now the proof is what is accomplished. Friedman tells me that a couple of weeks ago he outfitted two

bridal parties to shoes, selling 18 pairs in all to girls who had never been in his store before. Seven of these girls came in later and bought more shoes for street wear. Stores sending in trade like this are repaid by the boys in the Reed store reciprocating. Many transients come to South Bend, not only for the football games but trade from nearby towns and the regular run of tourists. Many of these people ask to be recommended to a good place to buy dresses, so the rest is easy.

A foot health club has been organized by S. J. Cunningham, manager of the Lane Bryant Shoe Department, St. Louis, which functions wholly within the store itself. The idea is to get all the sales girls to wear and to recommend the kind and type of shoes sold in this store.

Going back to the old adage of a satisfied customer being a store's best advertisement, Cunningham set out to make satisfied customers of the entire selling force of his store. The method used was both simple and unique. All girls who signed a slip saying that they would co-operate were immediately fitted to a pair of shoes of their own choice. These shoes were to be their own property without any cost to them whatever, if they introduced ten new buying customers to the shoe department within the next 30 days. In addition to the free shoes, the shoe department guaranteed to pay the regular store introductory commission of 50c on \$8.50 grades and 25c on \$7.50 shoes which were sold on recommendation of salesgirls.

Real action developed from the start, with the shoe department averaging to sell several extra pairs of shoes daily. A chart posted in the girls' locker room kept them informed as to the daily progress of the contest. Cunningham finds the chart is a very good way of sustaining interest and of keeping the idea in front of the girls all the time.—Harry R. Terhune in Boot and Shoe Recorder.

Men's Sales Goods Bought Freely

Although stores have already placed a substantial volume of business for January sales events, additional large amounts are expected next week. Indications are that this month's retail volume should run about 15 per cent. ahead of January, 1934. Retail stocks have been cleaned up thoroughly and, on a number of items, manufacturers' shelves are also quite bare, it was said. Suits up to \$20, shirts in the 79-cent to \$1 range and neckwear up to 50 cents will be among the items promoted strongly.

Our rulers will best promote the improvements of the nation by strictly confining themselves to their own legitimate duties, by leaving capital to find its most lucrative course, commodities their fair price, industry and intelligence their natural reward, idleness and folly their natural punishment, by maintaining peace, by defending property and by observing strict economy in every department of the state. Let the Government do this—the people will assuredly do the rest.—Thomas Babington Macaulay

Events in Detroit Council, No. 9, United Commercial Travelers

(Continued from page 14)

The number of American civilians killed on the highways of the United States during the last fifteen years was close to 325,000.

Stanley Ecclestone and his family enjoyed a happy Christmas with his folks. They struck a bad snow storm and had difficulty in proceeding. So Stanley decided to have the motor in his car changed. But now he doesn't know what to do, because his car continues to run backward all the while. And just because he got an "O. V. motor in his exchange—too much Christmas cheer.

Floyd Burch entertained a group of friends on Christmas eve. His folding chairs had been at Everest, the Allard summer home on the Canadian shores of Lake Erie, for some time. The snow was so deep, no one could drive back to the lake. And so the Cleveland airplane which flies over here stopped and picked them up and brought them to Floyd in ample time for his party. He is naturally glad, but wishes it brought a little of the very popular Everest Special to add a wee bit of cheer to the party.

Mr. and Mrs. E. J. Drouillard entertained their friends and relatives Christmas. "E. J." generally makes the coffee. Now he has invented a new method for French drip coffee. So clever is the device which is attached to your automobile that the coffee is all made while Drouillard drives his car about town to make his business calls. Now boys, watch for this as standard equipment on the new 1935 ford which he is selling.

Bill Allard has returned. He spent the holidays with his father-in-law, Otto Bullis, who for over fifty years has been the druggist at Maple Rapids. Bill is wearing a red checkered tie such as actors do. Well, isn't he actor enough, anyway?

Comptailor made Christmas weather observations. He went to the Ridgefield-Elms Inn at Ridgefield, Conn. This fine New England Inn is conducted by Andrew B. Wallace, former vice-president of the Leland Hotel Hotel Corporation and at one time managing director of the Detroit-Leland Hotel. Not a sign of snow here—grass green and temperature 36 above. Sun by day, and full moon by

night with a clear, beautiful sky just twinkling with bright, lovely stars. Comptailor was delighted to find Dr. Harold I. Wallace and wife stopping here. These two charming personalities, blended with marked graciousness of manner, have won the hearts of many members of Detroit Council No. 9, together with hundreds of other Detroiters. He bade them a Merry Christmas and then journeyed quickly back into Michigan. Snow—plenty of it—greeted him. Blow, blow and how it did blow. Four degrees above zero, an overhanging sky; typical Christmas weather. So cold did our traveler find it that he dropped into Harry A. Northway's gas and oil station, 601 East Main street, Owosso, to get thawed out. Harry, real fellow, popular with the trade, was glad to see him. But he was so busy with customers that it took one whole hour to have a ten minute chat. So Comptailor decided to quit traveling. He wishes you the happiest of New Years and wants you to join hand in hand with the new U. C. T. Safety Program of the Business Relations Committee of the Michigan Grand Council. Their slogan is Save Lives—Help the Living.

Wigstaff.

If man loves war, why does it take so much effort and money, such lies and atrocity stories, such displays of bands and flags to rouse him to hate and fight? Why, despite all this effort, do so few men volunteer that a compulsory draft is absolutely necessary?

Cash paid for stocks of merchandise of every description including machinery, plants and equipment. Write or wire

M. GOLDSMITH
935 Gratiot Ave. Cadillac 8738
DETROIT, MICHIGAN

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.

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SOUNDNESS STABILITY

are symbolized by

MUTUAL INSURANCE

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

OUT AROUND

(Continued from page 9)

Washington — Hamilton — Franklin — Adams and Jefferson, could they return, would not recognize their own handiwork. They never contemplated, even remotely, that the Government would one day be operating cafeterias, hotels, railroads, bakeries, laundries, dairy farms and selling perfumes, paint, wheat, lumber and soft drinks, making awnings, brick, brooms, bronze castings and forgings, gasoline engines, furniture, garbage cans, glue, hammocks, ink, mattresses, optical glass, overalls, rope, sausage and shoes.

(The above paragraphs are predicated on a speech recently made by C. A. MacDonald, of Detroit.)

Mr. and Mrs. Edward Bartholomew, of Ravenna, were honored at their sixtieth wedding anniversary last Monday evening. They were married at Nunica in 1874 and resided at Muskegon five years before going to Ravenna. Mr. Bartholomew has been engaged in the hardware business at Ravenna for many years and is well regarded by all who know him. He has been an eager reader of the Tradesman many years. I wonder if any other patron of the Tradesman can equal Mr. Bartholomew's record?

Jesse Rainsford Sprague is a most interesting writer on business subjects and his articles often appear in the "Saturday Evening Post." He had an article in that paper of the issue of Nov. 24, headed "Business in the Wheat Country," but in it he reported on chain store conditions, and the probable future of chains in various sections of the country. It is interesting reading for individual grocers and some of his observations are here reproduced:

In St. Paul I met an official of a large chain store organization who was starting on a trip through the wheat country to inspect his concern's stores. He said:

"The chain store industry as it exists to-day has never gone through a major depression. We take it for granted that this depression will bring some changes. We want to know more about it before we open any new stores. I am making this trip to try and figure out what the changes will be."

I asked him if he cared to prophesy. "I believe," he answered, "that we are going to face stronger competition from independent merchants. Every intelligent chain store executive realizes that in the past we have had an easier time than we were entitled to. When a chain store came to town about half the merchants threw up their hands and quit trying. But now, here in the Northwest especially, the weaklings have been pretty well weeded out. The good merchants are left. They are going to put up a fight."

The most constructive remark on storekeeping that I heard in the Northwest came from the chain store official I met in St. Paul. He told me that his store managers frequently quit their jobs and start stores of their own. I asked him if that might not eventually make hard competition.

"These store managers you have trained," I said, "are far more skillful than the ordinary merchant. When enough of these trained men start in business, won't it be bad for the chains?"

The executive's reply was shockingly cynical. I beg any indignant reader to remember that the words I set down are not my own. The executive said:

"The chains aren't superhuman. We may be able to train a young man to be a good store manager, but we can't make a merchant out of him. We can't put the qualities into him that make him competent to run successfully a store of his own. Either he has got those qualities, or he hasn't. All that the officers of a chain organization can do is to invent rules and insist that the store managers carry them out. Every store manager knows that if he doesn't carry out the rules he will lose his job. But when a man quits and starts a store of his own, it's different. Probably he knows what he ought to do to make his store profitable, but there isn't anyone to make him do it. A good energetic wife may help, but she can't fire him if he doesn't obey."

A St. Paul business man who has interests throughout the Dakotas and Eastern Montana talked about the chains and independents:

"I do not like to see chain stores monopolizing the main streets of our good American towns. No matter how much you may like to buy at a chain store, you must admit that it constitutes a sort of absentee landlordism. Years ago I ran the weekly newspaper in a South Dakota community. When I went from my house to my office I might stop to talk with a dozen merchants. Some of them were whippersnappers and perhaps were not exactly up-to-the-minute merchandisers, but they were useful citizens. They took an interest in the town. They were willing to make sacrifices for it. Now, when I go back there to visit, there is scarcely anyone on Main Street for me to talk to. I am not interested in the young chain store managers, nor they in me. They come and go. Their main interest is to be promoted to a bigger store in Sioux Falls, or Fargo, or Duluth. Sociologically, I am all against the chains."

The down-and-out soap box orator has a panacea for all ills; the brilliant writer for the agricultural journals doesn't know succotash seed; and the bespectacled dame who tells us how to rear our offspring never had any.

Nobody asked me for it. Perhaps nobody will heed it. Maybe I am classed with those above enumerated, but my advice to every merchant everywhere is this: Get as much money out of your business as the traffic will bear. Profits are not measured by the size of your store building or stock, but by the cash you carry home to your wife or deposit to your personal account in the bank. Convert your profits into something else—real estate, Government bonds, good stocks, anything wholly reliable—but prythee, my good masters, don't devote a lifetime to building up a mercantile establishment which may die with you unless you have sons or understudies whom you have educated to carry on the business.

Establish an estate, be it ever so small. Get something tangible, something real, something you can sell or realize upon when the evil days come or as the sun sinks in the Western horizon and the shadows of life lengthen.

Get not necessarily great wealth—I hate money grubbers—but enough to assure a calm and peaceful old age. En-

joy life while it is yours. Spend money if it produces real happiness, but save sanely, avoiding any approach to miserliness; for "What doth it profit a man though he gain the whole world"—and leave a rich widow?

Last week the Michigan Tradesman issued its fifty-first anniversary edition, all of the fifty-one years this journal being under the ownership and management of one man—Ernest A. Stowe—who is still vigorous and active and perhaps the greatest single force in Michigan mercantile circles. The Tradesman had 108 pages last week brim full of interesting articles and timely advertising. Congratulations, Editor Stowe, glad you are able to continue to be "up and at 'em!"—Howard City Record.

Saint Johns, Dec. 28—I congratulate you cordially upon the fifty-first anniversary of the Michigan Tradesman, marking, as it does, the fifty-first anniversary of service to the best interest of business men. Subscribers instinctively recognize the extra measure of service beyond the dollar and cents service the Tradesman willingly gives the merchants.

I wish you success in continuing scriptural measure of service to high ideals and public good and that you will be allowed by the Great Master above to be our guiding spirit for years to come. C. B. Mansfield.

Harry C. Moon, dealer in general merchandise at DeWitt and a long-time subscriber to the Michigan Tradesman, renews his subscription for another year and says: "I never like to renew my subscription without a word of appreciation for your wonderful paper and the good it is doing for the independent merchant. May you live long and happily."

J. D. Erskine, general dealer at Allenville, who has read the Tradesman thirty-five of the thirty-six years he has been in business, writes me as follows, concerning the cheese factory in Allenville:

"We have one of the best equipped cheese factories in the Upper Peninsula, all run by electricity. We are not making cheese for the past two months. We have a \$1,000 pasteurizer and we pasteurize all the milk and sell it to the CCC camps in one-half pint bottles. We get 5c per quart for it, so I think we are doing well. I am pleased to see you are handed so many compliments by your readers. If I could write I would send you one, too. I have taken your paper thirty-five years and it has helped me in many ways, especially to guard against crooks and given me a lot of other things too numerous to mention. I am going on thirty-six years in this store and I have customers dealing with me to-day who dealt with me the first day I opened up. I was in your office some years ago, but you were away, and the last time I was a delegate to a state convention in Grand Rapids I did not have time to call on you. Now next summer, old boy, you have got to make a trip through the Upper Peninsula and give it a good write-up. Let me know

a few days ahead when you are coming, so I will be at home."

Adolph G. Krause leaves this week for St. Petersburg, Florida, where he will be located for the next three or four months. It is seldom that a man well along in years as Mr. Krause gets so much genuine enjoyment among strangers.

Traverse City, Dec. 24.—I want to take this opportunity of congratulating you on the splendid edition of the Michigan Tradesman, celebrating the fifty-first anniversary. This is a very well gotten up issue and filled with worth while reading matter. I think the Park Place should have some claim to being one of the oldest subscribers and advertising patrons of your fine magazine.

The Michigan Tradesman has always been in the foreground with worth while and commendable issues that have always been for the improvement of the independent merchant, as well as our own particular industry.

Geo. C. Anderson,
Manager Park Place Hotel.

The desire of the Reconstruction Finance Corporation to assist industry along the line of supplying working capital through loans to qualified borrowers was indicated in an interview to-day with Ira A. Moore, President of the Peoples National Bank and formerly Manager of the Chicago office of the Reconstruction Finance Corporation. Mr. Moore pointed out that the Corporation is offering full cooperation in this direction by placing at the disposal of prospective industrial borrowers the services of its local field men for the purpose of aiding such borrowers in the preparation and presentation of preliminary applications and supporting information. The local representatives are V. A. Snell and E. G. McGugan at the office of the receiver of the Grand Rapids Savings Bank, and A. B. Anderson at the office of the receiver of the American Home Security Bank. E. A. Stowe.

Since there is nothing but the new, we must dream dreams and see visions. We must do creative reading. For you will agree with Goethe that to act is so easy, to think is so hard.

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.

FOR SALE—PEANUT AND COFFEE ROASTER—Combination, coffee grinder and peanut butter machine; two Stinson computing scales; adding machine; cash register; and other fixtures. Also small stock of groceries, shoes, and rubber goods. Cheap. Hinkley Store, La Grange, Indiana. 698

NIGHT CLUB—NEW STONE BUILDING—15 acres; scenic grounds; nine tourist cottages; swimming pool; pure spring water at entrance to Clifty Falls State Park, on State road 7, near Madison; 90 miles, Louisville; 65 miles, Cincinnati; 90 miles, Indianapolis. A \$50,000 investment doing excellent business. Owner retiring will sacrifice for immediate sale. \$10,000 cash required, balance easy terms. See this, Dr. E. C. Cook, owner, Madison, Indiana. 699

• **THE GRAND RAPIDS TRUST COMPANY** is an organization of persons trained in the administration of estates and trusts.

Many persons, not realizing the intricacies of probating wills and administering estates, name personal friends or relatives as executors, trustees, etc., who find themselves bewildered in the tasks imposed.

We are always glad to consult with such persons and their attorneys if our experience can be helpful.

**Grand Rapids Trust
Company**

For Him Who Is Down But Not Out.

They do me wrong who say I come no more
When once I knock and fail to find you in,
For every day I stand outside your door
And bid you wake and rise to fight and win.

Weep not for precious chances passed away;
Wail not for golden ages on the wane;
Each night I burn the records of the day,
At sunrise every soul is born again.

Laugh like a boy at splendors that have sped,
To vanished joys be blind and deaf and dumb,
My judgments seal the dead past with its dead
But never bind a moment yet to come.

Though deep in mire wring not your hands and weep,
I lend an arm to all who say, "I can,"
No shamefaced outcast ever sank so low,
But yet might rise and be again a man.

Dost thou behold thy lost youth all aghast?
Dost writhe from righteous retribution's blow?
Then turn from blotted archives of the past
And find the future's pages white as snow.

Art thou a mourner, rouse thee from thy spell;
Art thou a sinner, sins may be forgiven,
Each morning gives thee wings to flee from hell,
Each night a star to guide thy feet toward heaven.

J. WALTER MALONE,
Quaker Preacher at Cleveland.

Make 1935 Your BIG YEAR in TEA SALES . . .

IT'S easy. Just get behind Tender Leaf Tea—the tea that's richer in Theol, the flavor-bearing oil in tea. That's what makes this fine tea the favorite of tea-lovers everywhere.

Tender Leaf Tea means greater tea satisfaction and more repeat sales. Feature it all during 1935 and watch your tea sales increase.



A Product of
STANDARD BRANDS INCORPORATED

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

**PROFITABLE BUSINESS
DAYS MAY CEASE**

IF YOUR BUSINESS IS
INTERRUPTED BY FIRE.

YOUR LOSS OF PROFITS
AND OVERHEAD COST
SHOULD BE PROTECTED
BY MUTUAL

**USE and OCCUPANCY
INSURANCE**

THROUGH THE
MILL MUTUALS AGENCY

MUTUAL BUILDING
LANSING MICHIGAN
DETROIT SAGINAW
GRAND RAPIDS • •

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Grand Rapids, 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.

*The brand
you know*



by **HART!**

A complete line of canned vegetables and fruits.