

# MICHIGAN TRADERMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, JANUARY 9, 1935

Number 2677

## SOMEBODY

Somebody did a golden deed;  
Somebody proved a friend in need;  
Somebody sang a beautiful song;  
Somebody smiled the whole day long;  
Somebody thought "Tis sweet to live";  
Somebody said "I'm glad to give",  
Somebody fought a valiant fight;  
Somebody lived to shield the right;  
Was that "Somebody" you?

## BUILD A LITTLE FENCE

Build a little fence of trust  
Around to-day;  
Fill the space with loving work  
And therein stay;  
Look not between the shelt'ring bars  
Upon to-morrow,  
But take whatever comes to thee  
Of joy or sorrow.

# Home Baker Flour

*A High Grade Kansas Hard Wheat Flour*

**High Quality - Priced Low**

Milled to our own formulae which is pleasing thousands of housewives. Sold throughout the entire State of Michigan. Will prove to be a valuable asset to your business. Sold by Independent Merchants Only.

**LEE & CADY**



**ONE** *for each member of*  
**YOUR STORE FAMILY**

Your people are ambitious to make more sales. So are you. See that they—and you—have every opportunity. See to it that each member of your staff gets and reads the **TRADESMAN**. Every one of them will enjoy and profit by it. So will you. Because they'll be kept abreast of everything that is new in merchandising, selling, advertising and display. And the cost is trifling — \$3 a year, for 52 weekly issues. In more and more progressive stores you will find that every man in the place has his own copy of the **TRADESMAN**. Sometimes the store pays for the individual subscriptions. Sometimes the individual pays. Sometimes it's 50-50. But at all times everybody is happy. Write us. **TRADESMAN COMPANY**, Grand Rapids.

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## MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING  
Detroit Representative  
507 Kerr Bldg.

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### Capital Can Be Made a Blessing or a Curse

How much easier it is for us to offer prayers to God to help others, rather than to go and help them ourselves. If all the prayers asking God for favors and to relieve the applicant from performing his or her duty were given attention, the Deity would need to spend His time as a servant, rather than a ruler. There is something wrong with a religion which teaches laziness and a weak understanding of our responsibility. Man is naturally religious, but a religion that promises pearly gates and streets paved with gold in a city of angels, with nothing to do but to enjoy life to the end of eternity, may carry a strong appeal for membership, but it does not accord with the reason and judgment with which man is endowed. There are a great many religions, but a religion like this is retroactive and does not bring out the best traits of the individual. Prayers are justified, but we should pray for health, strength and knowledge to do our full duty and meet our own responsibilities. We are the children of God, and it is our right and privilege to keep in touch with Him, but not to ask continuous forgiveness of repeated sins and neglect of duties.

One of the greatest fundamental truths of the Bible, is one little understood. It reminds us that we are our brother's keeper. This refers to the fatherhood of God and the brotherhood of mankind. This is the missionary spirit. Many forget their obligation to God and permit the spirit of greed to dominate their lives. Thus, in the world of business affairs, we often think only, of ourselves in our desire for gain. Instead of being our brother's keeper, we plan to take advantage of him, regardless of how it affects his welfare. This human weakness or sin is the greatest stumbling-

block of civilization. It is the cause of wars, financial depressions, distress and poverty, and is the cause of our National depression, now in its sixth year. Greed in the individual is bad, but when it is incorporated and capitalized for billions of dollars, it becomes a monstrous evil. National statistics show that 95 per cent. of the wealth of this Nation was owned by 5 per cent. of its population prior to this depression. Now they would show a greater concentration.

Another great fundamental principle of economics, found in the Bible is the doctrine of the Golden Rule. "Do unto others as you would have them do unto you." This is a very plain law to understand. Its supreme importance is in its simplicity. In the mad scramble for gain, the need of buying power is entirely forgotten. Though millions be impoverished and thrown upon the dole of public charity, greed cares not. It was not the intention of the Creator that a few should live in the heights of luxury and that millions should eat the bread of poverty. This is a world of plenty and no nation was ever favored with greater bounty than ours. We have had no famine or pestilence and our troubles are man-made. Greed has destroyed the buying power of the mass of the people. Buying power is the great dynamo that drives the wheels of business in every factory and avenue of human activity. Never in our National history was there so great a demand for the necessities and comforts of life. If the people had money, they would strip the shelves of merchants and the warehouses of manufacturers. The underfed would take any surplus found upon the farms. After these five years of depression, there would not be enough supplies to make everyone comfortable. Factories in every line would need to be manned and operated full time. There is no sane reason why this nation should be periodically plunged into a financial depression, as it has been for many past decades.

"Live and let live" has no appeal to organized greed. It is never satisfied and by crippling business periodically, it profits greatly by enlarging its control of valuable properties and other forms of wealth. Financial depressions are simply raids of organized greed upon the people, who thus far are helpless to defend themselves. President Franklin D. Roosevelt said in his inaugural address, "the money changers are destroyers of our civilization." This is a criminal indictment and the culprit should be brought into court and placed on trial. The next thing is, can a court be found that will convict this giant? If not, then there is the court of the people, who have it in their power to act. Well may we ask, what

has become of the spirit of justice that was so inbred in the founders of the Nation? What is needed to-day is another Thomas Paine, the author who aroused the fighting spirit of revolutionary days, to rebel against the oppressor. The early fathers did not stop because the foe was powerful and strongly entrenched. Their blood was afire with righteous indignation, so they declared themselves a free nation.

The injustice suffered by our forefathers had no comparison with that from which the people of this Nation suffer to-day. We are compelled to be taxed for many billions to pay the dole of public charity to millions, who have been robbed of the right to earn an honest living. Generations yet unborn are to be burdened with this iniquitous tax bondage. Such an injustice should be damned to the depths of hell. Organized greed not only controls 95 per cent. of the National wealth, but controls the avenues of publicity, such as the press, radio and other means of communication. Thus it fortifies itself well from attack. It matters not how good a form of government we have, if we permit greed to bribe our lawmakers, courts and judges. The fault is not in our form of government, but in the manner in which it is prostituted. Greedy wealth is in the saddle, and with its control of the press and other sources of information, its control of banking and industry, and the supply of money, there is no hope short of a revolution. If the American spirit of justice, honesty and fairplay is dead, there is no hope, but who would accept such a challenge?

What wonderful heights civilization could attain if organized greed could be destroyed and the gospel of live and let live could take its place. Instead of grasping greed we could have the spirit of co-operation and helpfulness. It would work out enormous economies in cost of government by largely eliminating crime and poverty. It would demonstrate that "an ounce of prevention is worth a pound of cure"; that it is better to help the other fellow (our brother) than it is to impoverish him. This would help build up his buying power and make him a useful citizen. He could own a better home and furnishings and enjoy a higher standard of living. This would keep the wheels of every factory turning and help provide employment for those needing it. Capital is wealth, whether in lands, property or money. It is a necessary part of our civilization and can be made either a blessing or a curse, depending upon the use we make of it. E. B. Stebbins.

Whether one considers the world round, flat, square or crooked depends on the part he has bumped against.

### Annual Meeting of Hotel Greeters of Detroit

Sounding a spirit of optimism for the future of Charter 29, of the Hotel Greeters of America, Frank R. Johnson, proprietor of Johnson's Rustic Tavern, Houghton Lake, was installed as president, at the Detroit-Leland Hotel on Saturday evening, Dec. 29. Other officers elected were as follows: 1st vice-president, L. S. Meeks, Detroit Hotel; 2nd vice-president, M. V. Beam, Hotel Statler; 3rd vice-president, H. V. Heldenbrand, Waldron Hotel, Pontiac; Charter vice-president, Ernest Junker, Scarab Club; secretary-treasurer, Joseph Denawatz, Detroit-Leland Hotel; Board of Governors, James B. Walker, Heather Hall, and James B. Bedford, Hotel Fort Shelby; sergeant at arms, C. C. Riffenburg, Hollywood Hotel; Convention delegate, Joseph Denawatz. Mr. Johnson has for the past eight years successfully conducted his popular 1500 acre resort at Prudenville, and during the summer season has enjoyed capacity business. For twelve years previous to the time he first opened his resort he was vice-president, general sales manager, and advertising manager of the Grennan Cakes organization. He organized the Farm Crest sales department, where he covered two-thirds of the United States with an intensive sales machine. At present he is secretary of the Detroit Hotel Association; president of the Houghton Lake Chamber of Commerce; and Director of the East Michigan Tourist and Resort Association. Admitting that he did not know as much about Greeter affairs as many of those present, Mr. Johnson stated that he was going to find out what had made the charter a success in previous years and bring it up to its former standing. He appointed everyone present a committee of one to spread Greeterism and not to leave it up to the officers alone to uphold the organization. The Women's Auxiliary was complimented by Mr. Johnson for the splendid organization it has maintained and for the help it has been to the Charter in all its activities. The retiring president, Ernest Junker, of the Scarab Club, was presented with a charter past president's button by Norman Wright, Belcrest Hotel. Mr. Junker thanked the membership for their co-operation and the support they had given him in making his administration a success. The Women's Auxiliary of Charter 27, at the same time installed the following as their officers: President, Camilla Pearce, Prenford Hotel; 1st vice-president, Mrs. S. L. Thomas, Detroit Hotel Association; 2nd vice-president, Elizabeth Goutte, Flint Tavern Hotel, Flint; secretary-treasurer, Esther Sullivan, Detroit; sergeant at arms, Katherine Calle, Detroit; chair-

(Continued on page 24)



## MEN OF MARK

**Charles E. Wilde, the Well-known Telephone Executive**

Charles E. Wilde, who has served the Michigan Bell Telephone Co. fifty years and who retired at the end of last year, was the guest of honor at a dinner in the Peninsular club last Thursday evening. Officers of the company and others who had been associated with Mr. Wilde many years attended. The average service represented among those present was 31 years.

George M. Welch, of Detroit, president of the company, presented Mr. Wilde a billfold which contained a card certifying fifty years of service and life membership in the Telephone Pioneers of America. A traveling bag and other gifts were presented Mr. Wilde.

A. J. Peckham, division commercial superintendent, Grand Rapids, presided.

Officials present included Burch Foraker, Detroit, chairman of the board of the Michigan Bell Telephone Co.

Mr. Wilde is widely known throughout the state and is credited with having been an important factor in the development of the telephone service in the Western part and the Upper Peninsula of Michigan.

He was born in Kalamazoo county on Christmas day 1869. Mr. Wilde was a boy of 15 when he entered the employ of the company at Petoskey on Nov. 13, 1884. Two years later he became manager there and at the age of 19 was promoted to manage the Battle Creek office. Later he was transferred to the Alpena exchange.

In 1892 he managed the Muskegon and Grand Haven offices and two years later went to Kalamazoo, then one of the largest exchanges in the state.

In 1899, Mr. Wilde became superintendent of the Southern division with headquarters in Kalamazoo. Three years later he was transferred to Marquette and placed in charge of the Upper Peninsula division. Here he built toll lines and established exchanges which formed the basis for the present system in the Upper Peninsula.

He came to Grand Rapids in 1904 and was made division manager in 1923 and general agent in 1926. He was identified with the acquisition by the Bell Telephone Co. of the Citizens Telephone Co.

On completion of his fifty years of service a few weeks ago, Mr. Wilde was presented a lapel button indicative of his half-century of service, by Albert J. Peckham, Southern division commercial superintendent.

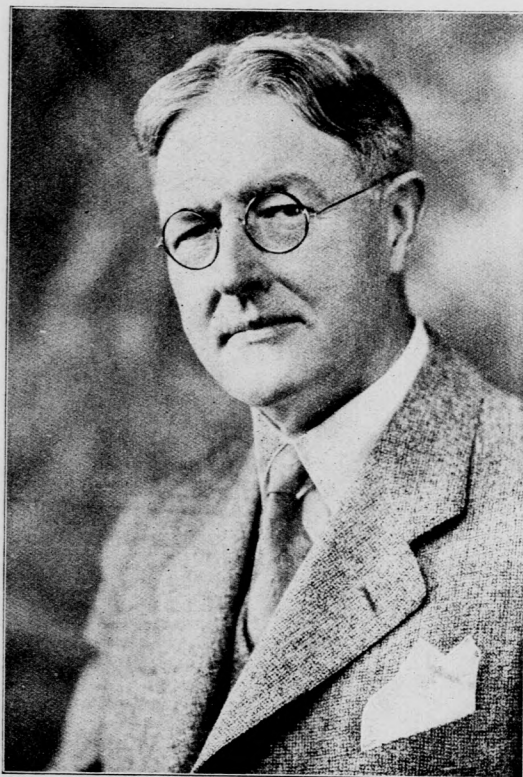
Mar. 19, 1924, the Tradesman published the following reference to the celebration of Mr. Wilde's fortieth year with the Bell organization:

Some of the friends of Charles E. Wilde inveigled him into the Peninsular Club one night last week and gave him a dinner in commemoration of his rounding out forty consecutive years with the Michigan Bell Telephone Co. The affair was a very happy one and the guest of honor was the recipient of many gifts expressive of the esteem of the donors.

Charley Wilde—he will be Charley to his friends, no matter how long he lives or how exalted he may be in official position—needs no \$10 dinners, solid gold watches or 18 carat diamonds to convince those who know him that he has lived wisely and well. It is no credit to him to call him a gentleman, because he does not know how to be anything else. He has pursued the even tenor of his way all these forty years, making friends wherever he goes and never relinquishing a friend under any circumstances. For many years the management of the Michigan Bell Telephone Co. was, to some extent, in the hands of crooks and criminals. The company is now

such singular fidelity and oneness of purpose.

One reason why Mr. Wilde has managed to survive the stormy period of his career and still keep sweet and wholesome is because he found relaxation in the Great Outdoors—the woods, the running brooks, the songs of birds and the open fields. No one enjoys Nature more than he does. Few men indulge their love for the beautiful in Nature more than Charley Wilde. When the sleet and storm of winter preclude his trips to the country, the perusal of good books affords him the mental relaxation which prepares him for the fierce business ordeal of the following day. Few men have done



Charles E. Wilde

managed by high grade business men who fully realize the shortcomings of their predecessors and are, apparently, bending every energy to place the organization on a high plane. They aim to give satisfactory service to their patrons and generous dividends to their stockholders. During the time the company was dominated by men of small caliber, Charley Wilde stood as a buffer between the wreckers at the head of his organization and the people he aimed to serve well and faithfully. He proceeded on the Marshall Field theory that the "customer is always right" and always undertook to satisfy every patron of his company. He did this at much personal discomfort much of the time and has grown gray in the service of the company he has served with

more solid reading than Mr. Wilde and fewer still have managed to retain so much of the solid meat of fact and truth.

With a record of accomplishment extending back forty years behind him, with an assured position among men who appreciate the sterling character of their associate, with loving friends at every turn of the road, with happy domestic relations and the assurance that he is an important factor in the growth and development of the community and the state, Charley Wilde has every reason to regard his past with satisfaction and his future with complacency.

A topnotcher is simply an individual who works for the institution of which he is a part.

**Lines of Interest to Grand Rapids Council**

The January meeting of Grand Rapids council was called to order Saturday evening, Jan. 5, at 7:30 by Senior Counselor Ohlman. During the business meeting two members were added by re-instatement. Others who were slated to take the work were unable to be present. Plans for the annual meeting were discussed and Page Tom Fishleigh was appointed chairman of the arrangement committee, with the privilege of selecting his own committee members. He announced that he would make known his selection at an early date. Due to the resignation of Frank Holman as Conductor, Page Paul Schmidt was elevated to that position and Sentinel Tom Fishleigh was promoted to Page. Senior Counselor Ohlman appointed A. J. Feldhaus to act as Sentinel until the annual election. A. De Haan was appointed as a member of the team work committee to succeed Frank Holman. The meeting was closed at 9:45. The next meeting will be held Saturday evening, Feb. 2.

"Man overboard!"

"Gentleman, if you please, young fellow! That's my husband!"

The Occidental Hotel at Muskegon is undergoing some changes, among which is the installation of a sprinkler system in the older section of the building. With this additional equipment the hotel will be one of the most up-to-date hotels in the state.

That large lump on little Willie's head is where Papa helped him with his arithmetic last night.

It was rumored around the Council chambers Saturday evening that the Ladies Auxiliary was going to put on a pancake supper in the very near future. We could not get any particulars, but were assured that we would be let in on the secret at a little later date.

W. E. Lypps, who has been salesman and district manager for P. Lorillard & Co., in Michigan territory for the past fifteen years, has been assigned to Illinois territory, with Springfield as his headquarters. This is a much larger district to supervise and is a promotion. We are sorry to lose the Lypps; as they have been active in Council affairs for several years, but we realize our loss is their gain, so our best wishes go with them to their new home and new field of endeavor.

We are pretty certain that some of our members chased the big bad wolf a long, long way from their doors because they have begun to hit the trail to the Sunny South. The Atwoods and the Rippergers have gone to Florida to spend the winter. They are both in the food racket, so that looks like one field of endeavor that has kept its head above water. We will be glad to greet them upon their return with the remainder of the birds and hope their sun tan is genuine.

Albert Ohlman, younger brother of Senior Counselor Ohlman, and who



resides in Hudsonville, had the misfortune to lose his left eye by an accident Saturday. He was helping to erect a small building when he hit a nail a glancing blow that caused it to bound up and strike him point first in the eye. He was removed to a hospital where his eye was removed to guard against any complications which might arise from the injury.

Gilbert H. Moore, who represented a large heating concern in Michigan territory for several years, has identified himself with the Grand Rapids Factory Furniture Store, located on Division at Oak street. He cordially invites his friends to pay him a visit when in need of furniture for their homes.

Harry Nash has associated himself with the Hong Kong Food Products Co., of Chicago, distributors of high grade Chinese foods. Harry has sold such food in Michigan territory for several years and has a very large following of merchants who feature such a line. We wish him success with this new connection.

Bob Underground Bungalow Groom is driving a new 1935 car which his company presented to him to use on his territory. We also learned he has a birthday this month, so there may be a hook-up some place between the two events that might explain the new model.

Mrs. Paul Schmidt and children have returned from Carrollton, Mo., where they spent the past three months with Mrs. Schmidt's mother. Paul says it seems powerful good to be able to stick his feet under his own table again.

Carl Hay and Voyd Daine, of Peru, Indiana, had a narrow escape from asphyxiation by monoxide gas while sitting in the cab of their truck Thursday morning while waiting for the Klingman-Waters furniture building to open. They had arrived about 5 o'clock in the morning with a load of sample kitchen furniture from the Ariel Cabinet Co., of Peru, for Past Counselor DeGraaf's space and when Fred arrived at the building about 8 o'clock, the boys were staggering on the walk, trying to overcome the damage done by the gas. Hay recovered quickly, but Fred had Daine removed to Burselson's sanitarium, where he was given treatment. The boys left later in the day, after Fred made sure they were in condition to continue on their way. Between getting the boys into condition to continue their rip and getting his samples ready to show, Fred had rather an exciting and strenuous forenoon. Counselor DeGraaf reports that several UCT boys are holding forth in the furniture building this season. Counselors Rietberg, McDonald, Huldin and Ford are doing business in their various spaces. Nick Loucks has charge of the cigar stand in the building. Otto F. Jedele, who spent two weeks in a local hospital prior to the opening of the market, is on the job in the Wilhelm space and doing some nice business. Fred says that things look favorable for a nice business this season and that there is an exceptionally fine display of furniture.

Counselor George E. Waugh, of the cigar department of Lee & Cady, has

filed his final claim for injuries received in an automobile accident several weeks ago. He has improved, so that he has put a new Oldsmobile under his control and started out to beat his excellent sales record of 1934.

Notkniklip.

#### Too Much Worry About Diets

Healthy men and women were advised to-day to "stop counting calories" and "do less worrying about vitamins."

The advice was given by Dr. William Muhlberg, Vice President and Medical Director of the Union Central Life Insurance Co., who contends that too much worry about diets is often a contributing factor in digestive disorders.

"To any healthy man or woman, eating should be a pleasure, and the pleasure should not be curtailed by trying to follow ridiculous diet fads," Dr. Muhlberg asserted. "Instead, they should stop counting calories, do less worrying about vitamins, and eat reasonable amounts of those foods that appeal to their appetites. In fact, a healthy appetite is normally the best stimulant for digestion.

"Wholesome meats and potatoes, coupled with fruits, cereals, milk, eggs and vegetables should be satisfactory for any average, normal, healthy person. These articles will supply abundant calories and vitamins. Any man or woman who can't maintain health on that sort of a diet should consult a physician—not a food faddist or non-professional dietetic theorist.

"The notion that meat, because its color is red, induces high blood pressure has been pretty generally exploded. Nor is there any difference between white and red meats and fish—they are all meats. Races that depend almost entirely upon meat, such as the Northern Eskimos for example, have been found to suffer less from high blood pressure than some of the more civilized races who work their systems into a frenzy of excitement over freak diets and taboos."

Dr. Muhlberg revealed that heart and circulatory disorders have supplanted typhoid fever and tuberculosis as leading causes of death among men and women of middle age and expressed the belief that the high tension of modern life and excessive worrying were often responsible to some degree.

"Saner living, certainly more normal eating habits, would do much toward reducing the prevalence of the more common heart diseases," he asserted. "As a matter of fact, protein food is an essential element in our diet and in no food is protein found in more digestible or assimilable form than in meats and milk.

"There is only one dietetic precaution that must be observed—and that is, moderation. Don't overeat so as to cause overweight."

If you would be a man, speak what you think to-day in words as hard as cannon balls, and to-morrow speak what to-morrow thinks in hard words again, though it contradict everything you said to-day.—R. W. Emerson.

The Government can raise enough money only if it raises business confidence.

#### THE FLORIDA FREEZE

##### How It Looks To an Observing Michigander

Previous mention has been made in this column and in the press of the Nation of the almost unprecedented cold spell which visited Florida, even into its tropical section, around Dec. 10. But not even yet can a correct estimate be made of the damage done. Particularly is it difficult to compare this very unusual freak of weather with an unseasonable freeze in the North. Not since 1894 have temperature readings been so low for three successive nights and the comparative loss is difficult to determine because of the greatly increased agricultural and horticultural interests in this forty-year period. There is also the difference in possible recuperation and of second crop plantings—indicative of comparative climatic differences, for instance, of market gardening and fruit growing in the fruit and gardening sections in Florida and in the fruit belt of Michigan.

Peas, beans, potatoes and celery, for instance, are planted here to "rush the market," but a replanting is quite practicable and only comparatively less profitable. And this has developed in many cases. Losses rated at from 50 to 80 per cent. have proven much less, through unexpected recuperation of plantings apparently damaged beyond recovery. Home grown vegetables in the above list appear in the truckers' markets on the several days of the week upon which they are open. The price scale is up somewhat, but not at all exorbitant.

While not sufficiently familiar with citrus fruits to pass an informed opinion, I have seen much to concern me had I any considerable investments in the scores of groves which I have observed, and these are said to have suffered about the least damage of any in the state, because of their favorable location in the highlands. Normally, oranges, grape fruit and tangerines, in which Florida is now largely interested, carry their foliage along with their fruit, from blooming to ripening. Indeed it is not at all unusual to see unpicked fruit of the current crop and blossoms for the next on the trees at the same time and the trees in full foliage.

Within the week I have seen more citrus trees divested of their leaves than ever before, while many of them still retain their crop of fruit—with no more "drop" than other seasons, or with perfect foliage still remaining. I have never seen such easily observable instances of the effect of "cold air drainage"—as we phrase it in Michigan fruit belt—such as I see here on every hand in the grove sections. This is an undulating country, very similar in contour to that of western Michigan, and even a ten-foot elevation will show a marked difference in the appearance of trees on adjoining rows, or the same row.

The state and National authorities took quick action to help the situation, providing credit for seeds to replant the early vegetable crop and rigid inspection that no damaged fruit be

shipped from the state. This is wise. Some fruit, of most excellent appearance, presented to us soon after the freeze and not used because we already had a surplus, is now evidencing the damage of the cold spell and that it yet would not be worth shipping. Inspection to govern transportation of crops, or articles of an undesirable nature, should have become pretty nearly an exact science in this state, from practice in various lines. This goes back quite a number of years and includes the Mediterranean fruit fly, at a cost of upwards of a million dollars and I have yet to hear of anybody ever having seen one within the confines of this state, or any other, except as propagated in some experimental laboratory. But the hullabaloo cost the government and state plenty. Only the expert initiates can tell how near it came to be worth the cost.

Any personal peeve which I might have had, however, was reconciled by an instance which I observed. Traveling up-state into another inspection district during the fruit fly flurry, a big sport model car about a block long and with a horn, having a honk as loud as the trumpet of Gabriel, fairly lifted me from my seat as it warned me off the highway, which it filled in passing, with a roar like the Falls of Niagara and quickly vanished in the dim distance. I was too entirely out of breath to express myself in language and my thoughts of the moment were not printable. But I was revenged. Some fifteen miles further along we came to an inspector's coop, with a red flag warning about a quarter of a mile before reaching the halting place. There we found the sport model and the sporty pair who had flouted us some miles back, fully halted and almost halted, on the brink of a deep ditch entirely off the paved way. The car had been so thoroughly dissected that I doubt if a med-fly or even the minutest germ of one could have escaped. The inspector was so busy interrogating the pair about an array of glass containers, through which he seemed to be crystal-gazing, that he waved us and our comparatively small vehicle by, with an emphatic gesture and added an expressive wink when I gave him the high-sign of the oft-inspected meek and lowly. We rolled along that main-traveled road a good many miles that day, but did not see nor hear the sporty model again. There is still a law against transporting booze in some sections.

Among the differences in North and South practice which I have previously mentioned in this column, the first time some thirty years ago, when I wrote it from Texas, is the manner in which they observe, or celebrate, the Christmas season. There is a similarity of spirit and intent, but a marked difference in expression. While duplicating or exceeding the lights of candles and similar displays which are associated with Christmas in the North, there goes with these things in the South the discordant note of fireworks, which, in the North, are used to celebrate the 4th of July and other occasions of a whoopla nature. Among Northern vis-

(Continued on page 7)

## MOVEMENTS OF MERCHANTS.

Rdford—J. L. Ramsey has opened a grocery and meat market at 18208 Grand River.

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

Ewen—The Ewen Creamery Co. has been capitalized at \$15,000, of which \$13,100 has been paid in.

Howell—The First State & Savings Bank of Howell has decreased its capital stock from \$75,000 to \$62,250.

Detroit—The Union Brewing Co., 3623 E. street has increased its capital stock from \$50,000 to \$150,000.

Hamtramck—The Peoples Wayne County Bank of Hamtramck has changed its name to the Peoples State Bank.

Detroit—The Nagel Plastering Co., 1340 Michigan Theatre Bldg., has decreased its capital stock from \$25,000 to \$12,500.

Detroit—The Dexter Bakery, Inc., 11724 Dexter Blvd., has been incorporated with a capital stock of \$1,000, all paid in.

Detroit—The Savoy Bakery, Inc., 8532 Twelfth street, has been incorporated with a capital stock of \$1,000, all paid in.

Battle Creek—John R. Binder, 54, junior member of the firm of H. Binder & Sons, meat dealers, was found dead in his room.

Kalamazoo—William Dross, aged 42, grocer at 602 Mills street, died at his home, 1203 Third street following a brief illness.

Detroit—Felsot & Penn, Inc., 12028 Dexter Blvd., general bakery, has been incorporated with a capital stock of \$2,500, all paid in.

Detroit—The New Departure Manufacturing Co., Dime Bank Bldg., has decreased its capital stock from \$3,000,000 to \$400,000.

Detroit—The Schraner Ice Cream Co., 6108 Scotten avenue, has a capital structure of 4,000 shares at \$1 each, \$1,000 being paid in.

Detroit—The Sign of the Mermaid, 1014 East Jefferson avenue, has changed its capitalization from 5,000 shares no par value to \$5,000.

Detroit—The Gagnier Fibre Products Co., 14401 Woodrow Wilson avenue, has increased its capital stock from \$50,000 to \$300,000.

Detroit—Kleinman's Distributing Co. of Michigan, 3005 Barlum Tower, has changed its name to the Western Finance Co. of America, Inc.

Laingsburg—J. C. Colby has installed meat market equipment in his grocery store with Reuben Bennett in charge of the new enterprise.

Detroit—The Jewett Cleaners & Dyers, 4510 Joy Road, has changed its capitalization from \$200 and 2,480 shares no par value to \$25,000.

Flint—The Flint Sash & Door Co., Inc., Davison Road and Dort Highway, has changed its capital structure from \$5,000 to 5,000 shares no par value.

Houghton—John Ruelle, Sheldon street grocer, has re-opened his meat market in connection with his grocery store, which was discontinued some time ago.

Port Huron—The Port Huron Plumbing & Heating Supply Co., Griswold and Fourth streets, has changed its name to the Huron Pipe & Supply Co.

Muskegon—Stanfield Piston Rings, Inc., 1147 Third street, has changed its name to Spiral Piston Rings, Inc. and increased its capital stock from 5,000 shares to \$60,000.

Otsego—John Bush, age 55, proprietor of a grocery store at Round Lake, was found dead out of doors near his store, as the result of a heart attack it is believed.

Detroit—Martin Bacik Drugs, Inc., 6814 McGraw street, has been organized to conduct a retail drug business with a capital stock of 3,000 shares at \$1 each, \$3,000 being paid in.

Detroit—Abraham Hoptman, who paret for women, also shoes for men street, has merged the business into a stock company under the style of Hoptman's Bakery, Inc., capitalized at \$1,500, all paid in.

Detroit—Weberman Bros., 8424 Twelfth street, have merged their general bakery business into a stock company under the style of Weberman's Bakery, Inc. with a capital stock of \$1,000, all paid in.

Detroit—Benjamin Zuchter, baker at 916 Westminster avenue, has merged the business into a stock company under the style of B. Zuchter, Inc., with a capital stock of \$3,000, \$1,000 of which has been paid in.

Detroit—The Campbell Lamp Shade Co., 439 East Columbia street, manufacturer, has merged the business into a stock company under the style of the Campbell Lamp & Shade Co., capital stock \$1,000, all paid in.

Detroit—Harry Buchanan, owner of the Torson Shoe Store at 304 Gratiot avenue, in the downtown section, has taken the name of the Dixie Shoe Store, Buchanan plans to use this name for his store in the future.

Detroit—Leon Leibhaber, proprietor of the Linwood Bakery, 13731 Linwood avenue, has merged the business into a stock company under the style of the Linwood Bakery Co. with a capital stock of \$1,500, all paid in.

Lansing—DeVore & Dent, dealer in auto parts and accessories, 125 North Larch street, has merged the business into a stock company under the style of the DeVore & Dent Co., with a capital stock of \$20,000, \$10,000 being paid in.

Ionia—Completing the first year of its operation, during which it manufactured and sold approximately 6,000,000 pounds of meat, officials of the Grand Valley Packing Co. plan to increase the plant next spring, Fred Fuszek, general manager stated.

Detroit—The Hack Shoe Co. is expanding by taking a new suite in the Stroh building on Jan. 1, occupying an entire half floor. This will give an expansion of one-third in floor space. New space will be devoted to a new shoemaking department, including shoe rebuilding section. The front of the store was partitioned off this week for a new private office for Nathan Hack, president of the company.

Cadillac—Waddell Bros. & Co., of Big Rapids, dealer in Pontiac and Buick automobiles there, has purchased the Buick and Chevrolet agency at Cadillac, also the show rooms and garage on Mitchell street formerly owned by Vern Green and will continue the business under the management of Clarence Ward. Waddell Bros. are now established in three important north central Michigan communities.

Alma—The Alma plant of the Michigan Sugar Company closed a very successful campaign last Friday night, after a run of 71 days, in which time they sliced 113,673 tons of beets. The plant ran ten weeks with a payroll of \$9500 per week, with an average of 400 men at work. This plant has been a blessing to this community. They paid out about \$360,000 to farmers for beets up to Dec. 1 and on Jan. 15, will pay at the rate of four dollars per ton for all beets delivered after Dec. 1. It will bring about a half million dollars annually into this community.

Detroit—The Krohngold Shoe Co. opened a second store in the Detroit area this week with the grand opening on Saturday of a store at 5429 Michigan avenue, located in the heart of the West side shopping center. J. Reider, formerly assistant to the company's other store in Hamtramck, Northeastern suburb, has been appointed manager. Incidentally, the store has plenty of competition, with a rapid survey showing five shoe stores alone in half a block. Manager Reider estimates there are thirty shoe stores in the five-block neighborhood shopping center.

Flint—Funeral services were held Sunday, at the First Baptist church, under the auspices of Genesee Valley Commandery, for Frederick W. Seigel, 59 years old, president of the A. M. Davison Clothing Co. Mr. Seigel died at his home at 310 Fifth avenue Thursday, after an illness of two years. He was a past commander of Genesee Valley Commandery No. 15, Knights Templar, and a member of Flint Lodge No. 23, F. & A. M.; Flint Council No. 56, R. & S. M.; Washington Chapter No. 15, R. & A. M.; Bay City Consistory, Elf Khurafah Shrine, Saginaw, and the Royal Order of Jesters.

Detroit—Leon Moes, a newcomer to the shoe business, has taken over the Modern Boot Shop at 14508 Harper avenue from his brother, August Maes, who is retiring from business. While Leon Maes is new to the industry, his wife, Mrs. Clair Maes, is well known to Detroit shoe men as the former operator of shoe stores on Mack and Harper avenues, under her former husband's name of Lembrecht. The Modern Boot Shop is located in the East end of town, and is almost without competition for two or three miles. It is across the street from the Chalmers theater, and is in a neighborhood shopping center. Circulars announcing the change drew in a good local trade.

Battle Creek—During the present economic upset volume and wage scales have been increased by the Kellogg Co., world's largest manufacturer of ready-to-eat cereals, while employment during 1934 was nearly 20 per cent. greater than in 1929. Advertising

and sales promotion will be at a high watermark for the company during 1935. "During the lifetime of the Kellogg Co.," said W. K. Kellogg, president and founder, "the United States has passed through a number of highs and lows in the economic cycle. We started our business in the difficult year of 1907. We moved forward with a new product and greater expansion in the trying period of 1921. We faced the present economic upset in 1930 with a major expansion in our advertising and merchandising programs. In our opinion, the results have more than justified our belief that aggressive action, even during periods of economic upset, is extremely beneficial to this company. Our volume has been maintained and increased. Our people have been kept busy and our employment during the past year has been nearly 20 per cent. above the high water mark of 1929. Throughout the major part of the past few years our plants have operated on a twenty-four-hour a day schedule, with the six-hour day working shift and the highest wage scale ever paid our employees. We face 1935 with even greater confidence born of our experience during the past three years.'

## Manufacturing Matters

Detroit—Wines & Liquors, Inc., 2757 Union Guardian Bldg., organized to manufacture, brew and distill, also deal in liquors, is capitalized at \$50,000 with \$1,000 being paid in.

Detroit—The Safety Cook Stove Co., 3156 Penobscot Bldg., has been organized to manufacture stoves and burners. It is capitalized at 10,000, at \$1 a share, \$3,500 being paid in.

Detroit—The Supervised Sales Promotion Co., 1998 Gratiot avenue, manufacturer and dealer in advertising devices, art work, etc., with a capital stock of \$5,000, \$1,000 being paid in.

Detroit—The Reed Clayton Co., Inc., 444-5 Book Bldg., manufacturer and wholesale and retail dealer in chemicals, has been incorporated with a capital stock of \$5,000, \$2,000 of which has been paid in.

Detroit—The Bader Bros. Bag Co., 2516 Perry street, manufacturer's agent, has merged the business into a stock company under the style of the David Bader Bag Co., capitalized at \$10,000, \$5,000 being paid in.

Detroit—The Jay-Ann Frocks, Inc., 1421 Woodward avenue, has been organized to manufacture and deal in apparel for women also shoes for men and women, capitalized at 100 shares at \$100 each, \$1,000 being paid in.

Muskegon Heights—E. L. Nessen has removed his news agency, confectionary, etc. business from its former location at 50 East Broadway, to its present location 1230-32 Peck street. New fixtures have been installed including a modern soda fountain. He has also leased the building formerly occupied by the Desmond Manufacturing Co. which he will use for warehousing liquors. Mr. Nessen is now in his 18th year of business here.

There's no situation in life so bad that it can't be mended.



### Essential Features of the Grocery Staples

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

Canned Fruits—The reduction in advertised brands of California Bartlett pears is expected to stimulate interest in these, and first hands hold that in spite of the relatively large pack last season stocks on hand are not unduly high. The rest of the fruit line has held up remarkably well, with peaches, apricots and other items showing a steady trend. Reports reaching here from Florida say that the frost nipped grapefruit is beginning to fall from the trees, and so it probably will be possible in the next few days to estimate just how extensive the recent damage was. Nearly all the larger packers are still out of the market, although a few are offering. The canners who booked a substantial future business have been content to keep on the side lines until some clearer picture of probable costs is possible before making new commitments. They have been packing against contracts and have been kept very busy. It will soon be possible to estimate costs more closely, however, and prices should be heard soon again.

Canned Vegetables—The major vegetables are holding firm. The high prices being asked on fresh vegetables here and elsewhere, it is believed, will do much to stimulate the consumer demand for canned vegetables.

Canned Fish—Canned salmon is unchanged. There is no particular activity in it at the spot at the moment, but fancy grades are said to be moving in a good replacement way. Much confidence is placed in the scheduled advertising campaign to be begun in the spring, and it is expected that increased consumer demand for salmon, together with certain restrictions on packing which are expected, will be sufficient to provide a firm future basis.

Dried Fruits—The dried fruit market begins to show more activity, and jobbers here report an encouraging enquiry for goods from both the local and the interior trade. Holiday requirements were covered closely, especially on staple lines and consumer demand probably exceeded expectations in some cases at least. The outlook is for a good replacement business. Shippers on the Coast feel that January will mark a turn in the tide. They have been looking for a seasonal increase in demand for shipment, at least, as stocks in distributing centers are low. Spot prices on fruits showed few changes. Some of the larger and medium sizes of old crop Santa Clara prunes are a bit lower but raisins continue firm here and apricots have shown no particular change. Blenheim apricots particularly are showing a lot of strength. Peaches are being well maintained. The arrival of another cargo of dates from the Near East will help the stock situation throughout the country and importers believe that the supply can be handled very adequately. There is a marked shortage on figs, both domestic and imported. California is now practically out of all Adriatics, and there are few on the spot. Calimyrnas are out of the way

entirely. Imported figs are short and firmly held for the regular outlets to which they go. A shortage of figs for grinding for fig paste also is reported in California.

Nuts—The shelled nut market is beginning to show more activity, as the holidays are over and manufacturers have entered the market again for goods. There were no large commitments, so that first hands here look for continued business of the replacement type. Prices abroad have been holding well, particularly French walnuts. There has been little demand for shipment to this country, except to replace goods on the spot. Domestic walnuts and almonds are moving well, and increasing interest has been shown in shelled Brazils.

Olives—Queen olive prices sharply reduced. New crop goods are starting to come in. Stuffed queens and manzanillas, however, hold steady, no new supplies being due before the latter part of February. Only a filling in demand is noted currently, where the holiday business worked off inventories.

Pickles—Again there is nothing new to report on the pickle market. Demand is limited. Prices are held at the levels quoted for the past few weeks.

Rice—The rice market is showing a steady improvement in the new year, with both business and inquiries inclined to expand. Greater interest is being shown in the short grains, which is helping sentiment in Blue Rose. Prolifics are relatively scarce. The short supply of long grains, of course, makes it possible to move anything of desirable grade in these varieties. South reports conditions very satisfactory. There is little chiseling now, and both rough and clean rices are held more firmly.

Vinegar—Cider vinegar on very firm ground. Sweet cider supplies continue to dwindle, and little promises to be left for conversion.

### Review of the Produce Market

Apples—Jonathans, \$1.50; No. 1 Spys, \$1.50 and \$2; Baldwins, \$1.50.	
Artichokes—\$1 per doz.	
Avocados—\$2.75 per case from Calif.	
Bananas—5c per lb.	
Brussels' Sprouts—20c per qt.	
Butter—Creamery, 33c for cartons, and 32½c for extra in tubs and 31½c	
Cabbage—40c per bu. for white, 50c for red; new, 80 lb. crate, \$2.75.	
Carrot—Calif., 60c per doz. bunches or \$3 per crate of 6 doz.	
Cauliflower—\$1.50 per crate for Calif.	
Celery—20@40c per dozen bunches; Calif., \$4 per crate.	
Celery Cabbage—60c per dozen.	
Cranberries—\$4.50 per 25 lb. box.	
Dried Beans—Michigan Jobbers pay as follows for hand picked at shipping stations:	
C. H. P. from farmer.....	\$2.50
Light Red Kidney from farmer..	4.25
Dark Red Kidney from farmer..	5.50
Light Cranberry .....	4.25
Dark Cranberry .....	3.25
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 Onions—Chalots, 60c per doz.  
Green Peas—\$4.50 per hamper for California.

Green Peppers—60c per dozen for Florida.

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

360 Sunkist.....\$5.25  
300 Sunkist.....6.00  
360 Red Ball.....4.50  
300 Red Ball.....4.50

Lettuce—In good demand on the following basis:

California, 4s and 5s, crate.....\$3.75  
Leaf, hot house.....8½c

Limes—19c per dozen.

Mushrooms—28c per box.

Onions—Home grown, 90c for yellow and \$1.25 for white.

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

126 .....\$3.00  
150 .....3.25  
176 .....3.50  
200 .....4.00  
216 .....4.00  
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, 35c per dozen bunches.

Spinach—90c per bushel for Kentucky grown.

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

Sweet Potatoes—\$1.40 per bbl.

Tomatoes—Hot house, \$1.30 for 8 lb. basket; Florida repacked, \$1.25 per 10 lb. boxes.

Veal Calves—Wilson & Company pay as follows:

Fancy .....11c  
Good .....9c

America needs work, not words. Employers, properly encouraged, can supply the former; politicians, only the latter.

There is always something wrong with a man, as there is with a motor, when he knocks continually.

A transformation: Leading Roosevelt aides have become more conservative than he is.

Clock-watches lose out in time.

### Federal Trade Commission on Chain Stores

The report of the Federal Trade Commission on chain stores, sent to the U. S. Senate last week after six years investigation, hasn't a whole lot of value in my judgment.

My reason for saying that is that it does not include the last year or two at all. In the usual manner of Government reports, it spends a whole lot of time in 1934 investigating something that happened in 1931 or 32, and then makes a report in 1935, which takes no account of recent changes that may alter the whole situation.

That Governmental habit is particularly important to remember in the matter of chain stores, because the last two years, and especially the last year, have brought very important developments to chain stores, many of them highly ominous.

But even if the report had covered everything up to the present, it doesn't contain much that is important or new. For instance, here is a summary of the results:

1. Chains usually buy cheaper than individual grocers, largely because of special discounts and allowances, and also because of grabs of brokerage. Only partly are the lower buying prices due to larger buying power.

Well everybody knows that. But in the last year or so most of the special discounts and allowances have disappeared, and the brokerage grabs are also on the way out. The code had a lot to do with that. To-day no chain can honestly buy any cheaper than a co-operative.

2. The chains make an extensive use of loss leaders.

That too is not news. The code has also changed that, or pretends to by outlawing loss leaders. The fact is that the chains are able to use, and do use, just as many loss leaders as they ever did.

3. Chain stores were found guilty of much more shortweighting than individual stores.

That's a good thing to bring out, although it will do no good to report it to the Senate. The remedy is in the hands of the local weights and measures officials, who have already—in places where they are not corrupted with politics—made examples of the A. & P. Company and other chains.

4. Chains pay smaller wages than individual stores.

That too is pretty well understood. They have to in order to get by. The code is supposed to take care of that, and does in part. There is still, however, a lot of chiseling.

5. Chains have an advantage over individual grocers because they can use the larger newspaper.

That is true, of course, but not as generally true in the last year or two, because to-day hundreds of co-operative buying organizations are advertising precisely after the manner of the chains.

6. Chains have another advantage because their profitable stores can carry the unprofitable ones.

(Continued on page 17)



## MUTUAL INSURANCE (Fire and Life)

### When the Magic Wire Goes 'Haywire'

You may talk about the magic of Aladdin's Lamp or any other miracle or myth or fact, but which one of them can measure up to the "magic wire" of today and the invisible energy that pulses over it, bringing light, heat and power at the snap of a switch? This modern miracle, however, requires careful handling. When it is misused, the magic wire sometimes goes "haywire" and when it does, fires may be started or people shocked.

Electricity, you say is safe. Surely it is. As a matter of fact, it is the safest source of energy yet discovered. Then why is it that the National Board of Fire Underwriters reports fire losses amounting to almost \$15,000,000 during 1932, from electrical fires? It is because this safest mode of power is carelessly utilized in many instances.

Let us consider some of the precautions that will make the use of electrical energy safer. The very first is the purchase of standard electrical equipment, appliances and wire. By "standard" is meant material that measures up to a specific grade of safety. When you buy electrical equipment, you can be sure that it meets safety requirements if it bears the label of Underwriters' Laboratories. For example, cord now bears a label indicating that it is approved by the laboratory of the National Board of Fire Underwriters. This label is wrapped around the cord every five feet.

The second consideration, and of equal importance, is to have all wiring, whether new or a repair job, done by a recognized electrician and in accordance with the National Electrical Code. Actually, less than four per cent. of electrical fire occurs in buildings where standard equipment has been installed in accordance with this Code. In other words, human carelessness causes most of the damage. In using portable cords with appliances they should not be hung on nails or run under rugs or through clothes closet doors and it is well to watch wire of this type in order that it may be replaced when it becomes worn. Another simple precaution and yet an important one, is: Don't overload any electrical circuit. If you are using one outlet or circuit for a number of appliances or lamps, ask an electrician whether you are using too many. He will be able to tell you how many attachments can safely be made to each.

Here is a bit of carelessness which has caused numerous fires. People neglect to disconnect appliances when they have finished using them or when they leave the room. Unless an automatic device for shutting off the current is built into the appliances they sometimes overheat, and occasionally even these fail to act properly.

In considering electrical fires, always remember that the fuse is the safety valve of the circuit. If there is an overload which might develop heat and cause a fire, the correct size fuse will

burn out long before the danger point is reached. Don't tamper with fuses—don't put pennies or nails back of them, as this is just as bad as tying down the safety valve of a steam boiler! Instead, ask an electrician what is causing the fuse to burn out.

No one knows how many fires have been caused by amateur electricians who attempted to change, extend or repair wiring in their buildings. These men usually know a little about electricity which encourages them to attempt this work. The trouble is that they do not know the standards of safety that have been set up by electrical authorities and their work will not meet these specifications.

If you do not feel sure that the wiring in any building measures up to a standard of safety, it is recommended that you have a qualified electrician come in and correct the trouble.

It is best not to allow electrical cords or devices to be within reach of metal objects that are grounded, such as water or gas piping, steam radiators, hot water or hot air registers. Lamps made of metal should be kept away from grounded objects, especially if they are within reach of children.

Do not place electrical appliances of any kind on a gas or coal stove when connected to the circuit. Do not allow any appliances or devices, switch or heater, to be within reach of the bathtub. Shell sockets of brass in basements should be removed and replaced by standard porcelain sockets, especially over concrete or earth floors, which may be damp.

Electricity wields such an enormous power that it seems the part of wisdom to take whatever precautions are required in order to assure satisfactory and safe employment of this great servant.

### Would You Extinguish a Match in Gasoline

It is a wellknown fact that a flaming match can sometimes be extinguished by plunging it in gasoline—but few of us would try the trick. In most cases, the gasoline fumes above the liquid would explode and obsequies might be said for the match-holder.

It is likewise true that, no matter how careless we may be in regard to fire hazards, there is still a good chance we might not sustain a fire. And millions of us willfully run the risk. Inasmuch as there is only one chance in a hundred or so of our property being destroyed, we let hazards continue or increase. When we do that we belong in exactly the same category as one who tries to extinguish a match in gasoline. The difference is simply one of degree, not of classification.

In the last year for which complete statistics are available, chance-taking with fire caused an economic loss of over \$400,000,000—and, of vastly greater importance, a loss of life of around 10,000. Because we were careless with matches, \$29,000,000 of property went up in smoke. Because we let stoves, furnaces and boilers deteriorate to a dangerous condition, \$18,000,000 was destroyed. Because we misused one of the most valuable of man's servants, electricity, \$15,000,000 was reduced to

ashes. And so it goes throughout a long list of hazards.

These figures tell only the least of the story. They represent only direct loss. Indirect loss, such as unemployment, loss of business, destruction of taxable property, and so on, amounts to several times as much.

Fire waste is a black mark on the record of American civilization. More than eighty per cent. of fires are preventable—they occur because someone is careless or ignorant—because, figuratively speaking someone tries to put out a match in gasoline.

### Good News—But Don't Cheer Yet

The National Board of Fire Underwriters reports that the total estimated fire loss for the first nine months of this year was \$213,405,000. For the same period last year the loss was \$245,351,000—almost \$32,000,000 more.

That decrease, of approximately 15 per cent., in fire waste, is good news. But it doesn't give us cause to pat ourselves on the back and praise our care, caution and competence. The fact that over two hundred million dollars worth of property went up in smoke in nine months amounts to a national disgrace. Americans are still the most wasteful of all peoples when it comes to fire—and by a wide margin.

What caused the destruction of the two hundred million—and, in addition many hundreds of irreplaceable lives? The answer is easy. People took chances with old or damaged heating plants. They allowed rubbish to accumulate. They stored inflammable liquids in open containers, or near a source of flame. They allowed electric wiring to go unattended—or "repaired" it themselves. They tossed cigarettes and matches away blindly, letting them fall where they might. They allowed dry grass to grow jungle-like on property. And they did a thousand and one similar things that are close to the heart of the fire demon.

If the present trend continues, total fire loss for the year will be in the neighborhood of \$285,000,000. Almost every dollar of that waste can be laid to someone's carelessness or ignorance—the unpreventable fire is a very rare article indeed. Are you going to do your small part to make 1935 show a better record?

Congress should not tamper with our Reserve Bank system.

### When the Fire Engines Go By

Most of us have never outgrown a thrill of excitement at seeing the fire engines roar by. The hurtling red apparatus, the scream of the siren, the sight of the gleaming equipment is the stuff that makes for vivid drama.

We might enjoy the spectacle less, however, if we stopped to realize that we are paying the bill for that engine and for the fire that it is going to. The cost of maintaining and operating fire departments is an essential and major item in every municipal budget—and the more prevalent fires are, the more the department costs.

And here's a fact that may come as a surprise to the bulk of citizens—we all must chip in to pay for the property which is destroyed or damaged when fire sweeps through it. We pay our share in a number of ways. One of the ways is through higher insurance costs—the rate in any community, over a period of time, is based upon the amount of fire loss.

If the fire happens to affect a factory, men are thrown out of work, investments are lost or impaired, and the entire community feels the adverse effect of lost purchasing power and destroyed opportunity. Again, in the case of any fire of substantial size, taxable property is eliminated from the tax rolls, and the revenue lost to the community must be made up by higher taxes on all other property.

Fire prevention is both a duty and an obligation which every citizen owes his neighbor and his community. It is in the interest of everyone—it means actual cash savings to us all. It is fun to watch the fire engines go by—but it isn't so much fun to pay the bill.

### Florida Freeze Did Some Good

The old story "it's an ill wind that blows nobody good" was renewed in the freezing weather that came to Florida three weeks ago. J. R. Watson, entomologist of the State agricultural experiment station, said the cold weather had killed large numbers of insects that prey on crops. Destruction probably was heaviest among the aphids, rust-mites and scales infesting citrus groves. Watson added, however, that enough of the insects survived the cold weather to serve as seed for renewed infestations within a short time.

Many mingle doubt with their hopefulness.

**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**

## SUCCESSFUL SALESMEN

## A. W. Peck, Forty-Nine Years With H. &amp; P. Drug Co.

Bert Peck was born in Sweetsboro, Portage county, Ohio, Sept. 16, 1861. His father was of Welch descent. His mother was descended from the Scotch. In 1865 the family removed to Allegan, where Bert attended the public school. When he was thirteen years old he entered the employ of Van Ostrand & Stanley, local druggists. He learned the rudiments of the business so rapidly that he was soon promoted to do the buying. When he was about fifteen years old his father failed in business and he found it necessary to find an opening that would pay him better than a clerkship. He had no money, but the late Henry B. Fairchild, who was then on the road for Shepard & Hazeltine, offered to grubstake him with a drug stock at Walton Junction, which was then in need of a drug store. He availed himself of this offer and opened for business at Walton in the fall of 1876. Ten years later he was offered a position as traveling salesman for the Hazeltine & Perkins Drug Co., taking the territory covered many years by the late James A. Crookston, who was then in his last fatal illness. His territory included everything North of Muskegon and Saginaw and the larger towns in the Upper Peninsula, including St. Ignace, the Soo, Newberry and Marquette. Eighteen months later Mark Brown, of Saginaw, took Northeastern Michigan and the Upper Peninsula, since which time his territory has included all the available towns of Northwestern Michigan. His headquarters were at Walton, for eighteen months, then five years in Petoskey, then one winter in Grand Rapids and for the last forty-two years in Traverse City where he resides in his own home at 119 East Eighth street.

Mr. Peck was married Aug. 14, 1885, to Miss Carrie E. Tyler, of Walton. Two boys joined the family circle, both of whom died in infancy. Mrs. Peck was in poor health for twenty-two years, but has been robust ever since.

Mr. Peck is not a member of any church, but is affiliated with the Disciple church at Traverse City. He is a member of the F. & A. M. of Traverse City and the Consistory and Shrine of Grand Rapids. He has no other fraternal relations.

Mr. Peck owns up to two hobbies—trout fishing and partridge shooting.

Mr. Peck attributes his success to hard work, to which the writer can add good fellowship, thorough knowledge of his business and diplomacy of a high order.

Two years ago Mr. Peck decided that his long service entitled him to a three months vacation each year, which should be from Jan. 1 to April 1, owing to the amount of icy roadway he has to travel in calling on his trade. His customers are called on regularly in that interim by Noah Linton, of Stevenson & Linton, retail druggists at Mackinaw City. Two years ago he and Mrs. Peck spent their vacation in California. This winter they propose to drive to Florida, returning North via Richmond and the battle fields and

confederate prisons of Virginia, Gettysburg and Washington. They expect to spend two weeks in the last named city.

Not a single druggist Mr. Peck called on forty-nine years ago is now actively engaged in business.

Mr. Peck certainly comes from a long lived race. His father was nearly 86 years old when he passed away. His father's mother would have been 100 years old if she had lived a few weeks longer. A brother in Los Angeles will be 90 years old August 29. A brother in South Bend died four years ago at the age of 82. A brother at Charleston, N.C., will be 79 years

old to advocate the use of cement construction in road building and his influence has been felt in behalf of better hotel accommodations, better living conditions in the home and higher standards of thinking and acting in all branches of human endeavor. He is a strong advocate of civic betterment in every ramification of life and has gone out of his way many times to help worthy young men who are making a heroic struggle to achieve their highest ambitions in the world of business. His visits to his customers are made with great regularity and he never makes a promise unless he has a reasonable belief that he will be able to carry it into

being made to drive the gangsters, the gamblers, the racketeers, the criminal class generally—admittedly infesting the cities of the state—"back North," from where, it is charged, they came and more definitely belong. A big shot gangster, who it is claimed once bluffed Al Capone off his own preserves in Miami, has just gone the way that so many of his ilk have gone during the past few months—and toward which others are believed to be traveling. This move seems to have more largely attracted the favorable attention of the public in general than heretofore, so it has not only the advantage of general safety, but also good politics.

From all reports the gentry have heard and are heeding the orders. One of the effects is said to be that the gangs are scattering out in small groups through the country and the smaller towns, but with unsatisfactory harvests. For the most part the highways of Florida do not offer juicy pickings for highwaymen of any sort. Even the juice of an orange might prove costly to acquire. Every grove is "Posted" with sufficient signs to give due and timely warning and public opinion is so definitely against trespassing, that it is a dangerous undertaking in sections where gun toting is more or less a general practice. Towns to which a visit might be financially profitable, with extraordinary good luck, present the difficulties of being generally well policed by officers who have been familiar with the use of guns from infancy and inhabited by a citizenry not easily frightened.

An instance was related to me just this week. Two men, whose appearance gave them no recommendation with those who saw them, first arrived on the streets of a nearby town last Sunday. Their mannerisms excited the curiosity of observant citizens, even though newcomers are an every day occurrence and a profitable factor in the city. They were "spotted" by officers and their movements observed, particularly while they were about the city square, where the banks and most of the business concerns are located. Nothing developed during the day to warrant the suspicion aroused, but shortly after dark a worthy citizen walking along a back street, was accosted by two men with guns and who tried the usual stick-up game. Either this native-born was so coolly efficient as to meet the challenge with the right sort of daring, or so desperately scared that his fear communicated itself to the gangsters, the result was the same and sufficient. According to a couple of women, who were unobserved observers of the incident, the intended victim hit one of the footpads across the face with his big, broad-brimmed hat, kicked the other in the shins as he charged between them with a shrill yell, which brought people from nearby houses. It is agreed that the strangers quickly disappeared over a high fence into a lumber yard and out onto a pavement, where the quickly assembled blood-hounds of the police department lost the trail and the gangsters disappeared into the night-time fog—good riddance to bad rubbish.

Harry M. Royal.



Mr. A. W. Peck

Mrs. Peck

old Feb. 11. He himself will be 74 if he lives until Sept. 16. He believes that no other traveling salesman in Michigan can show a record of forty-nine consecutive years with one house. With the exception of a slight impairment in the hearing qualities of one ear, Mr. Peck is apparently as good as new and is evidently destined to be able to pursue an active career for many years to come.

Mr. Peck is a man of strong likes and dislikes, but he makes it an iron-clad rule of life never to make an enemy if it is possible to avoid it. He is a good judge of men and his judgment as to credits is usually such as to be absolutely dependable. He was one of the first men in Northern Mich-

igan to advocate the use of cement construction in road building and his influence has been felt in behalf of better hotel accommodations, better living conditions in the home and higher standards of thinking and acting in all branches of human endeavor. He is a strong advocate of civic betterment in every ramification of life and has gone out of his way many times to help worthy young men who are making a heroic struggle to achieve their highest ambitions in the world of business. His visits to his customers are made with great regularity and he never makes a promise unless he has a reasonable belief that he will be able to carry it into

## THE FLORIDA FREEZE

(Continued from page 3)

itors it is so generally regarded as a nuisance and almost a sacrilege, that many stay North until this exuberant period has passed. Two years ago I was on the streets of a Southern city early in the evening before Christmas, when a vicious torpedo or small bomb thrown from a passing car, painfully wounded the hand of a man with whom I was walking.

According to what I read in the Florida newspapers a determined effort is



## PATRIOTISM NOT POLITICS

The first decision of the United States Supreme Court on the NRA measures which are awaiting action by that tribunal plainly indicates that the NRA and probably all other sister measures of the New Deal will be swept into obscurity on the ground that they are illegal and unconstitutional. The fact that the Supreme Court stands 8 to 1 on this subject indicates that it is being considered in the light of patriotism instead of politics.

## STORE INVENTORIES LIGHT

Encouraged by indications that the public is in a better buying mood, and with the outlook for increased orders strengthened by the smaller inventories most stores are carrying, retail buyers from all sections of the country will arrive in the local wholesale markets during the next few weeks in the largest numbers since 1929, according to expectations in well-posted quarters.

While trade last week in most sections of the country was not particularly satisfactory, this was held a temporary situation, reflecting the usual post-holiday reaction, combined in some instances with weather which was unfavorable to promotions of seasonal merchandise.

For the four months' period, ending with April 30 and including the Easter peak, most retailers are reasonably optimistic. The buying budgets now being developed are based on a sales expectancy either equal to or ranging up to an increase of 10 per cent. over last year.

Although retailers sense a greater willingness of consumers to spend, the consensus of those commenting last week was that business will not be any easier to obtain than last year, that to develop the necessary volume will demand the utmost in merchandising and advertising skill, and that competition, if anything, will be keener than in 1934.

The bright spot in the immediate buying outlook is that store inventories are lower. Estimates yesterday, for example, put department store inventories at 5 to 10 per cent. under a year ago in dollar volume and from 10 to 15 per cent. in unit items of merchandise. Practically all department stores will complete their inventory-taking by the end of this month, which concludes the department-store fiscal year. Chains, mail-order houses and independent merchants are also estimated to be carrying smaller stocks than a year ago, a chief factor in this general reduction being the outlook for price steadiness, which has eliminated the need for heavy advance stocks.

Thus, the next few weeks are expected to see active replenishment of stocks of staple merchandise for immediate selling and through the end of April.

It is not in staple merchandise, however, that retailers expect the best gains of the Spring season to be shown. All indications are, it was emphasized, that the coming season will show increased consumer interest in style merchandise and better-grade goods generally. This, in fact, is the keystone

of the retail-buying budgets. In some expert buying quarters the belief is held that interest in style merchandise will be the greatest since 1929.

In response to this belief, manufacturers have prepared Spring lines of apparel that probably excel the lines of any of the last five years for their style appeal. This week will see the completion and showing of numerous representative dress lines.

While buying budgets will compare favorably with those for last Spring in most instances, the point was made that retailers will endeavor to keep their open-to-buy position liquid. In other words, buyers under the direction of merchandise managers will not find themselves reaching the limit of their appropriations unexpectedly, but will aim to be in position to take advantage of style and price developments and insure a flow of new merchandise steadily throughout the season.

Aside from merchandising and turnover of stocks, buyers are showing strong interest in the possibility of NRA revision affecting buying procedure for at least a portion of the Spring season, particularly with respect to price-fixing elimination and discount revision. The eyes of retailers are centered on the NRA price-fixing hearing to be held in Washington this week and a delegation of outstanding merchants will present their views.

Most retailers would like to see the end of NRA price-fixing, on the ground that fixed prices have reacted to the detriment of the consumer and are an uneconomic factor in distribution.

Most retailers also would welcome changes in manufacturers' codes, particularly with respect to discount changes, elimination of quantity rebates on large purchases and restrictions upon group showings. All indications, however, are that manufacturers will put up a strong fight to retain these code provisions as vital to the stability and well-being of their respective industries.

## TRADERS OPTIMISTIC

Although statistics showing increased exports and imports give graphic evidence of the recovery which occurred in the country's foreign commerce last year, the picture remains incomplete unless consideration is given to the problems which bulked large with exporters and importers last January but have since been entirely eliminated or reduced considerably in importance.

Importers, who a year ago were certain that no substantial gains in business were possible for them because of unsettled currency conditions here, the threat of embargoes and other import restrictions authorized under Section 3 (e) of NIRA, are now optimistic about selling an increased volume of goods this year. The closing months of 1934 saw many previously dormant lines regain lost ground. While they still face handicaps, the situation has become much better than they had hoped.

Exporters likewise have been agreeably surprised by the solution of many of their worries. Last year sales to

many markets were at a minimum because of exchange difficulties. Since then exchange relations in practically all South American countries have been liberalized. Money on current business is coming through from abroad with fair regularity, and funds frozen for two or three years are gradually being released.

The spread of nationalistic feeling has halted and in all but a few quarters the trend is now reversed. Exporters also have awakened to the fact that the Ottawa agreement, which was expected to cut sharply into American shipment to British dominions, has had little effect.

The chief worry to exporters at present is the recent growth of Japanese competition. This threat to American sales abroad, it is hoped, will be met by concessions to be won by the United States products in reciprocal trade agreements with other nations.

## MESSAGE REASSURING

The opening of Congress and the President's address were the highlights of an otherwise dull week, so far as industry and trade were concerned. The Chief Executive's speech, general in content, contained some reassuring features for business men, while at the same time it left for his budget message the most important question of government expenditures, a subject of vital interest to the business world. Capital-goods industries found some reason for optimism in his reference to a large public-works program, provided it can be carried through successfully.

Congress is expected to keep industry on the qui-vive with some of its proposals, but the business of worrying about radical legislation has been somewhat overdone in the past, and it is doubtful if many laws of this character will get by the administration watchdogs. In any event, there appears to be more of a disposition among business men to go ahead aggressively with the work of manufacturing and selling goods than at any other time since the New Deal sprang into existence. Under such circumstances, the smoke screen of worry about Congressional action will dissipate rapidly.

Important developments in industry were few. The automobile show opened a few nights ago, hard on reports that the industry's production had increased 45 per cent. in 1934, certainly an optimistic augury. Commodity prices straggled aimlessly in both directions during the week, lacking tangible influences to guide them.

The weekly business index fell back fractionally in the final week of the year, mainly because numerous mill closings lopped off a substantial volume of cloth output. Electric power, automobile and lumber figures, however, all moved higher, while the steel and carloadings losses were negligible.

## LOWER PRICES TO PREVAIL

Maintaining or increasing gross margin of profit promises to be a major problem for retailers this year, just as it was during the year just closed. Well-posted retail authorities believe that when the figures are analyzed, average gross margin of department

stores in 1934 slipped down to around 35 per cent. against 36.6 per cent. in the preceding year.

Playing important parts in this reduction were greater markdowns and smaller cash discounts, the latter due to the changed discount provisions in manufacturers' codes. The increase in markdowns contrasts with higher markups in 1933, when merchandise prices were rising and retail inventories were appreciating in value. Price steadiness was the rule in merchandise lines during most of last year.

The expectation for the first half of this year, at any rate, is that steady to slightly lower prices will again prevail. Revision of manufacturers' codes may bring back former discount scales, but this is open to doubt at present. It thus appears that both factors will again be operative this year. The extent of markdowns, of course, cannot be foreseen. While an increase in markups has been suggested as a panacea, few retail authorities believe this feasible in the face of competition.

Consequently, it seems that dollar gross margin, instead of enlarged gross margin per transaction, is the way to better retail profits. A swing on the part of customers to better grade merchandise would increase total dollar gross, while an increase in number of unit transactions would supply this gain in another way. Both of these developments, it is believed, bid fair to materialize this year.

## PRICE SPURT UNLIKELY

While prices, after their erratic movements last year, are again headed upward, industry in general believes that there need be little fear of any sharp surge, which might develop consumer resentment or check the flow of business. Despite the lessons of the depression, it was only during 1934 that business in general appeared to understand the necessity for holding quotations down.

Last Spring the men's clothing industry, for example, found that its retail price levels, regardless of how much they were warranted by actual costs, were not in line with the public's ideas. The result was a continual barrage of special sales to move goods. The worst field encountered the same difficulty when it opened its Spring quotations a few months ago and was forced to cut quotations drastically in order to bring in business. High wool prices compelled a sharp increase in wool blanket levels, with the result that volume last year was reduced substantially, and when 1935 lines are ready lists will be probably as much as 15 to 20 per cent. under the 1934 basis.

Profiting by these experiences business in general may be expected to keep price increases to a minimum during this year. It is one reason why they are so afraid of inflation, the thirty-hour week or other arbitrary moves which will again throw the price level out of line, with disastrous effects, such as the reaction following the sky rocketing of prices in the Summer of 1933.

A man who wants a five-hour day doesn't want to reach the top.



## OUT AROUND

Things Seen and Heard on a Week  
End Trip

Not many years ago a young man was given a position in a Michigan mercantile establishment where "social influence" got him the position. The general manager, wise to that type, was the one man who had discouraged his coming. When the man arrived at the office, his father came with him. The general manager took the two men, father and son, into his private office. He then sat down to question the fresh recruit. The father watched eagerly for the replies, hoping the boy had the basic principles to give intelligent answers. The questions were hard ones. Not many men could have answered them. They were complicated.

Not one did he answer as it is covered in business form; but when he had replied to each and every question to the best of his ability, the general manager reached over, took his hand and said: "You have been thinking of a job like this. You have practical ideas. I want you."

To-day that young man, not so many years older, has the presidency of one of our largest wholesale concerns in the United States. Some men say "He got the job through the influence of powerful friends." He did. But the powerful friends knew just what they were backing when they sent him out.

One reason why the merchant I have in mind had the master hold was due to his faith in young humanity. He was so eager to see boys arrive at a place in life where wholesome occupation would save them from idle dissipation. Time and time again he had found very young men sitting idle around the station. Sometimes, as I have heard him tell it, he would say: "There I saw a boy, his eyes fixed vacantly on space, just sitting there and breathing and breathing and breathing."

He wanted those boys with vacant stares when he found them ready with the light of hope in their eyes and a willingness to do—just something. He knew so well how many, many thousands of boys there are who sit in little towns and—breathe and breathe and breathe. Why? Because there is no occupation. They see nothing to inspire them to work, so they grow dull and listless and many still remain that way. It occurs so often in towns which are mail-order minded that we sometimes wonder if, in time, this army of boys, without a chance, will look back and hate the ones who permitted the warfare against them. Someone will say: "There was John So and So who left a little town and to-day he is president of a large New York bank." But where one John goes up and up and above the rest, there are thousands who fail.

It is said that no town is alive that is passed up by the traveling salesman. So young people leave sluggish towns

and only the Lord knows where they go. If they remain in the town that has received its death blow in business, from the chain store and mail-order system, ambition is replaced by laziness, shiftlessness and general disinclination to exert any energy or effort which would tend toward progressiveness.

The really ambitious people, young men and women who wish to accomplish something in life, leave the sluggish town and take up their abode where energy and effort are rewarded by advancement. Frequently, this success is bought at the expense of the nerves and the very souls of the young. This condition being the result of congested centers of population.

These are, indeed, some of the charges to be brought against the problematic profits found in the catalogue of the mail-order houses and they are not financial losses, but moral losses as well. Were it possible to gather all the facts in regard to any small town which suffers from the catalogue trading abuses, the loss of dollars and cents could be largely estimated; but the social and moral loss could never be measured or calculated.

This was why the man with the master hand meant to keep the boys at home. Since the crusade he successfully conducted against mail-order houses, there were some merchants who went so far as to withhold credit and favors from all mail-order patrons. They did not do it offensively; but they stated their reasons and, likely, a barbed wire thrust was felt, and while it took a good bit of grit to do this—for it meant a loss—yet they always gained the patron. In this case competition was helpful.

Someone has rightfully said "that the only thing in this world that a man needs in a hurry, if he must buy it, is a sandwich." This wouldn't go well with Wall street, the brokers or anxious real estate men; but the idea is this, that practically every commodity purchased by man can be selected carefully and there really is no great rush. You even get three days to order your coffin. You don't have to worry because your local dealer does not have the plow you want or the automobile or the machine oil can. He can get them as quickly, if not more so, than you can do it yourself. You have him standing between you and the purchase. He is, in slang phrase, the willing goat. It is all as simple as the first rudiments of arithmetic; but that queer old pride that thrives best in the brain of the pride-vain man or woman is eternally on the lookout for something new or different and is perfectly willing to take chances of getting it, just to be different. Many have paid the exorbitant prices. A good, clean, paying peach orchard in Michigan would look like the Garden of Eden beside the white-fire burned orange grove in Florida, that was exchanged—plus a few thousand—by the owner of the peach orchard who liked the looks of the sun-

set on the catalogue. Too many people get sunstruck by looking at catalogues.

A man who talked on the subject of railways over the radio recently repeated the time worn falsehood that Geo. M. Pullman was the inventor of the Pullman car, which is very natural in view of the fact that all the literature put out by the Pullman Co. insists that such is the case.

I happen to know that A. B. Pullman was the real inventor of the Pullman car. My information comes from the late John Mowatt, an expert mechanic, who built the first sleeping car for A. B. Pullman. Geo. M. Pullman did not come into the game until three years later, when A. B. engaged Geo. M. to exploit the car in a business way.

The four Pullman brothers came to Grand Rapids from Palmyra, N. Y., about 1865. They brought with them tools and machinery used by their late father in the construction of the Erie canal and New York Central Railroad. They raised many buildings while here and went to Chicago just before the great fire of 1871. They were: Geo. M. Pullman, A. B. Pullman, a Universalist preacher and a fourth who incapacitated himself for business by too great indulgence in drink. They undertook to make furniture here also, but were unsuccessful in that. I have a picture of the home in which they lived—all four lived together—and have published dozens of columns about them and their activities in the Michigan Tradesman.

I do not know why the (Geo. M.) Pullman family stole the credit for inventing the Pullman car, but they did. I have letters from Robert T. Lincoln, who married a daughter of Geo. M., to that effect. Mr. Lincoln was President of the company for many years after Geo. M. died.

Beulah, Jan. 2—How are you this nice winter day? Well, I want to wish you a Happy New Year and to congratulate you on having published the Tradesman for over fifty years. I, too, hope the Lord will keep you on the job many more years.

I notice a Business Man's Ideal by Mr. Forgan. I would go him one better. Any good man's ideal. A man who through fortitude has overcome difficulties and built a business of large capacity and fathered a family of God fearing citizens has made good.

Frank Orcutt.

The Flint Clothiers, one of the finest men's stores in Flint, opened a very novel and exceptional sale on Dec. 28. This event was called "A Great Traffic Sale." Traffic phrases were used in the advertising copy and on cards and banners throughout the store and windows (a large traffic light was used on the main floor). The signals were of red, amber and green and flashed the words, stop, look and buy. The traffic idea was also carried out in the windows with traffic signs. Stop, look and buy signs were also displayed on the ledges on the main floor. Traffic phrases were used in all advertising copy "Suits ordered to move on,"

"Overcoats ordered to go." The traffic ticket says "Come Early." This traffic sale was something new and met with big response. The idea was originated and worked out by Glenn W. Pope of Grand Rapids. Mr. Pope was in the clothing business in Grand Rapids for many years and is now following the advertising and sales promotion business.

W. W. Bailey, the long-time druggist of Boyne City, writes me as follows:

"Enclosed please find my check for \$3 for the Tradesman. I suppose I could get along without the Tradesman, but I will not. I suppose I could get along without eating, but I will be darned if I will. I would starve to death if I did and so why starve my business for need of a trade paper as valuable as the Tradesman, when I can get it for only \$3 a year. I know several fellows in business who have been stung because they were too penurious to spend a few cents per month to keep on the safe path, so they took a dangerous detour piloted by some crook whom they might have avoided if they had been a reader of the Tradesman. Some folks are mean enough to say, 'I look as if I did not know very much,' and, by heck, I don't need to when I have as good a pilot as E. A. Stowe to steer me through the rocky channels of business in his good ship, the Michigan Tradesman. May it never be wrecked by the storms of adversity nor stranded on the rocks of depression."

In the absence of abrupt changes in general price levels, only minor fluctuations in retail store realized gross margins per sales dollar may be looked for. The merchandising methods of competently managed organizations tend to hold mark-ups on the average within very narrow limits. In most instances, margins are currently at levels that may be called "normal." Inventories are being held in close adjustment with sales and pricing is competitive. This position contrasts with twelve months ago and with the early months of 1934, when margins were widened by sharp price advances in the final months of 1933 and by some speculation in merchandise.

On the basis of present prospects, therefore, 1935 gross profit margins should closely approximate those of 1934 after the first quarter. Because of the seasonally small sales volume of the first three months, however, the relative declines in this period should be minimized in full year results.

Few expenses in retail store operation fluctuate directly with volume output or dollar results. Changes up to 15 per cent. or more in both physical and dollar volume of business done may affect only a few minor cost items unless rent and the compensation of some employees is computed in a percentage of sales basis. While the practise of writing leases and of paying key men partially in relation to the gross

(Continued on page 23)

## FINANCIAL

### Looking Forward to the Year to Come

Reasons in plenty warrant the American people in entering the New Year cheerfully. It is needless to recount them or dilate upon them. The material basis for a lift of spirit is set forth in endless detail to-day. Competent surveys of the business outlook will be found in reviews of the past year and forecasts for the future. But what cannot be written into the statistics, or measured by the recognized standards of recovery, is something very different but most significant. It is the new stamina shown on every hand, and the heightened morale of the people who have been going through grievous experiences. For the first time in five years the majority of the American people "incline to hope rather than fear." Why they do, they could scarcely tell. They have a reason for the faith that is in them, even if they cannot explain and justify it in words. That does not matter. The thing as it stands is more important than any theory of it. "I feel a great deal better," said a prominent business man recently, "though I do not know why I do." But he did know that such an improved general sentiment is a thing for the coolest observer to reckon with, even if he cannot reduce it to an exact formula or find a place for it in one of his tables or graphs.

Starting with this fact of greater and tempered hopefulness, we may put a cheerful courage on to-day, first of all, because we are coming through the depression with so much that is valuable in our past still intact. "Ring out the old," it is customary to say at the New Year, but it is a safe guess at present that millions of our citizens would be glad to have many old things rung back again. Old books, old wine, old friends still hold their place on the mental scale. It is not a question of old vulgarities—the foolish worship of wealth and money-getting as such—but the old refinements, the old standards of private and civic virtues; the old ways of belief in democracy and in the institutions which it has devised to maintain and express itself.

It is not a gracious thing to point to the misfortunes of other peoples, but the comparison tends to strengthen confidence in hoping that the future will copy fair our past. Two countries in especial leap to mind where a lot of old things have been rung out with consequences that are visible to all. Soviet Russia has boasted of having found the perfect new way of life, but it turns out to be merely ancient tyranny written large, the individual choked in his development, the rule of force everywhere set up and never tempered by mercy, with forms of justice that are a mere mask for murder and with horrible deeds done in secret. The old saying about the Tsardom was that it was a form of government made tolerable by occasional assassinations. The new regime orders frequent assassinations, but makes itself thereby only the more intolerable. In Germany what has happened is fully as depressing to the free spirit of man. All liberty is stricken down. There is no freedom of

speech or of the press. The Hitler tyranny is all the more hateful for working in the dark and in secrecy. No German knows when the blow may fall upon him, or what the reason for it may be. The victims deserve more pity than blame—except as they are blameworthy for having permitted political forces to gain power without stronger resistance—and there is no good ground for haughtily asserting our individual superiority to them. But the fact that our country has escaped, and certainly will escape, offering such a spectacle to the world is inevitably a ground of satisfaction for all Americans at this time.

It is, of course, undesirable to encourage, on any occasion, the cherishing of false hopes. This is charged with being highly unreasonable. But let it not be forgotten that the extremes of pessimism in which so many Americans have been sunk for years past were also unreasonable. The psychological state of the public mind year after year was wrong; perhaps the brighter one now prevalent may be right. Who can tell? At all events, let us give it a fair chance and put hope and heartiness into the wishes for a Happy New Year with which every man greets his friend and neighbor at this season.—N. Y. Times.

### Better Feeling in Business Matters

Little change has occurred in business activity and outlook from the previous week. Optimism predominates regarding the business outlook, although activity reaching "boom" proportions is not anticipated. Steel production is up sharply and now approximates 40 per cent. Automobile production continues high. Electric power output continues to maintain its gain over comparable periods of the previous year. In general, expectation of some better business in 1935 continues. Profit possibilities are less encouraging, due to higher costs, which will be difficult to eliminate, and uncertainties as to future legislation which may affect profit.

Of course, the outstanding development of the week was the convening of Congress and the President's message. Various and sundry types of bills were registered immediately, many of which are expected never to be considered. The President's speech was largely a review of accomplishments and an outline of general policy. Although Federal responsibility for employment was acknowledged and a mixture of reform and recovery would be continued, there was a less dictatorial attitude, more caution and a greater appeal to private and local responsibilities and initiative. The failure of NRA as a recovery measure was the same as admitted and the AAA crop restriction policy was implied to be a temporary, rather than permanent, measure. There seems to be a sincere desire to open up the capital market.

J. H. Petter.

A politician can't get elected without stating the reasons why he should get the votes. How can a business expect to be elected to success, unless it tells the people the reasons why it should be patronized?

### Proceedings of the Grand Rapids Bankruptcy Court


In the matter of Chester L. Beach, bankrupt No. 5994. The first meeting of creditors has been called for Jan. 9.

In the matter of H. L. McCarrick, Inc. bankrupt No. 6002. The first meeting of creditors has been called for Jan. 8, Dec. 19. On this day the schedules, reference and adjudication in the matter of H. L. McCarrick, Inc., a corporation in bankruptcy No. 6002, were received. The bankrupt is located in Grand Rapids. The schedules show total assets of \$8107.26, and total liabilities of \$35,740.50, listing the following creditors:

F. V. Smith, G. R.	\$ 315.05
Josephine Duyser, G. R.	43.26
Helen Behrendt, G. R.	15.00
Cora Beuschell, G. R.	35.74
Jeanne Olkowski, G. R.	43.52
Alce Bogard, G. R.	36.76
Alice Sysko, G. R.	33.18
Bernice Sysko, G. R.	27.73
Dena Heuvelhorst, G. R.	33.95
Eleanor Gruzinski, G. R.	35.09
Gertrude Kowalik, G. R.	40.84
Gertrude Maring, G. R.	38.31
Helen Jelski, G. R.	32.47
Jeanne Ditmar, G. R.	24.93
Lillian Tokarz, G. R.	28.18
Mary Hardesty, G. R.	26.93
Virginia Flowers, G. R.	32.02
Dora Knoobhuizen, G. R.	27.59
Joseph White, G. R.	28.80
Joseph Bielecki, G. R.	30.00
Stanley Paczkowski, G. R.	44.37
Stanley Stone	17.63
George Rudzinski	42.66
Clarence Gunnison	34.64
Raymond Beckwith, G. R.	15.00
Bert Sikorski, G. R.	61.27
James Bruggink, G. R.	54.09
Elmer Pearl, G. R.	43.42
Dominic Stonto, G. R.	62.42
Dwight Purdy, G. R.	42.53
Arthur Penney, G. R.	40.10
Edmund Schultz, G. R.	48.71
Ernest Wagner, G. R.	22.56
Edward Bala	47.23
Leon Graczyk, G. R.	55.07
George Falba, G. R.	45.46
John Kugel, G. R.	32.76
Philip Kowalczyk, G. R.	40.52
Jake Ver Veer, G. R.	43.89
Arthur Medendorp	8.85
Michael Stachowiak, G. R.	48.23
George A. Sherman, G. R.	42.75
John Madsen	6.88
Joseph Tomasiak, G. R.	69.85
Frank Stefanski, G. R.	45.02
Frank Plewka, G. R.	53.72
Cornelius Maring, G. R.	60.74
Edward Pearl, G. R.	39.21
James Schipper, G. R.	29.96
Stanley Groskey, G. R.	64.63
Walter Whittington	65.94
Joe Mitus, G. R.	32.15
Joseph Zappa, Jr., G. R.	59.07
Anita Kiel, G. R.	30.94
Charles Bielecki, G. R.	1.84
Walter Tomasiak, G. R.	19.38
R. C. Wilbert, G. R.	57.00
	18.86

John Geyer	7.49
Al Wisner	31.24
J. Dulinskas	5.10
American Auto Felt Corp., G. R.	1,300.91
Artisan-Record Publishing Co., G. R.	60.00
Atkinson, Wade & Co., G. R.	890.05
James Bayne Co., G. R.	54.80
Bennett Mills Co., G. R.	844.71
Bixby Office Supply Co., G. R.	34.10
Brooks Bros. Co., Philadelphia	885.83
Francis A. Brunner, Philadelphia	26.36
Barlow Bros., G. R.	17.00
Bernhardt Furniture Co., Lenoir, N. C.	107.50
Burroughs Adding Machine Co., G. R.	15.10
Blue Arrow Transport Lines, G. R.	75.00
Bay State Thread Works, Springfield, Mass.	8.40
Central Parlor Frame Mfg. Co., Chicago	923.00
Central Storage Co., G. R.	67.00
Central States Paper & Bag Co., St. Louis, Mo.	85.03
Commercial Letter, G. R.	4.50
Columbian Storage & Transfer, G. R.	403.81
Consumers Power Co., G. R.	59.88
Continental Cushion Spring Co., Chicago	401.61
Cotton Prod. Co., Opelousas, La.	1,285.05
Continental Cushion Spring Co., Chicago	144.58
Creston Transfer Co., G. R.	872.67
Consolidated Trimming Co., N. Y.	29.79
Franklin Parlor Frame Co., Chicago	1,050.50
Golding Bros. Co., New York	323.63
Grand Rapids Fiber Cord, G. R.	28.71
Grand Rapids Motor Express, G. R.	39.90
Grand Rapids Water Works, G. R.	14.37
Great Lakes Thread & Yarn Co., Detroit	108.86
G. R. Furniture Exhibition Co.	25.00
Grand Rapids Herald, G. R.	15.00
Grand Rapids Press, G. R.	5.16
Empire Case Goods Co., James town, N. Y.	229.28
Ever-Ready Chemical Co., St. Louis	4.00
E. B. Hawkins, G. R.	609.05
Henrose Co., New York	102.25
Hillwood Mfg. Co., Cleveland	76.95
Holland Motor Express Co., G. R.	28.77

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Interstate Motor Freight System, G. R.	4.78
Joan Plush Mills, Inc., Boston	114.05
Hay & Todd Mfg. Co., Elk Mills, Md.	67.12
Kent Printing Co., G. R.	34.65
Arthur N. Lansk, Chicago	28.48
Landers Corp., Toledo	58.08
John H. Long & Co., Philadelphia	153.05
LeMoine Parlor Frame, Chicago	315.00
Lyon Furniture Merc. Agency, N. Y.	37.50
Mazza Frame & Furniture Co., N. Y.	25.00
Michigan Tradesman, G. R.	3.00
McCrery & Co., Pittsburgh	55.00
P. P. Mitchell, New York	87.00
F. H. McGough & Son, G. R.	20.60
Michigan Bell Telephone Co., G. R.	294.75
Michigan Trust Co., G. R.	100.00
Michigan Tag Co., G. R.	63.00
Mid-West Mills, Inc., Chicago	391.11
Robert E. Miller, G. R.	67.70
National Feather & Down Co., Brooklyn, N. Y.	287.88
Herb B. Newton & Co., Phila.	372.81
Northampton Textile Co., Mt. Holly	587.99
Northern Feather Works, Inc., Newark, N. J.	4,036.75
O. K. O. Plush Co., Philadelphia	83.16
Perkins Hosiery Mills, Columbus, Ga.	176.39
Postal Telegraph, G. R.	50.38
Progressive Furniture Co., G. R.	64.70
Pure Spring Water Co., G. R.	18.98
Quimby-Kain Paper Co., G. R.	172.13
Reliance Co., New York	47.57
Robert J. and R. Ritchie Co., Philadelphia	191.75
Rhode Island Plush Mills, G. R.	274.73
Scadron Bros., New York	177.37
Schweng-Moss, Plaquemine, La.	99.05
P. Raniville, G. R.	5.19
State Agency, G. R.	218.18
Statesville Cotton Mills, Statesville, N. C.	192.50
Anton Szumy & Co., Chicago	206.75
The John Rocks Carving, Grand Haven	2,753.80
Schweng-Moss, Plaquemine, Pa.	45.36
Union Special Machine Co., Chicago	4.88
United Feather & Down Co., Brooklyn, N. Y.	78.20
Van Keulen & Winchester Lumber, G. R.	304.44
A. Weiser, Inc., New York	395.12
Western Union Telegraph Co., G. R.	47.15
White Baggage Co., G. R.	70.21
Wilson Steel Products Co., Chicago	19.40
M. Williams, G. R.	77.60
York Feather & Down Corp., Brooklyn, N. Y.	900.32
Zangerle & Peterson Co., Chicago	456.50
Salem China Co., Salem, O.	23.40
Vanderstel's, G. R.	2.50
C. H. Yeager, Akron	26.00
Continental Cushion Spring Co., Chicago	23.76
York Feather & Down Corp., Brooklyn, N. Y.	100.00
Howard L. McCarrick, G. R.	7,200.00
Van Kaulen & Winchester Lumber, G. R.	265.44

In the matter of Sydney Erickson, individually and sometimes doing business as Erickson's Market, final meeting of creditors was held under date of Dec. 10. Fred G. Timmer, trustee, was present in person. There were no other appearances. Trustee's final report and account was approved and allowed. On wooden cabin situated on farm of Emil Kaske, of Manistee county, was abandoned as worthless and burdensome. An order was made for the payment of expenses of administration as far as funds on hand would permit. No objection to discharge. Final meeting adjourned without date. No dividend to creditors. Files will be returned to the U. S. District Court.

In the matter of Grand Rapids Trunk Co., a corporation, bankrupt No. 5749, final meeting of creditors was held under date of Dec. 10. Fred G. Timmer, trustee, was present in person. No other appearances. 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, preferred taxes and for the declaration and payment of a second supplemental first dividend of 10 per cent. and a supplemental second dividend of 5 per cent. and a final dividend of 12.1 per cent. Trustee's final report and account was approved and allowed. No objection to discharge. Final meeting adjourned without date.

In the matter of Fred Scadin, bankrupt No. 5887. The first meeting of creditors has been called for Jan. 14.

In the matter of William McMichael, bankrupt No. 5896. The first meeting of creditors has been called for Jan. 14.

In the matter of Cesare and Emma Federighi, bankrupt No. 5832. The first meeting of creditors has been called for Jan. 14.

In the matter of Allen T. Kirk, bankrupt No. 5931. The first meeting of creditors has been called for Jan. 14.

In the matter of Oscar Carlson, bankrupt No. 5851. The first meeting of creditors has been called for Jan. 14.

In the matter of Hermie F. Warren, bankrupt No. 5800. The first meeting of creditors has been called for Jan. 16.

In the matter of Arthur Habel, bankrupt No. 5840. The first meeting of creditors has been called for Jan. 16. Michigan corp., bankrupt No. 5347, final

In the matter of Allen's Smart Shop, a meeting of creditors was held Dec. 10, at which time Fred G. Timmer, trustee, was present. Creditors were represented by Harold H. Smalley, attorney. The trustee's final report and account was approved and allowed. Bills of attorneys were considered. Balance of accounts receivable and unliquidated claims were sold at auction to the highest bidders. The report of Oscar Berg, receiver, was approved and allowed. An order was made for payment of expenses of administration, preferred claims and for the declaration and payment of a first and final dividend to creditors of 6.9 per cent. No objections to bankrupt's discharge. Final meeting adjourned without date and in due course, the files will be returned to the U. S. District Court.

Dec. 31. On this day the reference and adjudication in the matter of Edward Zelmer and Amelia Zelmer, not his wife, bankrupt No. 5970, were received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

Jan. 2. On this day the schedules in the matter of Fredricks Lumber Co., of Muskegon, a Michigan corporation, debtor No. 5876, were received. The schedules show total assets of \$68,854.80, and total liabilities of \$50,075.44, listing the following creditors:

State of Michigan, Lansing	\$ 473.76
City of Muskegon	4,552.81
Atlas Lummite Cement Co., Chicago	27.40
Boyd Auto Sales Co., Muskegon	105.09
Heights	105.09
W. J. Brinen Lumber Co., Muskegon	34.44
Chicago Paint Works, Chicago	16.40
Colonial Oil Co., G. R.	30.87
Coston Motor Co., Muskegon Heights	20.27
The Daniels Co., Chicago	5.13
Evans & Retting Lumber Co., G. R.	649.32
Grand Trunk Railroad Co., Muskegon	365.65
T. W. Hager Lumber Co., G. R.	903.10
Markle Cement & Coal Co., Muskegon	70
Towner Hardware Co., Muskegon	102.16
Turner, Engle & Cochran, Muskegon	418.00
United Auto Co., Muskegon	25.13
Vento Steel Cash Co., Muskegon	4.75
Heights	8.94
Muskegon Bldg. Materials Co., Muskegon	91
Grand Trunk Railroad Co., Detroit	134.95
Teachon Co., Detroit	45.00
Muskegon Glass Co., G. R.	5.80
Consumers Power Co., Muskegon	81.70
Brunswick Balke Collender Co., Muskegon	36.31
National Lumberman's Bank, Muskegon	2,946.46
F. V. Burrows, receiver First State Savings Bank, Muskegon Hts.	23,367.48
Arco Co., Cleveland	76.80
Chicago Paint Works, Chicago	178.07
Bertha Cohen, Muskegon	74.18
G. R. Reserve Supply Co.	61.92
G. R. Sash & Door Co.	351.01
Grand Trunk Western Railroad Co., Detroit	894.48
Hillsdale Screen Co., Hillsdale	87.43
National Plywoods, Inc., Chicago	14.99
I. Stephenson Co., Wells	1,347.51
U. S. Gypsum Co., Chicago	504.82
Von Platen Fox Co., Iron Mountain	151.47
Walter Clark Ve-neer Co., G. R.	304.54
Harry Young's Anyvil, Inc., Whitehall	24.00
T. W. Hager Lumber Co., G. R.	876.13
Evans & Retting Lumber Co., G. R.	843.44
Industrial Land Co., Detroit	1,050.44
John N. Dykeema, trustee, Wm. D. Hardy Co., and Muskegon Building Materials Co., Muskegon	1,628.12
Turner, Engle & Cochran, Muskegon	52.42
Plintkote Corporation, Chicago	1,950.00
Wrine Kahnout, Grand Haven	2,403.94
National Homes Finance Corp., Chicago	2,834.20

Jan. 2. On this day the schedules in the matter of Heights Lumber Co., of Muskegon Hts., a corporation, debtor No. 5877, were received. The schedules show total assets of \$51,229.16, and total liabilities of \$35,039.22, listing the following creditors:

Collector of Internal Revenue, Detroit	\$ 26.31
State Board Tax Administration, Lansing	510.00
City of Muskegon Heights	1,464.84
County of Muskegon	3,580.00
Consumers Power Co., Muskegon	12.46
Fredricks Lumber Co., Muskegon	106.26
T. W. Hager Lumber Co., G. R.	25.00
Turner, Engle & Cochran, Muskegon	372.50
First State Savings Bank, Muskegon Heights	18,100.00
Associates Investment Co., South Bend	100.00
Aetna Portland Cement Co., Detroit	46.59
Alpha Portland Cement Co., Chicago	35.00
Coston Motor Co., Muskegon Hts.	52.03
Cornell Wood Products Co., Cornell, Wis.	20.00
Daniels Co., Muskegon	13.35
Fredricks Lumber Co., Muskegon	172.31
T. W. Hager Lumber Co., G. R.	458.43
G. R. Sash & Door Co.	224.20
Muskegon Community Chest	50.00
W. C. Hopson Co., G. R.	19.60
J. H. Lee & Son Hardware, Muskegon Heights	2929
Long Bell Lumber Sales Co., Chicago	8.00
Muskegon Hardware & Supply Co.	235.00

C. A. Maik Lumber Co., Toledo	30.00
Chamber of Commerce, Muskegon	30.00
Mackinburg Duncan Co., Okla. City	80.40
Muskegon Engraving Co.	7.42
National Plywoods Inc., Chicago	24.58
New Method Paint Co., Cleveland	41.30
R. L. Polk Co., Detroit	25.00
John Seven Co., Muskegon	16.63
Metal Office Furniture Co., G. R.	5.00
Employers Mutual Wausau, Wis.	84.25
Power Hardware Co., Muskegon	130.00
Toledo Plate Glass Co., G. R.	70.00
Turner, Engle & Cochran, Muskegon	39.00
Tisch-Hine Co., G. R.	22.76
United Autographic Register Co., Chicago	60.00
Von Platen Fox Co., Iron Mountain	251.47
U. S. Gypsum Co., Chicago	153.32
Plintkote Corporation, Chicago	1,950.00
Alfred Schuteman, Muskegon	79.15
Muskegon Building Materials Co.	15.00
Michigan Stained Shingle Co., G. R.	6.78
Michigan United Paper Co., Muskegon	9.90
Boyd Auto Sales Co., Muskegon Hts.	11.14
Viller Paragon, Muskegon	4.00
West Michigan Sign Co., Muskegon	197.56
L. G. Cooke, Muskegon Heights	2.12
Sound Engineering Co., Muskegon	9.60
George Carron, Muskegon	55.90
Nesson Oil & Coal Co., Muskegon	91.57
Emil Leech, Muskegon Hts.	28.20
George Minnerick, Muskegon Hts.	54.00
Russell Miller, Muskegon Heights	36.82
Y. Doornbos, Muskegon Hts.	40.55
First State Savings Bank, Muskegon Hts.	3,306.95
Money Corporation, Muskegon	2,393.88

In the matter of H. L. McCarrick, Inc., bankrupt No. 6002, sale of assets has been called for Jan. 15 at the premises formerly occupied by the bankrupt at 1 N. Ionia Ave., Grand Rapids. The assets for sale consist of machinery and equipment appraised at \$343.50; building fixtures appraised at \$35; miscellaneous stock appraised at \$423.54; office furniture and equipment appraised at \$104.50; finished chairs, sofas, ottomans, etc., or so much finished furniture as remains in the hands of the trustee at the time of sale, the sale of finished merchandise being covered by order allowing retail sales, balance to date at cost approximately \$1500. Fred G. Timmer, Grand Rapids, is receiver.

Jan. 2. In the matter of Wolverine Bumper & Specialty Co., bankrupt No. 5882, adjourned first meeting of creditors was held on this date. Fred G. Timmer, receiver, was present; John Crell and Albert P. Crell were present on behalf of the bankrupt and represented by Gillard & Gillard, attorneys; David A. Warner and Paul Hutchings were also present. The referee stated that first meeting would be further adjourned to Jan. 14, awaiting decision on petition to set aside order of adjudication now pending.

In the matter of Benjamin H. Krause, bankrupt No. 5509, final meeting of creditors was held Dec. 31, at which time Fred G. Timmer, trustee, was present, to be further represented by C. Sophus Johnson, attorney, and creditors were represented by Hilding & Baker, attorneys. The trustee's final report and account was approved and allowed. Bill of attorney for the bankrupt was approved and allowed. Certain shares of stock were sold at auction. An order was made for the payment of expenses of administration, preferred claims and a first and final dividend to general creditors of 7 per cent. No objections to bankrupt's discharge, the meeting adjourned without date and the files will be returned to the U. S. District Court.

In the matter of Helen Friske, bankrupt No. 5999. The first meeting of creditors has been called for Jan. 22.

In the matter of Bastian Van Ry, bankrupt No. 6009. The first meeting of creditors has been called for Jan. 22.

In the matter of Fredricks Lumber Co., a Michigan corporation, debtor No. 5876. The first meeting of creditors has been called for Jan. 21.

In the matter of Heights Lumber Co., a Michigan corporation, debtor No. 5877. The first meeting of creditors has been called for Jan. 21.

Jan. 7. On this day the schedules in the matter of Kenneth Suits, of Dowagiac, administrator of the estate of C. Berns, who died on Dec. 20, 1934, were received. The schedules show total assets of \$8,040.90, (of which \$1,762 is claimed exempt), and total liabilities of \$6,084.48, listing the following creditors:

County Treasurer, Cassopolis	\$ 81.74
Flora Ritter, Decatur	20.25
William M. Lyon, Dowagiac	125.00
E. J. Collins Co., Benton Harbor	155.85
Utility Sales & Fuel Co., Dowagiac	11.95
Dr. S. L. Loupee, Dowagiac	19.50
Flora Ritter, Decatur, Mich.	40.50
Niagara Sprayer Co., Middleport, N. Y.	85.80
George W. Hunter, Dowagiac	8.00
Lee Starbank, Dowagiac	75.00
E. J. Robinson, Dowagiac	8.50
Judd Lumber Co., Dowagiac	2.72
R. B. Collis Co., Benton Harbor	79.95

Ferguson Vulcanizing Works, Dowagiac	11.35
Wolverine Service Station, Dowagiac	39.79
Dowagiac National Bank	5,317.75

## Checks to Higher Butter Prices Seen

Although some traders in butter are expecting further sharp price advances due to sharply curtailed supplies, other observers stress certain factors which will act as a check to drastic advances.

The reduction in butter stock in cold storage in thirty-five cities during the past three months has been greater by about 10,000,000 pounds than for the same period last year, even excluding Government purchases. Stocks are at about normal levels now, as compared with excess storage supplies at this time last year. Since butter production is declining, due to higher feed prices, the supply position seems to indicate further increases in butter prices.

On the other hand, the tendency to substitute margarine for butter increases as the price of butter advances. Most important, however, to some in the trade, is the likelihood of imports of butter should our prices go higher. World stocks are very high, and world prices have been low. Though the American tariff is extremely high, some importations have already been received and possible future imports tend to restrain further sharp advances in the American price.

## Unemployment Figures Questioned

Estimates of unemployment periodically given by the American Federation of Labor, Bureau of Labor Statistics and various independent agencies are seen by observers here as tending to increase unemployment.

High officials of organized labor, it is learned, are giving serious consideration to the question of whether it would not be better to refrain from stressing the statistics referred to because of the belief that they "scare" manufacturers into curtailing operations, fearing contraction of markets.

They do not want to resort to prosperity propaganda, but they would "soft pedal bad news" as represented by statistics of increasing unemployment, it is explained.

## "Inflation" Again a Speculative Factor

Although enactment of radical inflationary measures by the present Congress is not considered likely, the possibilities of such action have again become a market influence, now that such bills are being introduced in profusion.

These bills, as well as radical speeches, are expected to have a strengthening effect from time to time on commodity prices, the "commodity stocks" and the gold currencies.

This factor was the chief influence in the market movements yesterday.



## 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.

### Spirit of Enterprise Is Hard to Kill

A short time ago we heard that the jobber was on his way out. It seems this is the familiar condition: Some jobbers were on their way out. Others were revamping their methods, and still others were finding fresh opportunity in changing circumstances of the times.

I first saw the deep South thirty years ago. Four years later a man started a jobbing house in Muskogee, Oklahoma, then surely the wild and woolly if any place ever was. He has operated right along and to-day is going stronger than ever. A chief reason, naturally, is that he has adjusted his business to conform to changing times. Thirty years ago, for example, there was no such term as cash-and-carry, and when it came, it was familiar for long before it applied to any wholesale distributor.

Now this Griffin Grocery Co. conducts sixteen houses in as many centers, thus: Muskogee, Oklahoma City, Tulsa, McAlester, Miami, Okmulgee, Holdenville, Seminole, Wilburton, Pryor, Tahlequah, Antlers and Ardmore, Oklahoma; Fayetteville and Fort Smith, Arkansas; and in Denison, Texas. To me that looks like some assortment of houses; and the founder and president remains in charge—looking not the least like a man beyond his prime.

The house conducts manufacturing and canning plants and in a recent display advertisement had cuts of forty different private brand items, which does not exhaust its list. Harvesting from contracted acreage is shown, followed by details of the processing.

It is a temptation to write up this house, but these outlines will have to stop with the final remark that Griffin goes on the Western plan of standing on his own feet, regardless, asking no odds of anybody.

He serves his own clientele according to the plan he has adopted and I seek in vain throughout his advertising for any adverse reflection on anybody or any other plan. It is a characteristic of Griffin that he prints plain, hard, common horse sense for his customers to read. It is quite clear that he does not cater to men who cannot stand alone; that he does not believe in coddling; no patting on the back of weaklings for him.

And, if you ask me, that is the one and only plan on which business can hope to make anything like permanent, solid progress. On this head I have two trade-editor utterances, both in relation to the A. & P. strike experience in Cleveland.

Says Editor Buckley of Grocery World: "Read the statement from the United Press that the labor unions are about to launch a nation-wide cam-

paign to unionize all the chain stores. Well, the individual grocer should worry. Everything bad that happens to chain stores helps him, but every reasonable man, whether competitor or not, will sympathize with the A. & P. in its effort to defeat arbitrary effort of the labor unions to push themselves in where nobody wants them."

Says Editor Swann of Naborhood Grocer: "Independent retail grocers everywhere are inclined to take a sort of morose satisfaction in strikes which closed nearly 500 A. & P. stores. We had as well not be too quick to feel that only chains are eventually to be affected. We may be sure that labor will not single out chain employees only for organization into unions. Independent employees in all thickly populated areas will soon be gathered along with similar employees of chains."

Take your choice of those two views, but be certain of this: That labor will not stop while there is promise of more members and consequently greater power, any more than tax gatherers are content with special taxes on 50,000 chain units while some 430,000 stores owned by individuals remain untaxed.

As I see it, the Cleveland episode was of great service to all business in that it brought strikingly, dramatically home to us anew the great truth that no organization can be entrusted with arbitrary, irresponsible power. Labor overreached itself there and, if we are onto ourselves, we shall be wary how we endorse or approve of any such tactics in any connection.

In these times of disheartening failures of legal machinery, it is a joy to observe the impersonal, imperial effectiveness of the Los Angeles bureau of weights and measures. Virtually every week the Commercial Bulletin prints a bare list, without comment, of those who have paid fines of \$25, \$50, \$75 and \$100 for short-weighting and false measuring. That is the character of administration much more of which our country stands in crying need.

The Bulletin comments editorially along other instructive lines. Thus of Safeways: "Safeway is definitely committed to a plan of selling itself as an 'institution' rather than a cut price chain. Among other things it issues a magazine, 'The Family Circle,' devoted to home economics and other matters of interest to housewives. It makes no attempt to feature merchandise at a price, but to sell the chain as an institution. If you follow the billboards and newspapers, you will see that this same chain, instead of advertising milk at a cut price, is making a strong play on the quality of its products. A better milk at the same price is the basis of the campaign."

"To us, on the side lines, Safeway is a more dangerous competitor to-day than when price was its only appeal on milk."

That is solid fact and wisdom. In stressing it, will you say—as you have said before in similar circumstances—that I am "boosting the chains"? Years ago I said repeatedly that service grocers could easily get sufficient extra percentage over cash prices to cover their service and credit cost, but that they could not get away with five to

ten times the cost, as they were trying to do.

All right: To-day I repeat that for more than two years all chains have been trading up. More: Chain officials have said this directly to me and told me to pass it on to you. One put it this way: "Grocers still fear that we will undersell them. Tell them to make sure that we do not over-sell them."

If that is boosting the chains, make the most of it, for I shall not retract a word of it. I am not obliged to be popular, but I am obliged to tell my readers the unvarnished facts and trends as they are made clear to me.

That we continue to do what we like when we can appears from this list of questions and answers to and from a grocer:

1. Do you believe in a grocer having his wife work in the store?

Under some conditions, yes. My wife works part of the time.

2. Do you charge your business a salary for yourself and draw it?

No.

3. When a customer quits, do you make any effort to get her back?

No.

4. Do you know how much goods a clerk sells?

Approximately.

5. Is clerk's salary governed by his sales?

Yes.

Easy competition for anybody? I'll say. Paul Findlay.

Want your home town to go ahead? Then take hold and do a little pulling ahead yourself. Want your home town business to keep your home people well employed? Then give that business your full support by buying your supplies at home. Want your business to grow? Then better demonstrate to the public, through advertising, that its good service deserves such growth.

**ROWENA!**  
(SELF-RISING)  
**PANCAKE FLOUR**  
IS IN POPULAR DEMAND!  
**VALLEY CITY MILLING CO.**  
Portland, Grand Rapids, Kalamazoo, Holland, Traverse City



ANNOUNCING

## Heinz Strained Cereal

ROUNDING OUT THE LINE OF HEINZ  
STRAINED FOODS FOR BABIES

With the addition of Heinz Strained Cereal, Heinz now offers a *complete* line of Strained Foods. It is made of wheat hearts and other cereals, finely strained for infant diet.

Thus, with Heinz Strained Vegetables, in which is retained a *higher vitamin content than in most home-cooked vegetables*, you can now offer your customers a complete line of this fast-growing type of prepared foods.

Let your customers know you carry this *success* line of baby foods. Try the compact Heinz display on your counter for a week, and see how fast it works for you.

**HEINZ STRAINED FOODS**

A Group of the 57 Varieties

## MEAT DEALER

### Meat Code Now In Effect

A retail meat code for dealers having a volume of 50 per cent, or more meat is now in effect. President Roosevelt signed it December 21, and the ten day period for serving notice having elapsed, meat merchants are now expected to regulate their business according to its provisions, except those whose volume is more than 50 per cent merchandise of other lines, who are exempt.

Not many in the meat trade have seemed to know exactly what those provisions are. The National secretary of the Retail Meat Dealers Association, in whose name negotiations for a code were conducted with NRA, had not received a copy of it and none has reached this office nor have any been distributed to the trade so far as known.

It is understood that the code follows the general lines of a tentative draft which was discussed at a public hearing last summer. Following that hearing there was a noticeable lack of interest throughout the trade in the code question because it was felt that very little had been left in the code after numerous revisions that would correct the evils of the business or do meat dealers any particular good.

A news bulletin issued by NRA states that a separate schedule, amounting to a supplementary code, was approved for Kosher meat retailers.

The bulletin further states that labor provisions of the retail meat code follow closely those of the retail food and grocery code. Maximum working hours are set at 48 hours a week, at minimum wages of \$10 to \$15 a week, depending on population, with a \$1 differential in the South. Managers are exempt from the maximum hours provisions provided they receive certain minimum salaries, also graded by population and region. Overtime allowance is made for holiday periods. The schedule for the Kosher trade establishes minimum wages of \$25 in cities over 1,000,000 and \$20 elsewhere for employees engaged in cutting or preparing meats for sale or assisting in such work. Messenger boys and delivery boys in the South are not subject to the minimum wage provisions but must receive at least 20 per cent. more than the rate prevailing June 15, 1933.

The code contains provisions making it an unfair trade practice to misrepresent meat as that for which a definition of identity has been prescribed by the Department of Agriculture and which simulates such a product or fails to conform to such definition, and to sell meats which have been kept in storage below freezing longer than 30 days except as cold storage meat.

It also contains the standard destructive price cutting provisions and permission for the National Industrial Recovery Board to establish minimum prices during any emergency found to exist. These rules, however, were stayed by the President's order of approval until the same provisions can be incorporated in codes governing the retailing of meat not covered by this code.

The deputy administrator's letter transmitting the code to the President says: "Provisions governing the advertising and selling methods for the dealers who will be governed by this code should be incorporated in the code of fair competition for the retail food and grocery trade."

Other trade practice rules, which are not stayed, prohibit defamation of competitors, commercial bribery, inaccurate advertising, false invoicing, enticing employees, and selling except by net weight of 16-ounce pounds.

The order prescribes the constitution of the code authority to administer the code. It is to consist of 11 industry members, seven to be selected by the board of directors of the National Association of retail Meat Dealers, Inc., one by the Federation of Kosher Butchers of Greater New York, Inc., one by the National Association of Meat, Poultry and Game Purveyors, and two by the National Industrial Recovery Board to represent members of the trade not affiliated with those organizations. If any memberships remain unfilled after 30 days, the Board may appoint representatives.

The schedule for the Kosher trade is to be administered by an 11-member code authority, seven selected by the board of directors of the Federation of Kosher Butchers of Greater New York, Inc., and four by members of associations affiliated with the Federation.

Uniform store operating hours for either trade may be established in any locality under provisions similar to that in the grocery code, on petition submitted by at least 75 per cent. of the establishments in the locality, but the petitioners must include at least 75 per cent. of the shops with one employee or less.

A meeting of the Board of Directors of the National Retail Meat Dealers Association has been called by Chairman George Kramer, to be held in New York City, for the purpose of planning organization of a code authority. At the same time it is proposed to decide on how the fees for defraying the expense of code administration will be assessed and collected, whether on a basis of per capita or by percentage of volume.

### Labor and the Chains

Looking backward, it is apparent that the most significant trend of the year had to do with the labor question in the food business.

In keeping with the spirit of the dominant influence of the year, General Johnson's NRA, wages shot upward, thereby greatly complicating the methods of an industry which for years has operated on minute profits.

Chief among the sufferers were the chains. The other branches of the field found it practicable to absorb the added costs of labor, largely because of the mark-up features of the code which virtually abolished ruinous price competition.

The wholesaler, by necessity an adept in the economy of distribution, performed a tour de force under the food codes, solidifying

his position; the independent retailer and his kind, took on a new lease of life. The several vast systems of chain stores, on the other hand, entered a decline with the advent of increased labor charges under the code provisions.

The natural corollary is that the chains will not meekly surrender the present battle. As volume is the life's blood of chains it seems obvious that the attack will center on the price-maintenance stipulations.

Price-cutting looms as the chief weapon in the chains' impending struggle for existence.

### The Spread of Sales Taxes

With some forty state legislatures scheduled to meet next month, retailers and distributors are concerned over the spreading tendency to enact state sales taxes.

While the sales tax was largely unknown in this country before the depression, its use has spread rapidly. Now, almost thirty states are employing it. Proposals to levy a sales tax will be offered for consideration in legislatures of practically every state not already levying one.

Advocates of state and local sales taxes generally justify them on the ground that they help shift the tax burden from real estate. Retailers, however, feel that such levies restrict purchases of goods, since they fall heavily upon persons with limited incomes and are regressive in character.

In addition to state sales taxes, a National manufacturers' sales tax seems certain to be pushed again next year. In view of opposition from the administration, however, passage of such measures does not seem likely.

Go forth into the busy world and love it, mingle kindly with its joys and sorrows, try what you can do for men rather than what you can make them do for you, and you will know what it is to have men yours, better than if you were king or master.

It takes more than years to give us wisdom.

### Oysters and Fish

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

Tune in "Uneeda Bakers"

*"Let's Dance"*



3 HOURS OF  
DANCE MUSIC

EVERY SATURDAY NIGHT  
10:30 in East 9:30 elsewhere  
COAST TO COAST RED NETWORK

A "home party" idea that's sweeping the country to help you sell more "Uneeda Bakers" products and other refreshment items.

NATIONAL BISCUIT COMPANY



"Uneeda Bakers"

## GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN



## HARDWARE

Michigan Retail Hardware Association.  
President—Henry A. Schantz, Grand Rapids.

Secretary—Harold W. Bervig, Lansing.  
Treasurer—William Moore, Detroit.

Field Secretary—L. S. Swinehart, Lansing.

### Timely Suggestions for the Hardware Dealer

Two outstanding features of the hardware dealer's program in the early weeks of the New Year are the annual inventory and the mid-winter sale.

After Christmas there inevitably comes a reaction from the buying rush. Most people feel they have overspent; they become economical. It is, too, the period of good resolutions, including the resolution to save for old age; in addition to which the cold weather tends to keep people at home and away from the stores.

This slack time, early in the New Year, should be utilized to take stock. Whether the stock taking should precede or follow the special sale is, of course, an old and much-debated question.

On the one side the argument is, "By holding a special sale I reduce stock and the labor of stock-taking." On the other hand the claim is put forward, "How can I know what lines to offer as specials till I've taken stock and know what I have?" And while probably most dealers hold their stock-taking first, the question is one to be settled by the individual dealer on his own grounds of convenience or preference.

It is a safe rule to start your stock-taking as early as you can and to get it over as quickly as possible consistent with accuracy and thoroughness. It is a job involving a lot of hard work; yet it has to be done.

To be really beneficial, an inventory must be thorough and complete. The big idea is to get close to the business and examine its details with a critical eye. Every item in stock must be listed, with quantity and price. Then a comparison with last year's figures will enable you to draw lessons for the coming year.

Proper pricing is important. This work should be done by the dealer himself. Each article in stock must be judged by itself; and each item should be priced at actual present value, not at the invoice price of six months or six years ago. "Don't kid yourself," is a good motto for the hardware dealer when he takes stock. Remember, the purpose is, not to jolly yourself into the idea that things are better than you think they are, but to find out what conditions actually are. So, in pricing, if you err at all, err in the direction of underestimating your assets and overestimating your liabilities. Declining prices should be watched; and allowance made for actual or potential depreciation.

Another point to remember is: Don't over-value your store fixtures. I have known businesses which showed satisfactory balance sheets year after year. But, when the inevitable show down came, it was found that the favorable showing had been maintained by car-

rying fixture at a figure out of all proportion to their actual value.

In listing accounts and bills receivable, it pays to be equally conservative. "An account is not an asset till it is collected," one dealer bluntly declares. So, hopeless accounts should be written off. And, incidentally, hustle out and collect accounts that are doubtful—or make some definite arrangements for their gradual liquidation.

It is important to plan your stock taking in advance, and carry it on so as to interfere as little as need be with regular business. In some stores the work is done after hours. In others, stock-taking is restricted to the slack periods of the day. Some dealers detail certain members of the staff for the work, leaving others free to wait on customers.

In any event, determine what hours of the day you will work. Have books and pencils ready. Settle beforehand which of the staff will do the work in each department.

One dealer throughout the year gives each member of the staff certain lines with which he is supposed to keep in close touch. In other words, his store, though not a large one, is departmentized, and his men are in a sense specialists. In January he goes through the entire stocktaking himself; helped in each department by the man most familiar with it. The individual clerk may know more about these special lines than the dealer himself knows; but the dealer knows what questions he wants to ask and what information he ought to get.

Planned in advance, stock taking can be carried through briskly, with a minimum waste of time.

An important feature of mid-winter business is the clearing sale, whether before or after stock-taking. In this the price appeal is the big feature. The normal seasonal disinclination to buy can be overcome only by quoting prices that will overcome the customer's desire to economize. In other words, you must show your customer that he can save more by buying than by not buying.

Determine what lines you will feature, and make the prices on these attractive. Offer regular lines at prices shaded somewhat less. Price-ticket everything with regular and sale prices; or, if you prefer, merely with sale prices. Put on stocky window displays with plenty of price tags and featuring the loss-leaders. It is often a good stunt to have special bargains in limited quantities restricted to certain hours of the day. This tends to relieve overcrowding, distributes the trade throughout the day, and brings people back again and again—and the more often they come into the store, the more likely they are to buy other articles besides those featured.

Newspaper advertising should be used liberally. Some dealers find it worth while to put on demonstrations of such lines as washing machines, electrical devices, paints or interior paint specialties, in connection with these sales; arguing that the sale attracts people who see the demonstrations and the demonstrations attract people who buy articles on sale.

Anyway, make your sale a real one while it lasts; and meanwhile use your spare time to plan for the spring selling campaign.

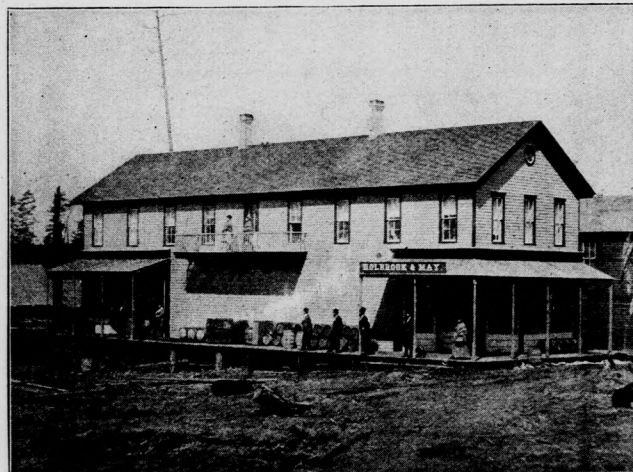
Considerable business can be done in interior paint specialties at this season, and such lines should be given some prominence from time to time.

Ice skates and hockey equipment are also lines that can be featured in communities where there are skating and hockey facilities.

Victor Lauriston.

### The Holbrook & May Store at Cadillac

Fred R. May, manager of the Grand Rapids Belting Co., recently loaned me a photograph of the store building occupied by Holbrook & May, at Cadillac, about 1875. It was located on a corner of the main street of Cadillac, where the city hall now stands. The store carried dry goods, shoes and foods, being the largest mercantile establishment then in existence at Cadillac. Both of the owners of the store are now dead. Some years later the business passed into the hands of Fred S. Kielsen, who continued business at



the same location for several years. He, too, has since passed on. Thinking perhaps Mr. Henry Knowlton could give some information on the subject, he was communicated with, with the following result:

Cadillac, Jan. 3—The Holbrook & May store building was here when I came to Cadillac in the fall of 1882, but I never knew any of the parties except Fred Kielsen, who succeeded them, I believe, the latter part of 1883.

In 1903 a history of Wexford county was published by one John Wheeler. He was in Sherman in the pioneer days of Wexford county, when the county seat was moved over to Manton, then later on to Cadillac, hence his history gives that detail, as well as many biographical sketches of the very early settlers, also much of the very early settlers in and around Sherman, as well as incidents of the trips over the state road from Grand Rapids through Newaygo, Sherman and on to Traverse City.

Sorry I cannot help you out.

Henry Knowlton.

There isn't a plant or a business on earth that couldn't stand a few improvements and be better for them. Someone is going to think of them. Why not beat the other fellow to it?

### Stores Buy Graduation Gifts

Giftwares merchandise suitable for use in special promotions for school graduations is in demand in the wholesale market this week. Pen and pencil sets, picture frames and a variety of small novelties are purchased for immediate shipment. The call for picture frames is exceptionally good and covered products retailing at \$1 to \$10. Frame manufacturers predict that the coming season will be one of the most active they have enjoyed in four years. They based the forecast on the fact that business, both before and after the Christmas holiday, was unusually good.

### China and Glassware Active

Demand for Spring merchandise last week brought a spurt of activity to the wholesale china and glassware markets. Retailers seeking goods for immediate promotional events offered premiums for immediate delivery. Because of low stocks, manufacturers were able to handle only a small portion of the premium offers made by buyers. In some cases, however, producers were able to collect as high as

10 per cent. above the market for wanted merchandise. Other producers obtained from 5 to 10 per cent. above prevailing levels upon goods which they could ship within three to four weeks.

### Inventories Cut Glass Orders

Inventory-taking brought a momentary halt in the usual flow of orders to the glass factories. This was true in flat glass establishments as well as in those producing tableware and stemware for decorative and home use. In plate glass the situation is somewhat more active, as the automotive trade is providing a volume of demand not current in other branches. Operating schedules in the glass bottle and container division of the industry have not changed from the level of the last four weeks.

After talking all day to anyone who will listen to them, many people complain there is no free speech any longer.

The car to watch is the car behind the car in front of you.



## DRY GOODS

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

### Industry Fearful of Thirty-Hour Scheme

The thirty-hour bill is the piece of legislation most feared by industry in the current session of Congress, which got under way last Friday, according to expressions of opinion from leading business men and code authority executives.

Following in importance to business men are labor legislation, which might strengthen the grip of unions, and monetary measures, either leading to inflation or providing for further huge expenditures by the government, according to views expressed. At the same time, the remark was made that industry fears most those bills of which nothing has been said but which may pop up suddenly and be passed without business having time to make an adequate defense against them.

While admitting that they are worried most by the thirty-hour act, business men felt that opposition has steadily crystallized against the measure since the last session of Congress and that it has less chance of being enacted now than it had then. They claimed that the bill has been subjected to serious scrutiny in the last six months and that even some labor leaders have privately expressed themselves as opposed to it, although labor organizations as a whole have endorsed it.

Business men asserted that the reduction of working hours to thirty is merely a share-the-work proposal, with individual weekly income being reduced sharply by the move. In the event that the forty-hour weekly wage is retained on a thirty-hour basis, the resulting increase in manufacturing costs would kite prices so high as to check seriously the flow of business, it was claimed.

At the same time, it was pointed out that with the attitude the NRA is now taking on price fixing and some fair-trade practices, business would not receive any compensation whatsoever for making these further concessions to labor. The so-called partnership between industry and the government is turning out to be nothing but a myth, they claimed, and under the circumstances further shackles on industry would be intolerable.

Industrial leaders also believed that the administration is strongly against the bill and that without the President's endorsement it could not possibly go through. They recognize, however, the strong sentiment that will probably develop in Congress for the bill, and the main fear is that the administration may be forced to compromise, to the detriment of industry.

Possible labor legislation, which might strengthen the unions, is also bothering business men. A definite labor program has not shaped up as yet but it was feared that an effort would be made to clarify and strengthen Section 7a of the Recovery Act. The re-

organization of the NRA is still indefinite, but business believes that the essential features will be retained, with both government and code authority administration simplified.

The wide range of possibilities contained in monetary measures is a definite source of uneasiness to business men, they asserted. Further devaluation of the dollar, silver legislation, bonus payment, increased expenditures on government work or relief and other measures, which might affect the dollar and credit, may all possibly be introduced, with the question of their enactment in doubt.

While some business men fear those bills which might crop up suddenly and about which they know nothing, others claim that the administration has so charted this session that only the most important legislation will receive consideration. The administration-backed proposals will be given the right of way, it was said, the only outside measure to receive consideration being the Bonus Bill.

### Demand Better Apparel

A substantial increase in the demand for better grade coats and suits augurs well for a satisfactory year in the women's apparel trades, Leo A. Del Monte of the Del Monte-Hickey Company, Inc., and president of the Industrial Council of Cloak, Suit and Skirt Manufacturers, said recently.

"Judging from the advance Spring buying, retailers are evidencing considerably more confidence in consumer response to medium and better grade apparel offerings than has been the case in the last five or six seasons.

"The coat and suit field is one of the consumer goods industries that have an opportunity of creating their own prosperity. By showing rather large and diversified lines, it is possible to stimulate purchasing of both the retailer and the consumer."

### Urges Stable Hosiery Prices

Greater stability in the hosiery price structure during this month and February was urged upon manufacturers last week by Earl Constantine, managing director of the National Association of Hosiery Manufacturers. Declaring that the industry for several years passed has "suffered severely" because it became weak or panicky during the low-demand periods, he declared that during such periods it surrendered all price improvement developed during the previous four months of good demand. Holding of present prices, he added, will carry the price structure into the Spring demand period beginning the latter part of February, which will lead to a "reasonable profit."

### Call for Rug Sales Merchandise

Buyers seeking rugs for sales purposes crowded the market last week. The demand for goods centered upon low end and medium price merchandise. Axminster and wilton weaves were in demand from carpet mills. Producers of low price hard surface floor coverings also enjoyed a sharp rise in demand for their products. Stores in the South and mid-West called for large quantities of both low and medium price linoleum and felt base products for delivery before Jan.

15. Late seasonal buying by consumers was expected to swell the early January volume of retail stores.

We weaken when we exaggerate.

Most people's idea of happiness is to be somewhere else than where they are, or to have something they haven't now.

## LONG DISTANCE RATES ARE SURPRISINGLY LOW

for **45<sup>c</sup>** 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
ANN ARBOR	40c
TRAVERSE CITY	40c
CHICAGO	45c
EVANSTON, ILL.	45c
LAPEER	45c
GARY, IND.	45c

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.**

## 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

320 Houseman Bldg.

Grand Rapids, Mich.

## HOTEL DEPARTMENT

### Know Your Market, Then Go After Business Hard

Sales Promotion, two words that were born to the hotel industry but a few years ago, it a brain child that has risen rapidly to the heights and has not stopped growing. To my way of thinking, there are three phases in the hotel industry: First, there was the time when we had a bar in each hotel. This naturally aided substantially in the revenue.

Then there is the second stage, which we are in at present, the "Food Expert Era." As all of you know, the best requisite in any hotel manager to-day is a thorough knowledge of the "back of the house," which consists mainly of the food departments. High food costs and overhead can make or break a hotel.

The consensus of opinion of the big hotel men of to-day is that the hotel man of to-morrow must be a sales executive; in other words, a sales promotion man. This third phase of the hotel industry, sales promotion, will bring an entirely new idea to the hotel industry—that is, "not to just sit back and wait for business to come to your door but to go out and get the business."

Not long ago I overheard two hotel managers discussing the depression and one said: "There just isn't any business." I could not resist the inclination to speak up and reply: "There is business but you must go out and get it." And believe me, ladies and gentlemen, there is business if you go after it.

Now the question arises, how can I fill my house, how can I get more food business? Going out after business does not necessarily mean that you must put in a sales promotion department. But it does mean that someone must be able, and above all, willing to go out. I think that any employee who would not do his share should be replaced, for at the present time jobs are scarce and everyone is doing just a little bit more than he or she ever did before to aid his hotel.

First of all, every employee should have his eyes and ears open as to what is going on around his city. He might read of a party in the newspaper or hear of a social affair in church. It is not where you hear or read of the function that matters, however—the important thing is to go after it. It's a cinch that the party is going to be held some place, and that place should be your hotel.

You room clerks who have a morning or afternoon off could do much toward bettering yourselves by making a few calls every day. It wouldn't do any harm and it is certain that the more contacts you make for your hotel, the more business it is going to receive. Besides this, you are building up your own acquaintance, which will be your greatest asset when you are a manager. If you would leave a credit card or courtesy card with each person on whom you call, you are not only making that person feel good by soliciting

his business, but some time those cards are going to be used.

I have often known people to take their out-of-town guests to dinner at certain hotels because they had a credit card there and could get a check cashed. The psychology of the thing is this: People like to say, "I know the manager or assistant manager at such and such hotel. I'll call him and he'll give you a good room."

This brings up another point; namely, don't be hard to know. By this, I mean have a smile and a "hello" for everyone.

Now you ask, "Whom shall I call on? Who are my prospects?" Why, your neighbors; the fellow running the store in the next block or the manager of a factory. At some time or other they will be called on to recommend a hotel, and the more they are reminded of your place the better chance you have to be chosen. You can broaden out this circle until you are covering every business house within a reasonable distance of your location. I believe you will agree with me when I say it would be ridiculous for me here at the Lake Shore to solicit business from the East Side firms. Start in your own vicinity and keep widening the circle. In making these calls, you must remember one call alone is not going to do the job. Keep after them. I am sure that your employer will be pleased and you can count on it that success will have its reward in promotion.

In the case of a transient house, the bulk of the business comes from the traveling public—conventions, salesmen, and visitors to our city. But a residential house has an entirely different situation to face, in that the manager is looking for people who are going to be with him for a week, a month or a year, and, if the guest likes him, for a period of years. It is found that transients are repeaters at apartment hotels after they have, by some chance, stopped there once. Conditions of quiet, and the absence of hustle and bustle, are stated as some of the reasons.

#### Measure Your Guests

Take stock of your guests! By this I mean, find out their business. You know what rent they are paying you and the natural conclusion to reach is that there, in that class, is your market.

If you will compare your hotel with the large department stores, one dealing especially in expensive merchandise and another dealing in medium priced merchandise, you will at once see what I mean by knowing your market.

So it is with the mention of hotels. Every apartment hotel in Cleveland has hundreds of shoppers every month who find their rates too high. A clerk at one of the department stores could not afford to live at a certain apartment hotel, but the manager of the same store could live there. The clerk, however, could afford to live at an apartment hotel of a different rate class.

Know your market. Then go after them. There is business, but you must go and get it. Fred A. Joyce.

The broad, general rule is that a man is about as big as the things that make him mad.

### Industrial Intermediate Credit System Favored

There is some likelihood that the question of creation of a new intermediate credit system to succeed the Reconstruction Finance Corporation to make direct loans to industry soon will be agitated in Congress.

President Roosevelt favors continuation of the Government service to be held as sort of a club over the heads of agencies normally furnishing this type of credit.

However, there has been criticism of the conservatism of the Reconstruction Finance Corporation with consequent demand that its policies be materially liberalized. Those who are proposing a new intermediate credit system for industry express the belief that freer lending policies would ensue.

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

#### H. LEONARD & SONS

38-44 Fulton St., W.  
GRAND RAPIDS - MICHIGAN

### Warm Friend Tavern Holland, Mich.

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

JAMES HOEKSEMA, Manager

### WESTERN HOTEL

BIG RAPIDS, MICH.

Modern Rates Reasonable

Rooms Now Well  
Heated

"BACK ON THE JOB"

Will F. Jenkins

Owner and Operator

### THE ROWE

GRAND RAPIDS

The Most Popular Hotel

in Western Michigan

300 ROOMS — SHOWERS  
SERVIDOR

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

### The MORTON

400 ROOMS EACH  
WITH BATH

\$1.50 up

Grand Rapids' Friendly Hotel  
Phil Jordan, Manager

### Store, Office and Restaurant Equipment

G.R. STORE FIXTURE CO.

7 Ionia Ave., N.W. Phone 8-6027

## An Entire City Block of Hospitality



### Have You Seen Our New

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

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GRAND RAPIDS

750 ROOMS \$2 UP

### CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO  
IONIA AND

### THE REED INN

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

### Park Place Hotel

Traverse City

Rates Reasonable—Service Superb  
Location Admirable  
GEO. ANDERSON, Mgr.  
ALBERT J. ROKOS, Asst. Mgr.

### New Hotel Elliott STURGIS, MICH.

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

### Occidental Hotel

FIRE PROOF  
CENTRALLY LOCATED

Rates \$2.00 and up  
EDWARD R. SWETT, Mgr.  
Muskegon Michigan



Part of the group attending the Michigan Bakeries party at Sunshine Hall.



### Michigan Bakeries Employees Honored

Sunshine Hall, in Michigan Bakeries administration building, corner Commerce avenue and Oakes street, was the scene of a gala affair Saturday evening, Jan. 5, when H. C. Stevens, manager of the local plant of Michigan Bakeries, Inc., served as host to employees and their families at a dancing and presentation party. More than 150 persons attended.

One of the major highlights of the evening was the talk given by Mr. Perry Owen, President and General Manager of Michigan Bakeries, and his award of valuable gifts to employees who have been with the organization for twenty-five or more years. These employees included Claude Van Volkenburg, who was presented with a beautiful upholstered chair; Peter Verlee, with a fine watch; James Hill, who has been with the organization for thirty-two years, with a signet ring; William Passmore, with a watch; Roger Brandenburg, with a watch. Henry Huber, although his length of service has not yet reached twenty-five years, nevertheless has rendered valuable service and suggestions, was also presented with a watch. Refreshments, dancing and a general good time were enjoyed by all.

It is understood that similar presentations will be made in the other Michigan Bakeries plants throughout Western Michigan.

This event was a demonstration of just one of the many outstanding activities that characterize the spirit of co-

operation and good fellowship existing between Michigan Bakeries and their employees, noted so widely as Michigan's pre-eminent makers and bakers of delicious rolls and breads. Group insurance is another example of the organization's forethought and consideration for employees' welfare and protection.

### Death of James S. Smart in California

Bay City, Jan. 7—You knew my father and I am sure you will want to record his death in your paper as many of your readers knew him well in the old days. If you want to run a story, here are the high spots:

James S. Smart died at Santa Ana, California, Sunday, Jan. 6, from a heart attack at the age of 75. At the time of his death, he was still active in the affairs of the Smart & Final Co., as chairman of the board.

His youth was spent in Bay City. While in his teens, he developed a butter and egg business here. This later was expanded to a general merchandise retail business in South Bay City. At the same time, J. W. Symons associated himself with my father and the firm was called Symons, Smart & Co. The next move was to Saginaw (about 1882) as wholesale grocers. Symons, Smart & Co. was the fountain head from which came Symons Brothers & Co. and the Smart & Fox Co. This latter company also developed the Saginaw Valley Drug Co., wholesale druggists, which was later sold to the Michigan Drug Co.

While in Saginaw, James Smart was prominently identified with both the civil and religious life there.

About 1905, the Smart & Fox Co. purchased the Phelps Brace Co. at Detroit, shortly after which the Smart & Fox Co. combined with Lee & Cady

there. At this time the assets of the two named companies were about equal. James S. Smart at this time moved to Detroit as general manager of the new concern which was named: Lee, Cady & Smart.

Somewhere around 1910, James Smart disposed of his interests in Lee, Cady & Smart and moved to California, as he was much attracted to that country. In 1913 he assumed the management of a small wholesale grocery in Santa Ana, California. It was losing money, but James Smart thought he saw possibilities in the situation using certain then new ideas. From this small start, the Smart & Final Co., as the concern is now called, has grown and prospered until to-day it is the largest wholesale grocery business on the Coast and one of the largest in the country. All this after he was past fifty years of age.

I probably am prejudiced, but the facts would pretty well bear out my feeling that James S. Smart was one of the greatest and most forward-looking wholesale grocers of his time and in his death the industry has lost a man of power and vision. In all his enterprises he practiced what he preached. That was the ownership of business should be made easily accessible to its employees.

Now Mr. Stowe, you can work this all into a story if you care to. You know best as to just how interesting the facts might be to the readers of the Tradesman. H. N. Smart.

People will sit up and take notice of you if you will sit up and take notice of what makes them sit up and take notice.

A little experience often upsets a lot of theory.

### Federal Trade Commission on Chain Stores

(Continued from page 5)

Unquestionably that is an advantage over the individual grocer and even the co-operative organization, but events of the past year show that a lot of chain stores are unprofitable, and that their owners have gotten tired of carrying them. Witness the Butler Company's closing of 83 stores in New York City one day.

Another thing: There aren't so many profitable chain stores as there were, and those that are profitable aren't as largely profitable. There is less margin to carry the unprofitable ones.

I don't know what this six-year investigation by the Federal Trade Commission cost, but I have no doubt it was plenty. Personally I should consider the money largely wasted. However the situation is not yet closed, for the Commission suggests that certain legislation is needed to regulate and control chain store distribution, and it will prepare that legislation itself. Something may come out of that.

The real inception of this investigation was the belief by the Senate that chain stores were violating the anti-trust laws and were becoming monopolies. The Commission finds this idea unfounded. Nobody at all informed ever believed these accusations were true—there is too much vicious competition among the chains themselves for that.

Elton J. Buckley,  
Editor Grocery World.

## DRUGS

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

### Michigan State Pharmaceutical Association.

President—J. E. Mahar, Pontiac.  
 Ex-President—Duncan Weaver, Fennville.  
 First Vice-President—Ben Peck, Kalamazoo.  
 Second Vice-President—Joseph Malta, 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.

### The Open Prescription Counter

Within the past year, a number of drug journals have been featuring a series of articles on the "Open" prescription counter. These articles have been encouraging pharmacists to remodel their old, enclosed prescription rooms, and throw the "works" open to the public.

According to the editors of these publications, all a druggist needs to do is to install an "open" prescription room, and his troubles will be over. Prescriptions will come in faster than the boss and a staff will be able to dish them out. Perfectly healthy people will feign illness, in order to enjoy the thrill of watching the pharmacist compound their prescriptions. Poverty amongst pill rollers will disappear as if touched by some magic spell, and Pharmacy will be "saved." But remember, these miracles will only occur if and when the open prescription room will become a reality.

It was only a year or two ago that these same ambitious editors were just as enthusiastic about the late lamented 5 and 10 cent tables in drug stores. The 5 and 10 cent tables were also played up as the "saviors" of Pharmacy. Predictions were freely offered that if every retail druggist were to install a 5 and 10 cent table the Woolworth heirs would be peddling apples and shoelaces within a year. And hundreds of druggists fell for the bunk and installed these tables. Now after two years we find that the druggists still have the tables and Woolworth still has the business.

And now the talk is all on the open prescription counter, and druggists again are swallowing the bait, the hook, the line and the sinker. The only difference is that while the 5 and 10 cent table meant only an outlay of \$10 or \$20, the open prescription room will set the poor druggist back a few hundred hard earned dollars. And it is my candid opinion that the open prescription counter in many pharmacies will prove even a greater disappointment than did the 10 cent table.

As chairman of the Committee on Pharmaceutical Economics of the N. Y. State Pharm. Association, I've had many an occasion to interview pharmacists in the Metropolitan district

who have installed the open Rx. counter. I wish that space in this little journal would permit me to give the reader a full and detailed report of the pros and cons on this important issue. Unfortunately limited space will only permit a surface covering.

One druggist who had his counter cut to the "waist line" told me that he had nothing but "Gehakte Tzores" since he made the "cut." Every time he has to scrape off a label from an "original patent" and put his own direction label on, the customer always looks daggers at him. Invariably the man or woman wants to know why the druggist should "bother" about removing a fine, fancy label and affix a cheaper one to the package. Why the doctor ordered "just an ordinary patent, and not a regular prescription." Whether the price is the same with and without the druggist's label. Whether the druggist did not make an error and took the wrong bottle from the shelf, etc., etc.

Another druggist relates that he had a repetition calling for 24 five grain Cascara Tablets, and the patient stood watching the "compounding." It so happened that the original prescription was filled prior to the time he had changed to the "open" Rx. counter. And it had been refilled many times at 75c. After this druggist had counted out 24 tablets into a box, the patient asked to see the bottle. When he discovered that the tablets were nothing more than cascara, he nearly wrecked the place. His doctor had told him that he was prescribing a new imported laxative for him, now he knows how much truth and faith he can put in both professions.

A third druggist told me that a woman who had watched him compound her prescription told him she had never dreamt that prescription compounding was such a messy and filthy job. Now that she had seen it with her own eyes, she was not a bit surprised that so many people detest taking medicine.

Every pharmacist knows that in the daily routine of the work behind the Rx. counter many little slips occur which are quite innocent and unimportant to the experienced eye but are very embarrassing before a stranger watching. A pill or tablet falls to the floor. A light, fluffy powder flies all over the scale pans and counter. A spatula suddenly snaps. A bottle cracks, or starts leaking through an air hole. A little excess ointment is left on the slab and the patient wants to know why. A filter breaks, and as luck would have it a second and a third one decides to do the very same thing while some nervous patient is waiting. An emulsion does not "take" the first time and has to be made over again. An error is discovered on recheck, and the Rx. must be made over again. Oh, there are thousands of such little incidents which may be cited to prove that the public is far better off sitting in the orchestra than in back of the scenes.

Yes, there are many fine and convincing arguments that may be advanced for the open Rx. room. But

there is not one store in a hundred that can carry out the idea successfully. It requires very diligent thought and study, and ample space is a very important factor. Perhaps in building a new store, a pharmacist may be able to plan intelligently. But when it comes to remodeling—consider carefully before you leap. You may deeply regret the step. Please remember that open prescription counters look wonderfully well and professional in trade news pictures, but that they do not always click in actual practice. Also please remember that fixture salesmen must make a living, and the remodeling of an old prescription counter into a new one means a neat bit of change as commission.

Meyer A. Feinberg.

### Electrical Sales Goods Sought

Electrical appliances in the lower price ranges are selling freely in the wholesale market. Buyers from the Midwest, New England and Southern States made hurried trips to the market to complete stocks for promotional

events opening around the middle of this month. Calls center upon socket appliances for kitchen use with irons, cake mixers and percolators outstanding. The mixers are wanted to retail below \$20. Producers say that the call for sales goods has reached an exceptional volume for the opening days of the year. Ordinarily buying is limited, they say, until late in January.

Jobs have a habit of seeming easier when done now, rather than to-morrow.

Quite a few children wouldn't be so bad if it weren't for the parents they have to live with. Other children wouldn't be so bad if their parents would stay home long enough to live with them.

**Drug Store** Stock and Fixtures cost over \$15,000, includes Up-to-Date Soda Fountain cost over \$3,000, and Practically New Walnut Sectional Wall Cases and All Plate-Glass Show Cases. One of the finest equipped Drug Stores offered at a Give-Away price. Fixtures may be bought and moved separately. Cash or terms. — Inquire 7863 Gratiot Ave., Cor. Van Dyke, or M. GOLDSMITH, 935 Gratiot Ave., Cad. 5738, Detroit

*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.



## WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER			No. 1, lb.			NAPHTHALINE		
Acetic, No. 8, lb.	06 @	20	Arnica, lb.	50 @	55	Bals, lb.	08 1/2 @	15	Iodine, lb.	1 88 @	2 20
Boric, Powd., or Xtal., lb.	07 1/2 @	23	Chamomile			Flake, lb.	08 1/2 @	15	Powd., lb.	30 @	50
Carbolic, Xtal., lb.	36 @	43	German, lb.	60 @	70				Pernanganate, lb.	30 @	2 30
Citric, lb.	33 @	45	Roman, lb.		1 40				Prussiate		
Muriatic, Com'l., lb.	03 1/2 @	10	Saffron						Red, lb.	80 @	90
Nitric, lb.	10 @	15	American, lb.	55 @	60				Yellow, lb.	50 @	60
Oxalic, lb.	15 @	25	Spanish, ozs.	@	1 35						
Sulphuric, lb.	03 1/2 @	10									
Tartaric, lb.	33 @	40									
ALCOHOL			FORMALDEHYDE, BULK			NUTMEG			QUASSIA CHIPS		
Denatured, No. 5, gal.	38 @	50	Pound	09 @	20	Pound			Pound	25 @	30
Wood, gal.	50 @	60				Powdered, lb.		40	Powd., lb.	35 @	40
ALUM-POTASH, USP			FULLER'S EARTH			NUX VOMICA			QUININE		
Lump, lb.	05 @	15	Powder, lb.	05 @	10	Pound		25	5 oz. cans, ozs.		77
Powd. or Gra., lb.	05 1/2 @	16				Powdered, lb.	15 @	25			
AMMONIA			GELATIN			OIL ESSENTIAL			ROSIN		
Concentrated, lb.	06 @	18	Pound	55 @	65	Almond		50	Pound	04 @	15
1-F, lb.	05 1/2 @	13				Bit., true, ozs.		30			
3-F, lb.	05 1/2 @	13				Bit., art., ozs.	1 40 @	2 00			
Carbonate, lb.	20 @	25				Sweet, true, lbs.	75 @	1 20			
Muriate, Lp., lb.	18 @	30				Sweet, art., lbs.	71 @	1 40			
Muriate, Gra., lb.	07 1/2 @	18				Amber, crude, lb.	1 30 @	2 00			
Muriate, Po., lb.	22 @	35				Amber, rect., lb.	1 10 @	1 60			
ARSENIC						Anise, lb.	4 00 @	4 25			
Pound	07 @	20				Bay, lb.	3 20 @	3 60			
BALSAMS						Bergamot, lb.	1 50 @	2 00			
Copaiba, lb.	60 @	1 20				Cajeput, lb.	3 50 @	4 00			
Fir, Cana., lb.	2 00 @	2 40				Caraway S'd, lb.	2 10 @	2 60			
Fir, Oreg., lb.	50 @	1 00				Cassia, USP, lb.	1 70 @	2 20			
Peru, lb.	4 00 @	4 60				Cedar Leaf, lb.	1 00 @	1 25			
Tolu, lb.	1 50 @	1 80				Cedar Leaf, Coml., lb.	1 00 @	1 25			
BARKS						Citronella, lb.	1 85 @	2 25			
Cassia						Croton, lbs.	4 00 @	4 60			
Ordinary, lb.	@	30				Cubeb, lb.	4 25 @	4 80			
Ordinary, Po., lb.	20 @	40				Erigeron, lb.	2 70 @	3 35			
Saigon, lb.	50 @	60				Eucalytus, lb.	35 @	1 20			
Saigon, Po., lb.	40 @	50				Fennel	2 25 @	2 60			
Elm, lb.	33 @	45				Hemlock, Pu., lb.	1 70 @	2 20			
Elm, Powd., lb.	33 @	45				Hemlock Coml., lb.	1 00 @	1 25			
Elm, G'd, lb.	33 @	45				Juniper Ber., lb.	3 00 @	3 20			
Sassafras (P'd lb. 50)	33 @	45				Juniper W'd, lb.	1 50 @	1 75			
Scaepree, cut, lb.	20 @	30				Lav. Flow., lb.	4 50 @	5 00			
Scaepree, Po., lb.	35 @	40				Lav. Gard., lb.	1 25 @	1 50			
BERRIES						Lemon, lb.	2 15 @	2 60			
Cubeb, lb.	@	65				Mustard, true, ozs.	@	30			
Cubeb, Po., lb.	@	75				Mustard, art., ozs.	@	30			
Juniper, lb.	10 @	20				Orange, Sw, lb.	3 00 @	3 25			
BLUE VITRIOL						Origanum, art., lb.	1 00 @	1 20			
Pound	06 @	15				Pennyroyal, lb.	2 75 @	3 20			
BORAX						Peppermint, lb.	5 50 @	6 00			
P'd or Xtal, lb.	06 @	13				Rose, dr.	@	2 50			
BRIMSTONE						Rose, Geran., ozs.	@	1 00			
Pound	04 @	10				Rosemary Flowers, lb.	1 00 @	1 50			
CAMPHOR						Sandalwood					
Pound	72 @	85				E. I. lb.	3 00 @	3 60			
CANTHARIDES						W. I. lb.	4 50 @	4 75			
Russian, Powd.	@	4 50				Sassafras					
Chinese, Powd.	@	2 00				True, lb.	1 90 @	2 40			
CHALK						Syn., lb.	1 00 @	1 40			
Crayons						Spearment, lb.	2 50 @	3 00			
White, dozen	@	3 60				Tansy, lb.	3 50 @	4 00			
Dustless, dozen	@	6 00				Thyme, Red, lb.	1 75 @	2 40			
French Powder, Coml., lb.	03 1/2 @	10				Thyme, Whi., lb.	2 00 @	2 60			
Precipitated, lb.	12 @	15				Wintergreen					
Prepared, lb.	14 @	16				Leaf, true, lb.	5 60 @	6 00			
White, lump, lb.	03 @	10				Birch, lb.	4 00 @	4 60			
CAPSICUM						Syn.	75 @	1 20			
Pods, lb.	60 @	70				Wormseed, lb.	3 50 @	4 00			
Powder, lb.	62 @	75				Wormwood, lb.	5 50 @	6 00			
CLOVES						OILS HEAVY					
Whole, lb.	30 @	40				Castor, gal.	1 45 @	1 60			
Powdered, lb.	35 @	45				Cocanut, lb.	22 1/2 @	25			
COCAINE						Cod Liver, Norwegian, gal.	1 20 @	1 50			
Ounce	13 75 @	15 40				Cot. Seed, gal.	85 @	1 00			
COPPERAS						Lard, ex., gal.	1 55 @	1 65			
Xtal, lb.	03 1/2 @	10				Lard, No. 1, gal.	1 25 @	1 40			
Powdered, lb.	04 @	15				Linseed, raw, gal.	72 @	87			
CREAM TARTAR						Linseed, boil, gal.	75 @	90			
Pound	25 @	38				Neatsfoot, extra, gal.	80 @	1 00			
CUTTLEBONE						Olive					
Pound	40 @	50				Malaga, gal.	2 00 @	2 50			
DEXTRINE						Pure, gal.	3 00 @	3 50			
Yellow Corn, lb.	06 1/2 @	15				Sperm, gal.	1 25 @	1 50			
White Corn, lb.	07 @	16				Tanner, gal.	75 @	90			
EXTRACT						Tar, gal.	50 @	65			
Witch Hazel, Yellow Lab., gal.	95 @	1 65				Whale, gal.	@	2 00			
Licorice, P'd, lb.	50 @	60				OPIUM					
MERCURY						Gum, ozs., \$1.40, oz.	1 25				
Pound	1 50 @	1 75				Powder, ozs., \$1.40, oz.	1 30				
						rGan., ozs., \$1.40, oz.	1 30				
MENTHOL						PARAFFINE					
Pound	5 25 @	5 60				Pound	06 1/2 @	15			
MUSTARD						PEPPER					
Bulk, Powd.						Black, grd., lb.	25 @	35			
No. 1, lb.	17 @	25				Red, grd., lb.	45 @	55			
No. 2, lbs.	1 35 @	1 50				White, grd., lb.	40 @	55			
Pow., lb.	1 25 @	1 50				PITCH BURGUNDY					
NAPHTHALINE						Pound	20 @	25			
Bals, lb.	08 1/2 @	15				PETROLATUM					
Flake, lb.	08 1/2 @	15				Amber, Plain, lb.	12 @	17			
NUTMEG						Amber, Carb., lb.	14 @	19			
Pound	@	40				Cream Whi., lb.	17 @	22			
Powdered, lb.	@	50				Lily White, lb.	20 @	25			
NUX VOMICA						Snow White, lb.	22 @	27			
Pound	@	25				PLASTER PARIS DENTAL					
Powdered, lb.	15 @	25				Barrels	@	5 75			
OIL ESSENTIAL						Less, lb.	03 1/2 @	06			
Almond						POTASSA					
Bit., true, ozs.	@	50				Caustic, st'ks, lb.	55 @	88			
Bit., art., ozs.	@	30				Liquor, lb.	@	40			
Sweet, true, lbs.	1 40 @	2 00				SULPHUR					
Sweet, art., lbs.	75 @	1 20				Light, lb.	04 1/2 @	10			
Amber, crude, lb.	71 @	1 40				SYRUP					
Amber, rect., lb.	1 30 @	2 00				Rock Candy, Gals.	70 @	85			
Anise, lb.	1 10 @	1 60				TAR					
Bay, lb.	4 00 @	4 25				1/2 Pints, dozen.	@	1 00			
Bergamot, lb.	3 20 @	3 60				Pints, dozen	@	1 50			
Cajeput, lb.	1 50 @	2 00				Quarts, dozen	@	1 75			
Caraway S'd, lb.	3 50 @	4 00				TURPENTINE					
Cassia, USP, lb.	2 10 @	2 60				Gallons	61 @	76			
Cedar Leaf, lb.	1 70 @	2 20									
Cedar Leaf, Coml., lb.	1 00 @	1 25									
Citronella, lb.	1 00 @	1 40									
Croton, lbs.	4 00 @	4 60									
Cubeb, lb.	4 25 @	4 80									
Erigeron, lb.	2 70 @	3 35									
Eucalytus, lb.	35 @	1 20									
Fennel	2 25 @	2 60									
Hemlock, Pu., lb.	1 70 @	2 20									
Hemlock Coml., lb.	1 00 @	1 25									
Juniper Ber., lb.	3 00 @	3 20									
Juniper W'd, lb.	1 50 @	1 75									
Lav. Flow., lb.	4 50 @	5 00									
Lav. Gard., lb.	1 25 @	1 50									
Lemon, lb.	2 15 @	2 60									
Mustard, true, ozs.	@	30									
Mustard, art., ozs.	@	30									
Orange, Sw, lb.	3 00 @	3 25									
Origanum, art., lb.	1 00 @	1 20									
Pennyroyal, lb.	2 75 @	3 20									
Peppermint, lb.	5 50 @	6 00									
Rose, dr.	@	2 50									
Rose, Geran., ozs.	@	1 00									
Rosemary Flowers, lb.	1 00 @	1 50									
Sandalwood											
E. I. lb.	3 00 @	3 60									
W. I. lb.	4 50 @	4 75									
Sassafras											
True, lb.	1 90 @	2 40									
Syn., lb.	1 00 @	1 40									
Spearment, lb.	2 50 @	3 00									
Tansy, lb.	3 50 @	4 00									
Thyme, Red, lb.	1 75 @	2 40									
Thyme, Whi., lb.											

## 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		HEADCHEESE-1c	
Top Veal-2c	Pork Shoulders-1c	Cert. Hams-1c	
Good Veal-1 1/2c	Pork Trimmings-2c	Cert. Skinned Hams-1c	
Medium Veal-1 1/2c	D S Bellies-1c	Pep-13c	
Spring Lamb-1c	Pure Lard in tins-1 1/2c	Brn Flakes-47c	
Good Lamb-1c	Compound in tins-1 1/2c	Canned Blackberries-25c	
Medium Lamb-1c	Compound in tubs-1 1/2c	Canned Asparagus-10c	
For Lamb-1c	Liver Sausage-2c	Baked Beans-10c	
Pork Loins-1c	Frankforts-2c	Evaporated Milk-5@10c	
Pork Butts-2c	Pork Sausage-4c	Boneless Herring-2c	

AMMONIA		BREAKFAST FOODS	
Little Bo Peep, med. 1 35		Kellogg's Brands	
Little Bo Peep, lge. 2 25		Corn Flakes, No. 136-2 65	
Quaker, 32 oz. 2 10		Corn Flakes, No. 124-2 65	

APPLE BUTTER	
Quaker, 12-28 oz.,	
Doz. 1 55	

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., 1/2 doz. in case-5 75	

BLEACHER CLEANSER	
Lizzie, 16 oz., 12s. 2 15	
Lince Wash, 32 oz. 12s 2 00	

BLUING	
Am. Ball, 36-1 oz., cart. 1 00	
Boy Blue, 18s. per ca. 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	

Blackberries	
Premio, No. 10-6 25	
Quaker, No. 2-1 70	

Blue Berries	
Eagle, No. 10-8 50	

Cherries	
Hart, No. 10-5 70	
Hart, No. 2 in syrup-2 95	
Hart Special, 2-1 25	

Cherries-Royal Ann	
Supreme, No. 2 1/2-3 20	
Supreme, No. 2-2 25	
Gibraltar, No. 10-9 25	
Gibraltar, No. 2 1/2-2 75	

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

Fruit Salad	
Supreme, No. 10-12 00	
Quaker, No. 10-11 50	
Supreme, No. 2 1/2-3 45	
Supreme, No. 2-2 60	
Supreme, No. 1-90	
Quaker, No. 2 1/2-3 15	

Gooseberries	
Michigan, No. 10-5 35	

Grape Fruit	
Zeneda No. 2-1 35	

Grape Fruit Juice	
Florida Gold, No. 1-8 7 1/2	
Quaker, No. 2-1 35	
Florida Gold, No. 5-4 35	

Loganberries	
Premio, No. 10-6 75	

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. 2 1/2-2 00	
Supreme, sliced No. 2 1/2-2 15	
Supreme, halves, No. 2 1/2-2 25	
Quaker, sliced or halves, No. 2 1/2-2 10	
Quaker, sliced or halves, No. 2-1 70	

Pineapple, Sliced	
Honey Dew, sliced, No. 10-9 00	
Honey Dew, tid bits, No. 10-9 00	
Honey Dew, No. 2 1/2-2 45	
Honey Dew, No. 2-2 00	
Honey Dew, No. 1-1 10	
Ukelele Broken, No. 10-7 90	
Ukelele Broken, 2 1/2-2 25	
Ukelele Broken, No. 2-1 85	
Quaker, Tid Bits, No. 10-8 25	
Quaker, No. 10-8 25	
Quaker, No. 2 1/2-2 35	
Quaker, No. 2-1 90	
Quaker, No. 1-1 05	

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

Prepared Prunes	
Supreme, No. 2 1/2-2 45	
Supreme, No. 10, Italian-6 50	

Raspberries, Black	
Imperial, No. 10-7 00	
Premio, No. 10-8 50	
Hart, 8-ounce-80	

Raspberries, Red	
Premio, No. 10-8 75	
Daggett, No. 2-2 20	

Strawberries	
Jordan, No. 2-2 50	

CANNED FISH	
Clam Ch'der, 10 1/2 oz.-1 35	
Clam Chowder, No. 2-2 75	
Clams, Steamed, No. 1-2 15	
Clams, Minced, No. 1/2-2 40	
Finnan Haddie, 10 oz.-3 30	
Clam Bouillon, 7 oz.-2 50	
Chicken Haddie, No. 1-2 75	
Fish Flakes, small-1 25	
Cod Fish Cake, 10 oz.-1 50	
Cove Oysters, 5 oz.-1 35	
Lobster, No. 1-2 25	
Shrimp, 1, well-1 45	
Sard's, 1/4 Oil, k'less-3 75	
Sardines, 1/4 Oil, k'less 3 35	
Salmon, Red Alaska-2 20	
Salmon, Med. Alaska-1 75	
Salmon, Pink, Alaska-1 33	
Sardines, Im. 1/4, ea. 6@13 1/2	
Sardines, Cal.-1 00	
Tuna, 1/2 Van Camps, doz.-1 15	
Tuna, 1/2s, Van Camps, doz.-1 15	
Tuna, 1s, Van Camps, doz.-2 45	
Tuna, 1/2s, Chicken Sea, doz.-1 70	
Tuna, 1/2 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, No. 1, Roast-1 95	
Beef, 2 1/2 oz. Qua. Sil-1 30	
Corn Beef Hash, doz.-85	
Be-vestak & Onions, s-2 70	
Chili Con Car., 1s-1 05	
Deviled Ham, 1/2s-1 35	
Deviled Ham, 1/2s-2 20	
Potted Meat, 1/2 Libby-43	
Potted Meat, 1/2 Libby-75	
Potted Meat, 1/2 Qua.-65	
Potted Ham, Gen. 1/2-1 35	
Vienna Saus. No. 1/2-90	

Baked Beans	
Campbells 48s-2 35	

CANNED VEGETABLES	
Hart Brand	
Asparagus	
Quaker, No. 2-2 20	
Hunt Picnic-1 80	
Hunt No. 1, Med. Green-3 00	
Hunt No. 1 Med. White-3 15	
Hunt No. 1 Small Green-2 80	
Baked Beans	
1 lb. Sacc, 36s, cs.-1 80	
No. 2 1/2 Size, doz.-1 10	
No. 10 Sauce-3 90	

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 Special, No. 2-95	
Quaker Cut, No. 2 1/2-1 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 15	
Fancy Crosby, No. 10-6 40	
Whole Grain, 6 Ban-tam, No. 2-1 55	

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

Pumpkin	
No. 10-4 75	
No. 2 1/2-1 20	
No. 2-92 1/2	

Sauerkraut	
No. 10-5 25	
No. 2 1/2 Quaker-1 10	
No. 2 Quaker-95	

Soinach	
Supreme No. 2 1/2-1 75	
Supreme No. 2-1 37 1/2	
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. 2 1/2-1 35	
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	

CHILI SAUCE	
Sniders, 8 oz. 1 65	
Sniders, 14 oz. 2 25	

OYSTER COCKTAIL	
Sniders, 11 oz. 2 00	

CHEESE	
Roquefort-68	
Wisconsin Daisy-16 1/2	
Wisconsin Twin-16	
New York June, 1933-22	
Sap Sago-52	
Brick-19	
Michigan Elats-15	
Michigan Daisies-15	
Imported Longhorn-17	
Imported Leyden-19	
1 lb. Limberger-55	
Imported Swiss-55	
Kraft, Pimento Loaf-24	
Kraft, American Loaf-22	
Kraft, Brick Loaf-22	
Kraft, Swiss Loaf-21	
Kraft, Old End, Loaf-84	
Kraft, Pimento, 1/2 lb.-70	
Kraft, American, 1/2 lb.-70	
Kraft, Brick, 1/2 lb.-70	
Kraft, Limburger, 1/2 lb.-70	

COUGH DROPS	
Smith Bros.-1 45	
Luden's-1 45	
Vick's, 40/10c-2 40	

COUPON BOOKS	
50 Economic grade-2 50	
100 Economic grade-4 50	
500 Economic grade-20 00	
1000 Economic grade-37 50	

CRACKERS	
Hekman Biscuit Company	
Saltine Soda Crackers, bulk-11 1/2	
Saltine Soda Crackers, 1 lb. pkgs.-1 40	
Saltine Soda Crackers, 2 lb. pkgs.-2 63	
Saltine Soda Crackers, 8 1/2 oz. pkgs.-93	
Butter Crackers, bulk-13	
Butter Crackers, 1 lb. 1 60	
Butter Crackers, 2 lb. 3 12	
Graham Crackers, bulk-13	
Graham C's, 1 lb.-1 49	
Graham C's, 2 lb.-2 77	
Graham C's, 1/2 oz.-93	
Junior Oyster C's, blk.-13	
Oyster C's, shell, 1 lb. 1 71	
Club Crackers-1 76	

CREAM OF TARTAR	
6 lb. boxes-35	

DRIED FRUITS	
Apricots-22 1/2	
Standard-21	
Citron-25	

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

CHOCOLATE	
Baker, Prem., 6 lb. 1/2 2 45	
Baker, Pre., 6 lb. 3 oz. 2 60	
German Sweet, 6 lb. 1/4s 1 86	
Little Dot Sweet 6 lb. 1/2s-2 60	

CIGARS	
Hemt, Champions-33 50	
Webster Plaza-75 00	
Webster Golden Wed. 75 00	
Websterettes-37 50	
Cincos-38 50	
Garcia Grand Babies-40 00	
Bradstreets-38 50	
Odins-40 00	
R. G. Dun Boquet-75 00	
The Perfect Garcia Subl.-95 00	
Kenway-20 00	
Budwiser-20 00	
Isabella-20 00	

Cocoanut	
Banner, 25 lb. tins. 20 1/2	
Snowdrift, 20 lb. tins. 20 1/2	

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CURRENTS		JUNKET GOODS		FRESH MEATS		HERRING		SOAP		TEA	
Packages, 11 oz.----- 13		Junket Powder----- 1 20		Beef		Holland Herring		Am. Family, 100 box 5 20		Japan----- 19	
<b>Dates</b>		<b>MARGARINE</b>		Top Steers & Half----- 14		Mixed, kegs----- 85		F. B., 60c----- 2 35		Medium----- 22@30	
Quaker, 12s, pitted----- 1 40		Wilson & Co.'s Brands		Good Steers & Half----- 12 1/2		Milkers, kegs----- 95		Fels Napha, 100 box----- 4 65		Fancy----- 30@36	
Quaker, 12s, regular----- 1 10		Oleo		Med. Steers & Half----- 10 1/2		Boneless Herring, 10 lb. 15		Ivory, 100 box----- 4 95		No. 1 Nibbs----- 32	
Quaker, 12s, 1 1/2 lb.----- 2 30		Nuts		Com. Steers & Half----- 09		Cut Lunch, 8 lb. pails 1 25		Lava, 50 box----- 2 55		<b>Gunpowder</b>	
Quaker, 12s, 1 lb.----- 1 45		Certified Animal Fat		<b>Veal</b>		<b>Mackerel</b>		Camay, 72 box----- 3 05		Choice----- 34	
<b>Figs</b>		Oleo----- 13		Top----- 13		Tubs, 60 Count, fy. fat 6 00		P & G Nap Soap, 100@3 10		<b>Ceylon</b>	
Calif., 24-3 oz. case----- 1 80		<b>MATCHES</b>		Good----- 12		Pails, 10 lb. Fancy fat 1 50		Sweetheart, 100 box----- 5 70		Pekoe, medium----- 63	
<b>Peaches</b>		Diamond, No. 5, 144----- 6 25		Medium----- 11		<b>White Fish</b>		Grandpa Tar, 50 sm.----- 2 10		<b>English Breakfast</b>	
Evap. Choice----- 14 1/2		Searchlight, 144 box----- 6 25		<b>Lamb</b>		Med. Fish, 100 lb.----- 13 00		Williams Barber Bar, 9s----- 50		Congou, medium----- 28	
Eva. Fancy----- 16 1/2		Swan, 144----- 5 65		Spring Lamb----- 18		Milkers, bbls.----- 18 50		Lux Toilet, 50----- 3 95		Congou, choice----- 35@36	
<b>Peel</b>		Diamond, No. 0----- 5 00		Good----- 16		K K K K Norway----- 19 50		<b>SPICES</b>		Congou, fancy----- 42@43	
Lemon, Torelli----- 90		<b>Safety Matches</b>		Medium----- 12		8 lb. pails----- 1 40		Whole Spices		<b>Oolong</b>	
Orange, Torelli----- 90		Red Top, 5 gross case 4 80		Poor----- 09		Cut Lunch----- 1 50		Allspice Jamaica----- @24		Medium----- 39	
Citron, Torelli----- 90		Congress, 5 gro. cs.----- 5 25		<b>Mutton</b>		Boned, 10 lb. boxes----- 16		Cassia, Canton----- @24		Choice----- 45	
4 oz., dozen----- 90		Standard, 5 gro. cs.----- 4 00		Good----- 08		<b>SHOE BLACKENING</b>		Cassia, 5c pkg. doz.----- @40		Fancy----- 50	
4 oz., dozen----- 90		<b>MUELLER'S PRODUCTS</b>		Medium----- 07		2 in 1, Paste, doz.----- 1 30		Ginger, Africa----- @19		<b>TWINE</b>	
<b>Raisins</b>		Macaroni, 9 oz.----- 2 10		Poor----- 09		E. Z. Combination, dz.----- 1 30		Mixed, No. 1----- @30		Cotton, 3 ply cone----- 40	
Seeded, bulk----- 7 1/2		Spaghetti, 9 oz.----- 2 10		<b>Pork</b>		Dri-Foot, doz.----- 2 00		Mixed, 10c pkgs. doz.----- @65		Cotton, 3 ply balls----- 40	
Thompson's S'dless blk. 7 1/2		Elbow Macaroni, 9 oz.----- 2 10		Loins----- 19		Bixbys, doz.----- 1 30		Nutmegs, 70@90----- @50		<b>VINEGAR</b>	
Quaker s'dless blk.----- 8		Egg Noodles, 6 oz.----- 2 10		Butts----- 18		Shinola, doz.----- 90		Nutmegs, 105-110----- @45		F. O. B. Grand Rapids	
15 oz.----- 8		Egg Vermicelli, 6 oz.----- 2 10		Shoulders----- 14 1/2		<b>STOVE POLISH</b>		Pepper, Black----- @23		Cider, 40 grain----- 18 1/2	
Quaker Seeded, 15 oz.----- 8		Egg Alphabets, 6 oz.----- 2 10		Spareribs----- 12		Blackene, per doz.----- 1 30		Pure Ground in Bulk		White Wine, 40 grain 18 1/2	
<b>California Prunes</b>		Cooked Spaghetti, 24c, 17 oz.----- 2 20		Neck Bones----- 05		Black Silk Liquid, doz.----- 1 30		Allspice, Zanzibar----- @13		White Wine, 80 grain 24 1/2	
90@100, 25 lb. boxes----- @6 1/2		<b>NUTS</b>		Trimnings----- 15		Black Silk Paste, doz.----- 1 45		Cloves, Canton----- @22		<b>WICKING</b>	
80@90, 25 lb. boxes----- @7		<b>Whole</b>		<b>PROVISIONS</b>		Enameline Paste, doz.----- 1 30		Ginger, Corkin----- @17		No. 3, per gross----- 80	
70@80, 25 lb. boxes----- @7 1/2		Almonds, Peerless----- 15 1/2		<b>Barreled Pork</b>		Enameline Liquid, doz.----- 1 30		Mustard----- @21		No. 1, per gross----- 1 25	
60@70, 25 lb. boxes----- @8		Brazil, large----- 13 1/2		Clear Back----- 28 00@34 00		E. Z. Liquid, per doz.----- 1 30		Mace Penang----- @69		No. 2, per gross----- 1 50	
50@60, 25 lb. boxes----- @8 1/2		Fancy Mixed----- 16		Short Cut, Clear----- 30 00		Radium, per doz.----- 1 30		Pepper, Black----- @23		No. 3, per gross----- 2 30	
40@50, 25 lb. boxes----- @9 1/2		Filberts, Naples----- 16		<b>Dry Salt Meats</b>		Rising Sun, per doz.----- 1 30		Pepper, White----- @25		Rochester, No. 2, doz.----- 50	
30@40, 25 lb. boxes----- @11		Peanuts, vir. Roasted 11 1/2		D S Belles----- 20-25 18		564 Stove Enamel, dz.----- 2 80		Pepper, Cayenne----- @26		Rochester, No. 3, doz.----- 2 00	
20@30, 25 lb. boxes----- @13		Pecans, 3 star----- 25		<b>Lard</b>		Vulcanol, No. 10, doz.----- 1 30		Paprika, Spanish----- @35		Rayo, per doz.----- 75	
18@24, 25 lb. boxes----- @14		Pecans, Jumbo----- 40		Pure in tierces----- 14 1/2		Stovoil, per doz.----- 3 00		<b>Seasoning</b>		<b>WOODENWARE</b>	
<b>Hominy</b>		Pecans, Mammoth----- 50		50 lb. tubs----- advance 1/4		<b>SALT</b>		Chili Powder, 1 1/2 oz.----- 62		<b>Baskets</b>	
Pearl, 100 lb. sacks----- 3 50		Walnuts, Cal.----- 17 1/2 to 22		20 lb. pails----- advance 1/4		F. O. B. Grand Rapids		Celery Salt, 1 1/2 oz.----- 80		Bushels, Wide Band, wood handles----- 2 00	
<b>Bulk Goods</b>		<b>Salted Peanuts</b>		10 lb. pails----- advance 1/4		Quaker, 24, 2 lb.----- 95		Sage, 2 oz.----- 80		Market, drop handle----- 90	
Elb. Macaroni, 20 lb. bx.----- 1 35		Fancy, No. 1----- 12		5 lb. pails----- advance 1		Quaker, 36-1 1/2----- 1 20		Onion Salt----- 1 35		Market, single handle----- 95	
Egg Noodle, 10 lb. box----- 1 25		12-1 lb. Celloph. case----- 1 50		Compound, tierces----- 13		Quaker, iodized, 24-2----- 1 35		Garlic, 3 1/2 oz.----- 3 25		Market, extra----- 1 60	
<b>Pearl Barley</b>		<b>Shelled</b>		Compound, tubs----- 13 1/2		Med. No. 1, 100 lb. bk.----- 1 00		Kitchen Bouquet----- 4 25		Splint, large----- 8 50	
Chester----- 5 80		Almonds----- 39		<b>Sausages</b>		Farmer Spec., 70 lb.----- 1 00		Laurel Leaves----- 24		Splint, medium----- 7 50	
<b>Lentile</b>		Peanuts, Spanish, 125 lb. bags----- 9 1/2		Bologna----- 12		Crushed Rock for ice cream, 100 lb. each----- 85		Marjoram, 1 oz.----- 50		Splint, small----- 6 50	
Chili----- 10		Filberts----- 32		Liver----- 18		Butter Salt, 280 lb. bbl.----- 4 00		Savory, 1 oz.----- 65		<b>Churns</b>	
<b>Tapioa</b>		Pecans, salted----- 66		Frankfort----- 18		Block, 50 lb.----- 3 80		Thyme, 1 oz.----- 90		Barrel, 5 gal., each----- 2 40	
Pearl, 100 lb. sacks----- 7 1/2		Walnut, California----- 55		Pork----- 20		Baker Salt, 280 lb. bbl.----- 3 80		Tumeric, 1 1/2 oz.----- 35		Barrel, 10 gal., each----- 2 55	
Minute, 3 oz., 3 doz.----- 4 05		<b>MINCE MEAT</b>		Tongue, Jellied----- 35		6, 10 lb., per bale----- 96		<b>STARCH</b>		3 to 6 gal., per gal.----- 16	
Dromedary Instant----- 3 50		None Such, 4 doz.----- 6 20		Headcheese----- 16		20, 3 lb., per bale----- 1 02		Corn		<b>Pails</b>	
<b>Jiffy Punch</b>		Quaker, 1 doz. case----- 95		<b>Hams, Cert., 14-16 lb.----- 20</b>		25 lb. bogs, table----- 45		Kingsford, 24-1----- 2 35		10 qt. Galvanized----- 2 60	
3 doz. Carton----- 2 25		Yo Ho, Kegs, wet, lb.----- 16 1/2		Ham, dried beef----- @22		<b>Smoked Meats</b>		Powd., bags, per 100----- 3 95		12 qt. Galvanized----- 2 85	
<b>Assorted flavors.</b>		<b>OLIVES-Plain</b>		Knuckles----- @22		Hams, Cert., Skinned----- @20		Argo, 24, 1 lb. pkgs.----- 1 66		14 qt. Galvanized----- 3 10	
<b>EVAPORATED MILK</b>		Quaker, 24 3/4 oz. cs.----- 1 87		California Hams----- @14		Ham, dried beef----- @20		Argo, 8, 5 lb. pkgs.----- 2 56		12 qt. Flaring Gal. Jr.----- 5 00	
Quaker, Tall, 10 1/2 oz.----- 2 92		Quaker, 24 1/2 oz. cs.----- 3 55		Picnic Boiled Hams----- @13		Knuckles----- @22		Silver Gloss, 48, 18----- 11 1/2		10 qt. Tin Dairy----- 4 00	
Quaker, Baby, 4 doz.----- 1 48		Quaker, 12, 12 oz.----- 2 40		Boiled Hams----- @34		Ham, dried beef----- @20		Elastic, 16 pkgs.----- 1 38		<b>Traps</b>	
Quaker, Galon, 1/2 doz.----- 2 95		High Life, 12 22 oz. cs.----- 3 45		Minced Hams----- @13		Knuckles----- @22		Staley 24-1 lb.----- 1 70		Mouse, wood, 4 holes----- 60	
Carnation, Tall, 4 doz.----- 3 05		1 gal. glass, each----- 1 55		Bacon 4/6 Cert.----- @27		California Hams----- @14		<b>SYRUP</b>		Mouse, wood, 6 holes----- 70	
Carnation, Baby, 4 doz.----- 1 53		<b>OLIVES-Stuffed</b>		<b>Beef</b>		Picnic Boiled Hams----- @13		<b>Corn</b>		Mouse, tin, 5 holes----- 65	
Oatman's D'dee, Tall----- 3 05		Quaker, 24 3/4 oz. cs.----- 1 87		Boneless, rump----- @25 00		Boiled Hams----- @34		Blue Karo, No. 5, 1 dz.----- 3 58		Rat, wood----- 1 00	
Oatman's D'dee, Baby----- 1 53		Quaker, 24 1/2 oz. cs.----- 2 75		<b>Liver</b>		Minced Hams----- @13		Blue Karo, No. 10,----- 3 40		Rat, spring----- 1 00	
Pet, Tall----- 3 05		Quaker, 24 5 oz. cs.----- 3 55		Calf----- 35		Bacon 4/6 Cert.----- @27		Red Karo, No. 13,----- 3 85		Mouse, spring----- 20	
Pet, Baby, 4 dozen----- 1 53		Quaker, 24 1/2 oz. cs.----- 3 55		Pork----- 08		<b>Beef</b>		Red Karo, No. 10,----- 3 74		<b>Tubs</b>	
Borden's, Tall, 4 doz.----- 3 05		Quaker, 24 10 oz. cs.----- 5 98		<b>RICE</b>		Liver----- 9		<b>Maple and Cane</b>		Large Galvanized----- 8 75	
Borden's, Baby, 4 doz.----- 1 53		1 Gallon glass, each----- 2 10		Fancy Blue Rose----- 5 00		Calf----- 35		Kaukuck, 5 gal. can.----- 5 30		Medium Galvanized----- 7 75	
<b>FRUIT CANS</b>		<b>PARIS GREEN</b>		Fancy Head----- 6 10		<b>Beef</b>		Kaukuck, 24/12 Glass----- 4 10		Small Galvanized----- 6 75	
Ball Mason		1/2s----- 34		<b>WASHING POWDERS</b>		Liver----- 9		<b>Imit. Maple Flavor</b>		<b>Washboards</b>	
F. O. B. Grand Rapids		1s----- 32		Bon Ami P'd., 18s, box 1 90		Pork----- 08		Orange, No. 1 1/2, 2 dz.----- 2 87		Banner, Globe----- 5 50	
One pint----- 7 75		2s and 5s----- 30		Bon Ami Cake, 18s,----- 1 65		<b>Colonial</b>		Orange, No. 3, 20 cans 4 34		Brass, single----- 6 25	
One quart----- 9 00		<b>PICKLES</b>		Brillo----- 85		Fifteen 4s----- 1 00		<b>Maple and Cane</b>		Glass, single----- 6 00	
Half gallon----- 12 00		Sweet Small		Big 4 Soap Chips 8 5/8----- 2 40		Iodized, 32, 26 oz.----- 2 40		Kaukuck, 5 gal. can.----- 5 30		Double Peerless----- 8 50	
Mason Can Tops, gro.----- 2 55		L and C, 7 oz., doz.----- 92 1/2		Chipso, large----- 4 05		Iodized, 32, 26 oz.----- 2 40		Kaukuck, 24/12 Glass----- 4 10		Single Peerless----- 7 50	
<b>FRUIT CAN RUBBERS</b>		Paw Paw, quarts, doz.----- 2 80		Chimaline, 4 doz.----- 3 60		Five case lots----- 2 30		<b>Maple and Cane</b>		Northern Queen----- 5 50	
Quaker Red Lip, 2 gro.----- 85		<b>Dill Pickles</b>		Grandma, 100, 50----- 3 50		Iodized, 32, 26 oz.----- 2 40		Kaukuck, 5 gal. can.----- 5 30		Universal----- 7 25	
<b>GELATINE</b>		Gal., 40 to Tin, doz.----- 8 20		Grandma, 24 large----- 3 50		Iodized, 32, 26 oz.----- 2 40		Kaukuck, 24/12 Glass----- 4 10		<b>Paper Food Dishes</b>	
Jell-o, 3 doz.----- 2 10		32 oz. Glass Thrown----- 1 50		Gold Dust, 12 large----- 1 95		Five case lots----- 2 30		<b>COOKING OIL</b>		1 1/2 lb. size, per M----- 2 70	
Minute, 3 doz.----- 4 05		<b>PIPES</b>		La France Laur, 4 dz.----- 3 65		Iodized, 32, 26 oz.----- 2 40		Mazola		1 lb. size, per M----- 2 90	
Knox's, 1 dozen----- 2 25		Cob, 3 doz. in bx. 1 00@1 20		Lux Flakes, 50 small----- 4 80		Iodized, 32, 26 oz.----- 2 40		Pints, 2 doz., case----- 5 10		3 lb. size, per M----- 3 40	
Jelsert, 3 doz.----- 1 40		<b>PLAYING CARDS</b>		Lux Flakes, 20 large----- 4 55		Five case lots----- 2 30		Quarts, 1 doz.----- 4 70		3 lb. size, per M----- 3 40	
<b>HONEY</b>		Blue Ribbon, per doz.----- 4 50		Octagon, 36s----- 3 40		Iodized, 32, 26 oz.----- 2 40		5 gallons, 2 per case----- 13 15		5 lb. size, per M----- 5 60	
Lake Shore 1 lb. doz.----- 1 90		Bicycle, per doz.----- 4 70		Rinso, 2 doz.----- 3 80		Iodized, 32, 26 oz.----- 2 40		<b>WRAPPING PAPER</b>		<b>YEAST CAKE</b>	
<b>JELLY AND PRESERVES</b>		Caravan, per doz.----- 2 25		Spotless Cleanser, 48, 20 oz.----- 3 85		Iodized, 32, 26 oz.----- 2 40		Butchers D F----- 06 1/2		3 doz.----- 2 70	
Pure, 30 lb. pails----- 2 60		<b>POP CORN</b>		Sani Flush, 1 doz.----- 2 25		Iodized, 32, 26 oz.----- 2 40		Kraft Stripe----- 09 1/2		Yeast Foam, 3 doz.----- 2 70	
Imitation, 30 lb. pails----- 1 85		Sure Pop, 25 lb. bags----- 2 55		Sapolio, 3 doz.----- 3 15		Iodized, 32, 26 oz.----- 2 40		<b>YEAST-COMPRESSED</b>		Fleischmann, per doz.----- 30	
Pure Pres., 16 oz., dz.----- 2 00		Yellow, 24 1-lb. bags----- 2 50		Super Suds, 48----- 3 90		Iodized, 32, 26 oz.----- 2 40		Red Star, per doz.----- 24			
12 oz. Apple Jelly, dz.----- 1 60		<b>PIPER</b>		Sunbrite, 50s----- 2 10		Iodized, 32, 26 oz.----- 2 40					
13 oz. Mint Jelly, dz.----- 1 60		Cob, 3 doz. in bx. 1 00@1 20		Wyandot, Cleaner, 24s 1 60		Iodized, 32, 26 oz.----- 2 40					
1 oz. Cranberry Jelly, dz.----- 90						Iodized, 32, 26 oz.----- 2 40					
<b>JELLY GLASSES</b>						Iodized, 32, 26 oz.----- 2 40					
1/2 Pint Tall, per doz.----- 35						Iodized, 32, 26 oz.----- 2 40					

## 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.

### Annual Meeting of Michigan Shoe Dealers

The annual convention of the Michigan Retail Shoe Dealers Association will be held in Grand Rapids with headquarters at the Pantlind Hotel, Jan. 20, 21 and 22, in connection with the exhibits of the Michigan Shoe Travelers Association. At the present time reservations have been received from over 100 exhibitors, which promises to make this one of the largest conventions of its kind ever held. A list of the manufacturers and their representatives is given below.

The convention starts on Saturday evening, January 19, with a meeting of the Travelers for the purpose of forming a permanent association. On Sunday the convention proper opens with registration of the dealers at the Pantlind Hotel. All exhibits will be open and a large number of dealers will arrive on Sunday, accompanied by their wives. Monday noon there will be a luncheon for dealers only and in the evening a style show will be given under the direction of the exhibitors committee having this in charge and assisted by Miss Dorothy Smith, of the Herpolsheimer Co., which is furnishing the costumes. Following the style show will be a cabaret party and dance at the Pantlind supper club. This will be a high class entertainment for all dealers and their wives.

On Tuesday noon there will be another luncheon and Tuesday evening the dealers' banquet will be the big closing event of the convention. Special entertainment has been planned for the ladies during the convention. Monday morning a tour of furniture factory display rooms which are very gorgeous will start the program. In the afternoon a special theater party has been arranged. On Tuesday morning a directed shopping tour of the downtown stores and in the afternoon a bridge party has been planned.

Shoe Manufacturers Making Exhibits Representative	Firm Name
Sarasohn, Robert,	
R. McCracken, C. J. Farley Co., Grand Rapids	
P. A. Bland, Boyd-Wright Shoe Co., St. Louis, Mo.	
J. P. Lucas, Walker T. Dickerson Co., Columbus, Ohio	
Walter Seidel, Freidman-Shelby Shoe Co., St. Louis, Mo.	
Don Springate, Florsheim Shoe Co., Chicago	
L. J. Raymond, Fargo-Hallowell Shoe Co.	

Ed. Johnson, Lima Cord Cole & Heel Co., Lima, Ohio	
Sam Warum, Carmo Shoe Mfg. Co.	
John B. Loughlin, Carmo Shoe Mfg. Co.	
A. J. Fedorowicz, Harrison Shoe Co.	
M. A. Algaize, Diamond Shoe Co., New York City	
F. D. Sherwin, Holland Shoe Co., Holland	
Harry Teetsel, H. C. Godman Co., Columbus	
W. H. Corliss, Gilbert Shoe Co., Thiensville, Wis.	
Ray Wegman, Carlisle Shoes (I. Miller) Long Island City, N. Y.	
F. A. Huetter, Conrad Shoe Co.	
J. S. Burke,	
Chas Strother, Pontiac Shoe Co.	
D. R. Grismore, Sno-Flake Products Co.	
Ray Hargis, Air-O-Pedic Shoe Co., Brockton, Mass.	
R. L. Clement, Nunn, Bush & Weldon Shoe Co., Milwaukee	
Charles Drummond, Queen Quality Shoe Co., St. Louis	
H. R. Bahlman, Ideal Shoe Mfg. Co., Milwaukee	
Curtis Johns, Groves Shoe Co.	
L. R. Armstrong, Brown Shoe Co., St. Louis	
R. O. Crossley, Huth & James Shoe Co., Milwaukee	
Hugh McKnight, Brown Shoe Co., St. Louis	
O. M. Kahn, Capitol Shoemakers, St. Louis	
H. R. Harner, Julian-Kokenge Co., Columbus	
C. H. Bloom, Ebner Shoe Co., Milwaukee	
Geo. H. Hampson, Everett & Barron Co., Providence, R. I.	
John Carroll, Natural Bridge Shoe Co.	
L. A. Harper, Herbst Shoe Mfg. Co., Milwaukee	
Jos. Leach, Goding Shoe Co.	
C. A. Dean, Tweedie Footwear Corp., Jefferson City, Mo.	
L. H. Duyser, Endicott-Johnson Corp., St. Louis	
Geo. E. Price,	
Geo. S. Durst, Jarman Shoe Co.	
W. M. Wiggers, Richland Shoe Co.	
N. J. Elliott, Portage Shoe Co.	
L. R. Bagnell,	
M. V. Cranmer, Wyenberg Shoe Mfg. Co., Milwaukee	
D. D. Oster, W. B. Coon Co., Rochester, New York	
L. C. Asterbloom, Fein & Glass, Inc.	
H. A. Torson, Herold-Bertsch Shoe Co., Grand Rapids	
H. A. Teeter,	
Harry Springate, Davidson Shoe Co.	
R. P. Jones, Enna Jettick Shoe Co., Auburn, New York	
Harrison Gates, Dyer Hall Shoe Co., Auburn, Maine	
J. W. Moore, Dunn & McCarthy, Inc., Boston, Mass.	
H. B. Lovall, Robert-Johnson-Rand, St. Louis	
Geo. Risley, Selby Shoe Co., Portsmouth, Ohio	
L. K. Johnson, Racine Shoe Co., Racine, Wis.	
E. H. Dickenson, James Shoe Co., Milwaukee	
Frank Cahill, Selby Shoe Co., Portsmouth, Ohio	
R. E. Schulze, Musebeck Shoe Co., Danville, Ill.	

R. E. Adams, Ainsworth Shoe Co.	
Pierce Knisley, Ainsworth Shoe Co.	
G. W. Brossaard,	
Harold A. Broadwell, John Pilling Shoe Co.	
Harry V. Tucker, Virginia Shoe Co., Milwaukee	
J. H. Regalman, Rice-O'Neil Shoe Co., St. Louis	
J. J. Smith, United Shoe Co., Cincinnati	
P. R. Howard, Ault & Williamson, Auburn, Maine	
H. L. Kincaid, D. D. Stickles Co., Red Wing, Minn.	
Carl Verburg, Marvin H. Shapiro Shoe Co.	
A. W. Slater, Robinson-Bynon Shoe Co.	
Ed Hunter, Sherwood Shoe Co., Rochester, N. Y.	
Hugh Jennings, Hamilton-Brown Shoe Co., St. Louis	
C. Bos, Bos Leather Co., Grand Rapids	
E. J. Walker, C. B. Evans Shoe Co., Wakefield, Mass.	
Geo. H. Lawson, Schworm & Fink Shoe Co.	
Dick Hocking, Doerman Shoe Co.	
Howard N. Wilson, Stephen Putney Shoe Co.	
Max Meisner, Roger Bros. Co.	
Jack Shaw, Simplex Shoe Mfg. Co., Milwaukee	
Jesse Wyckoff, Hoge-Montgomery Co., Frankfort, Ky.	
R. E. Renck, Fred A. Mayer Shoe Co.	
D. Turesk, A. Bloom Shoe Co., Minneapolis, Minn.	
S. Marcus, Fashion-Bilt Shoe Co., St. Louis	

Geo. Wiskochill, Scott Foot Appliance Co., Omaha	
Geo. A. Jacques, Wm. F. May Co.	
V. L. Rash, Pedigo-Lake Shoe Co., St. Louis	
Harry K. Dunn, Krittendorf-Ditman Co., Minneapolis, Minn.	
George Sennhouser, Brower Bros. Shoe Co., St. Louis	
F. M. Brown,	
George Sandberg, J. P. Smith Shoe Co., Chicago	
H. A. Becher, Best Shoe Co., Boston	
Mack Johns, Rich Vogel Shoe Co., Milwaukee	
E. C. Smeltzer, Tupper Slipper Corp., Brooklyn	
G. W. Gorman, Freeman Shoe Co.	
C. I. Slipher, Birk Mfg. Co.	
James Schor, D. Meyers & Son	
Frank Musson, Jeno Bros.	
L. C. Stahlbrodt, P. W. Minor & Sons	
R. I. Lloyd, Irving Drew Co., Cincinnati	
Charles Levy, Charles Meis Shoe Co., Cincinnati	
Ed. Sinsheimer, E. E. Taylor Shoe Corp.	
R. W. Gibben, Connolly Shoe Co.	
Mr. Hoekstra, Hoekstra Shoe Co., Grand Rapids	
Mr. Bolt, Nettleton Shoe Co.	
Fred Chesebro,	
Herman Dreifuss, Bloom Bros. Co., Minneapolis, Minn.	

Speaking of competition between the radio and the press, did you ever see your name in print in radio?

Social legislation promises to be arranged sociably.

## depression proof



**OUR FINANCIAL CONDITION**

**IS EVEN STRONGER THAN**

**BEFORE THE DEPRESSION**

**— WE HAVE MAINTAINED**

**OUR DIVIDEND RATE OF**

**NOT LESS THAN 25%**

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

**LANSING MUTUAL BUILDING**

**GRAND RAPIDS . . .**

**DETROIT . . .**



## OUT AROUND

(Continued from page 9)

revenues developed is spreading, such instances are still well in minority. In short, external rather than internal factors play the major part in determining changes in cost levels.

During 1934, average retail store expenses followed a slow downward course. This movement reflected scattered rental reductions on lease renewals and compromises with landlords, but more fully the adjustments of operations to secure greater efficiency under the retail code. The latter movement now has been practically completed, and indications are that at least moderate increases in most items of store operating costs will be witnessed during 1935.

One important factor in the outlook for moderately higher costs in 1935 is that threats of unionization probably will recur this year. Regardless of the success of the unions, pressure from them will produce greater liberality by store operators to their employees. It remains highly doubtful, however, that any widespread unionization of retail stores will develop. Unionization necessarily must be local in character, and to be successful over any extended period of time must include all of the major operators in a locality.

Full coverage of any buying center would permit operators in the area to retain their respective trade positions and to pass on increased costs to the public. With few stores at most placed in any one buying center, the variety and the apparel chains and the mail order company stores are least threatened by unions, while department stores and grocery chains in Western and Middlewestern cities appear to be relatively vulnerable.

Higher taxes of various sorts also confront retail stores as well as other industrial units. Most forms of taxation can be passed on to the public if the burden is sizable, although the mechanics of pricing for this purpose present difficulties and at least a short period is required to effect adjustments. Thus, gross sales taxes on items selling for fractional parts of a dollar are hard to handle. The problem is being solved by variety chain stores, but in the grocery field inability to pass on all of gross sales levies has been reported. Moreover, in certain situations business is driven across state lines, and this principle follows also when such taxes are applied to smaller political entities.

Discriminatory chain store taxation, however, cannot be harmlessly passed on to the public. Thus far, chain store levies for the most part have been moderate, and even the heaviest have been of primary concern only to grocery chains. Additions to these laws and a few upward revisions in the rates of present statutes are likely during 1935, but it is expected that such catering to the desires of single-store oper-

ators will be confined to states in which rural and small-town interests predominate.

Retail stores cannot expect to escape the effects of any so-called social legislation which may be provided for during the 1935 congressional session. Proposed items of this nature include unemployment insurance, old age pensions, and the 30 hour week. Measures on the first two of these items appear to be clearly slated for adoption. The exact effects of developments of this nature cannot be appraised in the absence of major details. Proposed charges on employers range from 2 to 5 per cent. of total payroll. Even the lower of these rates would be in excess of the amount probably necessary to care for legitimate cases of unemployment in the retail field, however. For pensions a charge of 2 per cent. of payrolls appears to be the most probable rate to expect.

Such general levies normally constitute only an administrative problem to operators, the burden being shifted to consumers. However, the cry of excessive costs of distribution has risen in the last two years in response to the sharp price advances forced by the NRA. It is possible, therefore, that politicians may attempt to force the absorption of social charges by store operators.

R. A. Turrell, the Crosswell druggist, is one of the six candidates for the office of state representative in Sanilac county as successor to Representative John W. Goodwine, who met death in the recent hotel fire at Lansing. Mr. Turrell has resided in Crosswell twelve years and has been secretary of the Michigan State Pharmaceutical association for ten years. He has also been a prominent advocate of farmers' interests. He has never sought public office before. I wish him the success he richly deserves.

Traverse City, Jan. 7—With great interest I read your articles in the Michigan Tradesman about the chain store gang.

A new way of getting a lot of their business has come to me, but it will need a lot of help to put it through. I would like to know what you think of the proposition.

The independent merchants of the United States are carrying millions of dollars worth of old credit accounts on which they don't receive as much as the good will of the people who owe them. They would rather take their welfare orders to the chain than give the man carrying their old accounts a break.

We have three A. & P. and two Kroger stores here, which handle over half the welfare orders in Grand Traverse county.

Now it looks to me that if the independents could get to the welfare relief commission and have things changed, I think we could get an awful lot of business away from the swine. Here is one way it might be worked: Suppose Jones is on the welfare and he takes his order to the gang at present. Grocer Smith was carrying him through part of these hard times and has an account of \$27.92 against him. Smith is entitled to this man's trade for carrying his account. Now, why can't a plan be worked out whereby Jones must get his welfare order filled at

Smith's as long as this \$27.92 account is on Smith's books?

Of course, this \$27.92 might take a few years to get paid up, which would take just that much away from the swine, but I won't try to tell you in United States the proper name for them.

Maybe you can get my idea and if it is of any use I will appreciate hearing from it through the good old Tradesman.

I thank you for the interest taken in the independents behalf.

Jess Roberts.

This merchant, like thousands of others, sees the chains getting the bulk of the welfare orders. The relief committees having charge of welfare operations evidently do not distinguish any difference between the chain store corporations and the home merchant. At first the chains would not accept a welfare order, but soon found it a considerable volume, and as they take no risk in getting their money, they now go after welfare orders. Those receiving welfare orders have been instructed to not permit any merchant to whom they may be owing an account, to permit any part of the order to apply on the account. Instead of looking upon the home merchant as a benefactor, in extending credit, the Government discriminates against him. Were it not for the credit extended by home merchants, the relief bill would mount much higher. If the independent merchants of Traverse City were strongly organized, they could bring pressure to bear on the powers that be to remedy this abuse, as well as other abuses which are common to the retail trade. The policy of "let George do it" does not get any merchant anywhere in the face of the fierce and unscrupulous competition of the chains, which have no right to cultivate welfare orders anywhere.

E. A. Stowe.

## Shoe Output Best Since 1929

Shoe production for 1934 was estimated in local trade circles yesterday at about 353,000,000 pairs, the highest figure since 1929, when output amounted to 361,402,000 pairs, so that for the first time in history shoe production in two successive years passed the 350,000,000 mark. The industry ended the year in a better position than at the close of 1933, inasmuch as consumption in 1934 was estimated to have passed production while in the previous year it was below output.

## If She's Irritable, Give Her Spinach

Spinach is good to relieve irritability. Dr. David M. Greenberg, biochemist of the University of California, told the Western Society of Naturalists at La Jolla last week. Vegetarians should be less excitable than meat eaters, he also found. Rats told him these things as a result of his experimental work on the effect of magnesium in animal organisms. He found the lack of magnesium in the animal system led to hyper-irritability and hyper-excitability, and in extreme cases to convulsions.

The world would be better and brighter if people were taught the duty of being happy as well as the happiness of doing their duty. To be happy ourselves is a most effectual contribution to the happiness of others.

## Broadened Powers To Be Sought for Secretary of Agriculture

Broad powers for the Secretary of Agriculture to permit him to write marketing agreements covering so-called non-basic crops, designed to enable him to carry out further principles of the Agricultural Adjustment Act, are to be sought from Congress.

The objective is to restore parity to agriculture, control production and even to license distributors and processors. It would cover all such things as vegetables, fruits, nuts, poultry and eggs and could encompass the so-called basic commodities as well, for tobacco, rice and sugar now are dealt with in this manner.

Under the proposed new legislation, the Secretary could limit or he could increase production; he could license distributors, processors and others; he could examine the books of licensees, and make his own rules and regulations. Exact form of the proposals will soon be made known, and it is understood there is a great deal of sentiment in Congress favorable to the suggestions.

## Veterans to Remain Firm

Organized veterans will contest any move to liquidate the bonus obligation on a discount basis and will demand payment in full as of the due date of the adjusted service certificates.

All sorts of compromises are being discussed, the most plausible one being payment to needy veterans at a cost of some \$800,000,000 and withholding of the balance of about \$1,300,000,000.

Should this be agreed to, observers predict that the latter amount would be paid other veterans next year, in advance of the general elections.

Pushing others brings pull.

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

ABE DEMBINSKY, Liquidator

171 Ottawa Ave., N. W.

Grand Rapids Michigan

Phone 89674

John P. Lynch Sales Co.

SPECIAL SALE EXPERTS

Expert Advertising

Expert Merchandising

209-210-211 Murray Bldg.

Grand Rapids.

Michigan

## BUSINESS WANTS DEPARTMENT

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

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. 898

### Items From the Cloverland of Michigan

Sault Ste. Marie, Jan. 7.—The Soo directory, now being distributed, shows our population is steadily increasing. The figures show that the population is now figured to be 14,365, as compared with 13,755 by the 1930 U. S. census. Pronounced diversity of business was found. The directory shows 109 different kinds of business and professional enterprises in operation. Features of the new directory are a revised story of "The Lock City" by the Sault Chamber of Commerce; rosters of government officials; numerical telephone directory and a householders guide denoting tenant-owned homes and listing telephone numbers opposite house numbers.

Fred S. Case, one of our popular citizens and vice-president of the First National Bank, has been appointed to represent this district as member of the organization committee being formed to perfect the formation of a proposed Michigan State Chamber of Commerce. The appointment was made by J. M. McEvoy, President of the Detroit Board of Commerce and chairman of the organization committee.

Now comes an eminent New York divine with the statement that playing bridge is a sin. As a matter of fact, the way some people play bridge is a crime.

At the Chamber of Commerce annual banquet, to be held at the Ojibway Hotel Jan. 31, B. V. Moore, vice president of the First Minneapolis Trust Co., will be the principal speaker again. This will be Mr. Moore's third trip here for that purpose. He spoke here in 1929 and again in 1930. Mr. Moore is a well known banker and business man. His subject will be "Business."

F. J. Plave has opened a new grocery at 804 Ashmun street, in the Fletcher block, which has been redecoreated, fitted with new fixtures and stocked with a clean new line of groceries, and meats. Mr. Plave formally conducted a similar business at Escanaba.

Carl E. Sauter, for the past seventeen years the popular manager for the Standard Oil Co. here, has been transferred to the management of the Standard Oil Co. at Menominee. Mr. Sauter has made many friends while living here who will regret his departure. Fifteen of the companies employees here tendered him a farewell party, presenting him with a fine traveling bag, and wishing him every success in his new home.

In the good old days our query was, "Where do we go from here?" Now we ask, "Where are we at?"

Newberry had a better year during 1934 than during 1933, despite the fact that one of the town's major industries was long idle and an average of 200 families in the county have been on relief. Although Newberry is a small town, there was not one business failure, and one mill which had long been idle was purchased and is now operating. A sawmill in connection with it is also operating.

Word was received here last week announcing the death of Dr. Minta Proctor Kemp, 60, daughter of the late Lewis D. Kemp, who was a former Sault resident who visited here frequently. She came to the Sault with her parents when she was a child and attended the public schools here, graduating from the Sault high school. She attended and was graduated from the University of Michigan medical school and practiced here for about a year after her graduation from the medical school. She died at the Friends Hospital, Philadelphia. The burial took place at Milford, in accordance with Dr. Kemp's wish.

Drummond Island has another surprise to spring. The latest is that oil has been discovered. A search for oil

is now being made on the Island, although authoritative information could not be obtained. It was understood the promoters expect to have the well down between 300 and 400 feet by this time. The well is being drilled by F. D. Barton, of Saginaw, and others who obtained a drilling permit from the state conservation department. So far as available records show, this marks the first oil drilling venture on the Island, although some test drilling has been done in other parts of the Upper Peninsula. Supplies and equipment were taken to the Island during the hunting season. The well is located near the Johnwood farm, a few miles East of Johnwood.

"What makes you think that man we just met was a banker?" "Why, I heard him say that children were the coupons cut from the bonds of matrimony."

The Northland Hotel, at Marquette, has a new manager in the person of Edward F. Sholtz, who assumed his new duties Jan. 1 to succeed John N. Degelman, who has managed the Northland for the past four years. Mr. Scholz, who is 33 years old, has been in the hotel business fifteen years. He comes to Marquette from Duluth, where he was employed in the Hotel Duluth for five years as clerk and assistant manager. Mr. Scholz will be associated here with Mr. Roberts and Leon A. Degelman, of the Hotel Ojibway. Mr. Roberts will make monthly trips to Marquette from Minneapolis and Leon Degelman will visit the Northland every two weeks. The new manager announced that there would be immediate changes in the personnel at the hotel. Mr. Degelman and his son, Cleotus, announced the purchase of the lease and furniture of the new \$100,000 hotel at Tomahawk, Wis. They will leave Marquette about the middle of January. The hotel was built by citizens of Tomahawk about two years ago and is a fireproof structure with fifty rooms and a dining room and coffee shop.

William G. Tapert.

### First Feature of Michigan Hardware Association Meeting

Grand Rapids, Jan. 8.—The largest trade association in the state wants you at the opening of the forty-first annual convention, Tuesday, Feb. 12. First: A concert program at 11:45 a.m.

Next: The President's luncheon at noon. I am expecting 600 at my big party. Remember, it is my treat. A luncheon that the Pantlind promises will be one you will long remember.

After That: You will hear my short message, "Look at the Record." Some things you should remember about your Association.

Then—G. W. Zinky, manager Modernization Credits of Federal Housing Administration, will tell you about "Sales Opportunities in Home Building; how the hardware man can get his share of the business; how to help your customer make a Federal loan.

Finally, a talking movie, Forward America, shows how buying at chain stores destroys a community. The chains have tried to stop this film through NRA, the White House, the film code authority and the Federal Trade Commission. First showing in Michigan.

Watch for later announcement of convention and entertainment program for Wednesday, Thursday and Friday.

Exhibit—One hundred twenty-four booths at the exhibit will be filled with snappy new merchandise to make your cash register ring throughout 1935. This will be one of the biggest shows ever held by the Michigan Association.

H. A. Schantz,  
Pres. Mich. Retail Hdwe. Ass'n.

Secretary H. W. Bervig wants the attached sheet. Fill out and send to

him at 1112 Olds Tower building, Lansing. Here is your chance to get the answer to something you would like to know:

1. What do you want to know about "Taxation and Business"? A prominent legislator will give the answer.

2. What do you want to know about "Conservation and Game License Fee"? The director of Conservation will be there to answer.

3. What do you want to know about "The Business Man and NRA"? The state NRA director will answer your question.

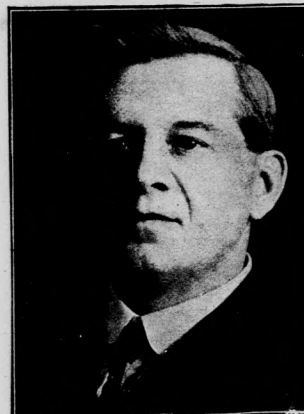
4. What question would you put to a National manufacturer? One of them will tell you where manufacturers stand.

5. What do you want to ask a wholesaler? The chairman of the wholesale hardware code committee will reply.

6. What question would you ask a brother retailer? One of your own members will supply the answer.

### Death of O. B. Clemens

Canton, Ohio, Jan. 4.—I have just been advised of the death of Mr. O. B. Clemens, 109 Stewart street, Grand Rapids, which occurred on Wednesday, Jan. 2.



Oscar B. Clemens

I was in Grand Rapids on Christmas day and had a visit with him, but found him in a very critical condition. I returned home the next morning or I would have dropped in to see you.

As Mr. Clemens was very widely known in Michigan and Wisconsin, as a member of the firm of Clemens & Gingrich Co., from 1909 to 1920, when his health gave out, I thought you might make mention of it in your paper, especially since I remember that you gave him a very nice write-up a few years ago, so that your files would show some history of his life.

Mr. Clemens was with Brown & Sehler Co. several years before I joined that organization in 1901. Early in 1909 we severed our connections and started the Clemens & Gingrich Co. as distributors for the Blizzard ensilage cutters. Mr. Clemens covered the state of Wisconsin, while I covered Michigan and gradually we added others to our organization until we did a business one year that reached a volume of better than \$325,000 net.

In 1920 Mr. Clemens found that he had a severe case of diabetes, from which he never recovered and much of the time endured great suffering. Mr. Clemens was one of the best salesmen I ever knew and I have no doubt that he sold more ensilage cutters during his active years than any other man in the country.

Being widely known among your readers I thought that you might want

to make mention of his passing away.

I am glad to say that our business for 1934 shows an increase of just 100 per cent. and during the past three months I have traveled from coast to coast, and as a result have a bunch of the best carload orders for 1935 that we have had in a good many years, with a very promising outlook; so that I feel very much encouraged.

I plan on being in Grand Rapids again within a few weeks, at which time we may take different arrangements for our distribution in that state, and in that case may want to do some advertising in the Michigan Tradesman.

I hope you are enjoying the best of health and assure you that I get a great kick out of reading the Michigan Tradesman from cover to cover every week. I hope you may be spared many more years to carry on your splendid work.

J. H. Gingrich,  
Pres. Blizzard Manufacturing Co.

### Dry Goods Conditions

Post-holiday quiet featured retail trade last week. Local sales volume tended to be about even with last year, with trade in other sections credited with some increases. Consumer response to current promotions was reported spotty. Fur, cloth coat, lingerie and men's clothing departments made the best comparative showing.

For December, nation-wide department store trade is expected to show a rise of about 15 per cent. Sales figures of chain stores for last month are incomplete as yet, but three systems so far have reported increases ranging from 13 to 15 per cent.

Locally, an increase of 6.3 per cent. was reported by the Federal Reserve Bank for the period from Dec. 1 to 24. This was less than half of the gain noted for the first twelve shopping days, a reduction which merchants attributed to the sales tax.

The wholesale markets are beginning to reflect increased activity. Arrivals of buyers are expected to be notably heavy during the next two weeks. Confidence is the rule as the Spring buying season gets under way.

### Annual Meeting of Hotel Greeters of Detroit

(Continued from page 1)

man Board of Governors, Ethel Neff, Hollywood Hotel; Board of Governor members, Tillie Brittain, Detroit, Mrs. Wm. Crabb, Detroit, Irene O'Brien, Detroit, and Laura Prang, Hotel Statler. Preceding the meeting a dinner dance was held in the Colonial Room for seventy Gereters and friends, where they enjoyed a delicious dinner and danced to the tunes of Jack Okie and his Detroit-Leland Orchestra, entertainment being provided with the compliments of Corinne Muer. The secretary's report showed a nice improvement in membership, an increase of nearly 100 per cent. being registered in the last year. The Treasurer's report indicated a substantial balance in the bank.

J. Denawatz,  
Publicity Director.

Detroit—Two Angels Products Co., 303 South Livernois street, has been organized for manufacture, sale and importation of pharmaceuticals, chemicals, cosmetics and dentifrices with a capital stock of 1,000 shares at \$10 each \$1,000 being paid in.

He misses who has no mission.



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## FREEDOM

Men whose boast it is that ye  
Come of fathers brave and free,  
If there breathe on earth a slave,  
Are ye truly free and brave?  
If ye do not feel the chain  
When it works a brother's pain,  
Are ye not base slaves indeed,  
Slaves unworthy to be freed?

Is true freedom but to break  
Fetters for our own dear sake,  
And, with leathern hearts, forget  
That we owe mankind a debt?  
No, true freedom is to share  
All the chains our brothers wear,  
And, with heart and hand, to be  
Earnest to make others free.

They are slaves who fear to speak  
For the fallen and the weak;  
They are slaves who will not choose  
Hatred, scoffing and abuse,  
Rather, in silence shrink  
From the truth they needs must think;  
They are slaves who dare not be  
In the right with two or three.

James Russell Lowell.

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