

REMEMBERING OUR FLAG DAY

I PLEDGE allegiance to the Flag of the United State of America and to the republic for which it stands, one nation indivisible, with liberty and justice for all.

—38—

THE AMERICAN'S CREED

I BELIEVE in the United States of America as a government of the people, by the people, for the people; whose just powers are derived from the consent of the governed; a democracy in a republic; a sovereign nation of many sovereign states; a perfect union, one and inseparable; established upon those principles of freedom, equality, justice and humanity for which American patriots sacrificed their lives and fortunes.

I therefore believe it is my duty to my country to love it; to support its constitution; to obey its laws; to respect its Flag; and to defend it against all enemies.

NATIONAL FLAG DAY CELEBRATION, JUNE 14

FATHER LOVE

We hear about a mother's love
In story and in song,
How staunch it is through thick and thin
How tender and how strong,
How sweet and pure and beautiful,
And every word is true;
But what about a father's love?
That claims some credit, too.

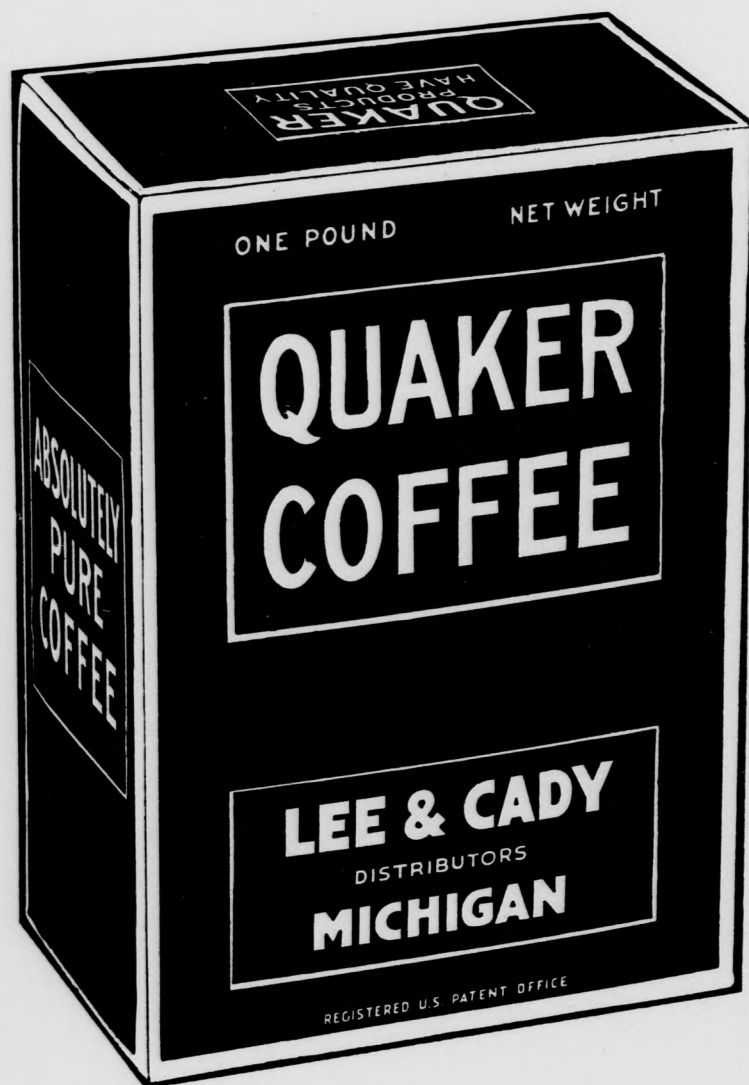
It's father delves the darksome mine,
And climbs the girders high,
And swings upon the scaffolding
Between the earth and sky.
It's father bends his aching back,
And bows his graying head,
To bear the burdens of the day,
And earn the children's bread.

For both must work and both must plan,
And do an equal share
To rear the little ones the Lord
Has trusted to their care,
All honor to the mother love,
The universe it fills,
But when you praise it don't forget
That father pays the bills.



FATHER'S DAY, JUNE 18

Quaker Coffee



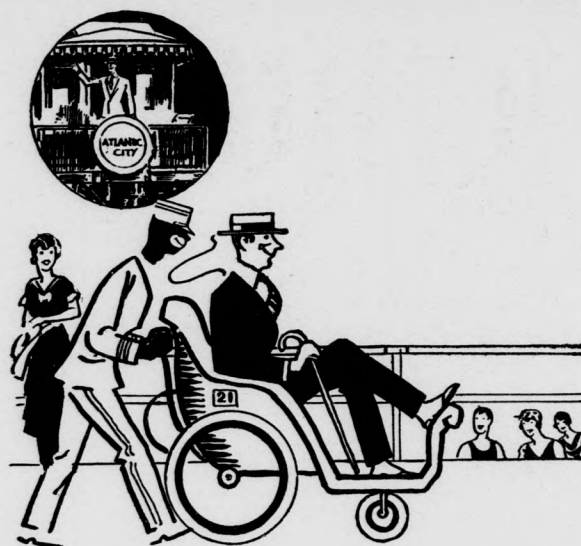
Now packed in beautiful attractive cartons — cellophane wrapped.

The same Quaker Quality now in the popular priced field giving the consumer the greatest possible value.

The beauty of the package and the Quality of Quaker Coffee are appealing and will meet with popular approval.

Sold by Independent Dealers Only.

LEE & CADY



Atlantic City Bound!

Don't fail to attend the National Association of Retail Grocers Convention June 25-29 in Atlantic City.

It's a chance to talk things over with old friends. To hear their experiences — to get some new ideas for your business.

Have a good time, too! Enjoy the entertainment program of the convention.

This advertisement is run in the interest of the National Association of Retail Grocers by Standard Brands Incorporated.

S

TRENGTH

COMPANIES REPRESENTED HAVE

Assets \$65,931,787.14

Surplus \$23,396,338.15

ERVICE

Correct Insurance Coverage
Engineering Advise

AVINGS

12½% To 40%
According To Classification of
Property

THE MILL MUTUALS AGENCY

LANSING, MICHIGAN

Mutual Building

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Transportation Bldg.
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Randolph 0729

GRAND RAPIDS OFFICE
Grand Rapids Trust Bldg.
Phone
95923

MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, JUNE 14, 1933

Number 2595

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

The Mother's Prayer Answered

In regards to the Industrial Recovery Act which fundamentally is to stand between human greed and human misery—praise God it has passed. To some extent it bears the marks of mutilation, but the power to license unfair industries miraculously escaped assassination.

Are human beings intended to live their span of years under a hectic reign of terror and oppression? Great leaders of the past have at times championed their cause and defended their rights to freedom and homes of their own. The principle involved in the licensing of industries is estimated to do that very thing for vast throngs of American citizens.

We all recognize that a great majority of industries would do their utmost to make conditions ideal for their employes, but the minority which fasten themselves on suffering humanity and suck its life blood, have a ruinous effect on those which desire to operate under the principles of the Golden Rule. Surely some of those who sought to defeat this great humanitarian act must have, during their lives, come in contact many times with human misery—seen human beings up against the raw edge of human greed. How, then, could they forget or be so callous in their premeditated decisions?

I once read of a great Roman general who was in a tour of inspection through distant provinces of the empire. He was asked why he inscribed some names on the white side of his tablet and some on the red. He replied, "The white side is for the living, the red side for the dead."

Thus when opportunity pauses, stylus in hand, our decision may mean for us either life or death.

Better that a man should scatter a few flowers of love along an unobtrusive path in life than to earn the blistering wrath of God in a crisis. Far better to have one's name chiselled in the lava pavement of hades than recorded among those who appear to forget the poor and helpless.

Under the Stars and Stripes where children and old folks toil for a pittance, we can see a gray mother seated before a table over which she is bowed in grief. Broken in spirit and body, her poor old shoulders are warped with labor, a victim of extreme poverty, a human sacrifice on the altar of greed. From her ashen lips comes a last supplication, "Kind Jesus, have mercy," and into the gloom of this sordid picture reaches the strong hand of the National Recovery Act and as it rests lightly in benediction on that old gray head, we hear a voice which we seem to recognize saying, "Mother, thy prayer is answered." C. L. Clark.
Greenville, Mich.

New Institution in an Old Field

Counsel and trained executive service in almost every phase of business, financial and fiduciary activity will be supplied by Schouten-Johnson Management, Inc., whose organization was completed late last week.

Officers of the new corporation, said to be almost unique in American business and financial circles, are Gen. John L. Schouten, president; Maurice R. Quick, vice-president, and C. Sophus Johnson, secretary and treasurer.

Under its charter, the new concern is given broad powers. It will supply personalized and specialized service, either as individuals or as a corporation, in the fields of commercial, industrial, financial and property management. It may act as receiver, reorganizer and trustee agents under personal and court appointment. It will serve as a clearing house for lawyers in all matters of a fiduciary nature.

The officers are all men of long training and wide experience in their respective fields. General Schouten and Mr. Johnson offer fifty-two years of combined experience in trust and fiduciary work. Mr. Quick, in addition to wide sales experience, has devoted himself to public relations and advertising work for the past ten years.

General Schouten served with the Michigan Trust Co. continuously for thirty years, from 1900 to 1929, rising from book-keeper to vice-president and head of the trust department. On the formation of the American National Bank, he resigned to accept the presidency of that institution; and when the bank was merged into the American Home Security Bank, he with-

drew to form the Schouten-Hoogesteger Co., of which he is now president.

The General has always devoted his time and experience unselfishly to public service, although he never has been a seeker after office. He has been president of the Grand Rapids Citizens League, the Welfare Union and the Association of Commerce. He is now president of the Michigan Society for the Reduction of Governmental Expenses, a state-wide organization working for tax reduction and good government. In military circles, he has risen from the ranks to command of the Michigan National Guard's 63rd Infantry Brigade. He has seen active and combat service in the Spanish American War, in the copper country, on the Mexican border, and in the A. E. F., where his battalion established a formidable reputation.

Mr. Johnson likewise can point to twenty-two years with the Michigan Trust Co., culminating with the office of secretary and responsibility for the company's receivership activity. He is a graduate of the U. of M. Law School, class of 1910, and during his school years was able to build up an experience in country banking that has stood him in good stead.

Among his principal receiverships was the C. S. Paine Co., of which he took charge after a series of failures. He succeeded, however, in paying all creditors in full, with interest on their claims. Another difficult problem was that of the National Co-Operative Oil Co., almost without tangible assets when he took charge. It was found possible, however, to build the company to a desirable position, and it was finally sold to the White Star Refining Co., bringing that concern into the Grand Rapids market for the first time. His mettle also was proved on the R. G. Peters Estate, among others; and for several years he has acted as co-receiver for the West Michigan State Fair.

In August, 1932, he was appointed City Manager of Grand Rapids, and took charge of the city government at a time when it was completely riddled with politics and face-to-face with the most critical welfare problem in the city's history. Here his executive ability and his gift for picking able helpers brought important administrative economies, despite constant pressure of a demagogic nature.

The present organization is rounded out by Mr. Quick, who will head a division of marketing and advertising. Most concerns of this type, it was felt, have a "blind spot" in the direction of sales organization and public relations counsel, both of which must play an indispensable role during the coming year of business recovery. Mr. Quick has sold for industrial, wholesale and commercial concerns. Until about a year ago he was affiliated with

the Allen G. Miller Co., advertising agency, where he handled a variety of accounts. He is best known locally, perhaps, by his advertising copy for the Old Kent Bank and for his interesting writing on furniture and decorative matters. His work for the York Band Instrument Co. is said to have set a new standard of advertising in the musical field. His department in Schouten-Johnson Management, Inc., will provide a complete advertising service for clients of the company, including sales and marketing counsel and the creation of advertising campaigns.

du Pont Acquires Control of Remington Arms Co.

E. I. du Pont de Nemours & Co., Wilmington, Del., has purchased for cash, control of the Remington Arms Co., Inc., New York City. The 51 per cent. of the common stock required was obtained from M. Hartley Dodge, chairman of Remington's board. It is understood that this sale was the climax of negotiations which have been under way for some time. The business and identity of the Arms Co. will continue as a division of the du Pont organization. Mr. Dodge retains the position of chairman of the board.

This transaction links two of the oldest and largest companies in the ammunition field in the United States. Remington Arms Co. was established in 1816 and is reported to be the largest producer of ammunition other than for military purposes. The du Pont Co., one of the largest powder and explosive manufacturers in the world, was founded in 1802.

Saunders Norvell has resigned as president, but continues with the company actively as a director. Charles K. Davis, who has served conspicuously in the du Pont organization for many years, was elected president and general manager of Remington.

Ispeming Man Honored at Grand Rapids Meeting

Ispeming, June 12—Sam Cohodas returned today from Grand Rapids where he attended the annual meeting of the Michigan Produce Protective League, a state organization of 250 members consisting of co-operative selling organizations, shippers and jobbers.

Mr. Cohodas was elected a director of the League for the ensuing year.

"The organization has done remarkable work in getting rates reduced on grapes, potatoes, onions and other commodities," he stated. "It has effected a saving to growers of over \$2,000,000."

On June 17, Mr. Cohodas will address the Illinois Fruit Jobbers Association in his capacity as president of the Western Fruit Jobbers Association of America. The convention will be held in Peoria. He will go to Detroit on June 29 as guest speaker at the Detroit Fruit and Produce trade dinner to be held in the Fort Shelby hotel.

U. C. T. STATE CONVENTION

Business Session Confined to a Single Day

The fortieth annual session of the convention of Michigan Grand Council of United Commercial Travelers of America was opened Saturday morning, June 10, in the Elks' lodge room at Bay City, at 9:30 a.m. It was called to order by Brother N. K. Ladlow, Senior Counselor of Bay Council, No. 51, who gave a short address of welcome and then introduced Mayor J. Harry Nelson, of Bay City, who in a short welcome greeted the delegates, extending them the freedom of the city and also a large key, about sixteen inches long, which he formally presented to the Grand Counselor for the use of the convention. Grand Counselor John L. Sullivan accepted the key, suggesting they would refrain from using it to unlock the banks or jail, but would feel free to use it for any other purpose. The mayor then retired and the meeting went into executive session, with John L. Sullivan, Grand Counselor, who calls Bay City his home, in the presiding officer's chain.

The convention immediately swung into action and kept going practically all the time. In the absence of Brother E. D. T. Schumacher, the Detroit grand chaplain, Brother Fred Reinbold acted as chaplain, Brother Schumacher being unable to be present as he is in the hospital at Niles undergoing an operation in the hope that his sight may be restored.

The roll call of delegates developed the fact that four or five of the councils of the Michigan jurisdiction were not represented, which was a very unusual thing and only tended to bring out the fact that the recent depression through which we have been passing, has left some effects which are still felt.

H. E. Ranney, of Saginaw Council, was appointed chairman of the mileage and per diem committee; C. C. Starkweather of the state order committee and M. J. Howarn, chairman of the resolutions committee; R. E. Groom, chairman of the committee on necrology; H. J. Brandon, chairman of the charters dispensation committee; Fred Reinbold, of Bay City, chairman of the membership committee and H. R. Bradfield, chairman of the sample case committee. Following the appointment of the committees, the grand counselor, grand secretary and grand treasurer each presented his report. The grand counselor's report contained some suggestions for future conventions to act upon. The grand counselor also commended the work of the team work committee of the grand jurisdiction and also the work of the ladies auxiliaries, stating, in his judgment, these organizations had contributed very materially to the growth, development and stability of the organization.

Escanaba Council, No. 616, of Escanaba, was awarded the silver loving cup for the greatest increase in membership in the supreme domain during the past year. Iron Mountain Council, No. 668, was announced as runner-up in this contest. This cup was given by the Supreme Council at Columbus, Ohio.

In the membership report it was shown that the jurisdiction sustained a loss of fifty-four members by death and that the numerical strength of Saginaw Council stands first, Grand Rapids Council, No. 131, second, with Cadillac Council, of Detroit, and Jackson Council, of Jackson, following respectively.

Jurisdictional director of team work, Al. Guimond, presented his report, including in it a resume of the accomplishments of the year, stating there have been fifty-seven broadcasts in Michigan in connection with the team work activities, several jurisdictional meetings held and also that team work activities had been in evidence in many of the subordinate councils. He called attention to the fact that the councils which had shown the best growth and the best signs of life were those which had not only endorsed, but gotten in line with the team work activities, suggesting that team work in business was, unquestionably, the key to an increased growth and increased activity in the membership of the body.

The grand treasurer, A. W. Wood, of Detroit, in submitting his report, stated that a greater portion of the grand council's assets are impounded at the present time in one of the closed banks in Detroit, and that this fact had necessitated strict economy on the part of the grand executive committee. This was also brought out in the report of the executive committee, whose report showed that they had held several meetings during the year, each member paying all his own expenses and that these meetings had not cost the order one penny.

Brother Olson, Secretary of Escanaba council, was called to the platform. He gave a short but very snappy talk covering the activities of Escanaba council, stating emphatically that it was through following the team work program that this council had been able to show such surprising results and thus been able to win the silver cup.

The grand finance committee reported that they had thoroughly examined and checked the figures of the grand secretary and grand treasurer finding both correct to the penny and commending both officers very highly for the manner in which the reports were kept and their work performed.

At this time recess was taken for luncheon. The different committees continued their work during the lunch period and at 1:30 Grand Counselor Sullivan called the meeting into session. Reports from the different committees were given. Report of the resolutions committee, headed by M. J. Howarn, bringing about much discussion and divulging the fact that while this may have been a quiet year in business it has not acted that way on the team activities of the members. In this line Dan J. Riordan, of Lansing, Mark Brown, of Saginaw, and several others were in the lead, perhaps, of most of the other members present. These talks were all constructive, however, and brought out many very important features of the activities of not only the legislative but other committees during the past year. The election then followed. Brother E. P. Moore, of Muskegon Council, acted as chair-

man. The election resulted as follows: Grand Counselor—James J. Beckman, of Marquette; Grand Junior Counselor—Allen F. Rockwell, of Grand Rapids; Past Grand Counselor—John L. Sullivan, of Bay City; Grand Treasurer—Al. W. Monger, of Saginaw; Grand Conductor—Al. Guimond; Grand Page—Pat (commonly called Fat) S. C. Lenoweth; Grand Sentinel—Charles J. Maloney, member of Cadillac Council No. 143, Detroit.

These officers were installed by Past Grand Counselor Mark Brown, of Saginaw, who gave a separate lecture to each officer as said officer was inducted into his office.

The selection for a meeting place for 1934 was by vote of the assembly left to the grand executive committee with power to act.

Prior to turning over the gavel to the newly elected Grand Counselor, Jim Beckman, Grand Counselor Sullivan expressed thanks and appreciation to the members present for their patience, forbearance and activities in the session, it having been a very warm day and each delegate seemingly being aware of the fact that much business had to be transacted in a short time did everything possible to expedite matters to assist him in his work. He then turned the gavel over to his successor, Grand Counselor Beckman, who gave a very short address in accepting the gavel, asking for the co-operation of the membership through the year and stated that he not only hoped but expected that we would be out of the woods of depression long before the next grand council session would be called to order. The meeting then closed in regular form.

Notes of the Convention

M. J. Howarn, who is postmaster of the state senate at Lansing, was present and just as full of vim and vigor as ever. He stated that, strange as it may seem, there are times when it really pays to be a Democrat. Al. Guimond, in reply to a question from Brother Howarn, stated he was willing to do anything Howarn might request. Mike's answer was "then vote the Democratic ticket." This raised a laugh on the part of all present.

Dan J. Riordan, of Lansing, stated to the convention that, based upon the fact that he is an active member of that great army of unemployed, he has been able to attend many sessions of the state legislature; that seemingly many of the bills presented for the benefit of the independent merchants, upon being referred to a committee, are very promptly pigeon-holed and padlocked, thus preventing them from being brought before the legislative body. This deprives those legislative members from either the right or the opportunity to act upon these bills and shows how a small committee can many times not only obstruct constructive legislation, but absolutely prevent the members of the legislature from acting on the same.

In spite of the heat and discomfort, the delegates present were kept in a happy frame of mind by the quick wit and repartee of Grand Counselor John

L. Sullivan, who, in his usually dry way, made many comments and replies while he was in the presiding officer's chair.

A matter of cutting down the representation from the subordinate councils to the grand council was brought up, discussed somewhat and will, undoubtedly, be acted upon in the 1934 session.

No representative from the supreme council was present at this session for the first time in three or four years. This was noticed and commented upon, which brought forth the information that it was due not only to the desire to conserve, but also to the fact that the work of the supreme office, especially in connection with the team work activities, is keeping all of the officers of the supreme office very busy.

The delegation from the Detroit councils, as well as the delegation from Grand Rapids Council, were provided with an unusual form of transportation by Past Grand Counselor Cliff C. Starkweather, who transported these delegates from their home city to Bay City and return in the transportation innovation, known as the aero cars, which are manufactured in Detroit, made it possible for these delegates to travel in the greatest of ease and comfort. Speaking for the Grand Rapids Council, the writer wishes to publicly express the appreciation of our delegates to Brother Starkweather for his kindness and courtesy in connection with this act on his part.

Among the different resolutions adopted was one expressing sympathy and sincere wishes for the recovery of Brother E. D. T. Schumacher, who lost his sight a few years ago and was undergoing an operation in the hopes of having his sight restored, which prevented him from being present to attend his duties as chaplain. The grand secretary was instructed to send flowers to Brother Schumacher.

Another resolution expressed the thanks and appreciation of the grand counselor to the radio stations of the Michigan network; also to E. A. Stowe, of the Michigan Tradesman, and to John R. Casselman, promotional director of Grand Rapids Association of Commerce, for their co-operation and the valuable assistance they had given in many ways during the past year. These resolutions were all unanimously adopted.

Last but not least, at the convention was the election of representatives to the supreme council to be held in Columbus, Ohio, beginning with June 27, as follows

James J. Beckman, Marquette,
F. J. Fensky, Bay City,
Herbert J. Ranney, Saginaw,
John L. Sullivan, Bay City.

Alternates were as follows:

First alternate, H. R. Bradfield,

Second alternate, M. J. Howarn,

Third alternate, Charles Blackwood, wood,

Fourth alternate, E. W. Wood.

F. J. Fensky was delegated to also act for the Michigan jurisdiction in connection with the development of the ladies auxiliary. Brother Al. Guimond, jurisdictional director of team work, Brother Maurice M. Heuman,

(Continued on page 7)

Look at this Picture and then at that

CONTINENTAL SECURITIES COMPANY

TELEPHONE 8-1341

INCORPORATED
GRAND RAPIDS SAVINGS BANK BLDG
GRAND RAPIDS, MICH.June 10th,
1933Mr. J.W. Oliver,
521 Plymouth Blvd.,
Grand Rapids, Michigan.

Dear Mr. Oliver:

About a month ago I wrote you giving you an accounting of what had transpired in your account since it has been in our hands. During the past two months we have increased the market value of your securities better than 20%; we have increased your par value nearly 12%; your income from said securities has been increased better than double what it would now be from those securities originally held. We have actually established profits thru the sale of securities which we purchased for your account of \$740. Only one issue which we sold you was sold at a loss. This was done in order to reinvest the funds to advantage in a larger amount of par value. We are pleased to state that we have more than made up the loss sustained on this one issue, on the bonds which we purchased.

Yesterday the Senate turned down an amendment to the Railroad Bill providing for the Consolidation of Transmission lines. The anticipation of this amendment being passed advanced the market on Postal Telegraph and Western Union securities very materially. Last week we sold your Postals at 45 net to you. The market has reacted to 38 this morning.

Along this line, you may be interested to know that a few days ago Chicago Rock Island and Pacific Railroad found it necessary to apply under the new Federal Bankruptcy Law, for reorganization. We anticipated the necessity of this move on the part of the road and sold out your bonds on May 25th, with a profit to you.

We shall continue to expect you to allow us to show a paternal interest in your securities and advise you of anything which may transpire, which requires any change in your list.

Yours very truly,

CONTINENTAL SECURITIES COMPANY



CRD:S

Grand Rapids, Michigan
June 12-1933

Continental Securities Company
Grand Rapids Savings Bank Bldg.
Grand Rapids, Michigan. Attention Mr. Decker.
Gentlemen:

We wish to express our grateful appreciation of the information contained in yours of the tenth instant.

There are thousands whose present situation is similar to ours when we sought your advice; whose income from present holdings is seriously depreciated due to the lack of investment counsel such as you are in the position to give.

To more than double our returns in less than four months in itself is certainly some accomplishment.

We feel that this commendation is due you to be used as you see fit.

Sincerely yours,
J. W. Oliver

Continental Securities Co., Inc.

Grand Rapids Savings Bank Building

"RELIABLE INVESTMENT ADVICE"

MOVEMENTS OF MERCHANTS

Howard City—The Brunner Cafe has been remodeled and redecorated.

Republic — Joseph LaForias has opened a restaurant and lunch counter on Kroman avenue.

Midland—The Chemical State Savings Bank has increased its capital stock from \$50,000 to \$100,000.

East Lansing—The East Lansing Drug Co., 205 East Grand River avenue, has changed its name to the Tussing Drug Store, Inc.

Detroit—The Vienna Bakery, Inc., 11500 Dexter Blvd., has been incorporated with a capital stock of \$1,500, all subscribed and paid in.

Highland Park—Goodfriend, Inc., plumbing and heating, 13931 Hamilton avenue, has changed its name to the Ajax Plumbing Co., Inc.

Detroit—The Grand Storage Co., 444 West Willis avenue, has been incorporated with a capital stock of \$10,000, all subscribed and paid in.

Petoskey—John A. Lake has been engaged to go to the Soo June 23 to address the Retailers' Wholesale Bakery, Inc. on matters of general interest.

Gaylord—Fire destroyed the warehouse of the Hankey Milling Co., destroying a large stock of potatoes, seeds, flour and cement. Some insurance was carried.

Detroit—The Quaker Produce Co., 1599 East Warren avenue, wholesale dealer in butter, eggs and cheese, has changed its name to the Quaker Distributing Co.

Detroit—Butts Engineering Co., 9121 Alpine avenue, builders and contractors, has been incorporated with a capital stock of \$5,000, all subscribed and paid in.

Battle Creek—The Food City Brewing Co., 200 Elm street, has been incorporated with a capital stock of \$250,000, \$6,500 of which has been subscribed and paid in.

Flint—National Apparel, Inc., 314 North Saginaw street, has been organized to deal in clothing for men at retail with a capital stock of \$3,500, all subscribed and \$2,500 paid in.

Detroit—Maude Fleming, Inc., 1129 Coplin avenue, has been organized to conduct a beauty shop and branches, with a capital stock of \$50,000, \$1,000 being subscribed and paid in.

Kalamazoo—Robert Murphy, 622 Trimble avenue and Ben K. Remington, recently of Bloomingdale, have engaged in business under the style of the Central Produce Market.

Detroit—United Beer Distributors, Inc., 1951 East Ferry street, has been organized for the sale of beer at wholesale and retail with a capital stock of \$4,500, all subscribed and paid in.

Detroit—The Coed Dress Shop, Inc., 1254 Washington Blvd., has been organized to deal in women's wear at retail with a capital stock of \$5,000, \$1,000 being subscribed and paid in.

Detroit—The Morris Market Co., 15351 Livernois ave., dealer in meats, meat products, foodstuffs, produce, etc., has been incorporated with a capital stock of \$10,000, \$4,000 subscribed and paid in.

Detroit—The Burns Coal Co., 1026 Lafayette Blvd., has been incorporated

to deal in coal and other fuel with a capital stock of 20 shares at \$50 a share, \$1,000 being subscribed and paid in.

Harbor Springs—Paul Heynig, who has conducted the Harbor Inn Cafe for the past twelve summers, has formed a partnership with Herman Van Drie to open a bakery in the basement of the building.

Detroit—Cott Motors, Inc., 3646 Woodward avenue, has been organized to deal in automobiles, news and used, automotive parts, etc., with a capital stock of \$50,000, \$3,000 being subscribed and paid in.

Detroit — Sales-Incorporated, 707 Guaranty Bldg., has been organized to deal in merchandise with a capital stock of \$60,000 preferred and 10,000 shares at \$2.50 a share, \$14,350 being subscribed and paid in.

Muskegon—The Michigan Crude Oil Purchasing Co., 204 Peoples State Bank Bldg., has been organized to deal in crude oil and products with a capital stock of \$15,000, \$1,000 being subscribed and paid in.

Kalamazoo — Otto Deitrich and Swerius Kling have engaged in business at 324 West Michigan avenue under the style of the Leather Shop. A complete stock of luggage and leather goods will be carried.

Detroit—Wurster, Inc., 2980 Galvert street, has been organized to deal in legal beverages of all kinds at wholesale and retail with a capital stock of 250 shares at \$10 a share, \$1,000 being subscribed and paid in.

Algonac—W. L. Newton, dealer in drugs, sundries, toilet articles, etc., has merged the business into a stock company under the style of the Newton Drug Co. with a capital stock of \$8,500, all subscribed and paid in.

Wayland—Roy Hough, of Grand Rapids, has leased the Devitt building and will occupy it with the Service Upholstering Co., which has had years of experience making living room suites, occasional chairs, etc.

Detroit—The Hughes Coal Co., 12000 Mack avenue, has been incorporated to deal in coal and other fuel at wholesale and retail with a capital stock of 3,000 shares at \$1 a share, \$3,000 being subscribed and paid in.

Detroit—Broadway Radio Specialties, Inc., 3219 Fullerton avenue, has been organized to deal in radios, radio parts, electrical supplies, etc., at wholesale and retail, with a capital stock of \$50,000, all subscribed and \$5,000 paid in.

Detroit—The Davy Fuel & Supply Co., 14460 Dexter Blvd., dealer in fuels and building materials, etc., has merged the business into a stock company under the same style with a capital stock of 25,000 shares at \$1 a share, \$4,000 being subscribed and paid in.

Muskegon — The West Michigan Steel Foundry Co. has taken over the management of the Eagle Foundry and Machine Co. F. A. Backstrom, vice-president and general manager of Eagle Foundry, has resigned and a new general manager will be named.

Detroit—The Lion Stoker Corporation of Ohio, with business offices in the Transportation building, heating and plumbing with automatic stokers

has been incorporated with a capital stock of 50,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Flint—The Flint Coal & Mason Supply Co., with business officers at 711 First Nat'l. Bank Bldg., Detroit, has been incorporated to deal in coal and contractors' supplies, with a capital stock of 10,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Detroit—Thomas B. Burns, dealer in hardware, etc., at 18944 Woodward avenue, has merged the business into a stock company under the style of the Tom Burns Hardware Co., Inc., with a capital stock of \$5,000, \$4,000 of which has been subscribed and paid in.

Lansing—George Barbour, formerly of Detroit, has opened a store at 537 East Michigan avenue, under the style of the Unclaimed Freight Store. A diversified line of merchandise, including salvaged articles from railroads, warehouses and overshipments will be handled.

Detroit—The American Lumber & Coal Co., 5172 St. Jean avenue, dealer in lumber, fuel, hardware and building materials, has merged the business into a stock company under the style of the American Lumber Co., with a capital stock of \$3,600 preferred and 100 shares at \$1 a share, \$3,700 being subscribed and \$3,600 paid in.

Algonac—Harry B. Gunniss, 55, hardware dealer, died recently at his home here, following an illness of two years. At the age of 19 he purchased the hardware firm of S. Richardson & Co., which he had conducted since that time. He was president of the Chamber of Commerce for several years, as well as an active member of the local Rotary club.

Gladstone—Hugh Cavit, owner and manager of the Scott Creamery announces ground has been broken preparatory to erecting a modern plant at the corner of Delta avenue and Fourteenth street. The building is expected to be completed and ready for occupancy by the middle of July. Installation of some new machinery will also be made.

Big Rapids—R. A. Chamberlin, grocer, has moved from 205 North Michigan avenue to 120 South Michigan avenue, where he opened up about a month ago a Red and White store. Mr. Chamberlin has a very attractive store in one of the best locations on the street, and with the selling helps of the Red and White service he is sure of a nice business.

Fennville—The canning factory will this week complete the processing of the rhubarb crop which is one of its lightest packs; but has given labor to a number of women. The factory has recently installed several thousands of dollars worth of rust-resisting (stainless) steel tanks and other improvements have been made to keep up its reputation as a modern plant.

Detroit—J. E. Frawley, general manager of the Book-Cadillac Hotel, has been elected vice president of the National Hotel Management Co., according to announcement by Ralph Hitz, president. The National Hotel Management Co. operates, in addition to the Book-Cadillac Hotel, the Hotels New Yorker and Lexington in New

York City, the Ritz-Carlton in Atlantic City, and the Van Cleve in Dayton. Mr. Frawley will remain in Detroit, but will assist in the operation of all hotels of the chain.

Paris—C. W. Montague lost his store and stock of groceries in July of last year. Although not fully insured, he has erected on the same site a new brick store, which is nearly finished. On Saturday evening, June 10, he gave a dancing party in his new building, music being supplied by Jeff Bisbee, the old fiddler who won the friendship of Henry Ford. Old Jeff spent the past winter as a guest of Ford, being cared for in his Detroit hospital, and he is now home at Paris for the summer. A complete stock of groceries and auto supplies will be carried by Mr. Montague.

Manufacturing Matters

Frankenmuth — The Frankenmuth Products Co., manufacturer of liquid malt, has changed its name to the Frankenmuth Brewing Co.

Battle Creek—The Battle Creek Broom Works, 79 Grand Trunk avenue, has changed its name to the Queen City Broom Manufacturing Co.

Coldwater—The Coldwater Plastic Co., manufacturer of bakelite products has engaged in business with sufficient orders to employ 50 persons on a 24-hour schedule for six months.

Grosse Pointe Park—The Weil Manufacturing Co., 1342 Buckingham Drive, has been organized to manufacture and sell useful appliances with a capital stock of 1,000 shares at \$10 a share, \$3,000 being subscribed and paid in.

Detroit—The Proctor-Keefe Body Co., Inc., 7725 Dix avenue, manufacturer and dealer in motor bodies and parts, has merged the business into a stock company under the same style with a capital stock of \$15,000, all subscribed and paid in.

Stock Check-Up Is Sales Help

Marked increases in sales of slow-moving items are reported by a large San Francisco retail store as result of modernized stock control and foods display. Inventories had revealed heavy stocks on hand of a number of inactive canned goods items, some of which had been accumulating over a period of more than a year. Better display of these items in preferred positions toward the front of the store brought immediate results. Two items in particular, which had been practically dead upon the shelves, are now selling ten cases each a week, the dealer states.

The inventory also revealed impending shortages in a number of items in normal demand, enabling re-orders to be made in time to prevent possible loss of sales on out-of-stock lines.

A special stock-control card is used by this dealer. These cards supply him with current data as to amounts on hand, cost and selling prices, gross margin, and rate of turnover for each item. Not more than from three to five minutes a day, he finds, are required to keep up to date the cards covering more than two hundred separate items of his stock.

Essential Features of the Grocery Staples

Sugar — Local jobbers hold cane granulated at 5.10c and beet granulated at 4.90c; a further advance is expected hourly.

Canned Fruits—The demand for canned fruits has been quiet in the past week and there is little actual buying in future, where pending Federal legislation may advance costs. Packers are sitting tight as a rule, waiting for present uncertainties to clear up. Distributors also are following a cautious program. Some price ideas have gone through the trade on new pack California fruits, but no one seems to take them very seriously at this time. However, under the uncertainty which exists in regard to Federal control there is an undertone of confidence in the future. General business keeps up its accelerated pace. More people are going to work and getting better money. These developments are the genuine basis for encouragement, rather than any manipulation of prices unsupported by any actual business improvement. The carryover of stocks of California fruits as of June 1 places unsold stocks of peaches at 827,734, the smallest carryover in recent years. Surpluses of other fruits are largely of a nominal character. Prices on spot fruits are generally unchanged, which seems to indicate that new goods will open close to present levels. The market is not being forced on either side, which makes for a temporary dull character.

Canned Vegetables—Major vegetables are firm and reports from the South regarding damage to the new pea crop in some sections are being followed closely. Canning activity expanded during the week, but yields in some sections, like Western Maryland, have been pretty badly hit. Spot vegetables are closely cleaned up in the South. Spinach, string beans and other items are in relatively light supply.

Dried Fruits—Dried fruit prices are generally unchanged. Sellers report a better than usual buying interest for this time of the year, although the exceedingly hot weather of last week brought about some falling off in orders where goods were not urgently needed. The spot market is in good shape statistically, with goods in moderate supply here and replacements moving in from the Coast with a certain regularity that maintains a nice equilibrium. The bulk of the business done, however, has been for deferred shipment, and without exception first hands report a heavy volume of trading for late summer delivery. The new raisin market, as it shapes up now, will start at about the peak of the spot market. Offerings of new choice Thompson raisins for late September or early October shipment have been quoted at 4½c, steamer. The spot supply in first hands is small and should be well cleaned up by the time new goods are ready. Muscats and Sultanas are also in good shape, comparatively. Growers are being offered very good prices on all three varieties. Santa Clara prunes have done nothing much here in the past week or two as far as immediate demand is concerned. Prices are holding at full list, however, and there is no pressure to sell. The same

holds largely true of apricots, which have been quoted by the leading packers now, and while selling ideas vary from time to time among first hands, apricots have been well maintained close to the list. As in other lines, buying is largely a trading proposition. Imported dates have done much better here in the past month or two, with prices higher and business done at higher levels. New York State dried apples recently advanced a fraction. Very little goods are left up-State.

Nuts—The shelled nut market shows a little more activity this week, but it is of seasonal character. The ice cream trades are taking stocks for immediate needs in better volume but there is no buying for deferred use. Prices on the spot are unchanged to slightly higher and primary abroads are very firm.

Rice — The market continues very firm in the South. There is so little rough rice held by growers that prices are out of proportion to the present basis of milled rice. There is a fair amount of business being done in the domestic market, although this is ordinarily the dullest season of the year. However, improved enquiry has been reported here, indicating a growing trade belief that prices will go higher.

Salt Fish—Indications all pointed to a higher market for salt fish. Reports from Boston stated that fishermen have united and were asking 2c a pound more than they got last year from curers. This would result in an advance in the price of salt fish of about \$4 per barrel. Old stocks of salt fish held at previous levels. The demand was seasonably light.

Vinegar—Slowly the vinegar market is getting into better shape. Prices are firm in tone. A normal demand is evident.

Review of the Produce Market

Apples — Spys, \$1.50 for No. 1 and \$1.25 for No. 2; Baldwins, \$1 @ \$1.25; Starks, \$1 @ \$1.25.

Asparagus — Home grown, 75c per dozen.

Bananas—5 @ 5½c per lb.

Beets—New, 45c per doz bunches.

Butter—The market is without change from a week ago. Jobbers hold plain wrapped prints at 22c and tub butter at 21c. The monthly cold storage report which showed an excess of better than 5,000,000 pounds compared with last year, together with an easier stock market at the opening of the day, tempered the bullish sentiment created in the previous day's bulge and led to selling sufficiently pressing to bring about the decline recorded. However, towards the last the stock market came back a little and dealers trading in butter futures based on outside speculative trends were influenced. This was reflected in a slight closing recovery. The June delivery worked in with the spot market and finished unchanged in a fair trade. Handlers of butter have finally agreed that production is bound to exceed a year ago. This, too, despite the fact that recent hot weather checked the output in some sections, but of late cool temperatures have improved the situation and with ample pasturage it is only reasonable to expect a full production during the balance of the summer period. Ideas vary regarding

price, but the trend of the market since the opening of the month clearly stresses a fairly general belief in a pegged situation at current levels. Support always develops on slight fractional turns and in that much of the actual butter coming to hand is high cost, open market offerings are not expected to reflect the size of current receipts. Spot market yesterday held firmer on the dip and late trading conditions indicated betterment within the coming trading period.

Cabbage — New from Tenn., \$2.25 per 65 lb. crate.

Carrots—California, 75c per dozen bunches and \$3.75 per crate.

Cauliflower—\$2 per crate containing 6 @ 9 from Arizona.

Celery — Florida commands 50c per bunch and \$4 per crate; California, \$7 per crate.

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

Cucumbers — No. 1 hot house, 75c per dozen; No. 2, 60c per dozen.

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

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

Light Red Kidney from farmer.. 2.50

Dark Red Kidney from farmer.. 2.25

Eggs—Jobbers pay 6c per lb. for heavy white eggs and 5½c for mixed current receipts. They hold candled hen's eggs at 11c per doz., pullets at 9c and X seconds at 10c. The rather huge excess in storage stocks compared with last year as shown in the monthly government report failed to dampen trade sentiment in futures trade and October refrigerator standards finished unchanged at 16½c after selling ¼c lower earlier in the session. The heavy statistical situation, however, caused a selling flurry in the current month and June eggs drifted to a new low figure. There was fair buying on the break, but support was cautious and volume business was not encouraging enough to warrant the prediction of an immediate turn in futures. Most dealers are now statistically minded and no major movement anticipated because of the pressing supplies and the fact that a good part of the eggs held in storage are high cost relatively. The spot market on eggs marks time. Average quality stock plentiful and clearance just fair. Breakers best buyers at the moment to fill fairly good canning orders. High grade quality eggs scarce the result of recent hot weather. Demand from consumers fails to show betterment low prices notwithstanding. Reports from the country, however, tell of decreased collections and it is quite generally believed there will be a closer balance between supply and demand as the month progresses.

Grape Fruit—Present prices are as follows:

Florida Mor Juice.....\$3.25

Florida Sealed Sweet..... 3.50

Texas, Choice..... 3.75

Texas, Fancy..... 4.25

Texas, bushels..... 2.75

Green Beans—\$3 per hamper from Florida and Texas.

Green Peas—\$2.25 per hamper from Florida.

Green Onions — Home grown, 25c per doz.

Green Peppers — 40c per doz. for Southern grown.

Honey — Comb, 5 @ 6c per lb.; strained, 5 lb. tins, \$4.50 per doz.; 60 lb. cans, 8c per lb.

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate....\$3.50

Imperial Valley, 4s and 5s, crate.. 3.75

Hot house, 10 lb. basket..... .45

Lemons—The price is as follows:

360 Sunkist.....\$9.00

300 Sunkist..... 9.00

360 Red Ball..... 7.00

300 Red Ball..... 7.00

Mushroom—28c per one lb carton.

Musk Melons—\$3.50 for 45s and \$3 for 54s.

Onions—Texas Bermudas \$1.75 per bag for yellow and \$2 for white.

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

126\$3.75

176 3.75

150 3.75

200 4.00

216 4.00

252 4.00

288 4.00

324 4.00

Red Ball, 50c per box less.

Parsley—35c per doz.

Pineapple—Cuban are now in market, selling at \$3.50 for 18s and 24s and \$3.25 for 30s.

Potatoes—Old, 65c per bu. on the local market; Idaho bakers, 28c for 15 lb. sack; new from Carolina, \$3.75 per bbl.

Poultry—Wilson & Company pay as follows:

Heavy fowls 9c

Light fowls 8c

Ducks 8c

Turkeys 11c

Geese 7c

Radishes—12c per doz. bunches hot house.

Spinach—75c per bushel for home grown.

Strawberries—Home grown is now in command of the market on the basis of 75c@\$1 per 16 qt. crate.

Sweet Potatoes—\$1.50 per bu. for kiln dried Indiana.

Tomatoes—Hot house, 7 lb. basket, \$1.40; 5 lb. box 75c.

Veal Calves—Wilson & Company pay as follows:

Fancy7@7½c

Good5@6c

Water Melons—35 @ 45c for Florida.

Was Beans—\$3 per hamper for Florida and Texas.

A new electrical machine for the butcher shop removes the viscera from a chicken, lops off feet and head, in eight second. It's said to adjust itself automatically to chickens weighing two to eight pounds, handles fresh killed or chilled fowls.

A wire-stayed fiberboard container has been developed for nails, bottle caps and other metal products. The container can be knocked down, is said not to bulge under pressure.

Hot water at constant temperature is supplied by a new volume water-heating system. The system brings successive quantities of water to full heat before passing them to storage or use.

MUTUAL FIRE INSURANCE

Smoke Damage Not Fire Claim

The following decision, which was made by the Supreme Court of the State of Rhode Island will no doubt prove of interest to many companies.

In a suit to enforce payment under the terms of a fire policy for damage from smoke from the outlet of an oil furnace without fire occurring on the premises, the Supreme Court of the State of Rhode Island has affirmed the judgment of a lower court in favor of insurance companies which rejected the claim. The case was in progress of litigation for five years.

The suit was brought by the owners of a department store at Westerly, R. I., carrying fire insurance for \$53,000 on the building, \$8,350 on fixtures and \$98,500 on stock, the policies containing the required permission to use an oil furnace on the premises.

On the morning of December 27, 1927, the interior of the building was discovered full of smoke with resulting damage to the contents by layers of soot. But no fire had taken place. It was found that the door of the oil furnace was open and that a section of the smoke outlet had fallen out of place.

The insuring companies refused to acknowledge the claim for damage under the policies, and the case was taken to court where the underwriters were sustained. The suit was appealed to the Supreme Court of the State, which has finally settled the matter by sustaining the finding of the lower court.

The opinion of the higher court in affirming the judgment says: "The fundamental question is whether plaintiff's damage was caused by smoke and soot from what is known as a 'hostile fire' as distinguished from a 'friendly fire.' Defendant admits liability for damage caused by the former, but not by the latter. Plaintiffs maintain that since flames escaped from the limits within which they were intended to be confined, the fire was hostile.

"Defendant contends that, although the flames escaped from their normal limits, nevertheless nothing was ignited or burned outside of the furnace which caused the plaintiff's damage, and that such damage was caused by smoke and soot from a fire which was not hostile, but friendly.

"Certain facts are to be noted. There was only one fire, which was kept burning in the place where it was intended to be by a continuous supply of fuel which was constantly running into the furnace and the flame, smoke and soot were the natural results of such combustion.

"Neither the building nor its contents were ignited. The flame from the broken pipe did not originate outside the furnace. There is no evidence that such outside flame produced any additional smoke or soot. When the automatic supply of oil was discontinued, the fire in the furnace ceased and the production of smoke and soot came to an end. The fire consumed only what was intended to be consumed. It was extinguished merely by the discontinuance of the supply of fuel.

"The language of the standard policy is not the language of the insurer; it is prescribed by statute and hence should not be extended by construction. All direct loss or damage by fire is not covered by this policy. Chapter 258 G. L. 1823, 'Of Insurance Policies' makes many exceptions to the direct losses which otherwise would be recoverable; for example, one exception is that the insurer shall not be liable for loss caused directly or indirectly by explosion of any kind, unless fire ensues and in that event for damage by fire only."

The Court points out that if the opening of the furnace door and separation of the smoke pipe were the result of explosion, there could be no recovery under the fire policy. If there was no explosion the question is whether the fire was "hostile" or "friendly." Extended quotations are made from Way V. Abington Mutual 166 Mass. 67; and from Richards on Insurance Austin V. Drew, 4 Camp. 360, and 24 Harvard Law Review, P. 119, are cited and the opinion continues: "The damage in the case at bar was caused by one fire which was intentional and within the place where it was intended to be. The fact that this fire was excessive and that flame for a short time was seen outside the furnace did not change the nature of the fire. 'The material consumed and the combustion thereof was not accidental; it was intentional. The fire was immediately put out by shutting off the supply of fuel. The flame outside the furnace was subject to one and the same control. No second fire resulted from the intentional fire.

"We are of the opinion that, as the damage was direct and proximate result of an intentional fire, plaintiff is not entitled to recover. As the facts are undisputed, the question is one of law. The refusal to submit the case to the jury was correct, as was also the directed verdict."

The Court points out that the Rhode Island statutes permit modification of the standard policy by riders and says:

"If protection from smoke and soot from a furnace is desired by the insured, it can readily be obtained by paying the premium for the additional risk."

Repairs Are Cheaper than Fires

E. G. Muldauer, of the Underwriters Laboratories, recently made a statement which applies, with equal force, to every community. He said:

"Directly in line with the folly of putting off repairs is that of allowing existing fire hazards to remain because of the expense of removing them. All over the country are thousands of fire traps—old abandoned buildings, serving no useful purpose, a constant source of danger as well as a blot on the landscape. While money may be scarce, labor is certainly plentiful. Unemployed men are eager to work. There may never be a time when these eye-sores can be destroyed at less expense.

Repairs, betterments, renewals and removals must be attended to some time. Every day increases the hazard and every makeshift adds to the final bill. In life, property and money, stand-

ard materials and prompt action are cheapest in the end."

It is important at all times that all property should be kept in good condition because the chances of fire in a tumbledown, poorly kept building are very much greater than in a building which is kept in the pink of condition. But property which is not a fire trap now can quickly become one without care and proper maintenance.

Under the present labor conditions and prices of materials, repairs can be made more cheaply now than for many years past. The owner should make a thorough inspection now of all his property and make any repairs that are indicated by the inspection as being necessary. Repairs are cheaper than

fires and employment is cheaper than charity.

Draw Up Grocery Jobbers' Code

Elimination of sales below cost, secret rebates and free deals is sought in a tentative code of ethics drawn by the National Wholesale Grocers Association for consideration at a meeting of jobbers in Atlantic City, June 26 and 27. Designed to meet the requirements of the National Industrial Recovery Bill, the code also provides that minimum wage rates shall be established in each section of the country in accordance with standards prevailing in local trading areas. A similar provision is made regarding the maximum hours of labor for employees of wholesale grocery houses.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer

FIRE is not "Choosey"

Fire, like Death, is feared chiefly because it can descend so suddenly, without regard for persons or plans. Your house may escape even a scorched shingle for twenty-five years—and then, without warning, be burned to the ground in a couple hours. Your only protection is insurance—and don't neglect it! Our records show a pitiable number of cases where fires have been reported a few days after a lapse of insurance—too late to benefit from past years' payments. The only sure protection is constant protection!

FINNISH MUTUAL FIRE INSURANCE CO.
444 PINE ST. CALUMET

The GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE CO.

A LEGAL RESERVE MUTUAL COMPANY

23 YEARS

OF DIVIDENDS TO POLICYHOLDERS

Affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

320 Houseman Bldg., Grand Rapids, Mich.

U. C. T. STATE CONVENTION (Continued from page 2)

were both elected to go as extra representatives to the supreme council. This honor being given them, based upon the value of service rendered to the membership by these two officers.

Every effort was made by the entertaining council through Fred J. Fensky, general chairman, to show the members and delegates and officers a good time and much credit is due, under the existing business conditions of Bay City Council, for the efforts put forth and satisfactory results secured. Bay City was decorated with welcome signs to the U. C. T.'s and the details in connection with the reception and entertainment of the guests were all carefully looked after.

Beginning with Friday afternoon, July 9, the officers and delegates began to arrive. There were plenty of hotel accommodations in evidence for every one. The team workers group meeting and fish dinner was held in the ball room of the Wenonah hotel at 6:30 Friday night. This being public, nearly all the delegates and officers attended. Following the dinner, jurisdictional director Guimond took charge and called upon some of the members for talks in connection with the team work activities.

Our own Senior Counselor, Gerald J. Wagner, gave a very interesting talk on trade recovery. He explained in detail the provisions of some of the legislation or proposed legislation in connection with trade recovery, stating in every case where any legislation tended towards an extreme it must necessarily be carefully watched and properly regulated before the effects of such legislation get to that point where it becomes a menace to business rather than a safety factor. His talk was very attentively listened to and appreciated by all present.

Brother Jim Beckman, of Marquette, also gave an inspirational talk at this meeting.

Just prior to the meeting the Midland Boy Scout band of about fifty members serenaded this group in the ball room, afterwards giving a band concert in Wenonah park; also a drill and concert was given by the drum and bugle corps of Harding-Olk-Craidge Post No. 18.

A session of Lum council was held for the first time in many years, this being held in the dugout of the Elks temple. The Kellogg band from Battle Creek also gave a concert on the beach from 4 to 5 p. m. at Wenonah park, and again later in the evening.

All of the U. C. T. Ladies who were fortunate enough to be present at Bay City were well entertained with a fine luncheon, bridge parties, drives around the city, etc.

Mrs. Harry E. Nash was on the receiving end for the fine prize awarded at the bridge game.

Following the closing of business activities a ball was given in the Wenonah hotel and everything possible was done to show the visitors that Bay City appreciates having company, especially when this company is composed of good loyal members of the United Commercial Travelers.

Homer R. Bradfield.

Items of Interest to Grand Rapids Council

Do not forget that big picnic given by Grand Rapids Council on June 24. Invite your friends and plan to make the day a real vacation for the whole family. Bring your food and be prepared to participate in the greatest and grandest picnic that old 131 has ever sponsored. Cars will assemble on Madison avenue, just South of Wealthy, at 1 o'clock sharp and drive from there to Townsend Park, where the picnic will be held.

A. R. Savery of 224 Johns street has recovered from injury suffered some time ago and has sent in his final claim papers to Columbus.

The sweltering heat which has enveloped a great portion of the Middle West and Eastern section of the country the last few days has caused the minds of suffering individuals to turn to ways and means of keeping cool with the least amount of effort. For a short cut to burning, blistering cold to offset the burning, blistering heat, we know of nothing that will equal "dry ice." Dry ice has a temperature of about 110 deg. below zero and, therefore, is capable of furnishing plenty of cold, but due caution must be used in handling it. Injuries to the skin and flesh through contact with so low a temperature are as serious as burns; in fact, quite similar in their effects to burns. We might suggest that old fashioned "hard water" might be more in keeping with our general knowledge of refrigeration and far less likely to cause unpleasant after effects.

We note from several reports that some of our socially prominent set are "out" on the beaches. We are wondering at the high cost of bathing suits when everyone seems to be so much "out."

As we loiter around the mills dams and rapids and ripples of our streams, an incident is brought to our mind of an adventure of a police pup. One hot, sultry afternoon a young police dog, being hot and thirsty, ventured to the water's edge a few yards above the brink of Niagara Falls. Finding the water cool and inviting, he decided to treat himself to a swim, so he plunged in, only to be caught by the racing waters and borne over the cataract. Sight seers at the foot of the falls were suddenly startled to see the bedraggled figure of a dog scramble to the top of a rock and shake himself. The fire department was called and rescued the pup, soaked and bewildered but unhurt. He had shot the falls and came through without a scratch, while several persons have been killed in attempting the feat in specially constructed contraptions. A dog's life is just one thing after another, while some of our more adventurous citizens' lives are just one thing.

First it was the apple that caused man's downfall — so they say; now it's the peaches.

We have a sneaky feeling that our good friend Verbeck from California is having a few grins up his sleeve. Of course, we are having very unusual weather for this time of the year, nevertheless we are envious of the Californians when we compare our 92's and 97's with their 60's and 70's.

If you can shift gears in an Austin without getting your face slapped, you are a genius.

The young son of Mr. and Mrs. Gilbert Ohlman is reported on the sick list. He is suffering from an infection of the throat.

We are receiving so many reports that business out state is picking up that we are inclined to get optimistic and start looking for some ourselves. It is certainly gratifying to see smiles instead of frowns and scowls and orders instead of weather reports. Boys, she's coming and we will be shedding patches before we know it. Keep up the old spirit and the salesman will soon come into his own.

One of our young and keen police officers was being shown over his new night beat by a sergeant.

"D'ye see that red light in the distance? Well, that's the limit of your beat. Now get along with it." The young policeman set out and was not seen again for a week. When he did show up at headquarters the sergeant demanded furiously where he had been.

"Ye remember that red light?" asked the young copper.

"Yes."

"Well, that was a moving van for Chicago."

We read the "Items from the Cloverland of Michigan" with interest but have never noted once any mention of the effect of 3.2 in the Soo on the ferry traffic across to the European side. That used to be our greatest entertainment while sojourning there. A trip to the Canadian Soo meant a well lubricated whistle, besides being able to tread the soil of King George's domain. The boys across liked our jingle washers and tried every way possible to make us welcome and feel as though we could come back any time the dust blew on the American side. They used to say, "we live across the river, when you cross over, drop in, it's plenty wet."

The Grand Rapids Sales Promotion Association held a food show at the store of Abe Hartsema in Muskegon last week. The boys report unusual interest in the various displays and that business was very satisfactory.

We wonder what the Calamity Janes and other opponents to progression think about the results of the inauguration of 3.2 in various sections of the country that have been thoughtful enough to take advantage of the spirit of the times. If we remember rightly we heard dire predictions from the dregs(?) as to the unquestionable rise in drunkenness and lawlessness if beer was legalized. Recent statistics garnered from a cross section of the country are evidence of a hole in the blatter's sail. Figures taken from police records in six of the country's largest cities show 2,000 less arrests for intoxication during the first month of legalized beer than during the same period last year.

The Ladies' Auxiliary of Grand Rapids Council not only claims it possesses an "up and go get 'em" president but it lays claim to a champion bridge player in the person of Mrs. Harry Nash. At the bridge party given by the entertaining ladies of the Grand Council convention at Bay City, Saturday afternoon, some twenty-five tables of the best bridge players in the Grand Council domain indulged in the popular pastime. When scores were added at the close of the party it was found that Mrs. Nash had a score which was out and over the rest like old Sol in the heat of the day. She was awarded a beautiful table lamp in recognition of her prowess at the game.

The Ghysels and Holmans spent the week end at Grand Haven. It is reported that the boys created quite a stir and flutter of hearts when they appeared on the sands clad in the latest of beach attire.

We dislike to tell tales out of school, but we found out that nearly every Valley City citizen who attended the U. C. T. convention at Bay City got home in the cool, grey dawn of Sunday morning. Some admitted that it was late in the early morning and that they missed the milk men.

Don't buy cheapness. Pay enough to get your money's worth. This is not a shoddy Nation. Scribe.

Conflict Between State and Federal Courts

Detroit, June 10—During the past few weeks this office has given much time and effort in assisting the officers of the Barnes Scale Co. in an effort to effect a plan of re-organization or sale of the business which would be most beneficial to creditors.

The banking situation temporarily interfered. However, within the past week a definite plan has materialized and on June 9 a very successful sale was consummated to some of the stockholders for a consideration of \$20,000, to be paid as follows:

\$3,000 down.
\$250 on the 9th day of July, 1933, and a like sum for five succeeding months.
\$300 on the 9th day of January, 1934, and a like sum for five succeeding months.
\$400 on the 9th day of July, 1934, and a like sum for five succeeding months.
\$500 on the 9th day of January, 1935, and a like sum for five succeeding months.
\$700 on the 9th day of July, 1935, and a like sum for ten succeeding months; and
\$600 on the 9th day of June, 1936.

The assets are secured by a commercial chattel mortgage executed to the Trustee for the benefit of creditors.

Following the completion of this most advantageous sale, we were surprised to learn that the records of the United States District Court disclosed that on the same day, subsequent to the completion of the sale of the assets, local attorneys representing D. A. Ebinger, receiver of the Sanitary Manufacturing Co., the United Screw and Bolt Corp., and the Chicago Hardware Foundry Co., filed an involuntary petition in bankruptcy. We have given complete information regarding the sale to these creditors, and requested them to co-operate by withdrawing their names from the bankruptcy petition.

We are satisfied that if it is necessary to resort to a forced sale of the assets in bankruptcy, it is very doubtful if an amount in excess of \$5,000 could be realized, inasmuch as a great portion of the inventory is composed of raw material and material in process of manufacture, and the patents do not belong to the corporation. All of this amount would be required to take care of preferred labor claims and taxes, thereby leaving nothing available for general creditors.

L. E. Deeley,
Trustee, Barnes Scale Co.

Preparation saves perspiration.

OUR LOAN TO CHINA

In view of all that has been happening in China the past year, the announcement that the Reconstruction Finance Corporation has granted the Chinese Government a credit of \$50,000,000 for the purchase of American cotton and wheat in the open market is startling news. Granting that the resumption of foreign lending, as Secretary Hull recently stated, is essential to the development of international trade, one would still have thought that China would be about the last country to which the United States or any other Power would be willing to extend so considerable a credit.

The two pictures of China presented by current dispatches from Peiping and Shanghai and this announcement from Washington are hard to reconcile. On the one hand is depicted a country prostrated by invasion, menaced by a renewal of civil war and disrupted by Communist agitation. On the other we find a country whose Government is sufficiently stable to obtain a loan from the Reconstruction Finance Corporation and to pledge its repayment in three years by a lien on certain tax returns which last year yielded \$22,000,000.

This arrangement was negotiated by Finance Minister Soong and stands as a striking testimonial to the way he has handled Chinese finances during this period of civil war and invasion. But it is also a commentary upon the unusual situation existing in China whereby the National Government, to an extent that would be impossible in any other country, has remained aloof from what has been happening in North China. For the policy of Nan-king, ever since Japan launched her attack on Manchuria, has been largely one of hands off. It has gone ahead as best it could with its own domestic policy of political and financial reform. That it has not been entirely unsuccessful must be assumed from the making of this loan. For the Reconstruction Finance Corporation could not have granted the credit unless it was assured not only that China would be able to repay it but also that the Government with which it was dealing was in a position to promote further trade between China and the United States.

LESSONS WILL BE LEARNED

That cavilers of the new industrial program have so far made little impression upon most business representatives is to be remarked in the host of old and newly organized associations which are now busy devising codes for adoption under the Control Act. Not at all daunted by the objections raised to provisions of this legislation, the new government "partnership" with business seems welcome in almost all quarters.

It would not be correct to conclude that the motives of these organizations are unselfish. They are, as a matter of fact, quite self-centered. What they all hope for is primarily a system of uniform prices and what amounts to a guarantee of profits. That, of course, is a foolish hope to harbor; but, since it is the mainspring toward really important achievement, it serves a purpose.

Higher prices are by no means the panacea they are generally imagined. They have their sole but most important advantage now in relieving the debt burden. Lower prices, if accompanied by fair wage scales, would bring much sounder progress if debt could be properly amortized and interest charges properly reduced.

Production restriction is another common objective and fundamentally it can be criticized on similar grounds. It means higher costs even as it means higher prices. Only monopoly can gain from such control.

But in all these aspects of the new Control Act it is well to consider that business will probably have a chance to do many things which it has been aching to do even though all the facts point to results quite different from what it expects. The real benefit of the government measure should come from the lessons to be learned and more particularly from the steps that are taken to improve mass buying. In the latter case, even the most reactionary may be amazed at the possibilities opened up.

STRAW MEN PUT UP

Only a few weeks ago there was not a murmur against the radical steps being taken by the administration at Washington to deal with the economic situation. Now that there has been astonishing recovery manifest on so many sides, the critics are once more finding their voices. The burden of their complaint is that, after all, since conditions have become so much better, it would be best to leave them alone and make no changes. They advise going back to the policy of laissez faire which proved so tremendously costly for three years.

Attacks on the National Recovery Act run a wide gamut. The central theme is held to be "planned economy," which critics maintain is hopeless because there is no man nor group of men able to work out a plan successfully—the system to be efficient must be subject to all the checks and balances of individual initiative.

The apparent answer to this is that a rigid plan of economic control is not proposed and a straw man has been set up to knock down. Certain rules to eliminate jungle competition and to establish the market, which is every business man's desire, are merely being legislated. Sweatshop wages, hours and prices are to be forced out. Beyond these un-American conditions, there will be plenty of scope for initiative and for the checks and balances that promote efficiency.

It may be an old principle of economics that consumption grows out of production, but the new program apparently wishes to assure it. There is, after all, some suspicion at least that too much of the income from production in the past went into profits, dividends and overhead of a capital nature to the detriment of mass-consuming power.

BUSINESS UP 40 PER CENT.

While evidence of striking advances in industry came from many quarters during the week there were several developments which were received with special satisfaction. One of these was an official report disclosing a large in-

crease in automobile sales and thereby justifying the recent expansion in output. Consumer demand has moved up to the calculations of the industry. The second significant piece of news concerned the intention of the leading steel interest to move up wages 10 per cent. on July 1. Employees will receive the wherewithal to meet at least a part of the price increases now so general.

Actual measurement of the progress in industry by the weekly business index for the latest week discloses the sharpest increase since the recovery got under way in March. The unprecedented gain since that time has amounted to 40 per cent. The only series to drop in the latest compilation has been automobile production and, as indicated, this has not been due to any slackening in sales. The rise in the power series was especially significant, since it testifies to the upturn in many small industries.

While there is plenty of cause for optimism in the remarkable recovery that has been staged in the last ten weeks, sight must not be lost of the fact that at its present level basic business volume is at about the 1921 low. In short, the abnormal stage of the depression has seemingly passed and the country is now at normal depression level. At the present rate of recovery, however, it would take only ten weeks to put business back entirely on a normal basis.

PUNISHING SHAKESPEARE

Shakespeare was a great poet, a great dramatist. Such a statement would be accepted without question not only in England, not only in all English-speaking countries, but also in Germany, Siam, Argentina, Norway, Japan, Venezuela and Poland. All the world acclaims his genius; there is no country which has not paid tribute to his plays. But occasionally a discordant note is heard in this universal chorus of praise and in no uncertain terms the peasants of a certain Rumanian village, treated to a performance of "King Lear," recently let it be known just what they thought of Shakespeare. They had been led to believe that they were to be entertained, but "King Lear" somehow fell short of meeting their expectations of a lively and amusing evening. They rose in their wrath, stopped the performance and threatened direct reprisals upon the unhappy actors. In an attempt to appease their fury the manager hit upon the device of dressing up one of his actors as Shakespeare and sending him on the stage to explain the importance and significance of "King Lear." The result was unfortunate. The Rumanian peasants assumed that he was really the author of the play and proceeded to beat him up severely for making such a hash of it. But even though the incident may cast some doubt on the universal appeal of all of Shakespeare's plays, it can hardly detract from his fame. Few playwrights can hope 300 years after their death to have an impersonator mobbed by an angry audience of Rumanian peasants.

CHRISTMAS SEAL DOLLARS

Persons who buy Christmas seals in order to assist in the battle against tuberculosis and other deadly enemies of humanity will be interested in know-

ing just how a dollar exchanged for these seals is spent. Twenty-eight cents of it according to the report of the New York Tuberculosis and Health Association, went for information and other aid—5,900 persons called at the office of the association last year, not knowing where to go for examination or treatment. Eighteen cents of the dollar went for child health work, including the maintenance of three baby health centers and visits by nurses to homes. Another eighteen cents went for heart work, partly for research by methods which are being copied in Europe and partly for direction of persons in need of examination and treatment. Twelve cents went for general health education by radio, movies, printed matter, lectures and other mediums. Ten cents were for research, five cents for clinic service, three cents for industrial health work, another three cents for social hygiene, two cents for dental hygiene and one cent for co-operative activities. A dollar well spent.

DRY GOODS CONDITIONS

Record high temperatures failed to check the high level of retail activity last week and the stores are moving on to figures for the half month which will exceed those of a year ago. The usual seasonal lines received the best response, but attention is now being called to the breadth of the demand.

Reports from other cities in the country are quite uniform in describing business that is equaling or, in some instances, exceeding last year's volume. Higher farm product prices have helped trade in the rural communities and increasing employment in many industrial centers is bringing sharp gains in retail sales.

A feature in the wholesale merchandise markets during the week was the placing of orders on late Fall and holiday goods on which buyers wish to avoid further price advances. Reorders on seasonal goods could be filled from stock in many cases, but not at price concessions. Advances are still quite general through the textile and allied industries and producers are moving forward their preparations on Fall lines.

RAILROAD WORKERS

The fear that the proposed consolidation of the railroads would throw thousands of men out of work has been removed by a provision inserted in the bill. Under this arrangement no men are to be discharged, but when men die or resign their places are not to be filled. In this way there will be a gradual reduction in the working force without injury to any one. General Atterbury said a few weeks ago that if no vacancies on the Pennsylvania Railroad were filled the force would be reduced within five years to the size which would be sufficient for operating it when the consolidation plans were carried out. The plan satisfies the railroad unions and removes their objection to the bill. It should satisfy also those humane citizens who would like to see every working man protected in his job as long as possible.

A new electric pencil sharpener is said to produce a perfect point in an instant at the flick of a switch.

OUT AROUND

Things Seen and Heard on a Week End Trip

The death of Oscar F. Conklin at Jacksonville, Ill., last week, at the age of 96, closed the career of one of the most remarkable men I have ever known. I first met him fifty years ago at Ravenna, where he and his brother, William P. Conklin, were conducting a general store and private bank, with mortgages on many of the best farms in the vicinity. They were both good merchants and thoroughly reliable men. Few country towns have the advantage of possessing such sterling business men who handled nearly everything that would contribute to the prosperity of the community. They continued the mercantile business in Ravenna twenty-eight years, when it was found they had less than \$500 on their books which was not collectible. Such a record is seldom made by country merchants anywhere who deal in practically everything and with practically every individual within the trade radius of the town in which they are located.

Mr. Conklin was anxious to have the G. R. & I. construct the Muskegon branch of that transportation line, providing, of course, Ravenna was made one of the stations en route. He spent much time with the surveyors when they were running their preliminary lines. Because of his knowledge of the country and his acquaintance with the people along the proposed line, he was selected by Wm. O. Hughart, Sr., who was then president of the road, to purchase the right of way. Placing the check book of the company in Mr. Conklin's hand, Mr. Hughart said: "Oscar, buy the right of way, and buy it right, but don't leave a single sore spot anywhere between here and Muskegon." Mr. Conklin devoted many months to the assignment, eventually turning over to the railroad the deeds of every piece of land required except a small corner of the farm of Suel A. Sheldon, who will be remembered as the representative of the subscription department of the Tradesman winters for about forty years. This branch and the assistance it rendered in developing the country through which it passed was a source of much satisfaction to Mr. Conklin for the part he played in bringing it about. The railroad showed its appreciation of his services by bestowing the name Conklin on its principal station, aside from Ravenna.

After closing out the mercantile business at Ravenna, Mr. Conklin removed to Coopersville, where he became interested in the banking business with William G. Watson, under the style of Watson & Conklin and in general trade with R. D. McNaughton under the style of Conklin & McNaughton. About this time there was much interest in the purchase of Southern timber lands by the Blodgetts, Wm. M. Robinson, James D. Lacey, White & Friant and others. Mr. Conklin thought his knowledge of timber would enable him to make a little money and presented the idea to the late Harvey J. Hollister, then president of the Old

National Bank, where the Conklins had done business for many years. The shrewd banker favored the idea and told his customer he would give him a letter stating that the Old National would honor his checks up to \$50,000 and he could fix up the overdraft which might result from the purchase of timber lands on his return. Few bankers of the present day who worry themselves crazy over collateral would probably proceed along such lines, but Mr. Hollister was a banker of the old school who placed character and background ahead of a few pieces of paper which might shrink to nothing or next to nothing in the event of a depression. The deal proved to be a very satisfactory one and brought Mr. Conklin and his brother handsome returns, but the peculiar descriptions used in the South in those days — from such a stump, to such a tree, to such a creek — did not appeal to his idea of exactness and he soon turned his real estate investments into other directions.

In 1890 the two Conklins, Frank Hamilton, the pioneer clothing merchant of Traverse City, and the writer purchased a tract of land opposite Marion island, now owned by Henry Ford, in Grand Traverse Bay, and platted Traverse Point resort. We subsequently purchased a larger tract of land adjoining, once owned by the late John J. Bagley, and sold it to the Universalist Resort Association, which platted the Neahawanta resort. Mr. Conklin threw much energy and adroitness into this undertaking, which brought health and pleasure to many people.

Mr. Conklin subsequently moved to Grand Rapids where he handled real estate with his usual success for several years. Thirty-four years ago he removed to Jacksonville, Ill., in the vicinity of which he purchased many thousand acres of corn land, which he managed with consummate skill up to the day of his death. He spent his winters for many years in Los Angeles or DeLand, Florida. Besides his wife, Mr. Conklin leaves a daughter and eight grandchildren — four by the surviving daughter, Herma, and four by his elder daughter, Grace, who died many years ago. He took great interest in the rearing and education of these orphaned children, the father having preceded the wife to the grave.

On my Out Around trip Saturday I drove to Ravenna and talked with several people who lived in that town when the Conklins conducted a store there. An aged denizen of the village remarked: "I remember well when the Conklin boys opened their first store. Oscar had made \$1,000 peddling spectacles from door to door in several states. William P. contributed an equal amount to the resources of the firm. They were both in accord on one fundamental — they would not trust a man who did not meet his obligations promptly. A farmer would frequently order goods put up and then remark that they would have to be charged. If he did not come up to the Conklin standard, the goods were returned to the shelves with the statement that the merchants worked hard to secure the cash to start the store and that

they could not trust out goods to a man who did not enjoy an unquestioned reputation for prompt payment. If the customer offered security on an animal — ox, cow, horse or colt — it was accepted, with the distinct understanding that the obligation would be met at maturity. By being firm at all times and under all circumstances the young merchants educated the farmers to be good business men as well as farmers. The earnings of the store were invested in farms, either by purchase or the foreclosure of mortgages. In such cases they found good tenants and went back of them to the limit, assisting them to purchase implements, horses, cows, seeds and fertilizer. They advised with them as to the kind of crops they should raise in each field, based on their knowledge of the character of the soil and the market prospects for the products. As a result, they made every tenant a money maker and cleared an average of eight per cent. for themselves. When O. F. Conklin removed to Illinois he sold his interest in the Ottawa county farms to his brother, who has since conducted them along the lines adopted by his brother and himself fifty years ago. The Conklin brothers did much for Ravenna and the country roundabout and, in return, reaped a reward by becoming very rich men. They were always safe men to do business with, but they never did anything to improve the material conditions of the town by investing in any manufacturing undertakings which would give employment to idle men."

O. F. Conklin was a very dominant man in all the walks of life. He never could see any good in a Democrat. He never could tolerate a rogue. He helped the poor man by helping him to help himself. He was never a philanthropist. He had little use for organizations to dispense charity. He was the embodiment of success in all the term implies. He never told a lie. He never failed to keep an agreement. If he owed anyone it was always paid the day it was due. If any one owed him, it was paid the same way or hell was to pay. He was a just man in all that the term implies. I wish there were more men like him.

Mr. Conklin's younger brother, Wm. P., still resides in Grand Rapids. He is ninety-three years old. He is as bright as a new dollar, mentally, and walks and acts like a man of sixty. He is still able to supervise his farming interests at Ravenna with all of the oldtime shrewdness and fairness to all concerned.

The Ottawa county road commission has added to the pleasure of tourists and travelers who find enjoyment in covering good gravel roads as an occasional diversion from cement. Two years ago they broadened West Leonard road from the Eastmanville bridge to Crockery creek and last year they did similar work, although not so extensive, on the continuation of the same road from Crockery creek to Spring Lake. This stretch of road is almost attractive enough to be designated as scenic. It parallels Grand River for a considerable distance and

where the river pulls off to the South the cultivated land between road and river is very interesting. Many old homes suggestive of the lumbering days are in evidence, some of them with very attractive surroundings. To anyone who seeks change from the constant association of cement roads I can commend this route as well worth a once over. It was so interesting to me that I covered it twice on successive days last week.

My readers will naturally infer from the above paragraph that the Stowe clan has closed its Grand Rapids home for the summer and is pleasantly located in Lamont for the next five months. The hard pavement promised us by the county road commission this season has not yet been installed, but as a promise made by an Ottawa county road official has never been broken we are expecting to see workmen start the work any day now. On account of the frequent rains of late the dust on Broadway, our main thoroughfare through the village, has not been intolerable, but unless the promised pavement is immediately forthcoming, we shall suffer from the nuisance about which we have protested for the past six years.

Sault Ste. Marie, June 10—Enclosed find copy of a letter to the District Manager of the Atlantic & Pacific Tea Co., Grand Rapids.

I was always under the impression that this organization did not make a practice of hiring help away from another concern, but you will notice by my letter that this is not the case. They even have the nerve to enter a man's place of business, and take up the time of another organization's employee.

Personally, I do not think it fair, but these chain store organizations seem to get away with a great deal more than a privately owned organization.

I would like to hear from you as to what experiences you have had with the A. & P. Co. along these lines.

Leo LeLievre,

Mgr. Soo Co-Op. Merc. Ass'n.

The letter referred to is as follows:

Sault Ste. Marie, June 10—I have been with this concern for a great many years, and you have been one of our competitors, but in all these years of my management of the affairs of the Soo Co-Operative Mercantile Association I have never tried to hire away an employee from another firm.

I always understood that the Atlantic & Pacific Tea Co. never made a practice of hiring a man away from their competitors, but your Mr. Wolfe, whom I understand is in charge of the Soo district, has for some time been trying to hire a man who is in charge of one of our departments. He has made a practice of coming into our store and talking with this man, trying to persuade him to hook up with your company, and this he has finally accomplished.

If you will check up, I think you will find that we have been very friendly competitors, but I want you to know that I do not think your system of hiring help from another firm is the best practice. I think it requires considerable nerve for a man to enter another man's place of business and take up his time, while he is being paid by another firm.

We hope this man that Mr. Wolfe has hired away from us will prove satisfactory, for we have been well satisfied with him for a period of two years he has been employed by us, and although your organization has

(Continued on page 23)

FINANCIAL

Review of Last Week's Work at Washington

Reports on business for last week were very good. Electric power production, freight car loadings, and steel production continued above comparable weeks of last year. The increase in car loadings was 15 per cent while steel production was at the rate of 45 per cent of capacity. The Dow-Jones average on forty bonds reached the new high. Utility issues were very much stronger with indications that these particular stocks, many of which are held in Michigan, should do better marketwise. In spite of the dividend reduction in the preferred of Atchison and application of Chicago-Rock Island for re-organization, the market continues to be strong.

The Administration has now completed a large portion of the measures presented to Congress. The Home Mortgage bill is ready for signature. The Industrial has passed both Houses and is in conference before going to the President for signature. The House passed the bill allowing municipalities to readjust their debts. The gasoline tax extension bill, reduction of postal rates and shifting the tax on electricity to producers is ready for signature.

The International Economic Conference is in session and, although there will be much publicity to its actions in relation to world wide co-operation, lowering of tariffs, etc., it is believed by many writers that stabilization of currency is the most that could be expected. Such situations as war debts and our own efforts to increase domestic prices and improve domestic business indicate a return to a nationalistic policy.

The Industrial Control bill is now practically issued and its possibilities are far reaching and its methods of functioning are very uncertain. It seems the initial step is to encourage and bring about wage increases so that purchasing power will catch up with prices. There will also be a plan to discourage sale of products below the individual units' own production costs. This is a means to eliminate inefficient organizations as the Government does not intend to eliminate efficiency. The ultimate effect of this bill is not known at this time. J. J. Petter.

Open Gold Market Plan Almost Incredible

Widely credited reports persist that plans are definitely on foot for the organization of an "open gold market" in New York. The moving spirit in the project is said to be the Washington Government, which is thought to see in such a market the possibility of "bringing home" to an inadequately impressed public the fact that we are "off gold."

There is so much incongruity in the whole conception as currently presented, and such sweeping changes in the gold policy of the Administration would be necessitated, that many with realistic understanding of the essential nature of an open gold market find it difficult to credit the "story." Yet the present Administration is justly renowned for its dramatics far more than for its logic.

At any rate, the scheme is hardly more incredible than many of the current misconceptions of the part played by gold in credit and monetary systems.

It seems to be supposed that adherence to the gold standard severely limits inflation, and that abandonment of it makes it possible for currency managers successfully and safely to raise prices to any desired level and to stabilize them at that point.

The truth of the matter is that the gold standard does not and cannot in highly abnormal trade conditions prevent extreme credit abuses, as post-war experience amply proves.

So far as abandonment of gold making otherwise inadmissible practices safe is concerned, one as well might suggest tinkering with a clinical thermometer to have a fevered patient show a normal temperature and thus appear in condition for a series of gala evenings in the night clubs.

Money and credit are best viewed as a mechanism designed to facilitate efficient and well-balanced production and interchange of goods. Used for other purposes, particularly to stimulate activity where other conditions seriously impede or make impossible the normal exchange or profitable sale of goods, this mechanism will not work well and is certain to create additional hazards of its own, whether based on gold, or, as is too often the case today, on thin air.

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Proceedings of the Grand Rapids Bankruptcy Court

In the Matter of Family Circle Stores, Inc., Bankrupt No. 5000, final meeting of creditors was held May 19, 1933. Trustee and certain creditors present. Trustee's final report and account approved and allowed. Bills of attorneys allowed, subject to deduction for lack of funds. Made order for payment of administration expenses and preferred labor claim as far as funds on hand would permit. No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to U. S. District Court in due course.

June 5, 1933. We have today received the Schedules, Reference and Adjudication of Rowland T. Ford, Bankrupt No. 5246. Who resides at Lowell, Michigan. Whose occupation is that of a retail merchant. The schedules show assets of \$3,736.00 of which \$2,700.00 is claimed to be exempt, and liabilities of \$7,647.43. The list of creditors is as follows:

Village of Lowell, Lowell, Mich.	\$ 27.00
Township of Lowell, Lowell	59.66
Michigan Hardware Co., G. R.	647.61
G. R. Builders Supply Co., G. R.	41.13
William D. Bath, G. R.	42.62
C. W. Mills Paper Co., G. R.	23.34
Brunswick Balke Collender Co., Muskegon	12.60
Ski Skooter Sales Co., Muskegon	5.57
Wolverine Brass Works, G. R.	15.67
Extension Garment Hanger Co., Dallas, Texas	5.76
Simmons Hardware Co., St. Louis	58.67
Reese Padlock Co., Lancaster, Pa.	6.66
Merkle Broom Co., W. D. Saager, Luther Grinder Co., all %	
Hilding & Baker, Attorneys, G. R.	33.79
Patek Bros., % Fred W. Mare, Atty., G. R.	94.48
Michigan Ladder Co., Ypsilanti	6.36
Acme White Lead & Color Works, Detroit	40.29
B. F. Berkhemer Co., Greenville, O.	23.00
Browns Seed Store, G. R.	6.60
The Christy Sales Co., Fremont, O.	15.00
Ferry Morse Seed Co., Detroit	9.04
H. Eckenhout & Sons, G. R.	22.58
H. C. Ward, G. R.	12.50
Duo Tent Battery & Bulb Co., Chicago	2.80
The Clyde Stove Co., Clyde, Ohio	10.00
Gee Hardware Co., Lowell	4.21
Bonz Mfg. Co., Masonville, Mich.	8.50
A. A. Meeth, G. R.	19.73
C. H. Runciman, Lowell	27.22
A. J. Brown, Ionia	1,048.94
Mrs. Margaret Stowell, Lowell	2,360.00
Mrs. Margaret Stowell, Lowell	4,280.00
A. H. Stormzand, Lowell	6.75
J. F. Rittenhouse Mfg. Co., Akron, Ind.	14.36
Citizens Telephone Co., Lowell	12.15
Lowell Light & Power Co., Lowell	20.05
Essenburg Building & Lumber Co., Holland	13.00

Florin Mfg. Co., Carson City	12.00
W. C. Hopson Co., G. R.	116.39
Hayden Supply Co., G. R.	10.15
Independent Stove Co., Owosso	224.96
B. F. Nelson Mfg. Co., Minneapolis	86.82
The Mantle Lamp Co., Chicago	17.07
Lowell Mfg. Co., Lowell	2.97
G. H. Mansfield & Co., Canton, Mass.	20.62
Midwest Bicycle & Toy Co., Detroit	31.20
Murray W. Sales & Co., Detroit	20.00
D. E. McNiel Pottery Co., East Liverpool, O.	16.59
Protection Products Co., Kalamazoo	4.32
The Quincey Stove Mfg. Co., Quincey, Ill.	60.84
The Sargent Gehrke Co., Ind'pls	68.00
Wheeling Corrugating Co., Wheeling, West Va.	20.00
Villas Bros., Chicago	36.00
Standard Oil Co., G. R.	13.30
Star Stoneware Co., Crooksville, O.	15.44
Fulkerson Bros. Handle Co., Peexico, Mo.	19.50
C. W. Cook, Lowell	27.61
Buhl Sons Co., Detroit	100.00
Lowell State Bank, Lowell	55.00

June 5, 1933. We have today received the Schedules, Reference and Adjudication of Paul Staebler, Bankrupt No. 5251. Who resides at Kalamazoo, Michigan. Whose occupation is that of a salesman. The Schedules show assets of \$450.00 all of which is claimed exempt, and liabilities of \$38,782.90. The list of creditors are as follows:

1932 State, County and School Tax	\$163.90
Bank of Kalamazoo, Kalamazoo	7,680.00
State Savings Bank, Ann Arbor	3,300.00
Frms & Mechanics Bank, Ann Arbor	
Sarah E. Giffert, G. R.	1,250.00
W. W. Huelster, G. R.	1,250.00
Northwestern Mutual Life Ins. Co., Milwaukee	884.00
Equitable Life Assurance Society of the U. S. A.	9,776.79
J. Fred Staebler, Ann Arbor	1,100.00
A. H. Staebler, Ann Arbor	1,850.00
R. E. Staebler, Kalamazoo	1,325.00
Bertha Kline, % Kal. Paper Box Co., Kalamazoo	800.00
Peter Verhage, Kalamazoo	4,525.00
Wm. Pikkaart, Kalamazoo	1,025.00
Mary Altland, Kalamazoo	500.00
Mrguerite Sullivan, Kalamazoo	500.00
Ed. Minnard, Kalamazoo	102.00
Market Oil & Gas Co., Kalamazoo	52.31
G. H. H. Hall, Kalamazoo	342.70
Shoudy Bros., Kalamazoo	72.85
J. R. Jones Sons & Co., Kalamazoo	52.52
Bilmore Bros., Kalamazoo	30.00
Bell Shoe House, Kalamazoo	19.45
V. & A. Bootery, Kalamazoo	31.00
Dr. John R. McGrogan, Kalamazoo	104.00
Dr. O. C. Osborn, Kalamazoo	155.00
Dr. W. E. Shackleton, Kalamazoo	110.00
Park Club, Kalamazoo	230.50
Kal. Paper Box Co., Kalamazoo	1,220.88

June 7, 1933. We have today received the schedules in the matter of Robert W. Gibson individually and doing business as Gibson's Pharmacy, Bankrupt No. 5227. The schedule shows assets of \$5,184.83, of which \$700.00 is claimed exempt, and liabilities of \$7,752.68. The list of creditors is as follows:

Collector of Internal Revenue	\$ 1.50
City of G. R.	384.51
Seamore Cullinane, G. R.	7.50
Bud O'Rourke, G. R.	8.50
Paul McDuffee, G. R.	7.50
Heyboer Stationery Co., G. R.	375.00
Household Financing Corp., G. R.	108.00
National Automatic Machine Co., St. Paul, Minn.	97.00

GREAT LAKES BREWING CO.

Bridge Street, Douglas and Indiana Ave., N. W.
GRAND RAPIDS, MICHIGAN
Telephone 8-1378

A Home-Owned Brewery, constructed on the original site of the former Petersen Brewery.

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G. R. Press, G. R.	16.00
G. R. Savings Bank, G. R.	100.00
G. R. Water Works, G. R.	32.76
H. & P. Drug Store, G. R.	1,071.55
Harnit & Hewitt Co., Toledo, O.	20.72
Herpolsheimer Co., G. R.	7.03
Mrs. Chas. Hessey, G. R.	777.45
Heyboer Co., G. R.	1,700.00
Houseman & Jones, G. R.	13.00
Hudnut, Richard Co., New York	35.10
Jergens Co.,	2.00
G. J. Johnson Estate, G. R.	255.00
L. & L. Cigar Co., G. R.	8.00
H. Leonard & Co., G. R.	10.00
Mary Lincoln Candies, Buffalo	25.00
Mich. Magnesia Co., Detroit	8.40
Manhattan Drug Co., Brooklyn	10.50
McCourt Label Co., Bradford, Pa.	8.82
Meeter Cigar Co., G. R.	9.98
Mills Paper Co., G. R.	2.70
National Candy Co., G. R.	21.00
New Process Co., Warren, Pa.	6.50
Newton Spice Co., Cincinnati, O.	9.00
Norris Candy Co., Atlanta, Ga.	34.00
Parke, Davis & Co., Detroit	7.00
Parker Pen Co., Janesville, Wis.	31.42
Peoria Corp., Peoria, Ill.	18.00
Photo Shop, G. R.	30.06
Proff, Ind. Co.	8.00
Schaeffer Pen Co., Ft. Wadison, Ia.	43.97
Shaw Furniture Co., G. R.	38.32
Squibb & Sons, Chicago	39.60
South High School, G. R.	5.00
Stearns, Frederick & Co., Detroit	79.09
Tunis Johnson Cigar Co., G. R.	35.46
U. S. Rubber Co., Detroit	13.19
The Upjohn Co., Kalamazoo	35.45
Vanden Berg Co., G. R.	18.00
Woodhouse Co., G. R.	172.00
Wurzberg Dry Goods Co., G. R.	14.00
Citizens Industrial Bank, G. R.	100.00

June 6, 1933. We have today received the Schedules, Reference and Adjudication of Israel Wepman, Bankrupt No. 5255. Who resides at G. R. Michigan, whose occupation is that of Clothier & Haberdash-er. The Schedules show assets of \$36,836.49, of which \$850.00 is claimed exempt, and liabilities of \$38,740.84. The list of creditors is as follows:	
City Treasurer, G. R.	\$ 900.00
Bowman & Co., G. R.	200.00
Real property mortgages and land contracts	15,425.00
G. R. National Bank, G. R.	36.23
G. W. Alexander Co., Reading Penn.	95.25
Nunn Bush Weldon Co., Milwaukee	76.63
Kahn Tailoring Co., Indianapolis	150.33
Bob Smart Shoe Co., Milwaukee	112.31
Cluett Peabody Co., Chicago	7.56
N. B. Tailors, Chicago	25.00
B. Kremen Co., Chicago	215.19
Goodyear Glove Rubber Co., Chicago	16.03
A. Stien & Co., Chicago	4.85
Roggen Bros. Co., New York	90.21
H. A. Elman & Co., Chicago	150.00
alper Levinson Co., Chicago	49.93
Metcalf Neckwear Co., Cleveland	14.39
Montgomery Clothing Co., Kulpsville, Pa.	174.36
Big No. 3 Corp. Terre Haute, Ind.	85.04
Beals Selkirk Co., Wyandotte	42.54
Irving Brandt Co., Chicago	29.87
Leading Neckwear Co., New York	43.00
New Era Shirt Co., St. Louis, Mis.	9.02
J. G. Lienback Co., Inc., Leading	81.06
Esinstadt Bros. Co., Chicago	150.00
American Hat Co., Norwalk, Conn.	25.00
State of Michigan, Lansing	125.00
Herpolsheimers, G. R.	27.50
Bon Marche, G. R.	22.50
Mills Mutual Co., Lansing	45.60
Slidewell Neckwear Co., New York	12.75
Hudson Hat & Cap Co., Bayonne, N. J.	9.00
Improved Mfg. Co., Ashland, O.	37.00
Varsity Underwear Co., Balto, Md.	25.50
The Ide Knitt Co., Cleveland, O.	42.67
Symon Bros. Co., Saginaw	196.57
Schafer Tailoring Co., Cincinnati	191.84
Weiner Cap Co., G. R.	77.50
Superior Hat Co., St. Louis, Mis.	14.11
Menzie Shoe Co., St. Louis, Mo.	2.28
Musebeck Shoe Co., Danville, Ill.	50.00
Snow Bird Knitting Co., Milwaukee	40.00
H. D. Lee Mercantile Co., South Bend	56.38
Michigan Trust Co., G. R.	910.82
Phillips Jones Corp., Chicago	112.82
Globe Knitting Mills, G. R.	24.16
Guarantee Bond & Mtge. Co., G. R.	154.00
Trau & Lovner Co., New York	50.00
Alaska Fur Co., G. R.	80.00
Bolhuis Builders, Inc., G. R.	1,144.63
Michigan Bell Telephone Co., G. R.	28.90
G. R. National Bank, G. R.	6,075.00
Citizens Industrial Bank, G. R.	689.86
G. R. Savings Bank, G. R.	
Jacob & Thressa Schumacher, G. R.	
Max E. & Maud N. Nienhardt, G. R.	
Old Kent Bank, G. R.	1,550.00

In the Matter of Fred S. Bertsch, Bankrupt No. 3640, final meeting of creditors was held May 31, 1933. Trustee present and represented by Diekema, Cross & Ten Cate, Attys. Bankrupt and wife present and represented by B. M. Corwin, Atty. Certain creditors present and represented by Jay Den Herder, Atty. Trustee's final report and account approved and allowed. Bills of attorneys approved as filed. Made order for payment administration expenses and first and final dividend to creditors of 9.9%. No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to U. S. District Court in due course.

In the Matter of William W. Boughner, Bankrupt No. 4536, final meeting of creditors was held May 19, 1933. Trustee only present. Trustee's final report and account approved and allowed. Unliquidated claim against State Bank of Freeport transferred to Francis L. Williams as trustee for creditors. Bills of attorneys for bankrupt and for trustee approved but no funds on hand to pay them. Made order for payment of administration expenses as far as funds on hand will permit—no dividend for creditors. No objection to bankrupt's discharge. Meeting adjourned without date.

June 12, 1933. We have today received the Schedules, Reference and Adjudication of Lulu Chamberlin, Bankrupt No. 5263. Who resides at Kalamazoo, Michigan, whose occupation is that of a saleswoman. The schedules show no assets, and liabilities of \$895.00. The list of creditors is as follows:

Kalamazoo Loan Company, Kalamazoo	\$ 70.00
Citizens State Savings Bank, Otsego	800.00
Gilmore Brothers, Inc., Kalamazoo	25.00

No Place For Gloomy Gus In Grocery Trade

It is all very well to "keep an eye to windward" in the matter of evolutionary trend, especially in grocery trade matters, but some very earnest and very honest—to themselves as well as others—men are wondering if a lot of the weeping and wailing and gnashing of teeth by people who are being "eliminated" and forced out of business by various agencies and practices isn't, after all, "a case of nerves."

Two men who are remarkably well equipped to know the ins and outs of the grocery trade fell to discussing it one day last week. They went over the whole field of evolutionary pests—chain stores, buying exchanges, quantity prices, pet lists, municipal markets, direct sales to consumers, "coops," private brands and all the rest and agreed that they possessed alike elements of unfair trade, preferential treatment and real economy. Then they sincerely scanned the field for wrecks by the wayside—merchants who have been driven out of business by the resulting unfairness. The outcome was that they could not discover a single case where a really efficient merchant had—from these competitive conditions independent of all other—been forced out of the field when he had the nerve to "swim for his life" instead of drifting to oblivion.

Just think it over, whether you be a retailer, a manufacturer, a jobber or anything else, and see if a lot of people are not more scared than hurt. After all, it's more a matter of individuality than of environment. Price isn't all there is in merchandising and the buying motive can be cultivated in more ways than cutting prices. The retailer who really knows his business and is a wise, shrewd merchant, with his eyes open, isn't easily driven off the stage by a chain store. If he is the chances are that he ought to be, because of his incompetence or because he isn't as good a grocer as the other fellow. Read what the late John A. Green recently said about "personality" to a convention of wholesalers and its application to certain Cleveland retail grocers.

I called on a retailer recently who had increased his business from fifty to one hundred and thirty thousand in five years. Within one hundred and fifty feet of his store are located two chain stores. This merchant does a service business. In 1927 his business was \$90,000. His delivery was

done on three trucks. In 1932 his business was all done on two trucks. The secret—"Efficiency and Personality."

Of course, it is annoying for a manufacturer to spend money advertising his product into demand, only to find the jobber pigeon-holing the order and substituting a "private brand." It's rough for a manufacturer to sell the retailers direct and rob the jobber of his field to dispose of the goods the manufacturer sold him—to sell again. It is unfair to the jobber for the retailer to bank on him for 90 per cent. of his stock and then cut him out of the most profitable 10 per cent. by buying it direct from a cupid-mad manufacturer. But just how many people are really floored by such incidents in the game of trade?

Why not study the economics of the whole field, and, having arrived at the facts, stick to them with abiding faith and optimism. In well coordinated trade it is very doubtful if any very vital function of distribution can really be eliminated. Can the buying exchange or the chain system really do the work of the jobber—and it has to be done by someone—any more cheaply or economically than the jobber does now? If he does it for, say, 10 per cent., can the chain or the exchange do it for less? How much less? Let us suppose it is 2 per cent. less. It takes more than that—if unsupported by other things—to create a revolution in system.

How much can the "coop" of consumers on a "do-it-yourself" basis beat the actual co-operative service of the efficient, serviceable retailer? And if there isn't any real saving, it won't prevail in the long run against prudence, intelligence, service and personality.

What proportion of the "get rich quick" schemes, municipal markets, company stores, etc., really survive? And when did anyone ever see any marked falling off in the number of retail grocers—of the worth-while type? Cheer up, Mr. Grocer. Buck up, polish up, wake up. It isn't as bad as some gloomy souls try to make out.

Cottage cheese is being marketed in light glass tumblers by several dairy companies. The tumblers are suitable for table use after the cheese is used.

Trends in Restaurant Sales and Operations Shown

Sales in San Francisco restaurants have decreased to the extent that at the end of the year 1932 they were only 53.8 per cent of what they were in 1929, and the average check has declined 7.1 cents in the same period, according to a review of the restaurant industry in that city prepared for the Bureau of Hotels, Restaurants and Purveyors.

Using the figures obtained by the Department of Commerce from its survey of San Francisco restaurants in 1929 as a basis, the present survey indicates that local restaurant sales in that city declined 10.4 per cent. in 1930 in comparison to the previous year, 19.8 per cent. in 1931 from 1930, and 25.6 per cent. in 1932 from 1931.

Since 1929 the survey shows that the average check in San Francisco restaurants has declined 15.7 per cent. The average check for the four years beginning with 1929 is reported as 45.1 cents, 42.6 cents, 40.7 cents and 38 cents. The pay roll percentage was found to have risen from 31.8 to 32.8 to 34.8 and last year was 35.5, while the cost of food purchased declined from 4.9 to 3 to 40.7, but last year climbed up to 41.2. The rent percentage was revealed as 8.7 in 1930, 10.6 in 1931, and 11.2 in 1932.

Indications that the number of street car fares received on the city transit system is a good index of the month-to-month variation in restaurant sales, is contained in the survey, according to the National Restaurant Bulletin. A comparison of these two series of data shows a remarkable correlation, it is stated, though the drop in the number of street car fares is only about half the loss of restaurant volume.

Remembers Men Also

Cigars for the men, flowers for the women and candy for the children were presented to all callers at the grand opening of W. G. Hutchins' store at Elkhart, Ind., which he recently purchased from Heeter & Son and renamed "Stop and Shop." Curb service is a special feature and a radio brings daily baseball broadcasts, while the scores are displayed in the window. Mr. Hutchins is from Minneapolis, Minn.

Hoarding has lost its appeal.

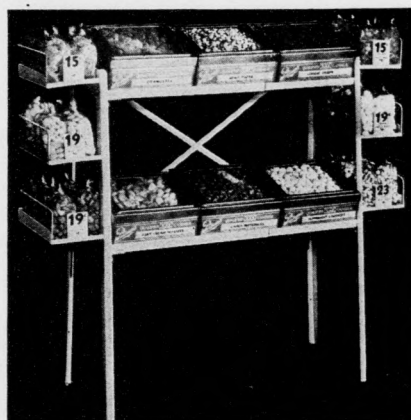
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Second Vice-President—Rudolf Eckert, Flint.

Secretary—Elton W. Viets, Lansing.
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Milk and Politics vs. Economics and Common Sense

What is the strange virus that attacks men when brought into contact with political power, whether through election to office or otherwise? Men—often business men—with ample background of plain living, successful in coping with life's problems, supposedly familiar with elementary facts such as the sum of two plus two, that water does not run up hill and that pulling on one's bootstraps will not lift one over a fence, get plumb loco when they go to Washington, or even look that way; and a glance at a state capital—often a casual look at a local city hall—affects them much the same way.

Printers' Ink, for example, falls victim to this peculiar disorder at times, though usually it maintains a creditable degree of sanity. In the May 18 issue, we find an editorial which mostly in common sense language advances a sound argument—until near the end, when it trips itself. Here it is, in full:

"Sensible Farm Relief. W. D. Hoard, Jr., one of the publishers of Hoard's Dairyman, is among those friends of the farmer (we wish he had more such friends) who believe that no plan of farm relief can work with magical swiftness or be a panacea for all ills. "He has telegraphed to Secretary Wallace a dairy farm relief plan which will probably not be overly popular with the brain trust because it is not based on an exhaustive study of the whole social and economic system."

"Simple remedies are often the best and if this idea should finally work itself into the consciousness of the various gentlemen from Columbia University who wield such an influence in Washington right now, farmers would have less to complain about.

"One of the big problems with which the brain trust is wrestling is ways and means of controlling production in a way that will influence market prices.

"So far as dairying is concerned, the Hoard organization would meet this need by selling unproductive cows to the butcher.

"Basing its conclusions on an investigation in a leading dairying state, it estimates that nearly 6,000,000 cows could thus be taken out of production, so to speak, with a consequent removal of about a billion pounds of butter fat.

"These six million cows, it seems, are in competition with efficient money-making cows.

"Why not kill them, therefore, eat them if they are not too tough to eat, and recompense the farmers through state or Federal indemnities similar to that employed in the tuberculosis eradicating program?

"Printers' Ink compliments the Hoards on their sensible plan. May

death, quick and sure, strike the unproductive cows."

The cows are now coming home, all right; but we shall not make sound provision for their economic bedding via any sort of indemnities, the raid on any treasury of the people's money.

From where I sit I see a hardware store. On display is a 6-foot step-ladder with a mark-down price on it. Why? I assume the merchant has a surplus stock and he is taking such course as plain business common sense indicates to reduce or eliminate that surplus. But apparently this is a mistake. What he should do, according to Printers' Ink—having lapsed in a moment of aberration from habitual soundness—is apply to Uncle Sam or the powers in Sacramento for an "indemnity" for whatever loss he suffers, on the ground that—well, on what ground? That's what I ask you.

And where lies the parallel? Here: Dairy farmers have gone too heavily into the purchase and production of milk-making machines. They now have on hand a lot thereof that are sub-standard, old models, so to speak. These machines are unproductive of quality or quantity which will enable their owners to compete in the open market. Who induced those farmers thus to overstock? I did not, I can assure you. I have worked against that for forty years—though I do not claim that I ever foresaw the full extent of the coming damage. I think I can say that you did not promote this excess.

Fact is, baldly stated, those farmers made the same mistake my hardware neighbor made, and I can not for the life of me see why they should not simply sell their surplus cows for what they can get and take their loss as Hoard soundly advises and as the hardware man must do. It will, it seems to me, be as plain as a pikestaff—if you know what that is—that such is the indicated economic course if you can get your mind on hardware men—or grocers—or shoemakers—instead of on farmers.

Shakespeare asked: "On what strong meat hath this our Caesar fed that he hath grown so great?" We answer: Search me. But we know on what strong meat our farmers have been fed for lo, these countless years. That feed is pap, supplied by you and me; and not only is it time the supply were shut off, but the most enlightened farmers know it and are seeking to get rid of it right now. For the 82 per cent. of farmers who make their own way without outside aid of any kind realize now that they, too, contribute taxes for just such unjustifiable "indemnities." We are all the goats on that.

Political theorists in and out of office, take hold of the wrong end of such problems. Marketers of California products take the right end. Uncle Sam's "experts" seek to "establish" surpluses at artificially high prices. We hereabouts know better. We know that an excessive price always promotes excess production and aggravates the evil of an over supply. Example:

Carryover of say 200,000 tons of prunes. Market stagnant, so farmers get a cent a pound or less, far below production costs. Problem: To remove

the surplus without promoting additional production. So: sales made in grocery stores, basis about 50/60s, at 5c per pound, 89c per 25 pound box.

Result: In these hard times, everybody is attracted again to prunes, eat them freely and soon the surplus disappears—without any inducement to a single farmer to set out a single new tree! Further: There is re-established a prune market, prune-preference is reacquired, stagnated a few years ago by too high prices. Producers did not get cost back, but they are out of prunes; and the market has advanced perceptibly, yet normally, so there is promise for the future.

Whether the prune men got government pap is beside my point. The important fact is that here our already set-up-and-running commercial machinery was utilized in normal fashion. Nothing new, strange, occult had to be thought out by any "brain trust"; no "supermind" had to strain itself.

That is the strength of the Sunkist folks, and of Diamond brand, and of every co-operative California organization which can be said to have made even a fair beginning on the way to success in marketing.

The milk farmers may go a long way round, but eventually they will find that the one way home is to sell their surplus, take their loss like merchants and start over—unless the remainder of us are to continue to support the misfits, in which event this inevitable process will simply be delayed and made costlier for all. Paul Findlay.

Soiled Eggs Affect Price More Than Color Range

The relation between egg quality and price was studied at the Massachusetts experiment station and the results described in a recent Station bulletin. Samples of eastern and western eggs were purchased from selected stores, chain and private, in Spring-

field, Worcester, and Boston in November, and in the metropolitan area in and around Boston in April and August. The samples were scored on external quality factors—appearance, color, number broken, cracked, and leaking, weight per dozen and range in weight; and on internal factors—shrinkage, condition of yolk and white, and inedibility. Tabular analyses were made for each month of the relation to price of the external and internal scores for fresh and storage eggs handled by private and chain stores. Correlation analyses were also made of the relations between price and (1) external quality factors exclusive of weight and (2) internal quality factors and weight.

Prices and weight were related under practically all conditions.

The combined effect of all factors was most significant in August and least significant in April. Weight was most significant in August and least in November, air space most significant in November and least in April, condition of yolk most significant in April and least in November, and condition of white most significant in August and least in April.

Average quality varied with price throughout the lower and middle price ranges only. Because of the wide range of quality within each price range price could not be used as a criterion of quality. Dirty eggs affected price more than variations in color within each dozen. Range of weight within each dozen had very little relation to price. The average quality of eggs was higher for eastern than for western eggs. Quality and weight varied as widely in relation to price for labeled as for unbranded eggs.

A new copper egg cooker, built like a double boiler, boils eggs soft, medium or hard and whistles when they're done.

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Anchor Red Salmon

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MEAT DEALER

Meat Is Necessary in the Low Cost Diet

Although it seems that everyone talks of the "depression," most housewives and mothers do not find time for it. They are too busy thinking and planning economy in the diet. They must provide nutritious food at the lowest possible cost.

In normal times, meat is always included in the diet each day. If we value meat in our diet in ordinary times, we should in times such as these for it is even more necessary. In prosperous times we have a greater variety of foods from which to choose and less chance of some vital element being "cut" from our diet. Now, if necessary, we must sacrifice the amount of food rather than one of the elements essential to proper body nutrition. In other words, sacrifice quantity rather than quality.

Protein is one of the chief constituents of meat. This is the material which builds and repairs body tissue. The protein of meat is very well suited to our body's needs because of all the protein foods, it most nearly meets the body requirements. We must remember one thing though, and that is that our body has no ability to store excess protein for future use. We must supply the need daily.

Meat is not only an excellent source of protein, but it is also one of the cheapest. Prices have fallen on meat as on everything. The greater saving is made, however, when one buys the less-demanded cuts. The nutritive value of less-demanded cuts of meat is practically the same as the more popular and higher priced cuts. The only thing that you are losing is the quality. The less-demanded or less-tender cuts can be made tender by the proper preparation. A good many people have never been forced to consider cost, and consequently they have never become acquainted with the less-demanded cuts and think of them only as something undesirable. The flavor of the low cost cuts is perhaps a little better because they contain more extractives. As these cuts are apt to contain less fat, they supply more protein per pound. This makes them even more practical, for heat and energy can be supplied from a cheaper source.

In a restricted diet, meat is even more essential because aside from protein, meat is valuable as a source of iron, phosphorus, and vitamin G. The lack of these things will result in serious nutritive disturbances.

Iron, calcium, and phosphorus are the minerals that are often lacking for these essential minerals are not widely distributed in ordinary foodstuffs. Each day, care must be taken to choose foods that are good sources of these minerals.

Scientific tests have proved that meat, especially the glandular organs, as the liver and kidney, is the best source of iron that we have. Because iron is such an important element in the production of hemoglobin and red blood cells, it is most important in the diet. When there is a lack, a serious condition known as anemia is the re-

sult. This is a condition quite common in children for mothers too often overlook the iron deficiency in milk. Thorough tests have proved that dairy products have only a slight effect in producing hemoglobin. Therefore it is necessary to include those foods which are good sources of iron in the child's diet.

Not only is meat the best source of iron that we have, but it is also a very good source of phosphorus, another of the essential minerals. It plays an important part in more functions than any other element involved in the life processes. The growing child needs more phosphorus than the adult because he needs an additional amount for growth.

Meat, especially the lean parts and the glandular organs, is a good source of vitamin G, the pellagra-preventive vitamin. Vitamin G is also a growth essential and influences body vigor. This vitamin is of increased importance when the low cost diet consists so largely of the cereal grains.

The glandular organs also contain a good source of vitamins A and B. For nutrition and economy, one should make use of the glandular tissues frequently.

"A meal without meat
Means nothing to eat."

This little doggerel rather attracted my attention and I realized how really important meat is in our diet. To the manual laborer there is no other food which can take its place. Meat produces a feeling of satisfaction and well being long after the meal due to the fact that it stays in the stomach longer than the quickly digested cereal foods. Hence, the "all-gone" feeling two or three hours after the meal can be eliminated.

Meat has that appetizing odor and flavor that is so tempting. It certainly stimulates the appetite and seems to flavor all the milder foods so that they are acceptable.

Low cost meals can get very monotonous and uninteresting unless something is added to make them tasty. As cereals are the basis of the low cost diet, meat combined with them would do much to enhance their flavor. The same is true of most vegetables. You would not only be adding flavor, but you would be adding food value and variety at a very nominal cost.

There are several ways in which the flavor of meat may be extended to make milder foods more palatable. A well-seasoned bread dressing, gravy, and stew and broths in which vegetables and rice are served are all ways which should not be overlooked. Where strict economy must be observed, extending the flavor of meat in ways of this kind is advisable, for meals which are enjoyed do much to keep up morale in times such as these.

Meat, we can see, will always have its place in the diet of both rich and poor. It has come to have an important part in our diet because of its richness in protein, minerals and vitamins and because of its highly pleasing flavor. For these same reasons, it will remain there and the United States of America will maintain its position as a great meat-eating nation of the world.

Reva M. Lincoln.

Canned Foods Stocks Reported Lower

Canners' and distributors' stocks of seven items of canned foods covered in the quarterly survey made by the Foodstuffs Division of the Department of Commerce were substantially lower, as a group, on April 1, 1933, than they were at the same time last year, according to figures just released by the Bureau of Foreign and Domestic Commerce.

Distributors' stocks of the seven items combined (peas, corn tomatoes, green and wax beans, peaches, pears, and pineapples) were 5.2 per cent. lower than on April 1, 1932. These stocks decreased 15 per cent. from January 1, 1933, to April 1, 1933, the report shows, as compared with a decrease during the similar period of 1932 of 8 per cent. However, January 1, 1933, stocks, it is pointed out, were 4.5 per cent. larger than those on January 1, 1932.

Stocks in the hands of canners on April 1 of each of the seven items were substantially under those of a year ago, the percentage decline ranging from 8 per cent. for tomatoes to 48 per cent. for peaches. The percentages of the January 1, 1933, holdings moved during the first quarter were large for all products, the survey reveals. In general, the movement during the first quarter of 1933 compares favorably with that for the first quarter of 1932. Corn, tomatoes, and pears are found to have made the best showing, each of these having moved out

of the canners' hands in greater volume than during the first quarter of 1932.

Check Up On Egg Sales

Most successful market men know the sales value of displaying stocks.

Many a merchant falls short in his egg sales, for instance, because of inadequate display or short stocks that do not last out the buying day. The average citizen (man, woman and child) eats 268 eggs per year, or 22.3 dozen, according to Uncle Sam's statistics.

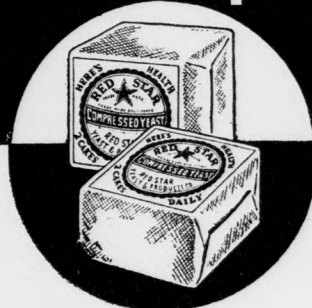
Among dairy items are cheese, average consumption being practically 5 pounds per year per person, and butter, of which 17.92 pounds are consumed by the average person in a year.

Are your egg, cheese, and butter sales average? If below average, you are missing some profitable business that should be yours.

"Staying in Business" Sale

To meet the competition of stores which advertise that they are "going out of business," a merchant in Oklahoma some time ago promoted what he called a "Staying in Business" sale. This store announced that "Owing to manufacturers, banks, proration, depression, backward season, lack of rain, unemployment, five-year plan, free silver, etc., we are offering our new merchandise at reduced prices. But we have no intention of going out of business. In fact, the idea of this sale is to enable us to stay in business."

The New Large Cake



Fresh Compressed
RED STAR YEAST

Grown from Grain

50% PROFIT
on cost to you

Priced at 20 cents
per dozen, delivered

Sells at 2 CAKES
5 cents

**RED STAR YEAST
AND PRODUCTS CO.**

Milwaukee, Wisconsin

Strictly Independent Since 1882

Are the canned foods you feature grown
and packed
in your home
state?

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



A complete line of canned vegetables and fruits

HARDWARE

Michigan Retail Hardware Association.
President—Wm. J. Dillon, Detroit.
Vice-President—Henry A. Schantz, Grand Rapids.
Secretary—Harold W. Bervig, Lansing.
Treasurer—William Moore, Detroit.
Field Secretary—L. S. Swinehart, Lansing.

Catering to New Homes in the Community

June is traditionally the month of weddings, and to a large and probably increasing extent the wide-awake hardware dealer more or less systematically caters to this wedding gift trade.

Yet though he does this, the immediate wedding gift trade is a small matter in comparison with the business which may be developed by an intelligent canvas of these and other new homes in your community.

After a certain time, most people allow their buying to get into a sort of rut. They form established buying connections with certain merchants whom they prefer. The personality of the merchant may be a factor, or the class of goods handled may have a special appeal, or the store may have established in the individual customer's mind a tradition of low prices or good values. Satisfactory service, the willingness and ability to back up the goods, the quality of the goods themselves—all these things help to establish a preference as a result of which the customer's buying habits become fixed.

Now and then an unsatisfactory purchase, a bit of tactless handling, or the appeal of some loss leader or new line may divert an individual's trade from one store to another. But attracting trade from a competing store is not an easy matter; and quite often the business attracted for a time by price concessions or premium offers is lost again when prices revert to normal or premiums are withdrawn.

With the new homes, however, this does not hold true. And these new homes are of two classes—those established by newly married couples who remain in the community, and those established by people who move in from other places.

Those people have no fixed business connections; and the hardware dealer who makes a systematic and intelligent bid for their trade is apt to secure it.

Of the newly weds, usually one, quite often both, have been brought up in the community. But it is a singular fact that, far from following the buying habits of their parents, the newly weds are usually disposed to cut old connections and start with a clean slate.

Hence the importance of making a special effort to add such new homes to your list of prospects and customers.

A first essential is, of course, to secure a prospect list. Who have been married? Where are they going to live? This information can usually be secured from reports of weddings in the newspapers. But many weddings are not reported; and advance information gives the wide-awake hardware dealer a good start.

Systematic efforts to cater to the gift trade will usually enable the dealer to secure information well in advance of the wedding. Your salespeople, more closely in touch than you are

with the younger folk, should be able to help you materially in securing this information. Keep a card-index list of such prospects, with the new residential addresses as soon as you can secure them.

They can be approached in various ways. Of course general newspaper advertising and window display can be used. An idea used by some hardware dealers is to send a tactful letter of congratulation, timed to meet the newly weds on their return from the honeymoon. Sometimes this letter is entirely congratulatory; other dealers frankly call attention to the service their stores are able to render in helping complete the equipment of the new home. The offer of prompt delivery of any little article required and the invitation to call at the store and discuss their needs can also be included in the letter.

Sometimes an inexpensive but useful little gift can be sent.

The congratulatory letter can be used as the opening shot in a systematic follow up campaign, designed to interest the newly weds in the service your store has to offer them. Such a direct-by-mail campaign might be kept up for six months or a year, with a series of letters on timely subjects, helped out by advertising literature of one sort and another.

A personal canvas is usually helpful. One dealer made it a practice to call on every married couple making their home in the community. Such calls took time, but the results in new business indicated that it was time well spent. Another dealer utilized the services of his entire sales staff. Newly married couples were discussed at staff conferences and the member of the staff most likely to interest some particular couple was deputed to see them. In some cases more than one member called, or snatched some opportunity to talk up the store with the bride or groom.

The other class to whom the hardware dealer will find it advantageous to cater is the families that move in from other places. Here the advantage of a personal canvass is manifest. The newcomer in a strange community usually appreciates a friendly face and a kindly greeting; and the hardware dealer who drops in for a few moments' friendly chat will usually find the newcomer predisposed to buy at his store.

Getting in touch with such newcomers is not so easy as with the newly weds. New appointments of outsiders to local positions are sometimes announced through the press; and these people are usually good prospects. It pays to keep in touch with renting agents, taxi-drivers and truckmen, who can furnish the names and addresses of new arrivals. Here, again, your salespeople should be trained to be on the alert for new folks moving into vacant houses and newcomers to the community.

As stated, a friendly personal call, by the merchant himself or some member of the staff, is a good opener. The hardware dealer will determine his own method of approaching the prospect and interesting him in the store. Names and addresses should of course be secured for the prospect list; and

the personal call should be followed up by systematic direct-by-mail advertising, similar to that suggested for the newly-weds.

While June is the month of brides and new homes, people are being married every month in the year; and new folks are coming to your town at all seasons. Hence, your business-getting campaign should be a systematic, all-the-year-round affair, carried on without regard to the season, but with the big object of converting newcomers into casual purchasers and then from casual purchasers into steady customers.

Victor Lauriston.

Installment Plan Used to Collect Past-Due Accounts

By offering installment settlements to a group of charge account customers whose balances were sixty days or more past due a Kentucky hardware and housefurnishings dealer collected more than sixty per cent. of these accounts and also won the goodwill and uninterrupted patronage of a large number of regular customers, it is reported in a recent survey by the Merchandising Data Bureau.

This merchant mailed to his customers whose accounts had not been paid a card on which they were asked to insert the amount they would pay each week. The card was accompanied by a letter discussing the merchant's need for the money and expressing an understanding of the customer's situation. Some of the accounts were very low and payments were as low as fifty cents per week, but more than 60 per cent. of them were paid up in full within six months.

It is reported that by bringing the customers into the store to make their payments, goodwill was built up by the store and the customers continued to spend their cash in the store for their current requirements.

Has Read the Tradesman Thirty-six Years

St. Joseph, June 7— I herewith inclose three one dollar bills in payment of my subscription and I desire to say to you that these three dollar bills just at the present time, owing to the closing of the Farmers and Merchants Bank, which makes the fourth bank I got caught in, are bigger than any three bed quilts I have ever seen.

I would not miss the Michigan Tradesman even if the dollar bill was as big as a canvas tent. I have read the Tradesman now for thirty-six years and I would be lost without it. My family reads the Tradesman and when I do not bring it home, I have to have an explanation all ready.

My good friend, when you got out the anniversary number, I laid it to one side and have kept it. When my folks cleaned house last month, it disappeared. Have you an extra copy of the anniversary number? If so, can you send it to me?

I am particularly interested in several articles in the anniversary number, which I wanted to use. The article about Indiana and the gate-way there to many historical points wanted especially.

Willard J. Banyon.

Corporations Wound Up

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

Goldberg Construction Co., Mackinaw City.

H. E. Rice Co., Muskegon.

Raymond Studios, Detroit.

Bureau of Credits, Detroit.

Driveaway Co., Dearborn.

James A. Davidson Co., Pt. Huron.

Sibben Abstract Co., Manistee.

Oakland Petroleum Co., Pontiac.

Ottawa Petroleum Co., Gr. Haven.

South Dixie Corp., Flint.

Coakley Leather Co., Manistee.

Mathews' Clinic, Pontiac.

Atlantic Coast Fisheries Co., Detroit.

Newaygo Engineering Co., Newaygo.

Becker Drug Co., Detroit.

Becker Pharmacy, Inc., Detroit.

Nelson & Kuemmerling, Inc., Lansing.

N. A. Schmid Co., Detroit.

A. B. C. Oil Burner Sales Corp., Detroit.

J. M. Lefkowsky, Detroit.

City Paper Stock Co., Inc., Detroit.

National Rubber and Salvage Co., Detroit.

Westchester Finance Co., Niles.

Raab Realty Co., Flint.

Utility Securities Co., Detroit.

Curtiss-Wright Flying Service, Inc. Detroit.

Prosperity Co., Inc., Detroit.

Frank-Jay Products Corp., Detroit.

Wolfe Grain Co., Athens.

American Drug Co., Traverse City.

P. H. Cloudman Co., Detroit.

Williams Tire Co., Detroit.

Lesbro Corp., Hamtramck.

Philharmonic Concerts, Inc., Detroit.

Food City Beverage Co., Battle Creek.

Grand Ledge Implement Co., Grand Ledge.

Davy Fuel and Supply Co., Detroit.

Continental Typefounders of Chicago, Inc., Detroit.

Star Coffee Co., Detroit.

The Titus Foundry Co., Coldwater.

Very Slick Swindle

"Put ten gallons of water in my gasoline tank," was the unusual demand of a motorist. The filling station proprietor could not believe his ears. He did, however, as he was told and the motorist dropped several little tablets into the water and then invited the filling station man to take a ride in a car driven by synthetic gasoline. They drove about ten miles and the station man was ready to pay the stranger \$15 for several boxes of the magical tablets which made the ordinary city water into high-power knockless gas when they arrived back at the station. When the gullible one tried the new mixture in his own car, it failed to work. A new racket with a slick stranger working it. The salesman had a concealed tank in which was a supply of genuine gasoline.—Clifton County Republican.

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

DRY GOODS

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

Cotton Sale to China Endorsed

Announcement of the proposed sale of 1,000,000 bales of cotton to China is hailed in the primary goods market as a constructive movement, and as one helping in general world recovery. In addition to removing so much surplus from the domestic market, the sale will help rehabilitate China from a textile standpoint. The opinion is expressed that the cotton will be used for domestic consumption in China and will not go into goods competitive with those of this country in foreign markets. It is estimated that the cotton will be shipped over a period of about a year. The sale will be another stabilizing factor in the cotton market, and provide a firmer foundation for the advances already put into effect.

Sterling Silver Orders Decline

A considerable drop in the demand for sterling silverware has taken place in the wholesale market. The decline is attributed to the normal reaction to recent price increases put into effect by manufacturers of flat and hollow ware. Producers advanced quotations on extreme low-end merchandise an average of 7 to 15 per cent. last week, but gave buyers and operators an opportunity to place advance orders at the old levels. The demand for plated silverware continues brisk, but interest in medium and better priced pewter goods is reported on the wane.

Hanes to Raise Spring Lines

Prices on the entire range of Spring and Summer underwear lines of the P. H. Hanes Knitting Co. have been withdrawn from sale. New and higher price lists will be sent to wholesalers within a few days. Activity in the lightweight underwear market in general has been the best in several years, other selling agents reported, and production will be prolonged this season. An attempt will be made to keep price advances as low as possible, in order to prevent disturbing the flow of goods into consumption.

Fall Buying to Begin Early

Arrivals of buyers in the Eastern market to purchase early Fall style apparel will be from two weeks to a month earlier than was the case last year, according to information reaching women's apparel producers. This, it is pointed out, parallels the rush to place advance orders for staples which featured the last month. Retailers, it was said, show confidence that consumers will be more willing to cover their initial Fall needs more promptly, owing to rising prices. The outlook for both cloth and fur coat sales in August was described as the best since 1930.

Stores Buying Electrical Goods

An upturn in orders for small household electrical appliances of all types has marked the Eastern wholesale market in the last two days. Buyers from

stores in New England, the Middle West and Pennsylvania placed commitments for socket appliances for delivery within thirty days. Orders from stores in the metropolitan district increased to some extent, but the gain was much less noticeable than in other sections. Selling agents for producers said the current advance in buying is due more to an improved demand from consumers than to the retailers' desire to stock merchandise in anticipation of a price increase early in July.

For 40 Hour Knit Goods Week

A five-day forty-hour work week, establishment of minimum wage standards and the outlawing of consignment selling, rebates and allowances are recommendations which have been adopted by the knitted sportswear group, selling to retailers, of the National Knitted Outerwear Association. Advertising contributions to accounts in any manner is also banned, except if such advertising features the trademark of the member. The remainder of the regulations suggested by the organization committee will be considered at another meeting to be held on Monday evening.

Oriental Rug Prices to Rise July 1

Price advances averaging around 15 per cent. will go into effect on imported Oriental and Chinese rugs around July 1. The importers, who raised prices shortly after the United States departed from the gold standard, feel that another rise in price is necessary to protect them on Fall deliveries. The majority of houses at the present time are quoting definite prices only on stocks held in warehouses in this country. Demand for goods has declined somewhat in the last few days, but is still considerably better than it was at the opening of this year.

June Gift Wares Sales Ahead

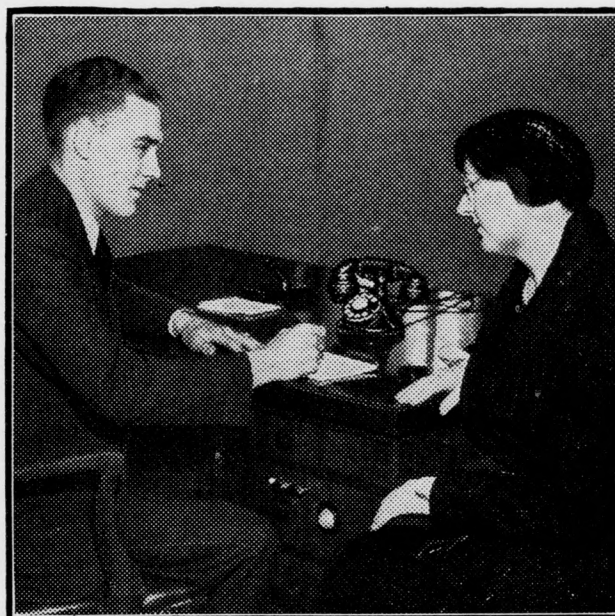
Business done by gift-ware manufacturers specializing in popular price graduation merchandise has been 10 to 12 per cent. better in dollar volume this year than last. Except for a small volume of last minute orders for immediate delivery the bulk of the June gift merchandise has been delivered. Picture frames, writing sets and similar goods featured for graduations are in active demand in ranges up to \$20 this year. Sales for June, 1932, are confined mainly to articles priced below \$15.

Wool Blanket Rise Set at 55 Per Cent

All wool blankets are expected to be quoted at \$1.25 per pound, or \$5 for a four-pound number, when lines are again offered for sale. This compares with an opening price of 80 cents per pound, or \$3.20 for the four-pound style, an advance of more than 55 per cent. Blankets will be re-opened after enactment of the Recovery Bill, the adoption of a code of ethics and establishment of working conditions for the industry, selling agents said. The all-wool blanket houses fear that the sudden jump in price may switch consumers to the part-wool numbers, which have not risen to the extent the wool types have.

The ideas that benefit a man are seldom welcomed by him on first presentation.
 Elbert Hubbard.

MICHIGAN BELL TELEPHONE CO.



"I WANT MY TELEPHONE PUT IN AGAIN"

In our business offices throughout Michigan that statement has been heard frequently during the past few weeks. Many of our former subscribers say that it has been hard to get along without a telephone—that they never realized how much they needed it until they were without one.

A telephone in the home has become almost a necessity. Just one telephone call in case of sickness, fire or accident may be worth more than the cost of the service for a lifetime. Order a telephone today. Installation will be made promptly.



You are cordially invited to visit the Bell System exhibit in the Communications Building, Century of Progress Exposition, Chicago, June 1 to October 31.

HOTEL DEPARTMENT

Verbeck Meeting Many Old Friends in Michigan

Muskegon, June 13 — For a long time I have entertained the notion that E. H. (Ted) Beecher had stored up a lot of ideas about hotel operation which were not based altogether on theoretical grounds, and he certainly has qualified in his administration of the affairs of Hotel Crathmore, Grand Rapids, which he has conducted for several months as manager. My last visit at that institution was several years ago, at which time I noticed evidences of decadence which it pained me to observe. What was my surprise, when I walked in on this particular individual the other day, to discover that he had laid the groundwork for what might be truthfully called the New Crathmore. Systematically Mr. Beecher has gone ahead, without any "flourish of trumpets," as one might say, starting with a rejuvenated lobby, public rooms and his catering departments, accomplishing exactly what he went after, and is now at work redecorating his guest chambers, many of which are already completed and show a worth-while performance. In addition to delivering to the public attractive accommodations, he has supplied many conveniences, such as an outstanding linen supply, equal to any I have found in any of the more pretentious establishments, coupled with certain original ideas of cheerfulness and comfort, which are always appreciated by the traveling public. The feeding end of the Crathmore has many features to commend it and seems to be drawing its share of the Grand Rapids patronage. In addition to an a la carte service at attractive prices, daily the Crathmore offers two table d'hôte menus, which I am appending herewith, if for no other purpose than that of supplying information to my readers who are ever on the qui vive to keep up with the times in their own offerings. Here are two dinners at 40 and 50 cents, which are certainly comprehensive enough for the most exacting, and they reach out beyond the menu stage by being carefully prepared by competent chefs:

Chicken Rice Soup
Celery Radishes
Roast Loin of Pork—Apple Sauce
Pan Fried Veal Chops—Green Peas
French Fried or Steamed New Potatoes
Golden Bantam Corn
Graham Muffins
Home Made Pies (in variety)
Fresh Strawberry Shortcake with Whipped Cream
Beverages

The 50 cent offering:

Tomato Juice Cocktail
Chicken Rice Soup
Celery Radishes
Sirloin Steak
Stewed Chicken with Tea Biscuit
French Fried or Steamed New Potatoes
Golden Bantam Corn
Head Lettuce and Cucumber Salad
Graham Muffins
Home Made Pies
Vanilla and Chocolate Ice Cream
Strawberry Shortcake with Whipped Cream
Beverages

And I may truthfully add that the shortcake was like Mother used to make, of the short biscuit dough variety, instead of stale cake offerings with a stingy application of berries. The traveling public have not been slow in showing their appreciation of Mr. Beecher's efforts to please, and I have to say that, notwithstanding the stringency of the times, the Crathmore is doing much more than holding its own.

The Out Around motorcade wafted me over to Portland, last Saturday, and gave me a good opportunity of visiting with an old acquaintance, "Chet" Divine, who has engineered the affairs of Hotel Divine for the past 18 years, and which is still "going strong." Fortune has favored the Di-

vines in placing them at the "crossing of the roads," en route between Grand Rapids and Lansing and they have improved their opportunities by keeping abreast of the times, and anticipating every wish of reasonably minded travelers. Their feeding facilities are superb and one feels that a revival of good times is near at hand when he notes the influx of guests during almost all hours of the day and night. And besides all this there is an air of comfort and substantialness about all of their offerings. Their rooms are kept up to the moment, and the entire premises are undergoing rehabilitation of a most substantial order.

During my visit at Grand Rapids one of my chiefest joys was to re-unite with a lot of my old patrons at Pentwater and Glen Lake. One of the first individuals I called upon was W. L. (Bill) Berner, who for many years represented the Judson Grocer Co., of the Furniture City, throughout Western Michigan, now manager of the interests of the Lee & Cady organization in that city. "Bill" used to make fortnightly trips to Pentwater in company with Ernie Welton, of the Hume Grocer Co., Muskegon; Herman Anderson, of the Walker Candy Co.; Harold Foote, of Swift & Co., and Charley Ovitt, of Armour & Co., since gone to his final reward. They were a great bunch, and with me they will always be fresh in fond memory, even if they were continually devising schemes for the purpose of handicapping their landlord. It was Berner who gave me the initial instructions in the classic game of cribbage, but the entire ensemble were not adverse to breaking an occasional lance at "rummy" and paying their hotel score with ill-gotten gains annexed the night before. G. P. (Perry) Dowling, who is now vice-president of the Michigan Trust Co., was another of those suave confidence men who used to deal in stocks, and now spreads himself among sumptuous surroundings, but for all that, is the same old Perry, who claims to have reformed and no longer "hits the trail," but I am wagering that he will catch up with me before I get through with my anticipated visit with Henry Nelson, at his Hotel Chippewa, Manistee. Harry Ackerman, another of the Philistines, is now in the business of "bossing" the affairs of the Preferred Automobile Insurance Co., at Grand Rapids. He played "favorite" and I will say "fair" with me for many years, and his visits were always milestones in my hotel career. At the Pantlind, where I was awaiting Manager Duffy and Thomas Walker to approach the sacrificial block, I encountered Joe Major, who used to peddle La Valla Rosa cigars all over this portion of the state and scored largely in "repeat" orders. More recently he was engaged in the clothing business in Grand Rapids, but I will never forget him. Once we had a tragic event in Pentwater which necessitated calling in Joe as a witness. He explained to me that if I was of a mind to do so, I could establish a perfect alibi for him, as I knew he was engaged in the fifteen-fifteen game with the aforesaid buccaneers, Berner, Anderson, Foote, et al. Secretly I gave the officials to understand that Joe was innocent as a babe in arms, but openly I excused myself on the grounds that I might be apprehended on the grounds of operating a game of chance or sumpin'.

Fred I. Williams, for forty years an employee of the Pere Marquette railroad, most of them as a passenger conductor, passed away at Grand Rapids, last week. For many years I enjoyed his friendship. When he was operating on the Pentwater branch both he and his estimable wife made their home with me at Verbeck Tavern. For a good many years he has been on the main line run between Grand Rapids and Chicago. His record was wonder-

ful, and he sure was "square" with the world, and a host of friends. My sincere condolences are extended to the widow.

Up in the Northern Michigan resort section there is to be a new hotel known as the Lambkin, at Good Hart. It will be unique in that the guests will all be housed in comfortable bungalows, but the meals will be served in the main structure. Mrs. Tessa Lambkin, the proprietor, announces the new resort will be ready for guests July 1.

Negotiations for the sale of Forest Beach Inn, at Harbor Springs, by Mrs. Emma L. Duall, owner, to C. A. Lovejoy, of West Virginia, have fallen through. No announcement has been made as to the future conduct of the hotel, although it will undoubtedly be open this season.

A letter from Mr. and Mrs. Ernest McLean, formerly operating the Park-American, Kalamazoo, now living at 1136 S. Alvarado street, Los Angeles, acknowledges the receipt of cards I have been sending them en route. I see them frequently, they are both enjoying good health and I know their host of friends in Michigan will be glad to get in touch with them.

Also I have a memorandum concerning my catching up with Walter Lawton, representing the Miles Medical Co., Elkhart, Indiana, also one of my victims in the days gone by. Al-ways high up in U. C. T. circles, Walter is still looking hale and hearty, and keeping up in fraternal matters, and it was creative of a distinct thrill to run across him.

There is a lot of talk about Hotel Vincent, Benton Harbor, which was closed a couple of weeks ago, owing to some friction between the bond holders and the lessee, the latter removing the furniture and closing the

HOTEL CHIPPEWA

MANISTEE, MICH.

Universally conceded to be one of the best hotels in Michigan. Good rooms, comfortable beds, excellent food, fine cooking, perfect service. Hot and Cold Running Water and Telephone in every Room. \$1.50 and up
60 Rooms with Bath \$2.50 and \$3
HENRY M. NELSON, Manager

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.
Cafeteria -:- Sandwich Shop

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES
\$2.50 and up per day.

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

Columbia Hotel

KALAMAZOO

Good Place To Tie To

HOTEL ROWE

We have a sincere interest in wanting to please you.

ERNEST W. NEIR
MANAGER

CODY HOTEL

GRAND RAPIDS

RATES—\$1 up without bath.
\$2.50 up with bath.

CAFETERIA IN CONNECTION

Store, Offices & Restaurant Equipment

G.R.STORE FIXTURE CO.
7 Ionia Ave., N. W. Phone 86027

ALL GOOD ROADS LEAD TO

IONIA AND

THE REED INN

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

Hotel and Restaurant Equipment

H. Leonard & Sons

38-44 Fulton St., W.

GRAND RAPIDS, MICH.

Warm Friend Tavern

Holland, Mich.

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

JOHN HAFNER, Manager

doors of the institution. Now it is said the Schroeder Co., Milwaukee, holding the securities, will furnish same and that it may be opened by a certain well-known and popular hotel man, whose name is withheld for the present. I hope to be able to furnish real facts about it soon.

William E. Defenbacher, who was one of the first operators of Hotel Whitcomb, St. Joseph, after its reconstruction, but who has recently been connected with Hotel Commodore, New York, is now manager of the Lyndora Hotel, at Hammond, Indiana, where many of his old friends are bound to meet him, as he is on the direct trail to the Chicago Century of Progress exposition. Mr. Defenbacher is an ex-president of the National organization of Hotel Greeters, Hotel Men's Mutual Benefit Association and the Chicago Hotel Association.

Everywhere it seems as though the hotel operators are either in the business of handling beer or else preparing to do so. I can hardly see how it is going to work out, but if it is to prove a stepping stone to the final repeal of the eighteenth amendment it will be worth the experiment. Some I find who have really dropped into a lucrative business in the sale of beer, but others I am not so sure about. According to present indications there will be plenty of life saving stations to dispense the beverage, without any reference to conditions heretofore. I find the grocers and other retail institutions experimenting with it, while drug, candy and other institutions are hoping. Doctors say beer, used diligently, has a high food value, and from the amount of alcohol contained in the present brew, I do not look for any prodigious crop of "horrible examples" to be harvested.

Manager E. J. Bradwell, of Hotel Fort Shelby, Detroit, has appointed L. R. Burger, formerly of the Detroit Convention and Tourist Bureau, a member of his business promotion staff.

W. J. Chittenden, Jr., resident manager of the Book-Cadillac, Detroit, and Mrs. Chittenden have gone to Siasconset, Massachusetts, where they have a summer home. As usual, Mr. Chittenden will still keep his eye on the operation of the Book-Cadillac, interspersing his program with occasional brief visits to the East.

I paid only a brief visit to the Century of Progress grounds while I was in Chicago, but saw enough to come to the conclusion that when it finally gets settled down to business it will be a hummer. One of my wishes is that the California contingent which was practically marooned by the exasperating actions of the rail lines in charging high rates for tickets with such short limitations that they were useless, will come out of it, and make a success of the motorcades they are organizing.

Frank S. Verbeck.

Senator McKenna and Judiciary Committee Take Notice

Grand Rapids, June 12.—The following resolution was unanimously adopted at the U. C. T. Grand Council meeting at Bay City last Saturday:

At the 40th annual session of the Michigan Grand Council of the United Commercial Travelers, held in Bay City, June 10, legislation of vital importance to our craft was discussed.

We are very much displeased that Senate Bill, No. 19, introduced by you was not reported out by the Judiciary Committee. The following resolution was unanimously adopted:

RESOLVED—That the members of the Michigan Jurisdiction of the United Commercial Travelers condemn the action of the Senate Judiciary Committee for not having reported out

Senate Bill, No. 19, so that some action could have been taken on it at this session of the Legislature; be it also

RESOLVED—That a copy of this resolution be included in the minutes of our meeting and that a copy be forwarded to Senator Edward McKenna, the introducer of this bill.

D. J. Riordan, Lansing.
H. R. Bradfield, Grand Rapids.
M. Heuman, Jackson.
A. W. Wood, Detroit.

Gabby Gleanings From Grand Rapids

When Rufus Boer was in Traverse City recently Landlord Anderson, of the Park Place Hotel, dug up an old hotel register in the attic covering arrivals at the hotel from Sept. 23, 1902, to Jan. 26, 1903. Wm. C. Holden was then landlord of the hotel. Mr. Boer brought the register to Grand Rapids and presented it to Geo. W. McKay, custodian of the Old Time Traveling Men's Association. Mr. McKay found fifty-one names of former Grand Rapids salesmen—only six of whom are still alive—as follows:

Geo. W. Alden, Rufus Boer, J. C. Bush, W. S. Burns, S. K. Boles, S. K. Beecher, P. H. Carroll, L. M. Cary, Leo A. Caro, A. S. Doak, W. H. Downs, W. B. Dudley, Wm. Druke, J. Henry Dawley, J. D. Freeman, F. W. Folger, J. J. Finckler, John Grotemat, D. S. Haugh, T. P. Hanifin, H. F. Huntly, W. G. Hawkins, D. S. Hatfield, Geo. F. Heinzelman, Will Jones, D. W. Johns, John G. Kolb, W. R. Keasey, E. C. Kortenhoff, T. B. Lillie, Joe S. Major, John D. Martin, W. R. Mayo, Dave McWhorter, Thomas McGuire, Geo. W. McKay, Sam Neuman, Geo. R. Pierce, Harry C. Rindge, Joe F. O. Reed, Fred Richter, Chas. D. Richardson, Geo. H. Seymour, Theo. Schneider, W. P. Townsend, Frank H. White, M. K. Walton, D. Witmer, R. Warner, C. J. Wormnest, Harry P. Winchester.

Frederick Nagel, formerly a bank executive, and more recently assisting in reopening banks closed under the moratorium, has joined the Grand Rapids Loose Leaf Binder Co. as Western Michigan representative to offer exclusive service to banks. Mr. Nagel has made a study of the problems of Michigan banks through intensive contact with banks, which will enable him not only to offer specialized equipment to meet new bank requirements, but also to assist in setting up their books for re-opening.

Walter Lawton failed to attend the annual convention of the Michigan U. C. T. last Saturday in Bay City, the first time he has missed such an event for thirty years. The occasion of his lapse was the extra work devolving upon him this month in getting out the program of the Michigan Pharmaceutical Association at Jackson this month.

Wm. L. Berner, local manager for Lee & Cad, is in Buffalo attending the annual meeting of the Red and White organization.

A cablegram from London announces the arrival of Wm. R. Roach and wife at Southampton, Tuesday noon. They are now the guests of John Badenock and family, of London, where they will remain until they start

on an extensive tour of England, Scotland and Ireland with a Rolls-Royce car and an English speaking driver.

Business Shows Decided Improvement

Lansing, June 13.—We have spent much time during the winter and spring months in matters pertaining to legislation, especially in an effort to have an understanding with members of the Legislature regarding the inevitable retail sales tax; and, therefore, I have not traveled as much as usual. Since May 1 we have been on the road calling on association members and insurance policy holders in the Southern tier of counties. It is unnecessary to enumerate the towns and members we have visited as the members themselves are aware of our visits and those who have not yet been called upon will receive a call before August 1.

In our efforts to collect on insurance premiums and association dues we have noticed an encouraging change. Nearly every merchant reports "Business a little better"; "More people are at work"; "Collections are coming in." My own experience confirms this. The insurance premiums and association dues are being paid a little better. Prices are increasing. Traveling men are on the road. We meet them and hear encouraging reports. There are hard bumps yet before we are back on a normal basis; but we have enjoyed our last few days on the road much more than in '31 or '32.

Funeral services were held at Owosso Tuesday afternoon for Daniel M. Christian, president of the D. M. Christian Co., department store owners, and first president of the Michigan Dry Goods Dealers Association. Mr. Christian, who was 73, died Sunday after an illness of several months. He had been in business in Owosso since 1885.

We were surprised and delighted to find our old friend, Harry Grossman, formerly manager of the Rosenthal Co. store at Flint, now in charge of the Chase Mercantile Co., at Pontiac. We congratulate both Mr. Grossman and the company. We are sure that it is a happy combination. I had a pleasant call with Mr. Grossman. He took over the business only a few days ago. We wish him the best of success.

For years we have called upon E. C. Priehs, manager of the Priehs Mercantile Co., of Mt. Clemens. A few months ago Mr. Priehs passed away and we find in his place a son, a young man who has had experience in large stores in New York and elsewhere, who is now in charge of the affairs of the company. Judging by the appearance of the store and the business-like attitude of the young man, we look forward to the successful future of this company. Jason E. Hammond, Mgr. Mich. Retail Dry Goods Ass'n.

Slow Fire for Cooking Eggs

Eggs should be cooked at a moderate temperature rather than a high temperature. Since eggs are mainly protein, intense heat tends to make them hard and leathery rather than soft and tender.

This principle of cooking should be followed in preparing eggs in any style, the Home Economics Bureau points out. Poached eggs, coddled eggs, hard-cooked eggs, scrambled eggs, omelets and souffles can, with a little care, be cooked so that the food value is conserved and the eggs taste better.

A perfect poached egg, says the Bureau, should be a tender, white, almost translucent jelly, that stands up well all around the yolk. To poach an egg in this fashion, it should be broken into boiling salted water deep enough to cover. Then the pan should be removed from the fire, and closely covered so as to hold in the heat.

The egg should stand for about five minutes. If it is carefully lifted from the water with a perforated spoon it should have the appearance described.

Boiled eggs, commonly called, should be hard-cooked rather than boiled. Allow about a cup of cold water to an egg and put a wire rack in the bottom of the saucepan to keep the eggs from coming in direct contact with the heat. Heat the water gradually to the simmering point and never let it go above that point.

The moderate temperature idea should be applied in scrambling eggs. As soon as the water in the lower part of the double boiler begins to bubble, stir the milk and egg mixture constantly, and add butter, salt and pepper to season.

Omelets require a little care in preparation. In making a fluffy omelet, separate the yolks and white of the eggs and heat them separately. Then mix either milk or thick white sauce with the yolks and add salt to season. The white sauce makes a larger omelet and one with more body than if milk alone is used.

Next, feed this egg yolk mixture gradually into the stiffly beaten whites. While mixing the omelet, have a smooth thick pan on the stove gradually heating, and in it about a tablespoon of butter.

As soon as the omelet browns slightly on the bottom, lower the heat and let the omelet cook through very slowly. Then slip it under a broiler flame for just a minute or two at the very last to brown on top. Or put a lid on the pan to hold in the steam and make it help cook the omelet. Or, if convenient, finish cooking the omelet in a moderately heated oven.

Omelets may be seasoned in a number of ways. Add chopped parsley and green spring onions or celery to the egg and milk mixture. Or, just before turning the omelet out of the pan, spread jelly or grated cheese or chopped ham over the top and then fold the omelet over. Creole sauce or any other savory sauce that contrasts well in color and flavor with the omelet may be used.

Recent Developments in Simplified Practice

The industry concerned is being circularized for approval of the simplified practice recommendation covering metal and fiber flashlight cases. When this recommendation has been accorded the required degree of support it will become effective one month after the announcement by the Department of Commerce.

Simplified practice recommendation covering vitrified paving brick has been reaffirmed, without change, for another year.

The simplified practice recommendation No. 148-32, covering glass containers for cottage cheese and sour cream has been accorded the required degree of written approval by the industry concerned, and may be considered now in effect.

A new solder for aluminum and all other metals is said to have ten times the strength of ordinary solder, to require only an iron or blow torch to apply. Dissimilar metals can be joined with it.

DRUGS

Michigan Board of Pharmacy.

President—J. W. Howard Hurd, Flint.
Vice-Pres.—Duncan Weaver, Fennville.
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—F. H. Taft, Lansing.
First Vice-President—Duncan Weaver, Fennville.
Second Vice-President—G. H. Fletcher, Ann Arbor.
Secretary—R. A. Turrel, Crosswell.
Treasurer—William H. Johnson, Kalamazoo.

A Big Step Forward

After many long years of consistent and persistent effort on the part of the N. A. R. D. to impress upon the powers that be at Washington the very urgent need of remedial legislation, such as the Capper-Kelly Fair Trade bill, as a means of correcting many trade abuses, it is most gratifying indeed to find the current moving rapidly in that direction, with the administration apparently sold on the idea that drastic steps must be taken without further delay, if American business is to continue functioning with a reasonable degree of satisfaction to all parties concerned, including the ultimate consumer.

As a result of recent developments along these lines retail druggists have every reason to lift up their heads and face the future with new born courage based upon a well founded belief that American business as a whole is now well on the way to recovery.

It is not over stating the case to say that what appeared to be utterly impossible of accomplishment just a few short weeks ago quickly assumed an entirely different aspect when the President of the United States placed the administration squarely behind a program designed to aid business recovery, by elimination of unfair trade practices, including predatory price cutting, which all fair-minded, right-thinking people very properly regard as injurious to business and the consuming public alike.

In view of the bold stand taken by the administration in this matter it is reasonable to assume that legislation aimed at the correction of these abuses will be enacted in the very near future, thereby enabling business to solve many of its problems with the assistance and co-operation of the federal government.

Almost overnight it would seem events of momentous importance to the business interests of the country have taken place at the seat of government, during recent months, as laws have been modified and new statutes enacted with incredible speed, while an amazed public looked on with astonishment. The point we are endeavoring to make is brought out most clearly in the case of the National Industrial Recovery act, a measure of great significance, which is now pending in congress with every prospect of prompt passage and the assurance of equally prompt approval by the President. This far reaching proposal was virtually unthought of, beyond a relatively small circle of administration advisers, until the bill was actually introduced in congress and speeded on its way to passage with the full force of adminis-

tration approval behind it, though it really means more to American business as a whole than any other legislative proposal now before congress as it affects every branch of business and industry throughout the country.

This measure is entitled, "A bill to encourage national industrial recovery, to foster fair competition and to provide for the construction of certain useful public works, and for other purposes." Section 1 of the act furnishes a clear declaration of policy, wherein it states that "A national emergency productive of wide-spread unemployment and disorganization of industry, which burdens interstate commerce, affects the public welfare, and undermines the standards of living of the American people, is hereby declared to exist. It is hereby declared to be the policy of congress to remove obstructions to the free flow of interstate commerce which tends to diminish the amount thereof; and to promote the organization of industry for the purpose of co-operative action among trade groups, to induce and maintain united action of labor and management under adequate governmental sanctions and supervision, to eliminate unfair competitive practices, to reduce and relieve unemployment, to improve standards of labor, and otherwise to rehabilitate industry and to conserve national resources."

Then follow numerous sections setting up governmental agencies for the purpose of conferring and co-operating with trade associations and industrial groups. Under the term of this very comprehensive measure those portions of the Federal Anti-trust laws which prohibit agreements among competitors actually will be set aside and made inoperative for some time to come, the purpose of this being to permit and encourage voluntary agreements by trade groups and the entire industry with respect to such all important matters as working hours, wages, production, control, unemployment and prices. In other words, the step now proposed to be taken by the federal government contemplates forcing individuals, firms and corporations to do exactly what they have heretofore been prevented from doing under threat of prosecution with the likelihood of serving a term in the penitentiary for the slightest departure from the strict interpretation of the existing anti-trust laws. It is, therefore, quite obvious that the powers that be in Washington have finally come to a complete realization of the underlying cause of the most disastrous business depression known to the American people. With this knowledge and understanding of the present crisis in business, the administration at Washington seems to have reached the very logical conclusion that the full power of government must be brought into play in order to save the situation and prevent the utter collapse of the entire structure of the nation.

This is the most hopeful sign that has come out of the nation's capital in many a long day and retail druggists, in common with other business interests, now have every reason to believe that the outcome of this legislation will be the re-establishment of order in place of existing chaos.

In the furtherance of this comprehensive plan for the rehabilitation of business and in order to fully accomplish the purpose of this legislative step, the trade association must and will become a more vital factor in the business world than ever before, as the President and his advisers have stated very clearly and emphatically that hereafter the government will deal with organized bodies only. That declaration should be understood to mean that business must be thoroughly organized so that it may speak with authority concerning all manner of trade practices which common sense dictates should be eliminated or subjected to the most powerful control. Under the National Industrial Recovery act trade agreements are to be voluntary acts of trade groups, but the fact remains, nevertheless that such agreements must be rigidly adhered to for the simple reason that once an agreement with respect to any form of unfair trade practice is reached, the full force of law may be called into play to force the observance of such agreement. Obviously, therefore, it is the purpose of this legislation to have the several industries get together and reach agreements among themselves regarding unfair trade practices and, further, to establish fair codes of prices such as will enable the various branches of industry to live and that is but another way of saying that from now on the sale of merchandise at or below actual cost will not be tolerated by the federal government.

Now it is, of course, highly desirable that each industry act as a unit in working out plans for the betterment of trade conditions within its sphere, but each branch of the industry must of necessity maintain its own separate organization with power to speak for its constituency, otherwise unorganized branches of an industry would soon

find themselves at the complete mercy of the other branches which do maintain effective organizations.

Here is where the newly formed Drug Institute comes into the picture and must be considered as an agency representing the entire drug industry, provided all branches of this two billion dollar industry can reach an equitable agreement concerning distributing methods and prices in the drug field, though this should not prove a difficult matter at all insofar as the retail branch of the industry is concerned because it should be noted that two members of the executive committee of the N. A. R. D. have been chosen directors of the institute and these men will, of course, reflect the wishes and desires of the retail druggists of the country with respect to all matters related to the welfare of the retail trade as revealed and expressed through the national association.

The situation as it stands at present is, therefore, decidedly hopeful and encouraging from the standpoint of the drug industry as a whole. While it is, of course, true that many of the problems with which retailers are faced from day to day differ in many respects from those encountered by wholesalers and manufacturers, the fact remains nevertheless that injury inflicted upon one branch of the industry reacts unfavorably upon each and every one of the remaining branches. By keeping this essential truth constantly in mind and working toward a common goal, as the rehabilitation of the drug industry proceeds, a vast amount of good will undoubtedly result from the new order of things brought about by the passage of the National Industrial Recovery act, which it is hoped and confidently expected will be an accomplished fact in the very near future. But the thing most needed in this connection is a

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Marbles, Rubber Balls, Jacks, Bathing Supplies, Paint Brushes, Paints, Oils, Wall Finishes, Varnishes, White Lead, Enamels, Soda Fountains and Supplies, Golf, Tennis and Baseball Supplies, Indoor Balls, Playground Balls, Sponges, Chamois Skins, Cameras, Electric Heaters, Electric Fans, Goggles, Picnic Supplies, Lunch Kits, Vacuum Bottles, Food Jars, Thermo Jugs, Insecticides, Seed Disinfectants, and thousands of other new and staple items. All now on display in our Sample Room. Come in and look them over. Everything priced in plain figures.

Hazeltine & Perkins Drug Co.
Grand Rapids
Michigan

clear and definite understanding on the part of manufacturers, wholesalers and retailers alike, concerning the scope as well as the purpose of the measure now in process of enactment into law and a like understanding of the plans to be unfolded from time to time by which it is hoped to make the law an effective instrument in the hands of organized trade bodies seeking the elimination of a great variety of unfair trade practices, chief among which may be listed predatory price cutting.

Finally, it should be understood that the National Industrial Recovery act is a direct challenge to American business to organize from top to bottom so that each group may set its own house in order and be prepared to go forward with the movement designed to re-establish business on a profitable basis.

Now the N. A. R. D. fits perfectly into this picture as an organization of retailers and by reason of this fact the national association will play an important part in the formulation of plans to make effective the provisions of the National Industrial Recovery act. It is, therefore, of prime importance that the national association have the support and backing of the retail druggists of the country in order that it may render the maximum of service in this great hour of opportunity.—N. A. R. D. Journal.

Items From the Cloverland of Michigan

Sault Ste. Marie, June 12—The state ferries at the Straits are now operating on Summer schedule. Charles McCandles, of the Sault, Ennis Flemming, of Grand Marais, and Glen Arnold, of Cedarville, were assigned by the executive committee of the Hiawathaland Publicity Bureau in the information booths, one on each ferry. Twenty-five thousand handsome booklets, the covers of which are printed in three colors, each containing a picture of one of the state ferries and a map of the Upper Peninsula, will be handed out. The young men giving out the folders have made a careful study of all of the facts concerning the Upper Peninsula, as to roads, hotels, camps, fishing, golfing and many other things that the tourist may want to know.

We are all pleased to learn that our beloved friend, Hon. Chase S. Osborn, of the Sault, former Governor of Michigan, is placed first on the list of Michigan's great men compiled by Scarth Inglis, editor of the Galesberg Argus. Senator James Couzens is second and Henry Ford third. In the selection for first choice Mr. Osborn was in a class by himself, being an ex-Governor, scientist, explorer, statesman, scholar, author and the only Michigan man known throughout the world. The Sault has every reason to be proud of her distinguished citizen.

Adversity is what made our ancestors great, not the greatness developed in the process of licking it.

The re-decoration of the Island House, one of the most popular hotels on Mackinac Island, is nearing completion. P. J. Clerihew will be the new manager. The hotel is owned by Mrs. Rose Van Allen Webster. It is anticipated that Mackinac Island will benefit nicely from the Century of Progress, inasmuch as many thousands of fair visitors are expected to travel by steamer and visit at the Island en route or on their return. Mr. Clerihew, who has been affiliated with hotels at Chicago and New York City, announces that the rates of the hotel will be reduced in keeping with present time conditions.

The H. D. Peet Packing Co., of Bay City, is invading the Upper Peninsula

with refrigerator service. Earl J. Imerison, a well-known and experienced salesman, is covering three counties at present, Mackinac, Luce and Chippewa. Large refrigerator trucks are making two trips each week to Mackinaw City, where they are met by Mr. Imerison and the products for the Upper Peninsula transferred to the truck crossing the Straits for delivery en route as far North as the Sault.

Austin Lipsett, one of our well-known citizen, was appointed Eleventh district inspector, being one of the four appointed by the State Liquor Commission.

Dr. D. H. Dickie, formerly of Lansing, has moved to the Sault where he will reside. He is opening a veterinary office at 1907 Ashmun street. Dr. Dickie has completed a four year course as state veterinary at the Michigan State College and during his state service specialized in animal disease control. In this capacity he made numerous visits to Chippewa county and is known widely in this section of the state. Dr. Dickie had charge of the bovine tuberculosis eradication in this county in 1929-30.

It is still true that money talks, except when bound and gagged and thrown in a vault.

The Scott Creamery Co., of Gladstone, is erecting a creamery in that city which will be a model establishment. The complete structure will be made of concrete blocks and its size will be 50 x 28 feet. New machinery will be installed by Hugh Cavill, the owner and manager.

The forty-three camps to be established in Michigan for work on state projects were announced last week by the Department of Conservation after approval had been granted by the director of the President's emergency conservation work program. While it is not known just when the camps will be established the department has been notified that each camp will contain 20 men, making a total of 8,600 men working for six months on state game refuges, forests, parks, fish and other projects. The designations given each camp do not represent the location of the camps, the department said, since the exact locations will be determined by army officials. It is quite a sight to see the tented city which has sprung up at Fort Brady since the coming of the hundreds of new arrivals who are still swarming in daily. It seems that each boy received a new rain coat, which he put on; they paraded around the city in groups of from two to twenty or more. The sun was shining brightly, but the new coats certainly made a hit, as most of the boys were dressed none too well and a new rain coat covered a multitude of old clothes.

People almost everywhere have quit worrying over a crisis, says a distinguished statesman. Sure they have: Crises have become normal.

William G. Tapert.

Many Textile Lines Moved Up

Sheets, blankets, cotton quilts and mattress protectors were among the items advanced last week in the primary textile markets. Discounts on the Lady Pepperell line of wide sheetings, sheets and pillowcases were shortened by 2½ per cent., applicable only to July goods. The Pepperell Manufacturing Co., also raised prices on cotton, part-wool and white sheet blankets 7½ to 12½ per cent. The Springfield Woolen Mills advanced all-wool blankets 2½ per cent. to a basis of \$1.25 per pound. Patchwork cotton quilts were raised about 10 per cent. and mattress protectors 10 to 12 per cent.

Judging only by results, it is a prison offense to trim a trusting public if you get less than a million.

WHOLESALE DRUG PRICE CURRENT

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

Acetic, No. 8, lb. 06 @ 10	Gum	Hemlock, Pu., lb. 1 155 @ 2 20
Boric, Powd., or	Aloes, Barbadoes,	Hemlock Com., lb. 1 00 @ 1 25
Xtal, lb. 08½ @ 20	so called, lb. gourds @ 60	Juniper Ber., lb. 3 00 @ 3 20
Carbolic, Xtal, lb. 36 @ 43	Powd., lb. 35 @ 45	Juniper W'd, lb. 1 500 @ 1 75
Citric, lb. 35 @ 45	Aloes, Socotrine,	Lav. Flow., lb. 3 50 @ 4 00
Muriatic, Com'l.,	lb. ----- @ 75	Lav. Gard., lb. 1 25 @ 1 50
lb. ----- @ 80	Powd., lb. ----- @ 80	Lemon, lb. ----- 1 75 @ 2 25
Nitric, lb. ----- 09 @ 15	Arabic, first, lb. @ 40	Mustard, true, ozs. @ 1 50
Oxalic, lb. ----- 15 @ 25	Arabic, sec., lb. @ 30	Mustard, art., ozs. @ 35
Sulphuric, lb. ----- 03½ @ 10	Arabic, sorts, lb. 15 @ 25	Orange, Sw., lb. 3 00 @ 3 25
Tartaric, lb. ----- 30 @ 40	Arabic, Gran., lb. @ 35	Origanum, art.,
	Arabic, P'd, lb. 25 @ 35	lb. ----- 1 00 @ 1 20
Alcohol	Asafoetida, lb. ----- 47 @ 50	Pennyroyal, lb. 2 75 @ 3 20
Denatured, No. 5,	Asafoetida, Po., lb. 75 @ 82	Peppermint, lb. 4 25 @ 4 80
Gal. ----- 48 @ 60	Guaiac, lb. ----- @ 70	Rose, dr. ----- @ 2 50
Grain, Gal. ----- 4 00 @ 5 00	Guaiac, powd. ----- @ 75	Rose, Geran., ozs. 50 @ 95
Wood, Gal. ----- 50 @ 60	Kino, lb. ----- @ 90	Rosemary
Alum-Potash, USP	Kino, powd., lb. @ 1 00	Flowers, lb. 1 00 @ 1 50
Lump, lb. ----- 05 @ 13	Myrrh, lb. ----- @ 60	Sandalwood,
Powd. or Gra., lb. 05½ @ 13	Myrrh, Pow., lb. @ 75	E. I., lb. ----- 8 00 @ 8 60
	Shellac, Orange,	W. I., lb. ----- 4 50 @ 4 75
Ammonia	lb. ----- 15 @ 25	Sassafras,
Concentrated, lb. 06 @ 18	Ground, lb. ----- 15 @ 25	true, lb. ----- 1 60 @ 2 20
4-F, lb. ----- 05½ @ 13	Shellac, white,	Syn., lb. ----- 85 @ 1 40
3-F, lb. ----- 05½ @ 13	(bone dr'd) lb. 30 @ 45	Spearment, lb. 2 00 @ 2 40
Carbonate, lb. 20 @ 25	Tragacanth,	Tansy, lb. ----- 3 50 @ 4 00
Muriate, Lp., lb. 18 @ 30	No. 1, bbls. ----- 1 60 @ 2 00	Thyme, Red, lb. 1 50 @ 2 00
Muriate, Gra., lb. 08 @ 18	No. 2, lbs. ----- 1 50 @ 1 75	Thyme, Whit., lb. 1 75 @ 2 40
Muriate, Po., lb. 20 @ 30	Pow., lb. ----- 1 25 @ 1 50	Wintergreen
Arsenic		Leaf, true, lb. 5 40 @ 6 00
Pound ----- 07 @ 20	Honey	Birch, lb. ----- 2 75 @ 3 20
Balsams	Pound ----- 25 @ 40	Syn. ----- 75 @ 1 20
Copaiba, lb. ----- 60 @ 1 40	Hops	Wormseed, lb. 3 50 @ 4 00
Fir, Cana., lb. 2 00 @ 2 40	Loose, Pressed,	Wormwood, lb. 4 50 @ 5 00
Fir, Oreg., lb. ----- 50 @ 1 00	lb. ----- @ 1 25	
Peru, lb. ----- 1 70 @ 2 20	Hydrogen Peroxide	Oils Heavy
Tolu, lb. ----- 1 50 @ 1 80	Pound, gross 25 00 @ 27 00	Castor, gal. ----- 1 15 @ 1 35
	½ lb., gross 15 00 @ 16 00	Cocanut, lb. ----- 22½ @ 35
Barks	¼ lb., gross 10 00 @ 10 50	Cod Liver, Nor-
Cassia,		wegian, gal. ----- 1 00 @ 1 50
Ordin., lb. 25 @ 30	Indigo	Cot. Seed Gals. ----- 85 @ 1 00
Ordin., Po., lb. 20 @ 25	Madras, lb. ----- 2 00 @ 2 25	Lard, ex., gal. 1 55 @ 1 65
Saigon, lb. ----- @ 40	Insect Powder	Lard, No. 1, gal. 1 25 @ 1 40
Saigon, Po., lb. 50 @ 60	Pure, lb. ----- 25 @ 35	Linseed, raw, gal. 78 @ 93
Elm, lb. ----- 40 @ 50	Lead Acetate	Linseed, boil., gal. 81 @ 96
Elm, Powd., lb. 38 @ 45	Xtal, lb. ----- 17 @ 25	Neatsfoot,
Elm, G'd, lb. 38 @ 45	Powd. & Gran. 25 @ 35	extra, gal. ----- 80 @ 1 25
Sassafras (P'd lb. 45) @ 35	Licorice	Malaga, gal. ----- 2 50 @ 3 00
Soapree, cut, lb. 20 @ 30	Extracts, sticks,	Pure, gal. ----- 3 00 @ 5 00
Soapree, po., lb. 35 @ 40	per box ----- 1 50 @ 2 00	Sperm, gal. ----- 1 25 @ 1 50
	Lozenges, lb. ----- 40 @ 50	Tanner, gal. ----- 75 @ 90
Berries	Wafers, (24s) box @ 1 50	Tar, gal. ----- 50 @ 65
Cubeb, lb. ----- @ 65	Leaves	Whale, gal. ----- @ 2 00
Cubeb, po., lb. ----- @ 75	Buchu, lb., short @ 50	
Juniper, lb. ----- 10 @ 20	Buchu, lb., long- @ 60	Opium
Blue Vitriol	Buchu, P'd, lb. @ 30	Gum, ozs., \$1.40;
Pound ----- 06 @ 15	Sage, bulk, lb. 25 @ 30	lb. ----- 17 50 @ 20 00
	Sage, loose	Powder, ozs., \$1.40;
Borax	pressed, ¼s, lb. @ 40	lb. ----- 17 50 @ 20 00
P'd or Xtal, lb. 06 @ 13	Sage, ounces ----- @ 85	Gran., ozs., \$1.40;
Brimstone	Sage, P'd & Grd. @ 35	lb. ----- 17 50 @ 20 00
Pound ----- 04 @ 10	Senna,	
Camphor	Alexandria, lb. 35 @ 40	Paraffine
Pound ----- 50 @ 65	Tinnevela, lb. 20 @ 30	Pound ----- 06½ @ 15
Cantharides	Powd., lb. ----- 25 @ 35	Papper
Russian, Powd. ----- @ 3 50	Uva Ursi, lb. ----- 20 @ 25	Black, grd., lb. 25 @ 35
Chinese, Powd. @ 1 25	Uva Ursi, P'd, lb. @ 30	Red, grd., lb. ----- 45 @ 55
		White, grd., lb. ----- 40 @ 45
Chalk	Lime	Pitch Burgundy
Crayons,	Chloride, med., dz. @ 85	Pound ----- 20 @ 25
white, dozen ----- @ 3 60	Chloride, large, dz. @ 1 45	Petrolatum
dustless, doz. @ 6 00	Lycopodium	Amber, Plain, lb. 12 @ 17
French Powder,	Pound ----- 45 @ 60	Amber, Carb., lb. 14 @ 19
Coml., lb. ----- 03½ @ 10	Magnesia	Cream Whi., lb. 17 @ 22
Precipitated, lb. 12 @ 15	Carb., ¼s, lb. ----- @ 30	Lily White, lb. 20 @ 25
Prepared, lb. 14 @ 16	Carb., 1/16s, lb. @ 32	Snow White, lb. 22 @ 27
White, lump, lb. 03 @ 10	Carb., P'd, lb. 15 @ 25	Plaster Paris Dental
Capsicum	Oxide, Hea., lb. @ 75	Barrels ----- @ 5 75
Pods, lb. ----- 60 @ 70	Oxide, light, lb. @ 75	Less, lb. ----- 03½ @ 08
Powder, lb. ----- 62 @ 65	Menthol	Potassa
	Pound ----- 4 67 @ 5 20	Caustic, st'ks, lb. 55 @ 88
Cloves	Mercury	Liquor, lb. ----- @ 40
Whole, lb. ----- 30 @ 25	Pound ----- 1 25 @ 1 35	Potassium
Powdered, lb. 35 @ 40	Morphine	Acetate, lb. ----- 60 @ 96
Cocaine	Ounces ----- @ 10 80	Bicarbonate, lb. 30 @ 35
Ounce ----- 11 43 @ 13 60	½s ----- @ 12 96	Bichromate, lb. 15 @ 25
Copperas	Mustard	Bromide, lb. ----- 51 @ 72
Xtal, lb. ----- 03½ @ 10	Bulk, Powd.,	Carbonate, lb. 30 @ 35
Powdered, lb. ----- 04 @ 15	select, lb. ----- 45 @ 50	Chlorate,
Cream Tartar	No. 1, lb. ----- 25 @ 35	Xtal, lb. ----- 17 @ 23
Pound ----- 22½ @ 35	Naphthaline	powd., lb. ----- 17 @ 23
Cuttlebone	Balls, lb. ----- 07 @ 12	Gran., lb. ----- 21 @ 28
Pound ----- 40 @ 51	Flake, lb. ----- 07 @ 12	Iodide, lb. ----- 2 70 @ 2 93
Dextrine	Nutmeg	Permanganate, lb. 22½ @ 35
Yellow Corn, lb. 06½ @ 11	Pound ----- @ 40	Prussiate,
White Corn, lb. 07 @ 11	Powdered, lb. ----- @ 50	Red, lb. ----- 80 @ 90
Extract	Nux Vomica	Yellow, lb. ----- 50 @ 60
Witch Hazel, Yel-	Pound ----- @ 25	Quassia Chips
low Lab., gal. 99 @ 1 81	Powdered, lb. 15 @ 25	Pound ----- 25 @ 30
Licorice, P'd, lb. 50 @ 60	Oil Essential	Powd., lb. ----- 35 @ 40
Flower	Almond,	Quinine
Arnica, lb. ----- 50 @ 55	Blt., true, ozs. @ 50	5 oz. cans, ozs. ----- @ 51
Chamomile,	Blt., art., ozs. @ 30	Sal
German, lb. ----- 35 @ 45	Sweet, true, lb. 1 10 @ 1 60	Epsom, lb. ----- 03½ @ 10
Roman, lb. ----- @ 90	Sw't, Art., lbs. 1 00 @ 1 25	Glaubers,
Saffron,	Amber, crude, lb. 75 @ 1 00	Lump, lb. ----- 03 @ 10
American, lb. 50 @ 55	Amber, rect., lb. 1 10 @ 1 75	Gran., lb. ----- 03½ @ 10
Spanish, ozs. ----- @ 1 65	Anise, lb. ----- 1 00 @ 1 60	Nitre,
Formaldehyde, Bulk	Bay, lb. ----- 4 00 @ 4 25	Xtal or Powd. 10 @ 16
Pound ----- 09 @ 20	Bergamot, lb. 3 00 @ 3 60	Gran., lb. ----- 09 @ 16
Fuller's Earth	Cajuput, lb. ----- 1 50 @ 2 00	Rochelle, lb. ----- 17 @ 30
Powder, lb. ----- 05 @ 10	Caraway S'd, lb. 2 65 @ 3 20	Soda, lb. ----- 02½ @ 08
Gelatin	Cassia, USP, lb. 2 10 @ 2 60	Soda
Pound ----- 55 @ 65	Cedar Leaf, lb. 1 50 @ 2 00	Ash ----- 03 @ 10
Glue	Cedar Leaf,	Bicarbonate, lb. 03½ @ 10
Brok., Bro., lb. 20 @ 30	Coml., lb. ----- 1 00 @ 1 25	Caustic, Co'l, lb. 08 @ 15
Gro'd, Dark, lb. 16 @ 22	Citronella, lb. 1 05 @ 1 40	Hyposulphite, lb. 05 @ 10
Whi. Flake, lb. 27½ @ 35	Cloves, lb. ----- 1 75 @ 2 25	Phosphate, lb. 23 @ 28
White G'd, lb. 25 @ 35	Croton, lbs. ----- 4 00 @ 4 60	Sulphite,
White AXX light,	Cubeb, lb. ----- 4 25 @ 4 80	Xtal, lb. ----- 07 @ 12
lb. ----- @ 40	Erigeron, lb. ----- 2 70 @ 3 35	Dry, Powd., lb. 12½ @ 20
Ribbon ----- 42½ @ 50	Eucalyptus, lb. ----- 95 @ 1 60	Silicate, Sol., gal. 40 @ 50
Glycerine	Fennel ----- 2 00 @ 2 60	Turpentine
Pound ----- 14½ @ 35		Gallons ----- 55 @ 70

GROCERY PRICE CURRENT

The prices quoted in this department are not cut prices. They are regular quotations such as jobbers should receive for standard goods. Because of present day uncertainties, sharp buyers who are in good credit may sometimes be able to induce the jobber to shade some of the quotations, but we prefer to quote regular prices on regular goods, because cut prices obtained by duress or under force of circumstances never accurately represent the actual condition of the market, which is the proper province of this publication.

ADVANCED

Brooms

Scotch Peas
Flake White Soap
P & G Naptha Soap
Sugar

DECLINED

Kellogg W. Wheat Biscuit

Scotch Peas
K. C. Baking Powder
Marcellus Succotash
Chips

AMMONIA

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

APPLE BUTTER

Table Belle, 12-36 oz.,
doz. 1 90

BAKING POWDERS

Royal, 2 oz., doz. 93
Royal, 4 oz., doz. 1 80
Royal, 6 oz., doz. 2 20
Royal, 12 oz., doz. 4 37
Royal, 2 1/2 lbs., doz. 13 75
Royal, 5 lbs., doz. 24 50



10 oz., 4 doz. in case 3 40
15 oz., 2 doz. in case 2 40
25 oz., 2 doz. in case 4 20
50 oz., 2 doz. in case 7 00
5 lb., 1 doz. in case 6 00
10 lb., 1/2 doz. in case 5 75

BLEACHER CLEANSER

Clorox, 16 oz., 24s ... 3 25
Clorox, 22 oz., 12s ... 3 00
Lizzie, 16 oz., 12s ... 2 15

BLUING

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

BEANS and PEAS

100 lb. bag
Dry Lima Beans 100 lb. 7 50
White H'd P. Beans ... 3 50
Split Peas, Yell., 60 lb. 3 95
Split Peas, Gr'n 60 lb. 5 00
Scotch Peas, 100 lb. ... 7 50

BURNERS

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

BOTTLE CAPS

Dbl. Lacquer, 1 gross
pkg., per gross 13

BREAKFAST FOODS

Kellogg's Brands
Corn Flakes, No. 136 2 50
Corn Flakes, No. 124 2 50
Pep, No. 224 ... 2 00
Pep, No. 250 ... 1 00
Krumbs, No. 412 ... 1 35
Bran Flakes, No. 624 1 80
Bran Flakes, No. 602 1 50
Rice Krispies, 6 oz. ... 2 25
Rice Krispies, 1 oz. ... 1 10
All Bran, 16 oz. ... 2 25
All Bran, 10 oz. ... 2 70
All Bran, 1/2 oz. ... 1 10
Kaffe Hag, 6 1-lb.
cans ... 2 57
Whole Wheat Fla., 24 ... 1 75
Whole Wheat Bis., 24 ... 2 15

Post Brands
Grapenut Flakes, 24s 1 90
Grape-Nuts, 24s ... 3 80
Grape-Nuts, 50 ... 1 40
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Post Toasties, 36s ... 2 50
Post Toasties, 24s ... 2 50
Post Bran, PBF 24 ... 2 85
Post Bran PBF 36 ... 2 85
Sanka 6-1lb. 2 57

Amsterdam Brands
Gold Bond Par., No. 5 7 50
Prize, Parlor, No. 6 ... 8 00
White Swan Par., No. 6 8 50

BROOMS
Quaker, 5 sewed ... 5 50
Warehouse ... 5 75
Rose ... 2 75
Winner, 5 sewed ... 3 95
Whisk, No. 3 ... 2 25

BRUSHES
Scrub
Solid Back, 8 in. ... 1 50
Solid Back, 1 in. ... 1 75
Pointed Ends ... 1 25

Stove
Shaker ... 1 80
No. 50 ... 2 00
Peerless ... 2 60

Shoe
No. 4-0 ... 2 25
No. 2-0 ... 3 00

BUTTER COLOR
Dandelion ... 2 85

CANDLES
Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. ... 12 8
Paraffine, 6s ... 14 1/2
Paraffine, 12s ... 14 1/2
Wicking ... 40
Tudor, 6s, per box ... 30

CANNED FRUITS
Hart Brand

Apples
No. 10 ... 4 75

Blackberries
Pride of Michigan ... 2 55

Cherries
Mich. red, No. 10 ... 5 00
Pride of Mich., No. 2 2 60
Marcellus Red ... 2 10
Special Pie ... 1 35
Whole White ... 2 80

Gooseberries
No. 10 ...

Peas
Pride of Mich. No. 2 1/2 2 25

Black Raspberries
No. 2 ... 2 60
Pride of Mich. No. 2 ... 1 60

Red Raspberries
No. 2 ... 2 25
No. 1 ... 1 25
Marcellus, No. 2 ... 1 70

Strawberries
No. 2 ... 3 00
8 oz. ... 1 20
Marcellus, No. 2 ... 1 45

CANNED FISH
Clam Ch'der, 10 1/2 oz. 1 35
Clam Chowder, No. 2 ... 2 75
Clams, Steamed, No. 1 ... 2 75
Clams, Minced, No. 1/2 ... 2 40
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. ... 2 50
Chicken Haddie, No. 1 ... 2 75
Fish Flakes, small ... 1 35
Cod Fish Cake, 10 oz. 1 55
Cove Oysters, 5 oz. ... 1 35
Lobster, No. 1/4, Star ... 2 00
Shrimp, 1, wet ... 1 45
Sard's, 1/4 Oil, Key ... 4 25
Sardines, 1/4 Oil, K'less ... 3 35
Salmon, Red Alaska ... 1 95
Salmon, Med. Alaska ... 1 55
Salmon, Pink, Alaska ... 1 35
Sardines, Im. 1/4, ea. ... 10 95
Sardines, Cal. ... 95
Tuna, 1/4, Van Camps, ... 1 75
Tuna, 1/4s, Van Camps, ... 1 35
Tuna, 1s, Van Camps, ... 3 60
Tuna, 1/4s, Chicken Sea ... 1 85

CANNED MEAT
Bacon, Med. Beechnut 1 71
Bacon, Lge. Beechnut 2 43
Beef, Lge. Beechnut 3 51
Beef, Med. Beechnut 2 07
Beef, No. 1, Corned ... 1 95
Beef, No. 1, Roast ... 1 95
Beef, 2 1/2 oz., Qua., sil. 1 35
Beef, 4 oz. Qua., sil. 2 25
Beefsteak & Onions, s. 2 70
Chili Con Car., 1s ... 1 05
Deviled Ham, 1/4s ... 1 15
Deviled Ham, 1/2s ... 2 85
Potted Beef, 4 oz. ... 1 10
Potted Meat, 1/4 Libby 45
Potted Meat, 1/2 Libby 75
Potted Meat, 1/4 Qua. 55
Potted Ham, Gen. 1/4 1 45
Vienna Saus. No. 1/2 1 00
Vienna Sausage, Qua. 80
Veal Loaf, Medium ... 2 25

Baked Beans
Campbells, 48s ... 2 30

CANNED VEGETABLES
Hart Brand

Asparagus
Natural, No. 2 ... 3 00
Tips & Cuts, Ng. 2 ... 2 25
Tips & Cuts, 8 oz. ... 1 35

Baked Beans
1 lb. Sauce, 36s, cs. ... 1 60
No. 2 1/2 Size, Doz. ... 95
No. 10 Sauce ... 3 80

Lima Beans
Little Quaker, No. 10 8 25
Baby, No. 2 ... 1 70
Pride of Mich. No. 2 ... 1 60
Marcellus, No. 10 ... 6 50

Red Kidney Beans
No. 10 ... 3 90
No. 2 ... 87 1/2
8 oz. ... 45

String Beans
Little Dot, No. 2 ... 2 25
Little Dot, No. 1 ... 1 80
Little Quaker, No. 1 ... 1 60
Little Quaker, No. 2 ... 2 00
Choice, Whole, No. 2 ... 1 70
Cut, No. 10 ... 8 00
Cut, No. 2 ... 1 60
Pride of Michigan ... 1 35
Marcellus Cut, No. 10 5 50

Wax Beans
Little Dot, No. 2 ... 2 25
Little Dot, No. 1 ... 1 80
Little Quaker, No. 1 ... 1 45
Choice, Whole, No. 10 10 25
Choice, Whole, No. 2 1 70
Choice, Whole, No. 1 1 35
Cut, No. 10 ... 9 00
Cut, No. 2 ... 1 50
Pride of Mich., No. 2 1 25
Marcellus Cut, No. 10 5 50

Beets
Extra Small, No. 2 ... 2 50
Fancy Small, No. 2 ... 2 00
Pride of Mich., No. 2 1/2 2 00
Hart Cut, No. 10 ... 5 00
Hart Cut, No. 2 ... 85
Marcel. Whole, No. 2 1/2 1 35
Hart Diced, No. 2 ... 90

Carrots
Diced, No. 2 ... 90
Diced, No. 10 ... 4 00

Corn
Golden Ban., No. 2 ... 1 25
Golden Ban., No. 10 10 00
Little Quaker, No. 1 ... 90
Country Gen., No. 2 ... 1 20
Pride of Mich., No. 1 ... 80
Marcellus, No. 2 ... 96
Fancy Crosby, No. 2 ... 1 15
Fancy Crosby, No. 10 6 50
Whole Grain, 6 Ban-
tam, No. 2 ... 1 45

Peas
Little Dot, No. 2 ... 2 25
Sifted E. June, No. 10 9 50
Sifted E. June, No. 2 ... 1 75
Belle of Hart, No. 2 ... 1 75
Pride of Mich., No. 2 ... 1 45
Marcel., Sw. W. No. 2 1 45
Marcel., E. June, No. 2 1 35
Marcel., E. Ju., No. 10 7 50

Pumpkin
No. 10 ... 4 75
No. 2 1/2 ... 1 30

Sauerkraut
No. 10 ... 4 00
No. 2 1/2 ... 95
No. 2 ... 85

Spinach
No. 2 1/2 ... 2 25
No. 2 ... 1 80

Squash
Boston, No. 3 ... 1 35

Succotash
Golden Bantam, No. 2 2 10
Hart, No. 2 ... 1 80
Pride of Michigan ... 1 65
Marcellus, No. 2 ... 95

Tomatoes
No. 10 ... 5 25
No. 2 1/2 ... 1 80
No. 2 ... 1 40
Pride of Mich., No. 2 1/2 1 35
Pride of Mich., No. 2 ... 1 10

Tomato Juice
Hart, No. 10 ... 4 75

CATSUP
Sniders, 8 oz. ... 95
Sniders, 14 oz. ... 1 55
Sniders, 8 oz. ... Doz. 95
Sniders, 14 oz. ... Doz. 1 55
Quaker, 8 oz. ... Doz. 90
Quaker, 14 oz. ... Doz. 1 20
Ruby, 14 oz. ... Doz. 95

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

OYSTER COCKTAIL
Sniders, 11 oz. ... 2 00

CHEESE

Roquefort ... 68
Wisconsin Daisy ... 14 1/2
Wisconsin Twin ... 13 1/2
New York June ... 24
Sap Sago ... 40
Brick ... 15
Michigan Flats ... 14
Michigan Daisies ... 14
Wisconsin Longhorn ... 15
Imported Leyden ... 23
I lb. Limberger ... 20
Imported Swiss ... 52
Kraft, Pimento Loaf ... 22
Kraft, American Loaf ... 24
Kraft, Brick Loaf ... 22
Kraft, Swiss Loaf ... 27
Kraft Old Eng. Loaf ... 32
Kraft, Pimento, 1/2 lb. 1 60
Kraft, American, 1/2 lb. 1 60
Kraft, Brick, 1/2 lb. 1 60
Kraft, Limbur., 1/2 lb. 1 60

CHEWING GUM

Adams Black Jack ... 66
Adams Dentyne ... 65
Beeman's Pepsin ... 66
Bechnut Peppermint ... 66
Doublemint ... 66
Peppermint, Wrigleys ... 66
Spearmint, Wrigleys ... 66
Juicy Fruit ... 66
Wrigley's P-K ... 66
Teaberry ... 66

CHOCOLATE

Baker, Prem., 6 lb. 1/2 2 38
Baker, Prem., 6 lb. 3 oz. 2 22

CLOTHES LINE

Riverside, 50 ft. ... 1 40
Cupples Cord ... 1 85

COFFEE ROASTED

Lee & Cady

1 lb. Package
Arrow Brand ... 23
Boston Breakfast ... 23
Breakfast Cup ... 21
Competition ... 15 1/2
Imperial ... 35
J. V. ... 19
Majestic ... 29
Morton House ... 31
Nedrow ... 26
Quaker, in Cartons ... 21
Competition ... 15 1/2

McLaughlin's Kept-Fresh

COFFEE
Kept-Fresh
by McLaughlin
SERVICE

Coffee Extracts
M. Y., per 100 ... 12
Frank's 50 pkgs. ... 4 25
Hummel's 50, 1 lb. 10 1/2

CONDENSED MILK
Eagle, 2 oz., per case 4 60

EVAPORATED MILK

Page, Tall ... 2 95
Page, Baby ... 1 48
Quaker, Tall, 10 1/2 oz. 2 85
Quaker, Baby, 4 doz. 1 43
Quaker, Gallon, 1/2 dz. 2 85
Carnation, Tall, 4 doz. 2 95
Carnation, Baby, 4 dz. 1 48
Oatman's D'dee, Tall 2 95
Oatman's D'dee, Baby 1 48
Pet, Tall ... 2 95
Pet, Baby, 4 dozen ... 1 48
Borden's, Tall, 4 doz. 2 95
Borden's Baby, 4 doz. 1 48

COUPON BOOKS
50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50
Where 1,000 books are
ordered at a time, special-
ly printed front cover is
furnished without charge.

OIGARS

Hemt. Champions ... 38 50
Webster Cadillac ... 75 00
Webster Golden Wed. ... 75 00
Websterettes ... 38 50
Cincos ... 38 50
Garcia Grand Babies ... 38 50
Bradstreet's ... 38 50
La Palena Senators ... 75 00
Odins ... 38 50
R. G. Dun Boquet ... 75 00
Perfect Garcia Subl. ... 95 00
Budwiser ... 19 50
Tango Pantellas ... 13 00
Skylines ... 19 50
Hampton Arms Jun'r ... 37 50
Trojan ... 35 00
Rancho Corono ... 35 06
Kenway ... 20 00

CONFECTIONERY

Stick Candy Pails
Pure Sugar Sticks-600c 3 90
Big Stick, 28 lb. case 16
Horehound Stick, 120s 75

Mixed Candy
Kindergarten ... 14
Leader ... 09 1/2
French Creams ... 11 1/2
Paris Creams ... 12
Jupiter ... 09
Fancy Mixture ... 14

Fancy Chocolate

5 lb. boxes
Bittersweets, Ass'd 1 25
Nibble Sticks ... 1 35
Chocolate Nut Rolls ... 1 50
Lady Vernon ... 1 15
Golden Klondikes ... 1 05

Gum Drops

Cases
Jelly Strings ... 14
Tip Top Jellies ... 09 1/2
Orange Slices ... 09 1/2

Lozenges

Pails
A. A. Pep. Lozenges ... 13
A. A. Pink Lozenges ... 13
A. A. Choc. Lozenges ... 13
Motto Hearts ... 16
Malted Milk Lozenges ... 19

Hard Goods

Pails
Lemon Drops ... 12
O. F. Horehound drops 12
Anise Squares ... 13
Peanut Squares ... 13

Cough Drops

Bxa.
Smith Bros. ... 1 45
Luden's ... 1 45
Vick's, 40/10c ... 2 40

Specialties

Italian Bon Bons ... 16
Banquet Cream Mints ... 17
Handy Packages, 12-10c 80



CREAM OF TARTAR

6 lb. boxes ... 4 1/2

DRIED FRUITS

Apples
N. Y. Fcy., 50 lb. box 13
N. Y. Fcy., 14 oz. pkg. 16

Apricots

Evaporated, Choice ... 11 1/2
Evaporated, Ex. Choice 13
Fancy ... 13
Ex. Fancy Moorpack

Citron

10 lb. box ... 24

Currants
Packages, 11 oz. ----- 11½

Dates
Imperial, 12s, pitted -- 1 35
Imperial, 12s, Regular 1 15

Peaches
Evap. Choice -----
Fancy -----

Peel
Lemon, American ----- 24
Orange, American ----- 24

Raisins
Seeded, bulk ----- 6¼
Thompson's s'dless blk. 6¼
Quaker s'dless blk. ----- 6
15 oz. ----- 7
Quaker Seeded, 15 oz. ----- 7

California Prunes
90@100, 25 lb. boxes @
80@90, 25 lb. boxes @
70@80, 25 lb. boxes @
60@70, 25 lb. boxes @
50@60, 25 lb. boxes @
40@50, 25 lb. boxes @
30@40, 25 lb. boxes @
20@30, 25 lb. boxes @
18@24, 25 lb. boxes @

Hominy
Pearl, 100 lb. sacks -- 3 50

Bulk Goods
Elbow Macaroni, 20 lb. 4½
Egg Noodle, 10 lbs. -- 12

Pearl Barley
0000 ----- 7 00
Barley Grits ----- 5 00
Chester ----- 3 50

Sage
East India ----- 10

Taploca
Pearl, 100 lb. sacks -- 7½
Minute, 3 oz., 3 doz. 4 05
Dromedary Instant -- 3 50

Jiffy Punch
3 doz. Carton ----- 2 25
Assorted flavors.

FLOUR
V. C. Milling Co. Brands
Lily White ----- 5 10
Harvest Queen ----- 5 20
Yes Ma'am Graham.
50s ----- 1 40

Lee & Cady Brands
Home Baker -----
Cream Wheat -----

FRUIT CANS
Presto Mason
F. O. B. Grand Rapids
Half pint ----- 7 15
One pint ----- 7 40
One quart ----- 8 65
Half gallon ----- 11 55

FRUIT CAN RUBBERS
Presto Red Lip, 2 gro. carton ----- 70
Presto White Lip, 2 gro. carton ----- 76

GELATINE
Jell-o, 3 doz. ----- 2 50
Minute, 3 doz. ----- 4 05
Plymouth, White ----- 1 55
Jelsert, 3 doz. ----- 1 40

JELLY AND PRESERVES
Pure, 30 lb. pails ----- 2 60
Imitation, 30 lb. pails 1 60
Pure, 6 oz., Asst. doz. ----- 90
Pure Pres., 16 oz., dz 1 40

JELLY GLASSES
¼ Pint Tall, per doz. 38

Margarine

Wilson & Co.'s Brands
Oleo
Nut ----- 09
Special Roll ----- 11

MATCHES
Diamond, No. 5, 144 6 15
Searchlight, 144 box 6 15
Swan, 144 ----- 5 20
Diamond, No. 0 ----- 4 90

Safety Matches
Red Top, 5 gross case 4 75
Signal Light, 5 gro. cs 4 40

MULLER'S PRODUCTS
Macaroni, 9 oz. ----- 2 00
Spaghetti, 9 oz. ----- 2 00
Elbow Macaroni, 9 oz. 2 00
Egg Noodles, 6 oz. ----- 2 00
Egg Vermicelli, 6 oz. 2 00
Egg Alphabets, 6 oz. ----- 2 00

NUTS—Whole
Almonds, Peerless ----- 15½
Brazil, large ----- 12½
Fancy Mixed ----- 11½
Filberts, Naples ----- 13
Peanuts, Vir. Roasted 6¼
Peanuts, Jumbo ----- 7½
Pecans, 3, star ----- 25
Pecans, Jumbo ----- 40
Pecans, Mammoth ----- 50
Walnuts, Cal. ----- 13@21
Hickory ----- 01

Salted Peanuts
Fancy, No. 1 ----- 7
24 1 lb. Cellophane case 1 80

Shelled
Almonds ----- 39
Peanuts, Spanish ----- 5½
125 lb. bags ----- 5½
Filberts ----- 32
Pecans Salted ----- 45
Walnut California ----- 45

MINCE MEAT
None Such, 4 doz. ----- 6 20
Quaker, 3 doz. case ----- 2 65
Yo Ho, Kegs, wet, lb. 16¼

OLIVES
7 oz. Jar, Plain, doz. 1 05
16 oz. Jar, Plain, doz. 1 95
Quart Jars, Plain, doz. 3 25
5 Gal. Kegs, each ----- 6 50
3 oz. Jar, Stuff., doz. 1 15
8 oz. Jar, Stuff., doz. 2 25
10 oz. Jar, Stuff., doz. 2 65
1 Gal. Jugs, Stuff., dz. 1 95

PARIS GREEN
½s ----- 34
1s ----- 32
2s and 5s ----- 30

PICKLES
Medium Sour
5 gallon, 400 count -- 4 75

Sweet Small
5 Gallon, 500 ----- 7 25
Banner, 6 oz., doz. ----- 90
Banner, quarts, doz. ----- 2 10
Paw Paw, quarts, doz. 2 80

Dill Pickles
Gal., 40 to Tin, doz. ----- 8 15
32 oz. Glass Thrown -- 1 45

Dill Pickles Bulk
5 Gal., 200 ----- 3 65
16 Gal., 650 ----- 11 25
45 Gal., 1300 ----- 30 00

PIPES
Job, 3 doz. in bx. 1 00@1 20

PLAYING CARDS
Battle Axe, per doz. 2 65
Bicycle, per doz. ----- 4 70
Torpedo, per doz. ----- 2 50

POTASH
Babbitt's, 2 doz. ----- 2 75

FRESH MEATS

Beef
Top Steers & Heif. ----- 11
Good Steers & Heif. ----- 09
Med. Steers & Heif. ----- 08
Com. Steers & Heif. ----- 07

Veal
Top ----- 10
Good ----- 09
Medium ----- 08

Lamb
Spring Lamb ----- 18
Good ----- 16
Medium ----- 12
Poor ----- 05

Mutton
Good ----- 04½
Medium ----- 03
Poor ----- 02

Pork
Loin, med. ----- 08
Butts ----- 08
Shoulders ----- 06½
Spareribs ----- 05
Neck bones ----- 03
Trimmings ----- 05

PROVISIONS
Barreled Pork
Clear Back ----- 16 00@18 00
Short Cut Clear ----- 12 00

Dry Salt Meats
D S Belles 18, 29@18-10-09

Lard
Pure in tierces ----- 7½
60 lb. tubs ----- advance ¼
50 lb. tubs ----- advance ¼
20 lb. pails ----- advance ¾
10 lb. pails ----- advance ¾
5 lb. pails ----- advance 1
3 lb. pails ----- advance 1
Compound tierces ----- 7½
Compound, tubs ----- 7½

Sausages
Bologna ----- 10
Liver ----- 13
Frankfort ----- 12
Pork ----- 15
Tongue, Jellied ----- 21
Headcheese ----- 13

Smoked Meats
Hams, Cer. 14-16 lb. ----- 15
Hams, Cer., Skinned
16-18 lb. ----- @15
Ham, dried beef
Knuckles ----- @23
California Hams ----- @09
Picnic Boiled Hams ----- @16
Boiled Hams ----- @18
Minced Hams ----- @12
Bacon 4/6 Cert. ----- @14

Beef
Boneless, rump ----- @19 00

Liver
Beef ----- 12
Calf ----- 09
Pork ----- 05

RICE
Fancy Blue Rose ----- 3 75
Fancy Head ----- 5 00

RUSKS
Postma Biscuit Co.
18 rolls, per case ----- 1 80
12 rolls, per case ----- 1 20
18 cartons, per case ----- 2 15
12 cartons, per case ----- 1 45

SALERATUS
Arm and Hammer 24s 1 50

SAL SODA
Granulated, 60 lbs. cs. 1 35
Granulated, 18-2½ lb. packages ----- 1 10

COD FISH
Peerless, 1 lb. boxes 18
Old Kent, 1 lb. Pure 25

HERRING

Holland Herring
Mixed, Kegs -----
Mixed, half bbls. -----
Mixed, bbls. -----
Milkers, Kegs -----
Milkers, half bbls. -----
Milkers, bbls. -----

Lake Herring
½ Bbl., 100 lbs. -----
Mackerel
Tubs, 60 Count, fy. fat 6 00
Pails, 10 lb. Fancy fat 1 50

White Fish
Med. Fancy, 100 lb. 13 00
Milkers, bbls. ----- 18 50
K K K Norway ----- 19 50
8 lb. pails ----- 1 40
Cut Lunch ----- 1 50
Boned, 10 lb. boxes ----- 16

SHOE BLACKENING
2 in 1, Paste, doz. ----- 1 30
E. Z. Combination, dz. 1 30
Dri-Foot, doz. ----- 2 00
Bixbys, doz. ----- 1 30
Shinola, doz. ----- 90

STOVE POLISH
Blackne, per doz. ----- 1 30
Black Silk Liquid, dz. 1 30
Black Silk Paste, doz. 1 25
Enameline Paste, doz. 1 30
Enameline Liquid, dz. 1 30
E. Z. Liquid, per doz. 1 30
Radium, per doz. ----- 1 30
Rising Sun, per doz. 1 30
654 Stove Enamel, dz. 2 80
Vulcanol, No. 10, doz. 1 30
Stovoil, per doz. ----- 3 00

SALT
F. O. B. Grand Rapids
Colonial, 24, 2 lb. ----- 95
Colonial, 36-1½ ----- 1 20
Colonial, Iodized, 24-2 1 35
Med. No. 1 Bbls. ----- 2 90
Med. No. 1, 100 lb. bk. 1 00
Farmer Spec., 70 lb. 1 00
Packers Meat, 50 lb. 65
Cream Rock for Ice
cream, 100 lb., each 85
Butter Salt, 280 lb. bbl. 4 00
Block, 50 lb. ----- 40
Baker Salt, 280 lb. bbl. 3 80
6, 10 lb., per bale ----- 93
20, 3 lb., per bale ----- 1 00
28 lb. bags, Table ----- 40



Free Run'g, 32, 26 oz. 2 40
Five case lots ----- 2 30
Iodized, 32, 26 oz. ----- 2 40
Five case lots ----- 2 30

BORAX
Twenty Mule Team
24, 1 lb. packages ----- 3 35
48, 10 oz. packages ----- 4 40
96, ½ lb. packages ----- 4 00

WASHING POWDERS
Bon Ami Pd., 18s, box 1 90
Bon Ami Cake, 18s. ----- 1 65
Brillo ----- 85
Chipso, large ----- 3 85
Chimaine, 4 doz. ----- 3 60
Grandma, 100, 5c ----- 3 50
Grandma, 24 Large ----- 3 50
Snowboy, 12 Large ----- 1 80
Gold Dust, 12 Large ----- 1 80
Golden Rod, 24 ----- 4 25
La France Laun., 4 dz. 3 65
Old Dutch Clean., 4 dz. 3 40
Octagon, 96s ----- 3 90
Rinso, 24s ----- 4 80
Rinso, 40s ----- 2 95
Spotless Cleanser, 48, 20 oz. ----- 3 85
Sani Flush, 1 doz. ----- 2 25
Sapallo, 3 doz. ----- 3 15
Speedee, 3 doz. ----- 7 20
Sunbrite, 50s ----- 2 10
Wyandot, Cleaner, 24s 1 85

SOAP
Am. Family, 100 box 5 60
Crystal White, 100 ----- 3 50
F.B., 60s ----- 2 00
Fels Naptha, 100 box 5 00
Flake White, 10 box 2 85
Jap Rose, 100 box ----- 7 40
Fairy, 100 box ----- 3 00
Palm Olive, 144 box ----- 8 00
Lava, 50 box ----- 2 25
Pummo, 100 box ----- 4 85
Sweetheart, 100 box ----- 5 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lge. 3 50
Tribby Soap, 50, 10c 3 15
Williams Barber Bar 9s 50
Williams Mug, per doz. 48
Lux Toilet, 50 ----- 3 15

SPICES
Whole Spices
Allspice, Jamaica ----- @24
Cloves, Zanzibar ----- @36
Cassia, Canton ----- @24
Cassia, 5c pkg., doz. @40
Ginger, Africa ----- @19
Mixed, No. 1 ----- @30
Mixed, 10c pkgs., doz. @65
Nutmegs, 70@90 ----- @50
Nutmegs, 105-110 ----- @48
Pepper, Black ----- @23

Pure Ground in Bulk
Allspice, Jamaica ----- @16
Cloves, Zanzibar ----- @27
Cassia, Canton ----- @21
Ginger, Corkin ----- @18
Mustard ----- @19
Mace Penang ----- @65
Pepper, Black ----- @19
Nutmegs ----- @23
Pepper, White ----- @23
Pepper, Cayenne ----- @25
Paprika, Spanish ----- @30

Seasoning
Chili Powder, 1½ oz. ----- 65
Celery Salt, 1½ oz. ----- 30
Sage, 2 oz. ----- 80
Onion Salt ----- 1 35
Garlic ----- 1 35
Ponelly, 3½ oz. ----- 3 25
Kitchen Bouquet ----- 4 25
Laurel Leaves ----- 20
Marjoram, 1 oz. ----- 90
Savory, 1 oz. ----- 65
Thyme, 1 oz. ----- 90
Tumeric, 1½ oz. ----- 65

STARCH
Corn
Kingsford, 24 lbs. ----- 2 30
Powd., bags, per 100 2 65
Argo, 24, 1 lb. pkgs. 1 15
Cream, 24-1 ----- 2 20

Gloss
Argo, 24, 1 lb. pkgs. 1 52
Argo, 12, 3 lb. pkgs. 2 17
Argo, 8, 5 lb. pkgs. ----- 2 46
Silver Gloss, 48, 1s ----- 11¼
Elastic, 32 pkgs. ----- 2 55
Tiger, 48-1 -----
Tiger, 50 lbs. ----- 2 75

SYRUP
Corn
Blue Karo, No. 1½ ----- 2 36
Blue Karo, No. 5, 1 dz. 2 99
Blue Karo, No. 10 ----- 2 99
Red Karo, No. 1½ ----- 2 57
Red Karo, No. 5, 1 dz. 3 44
Red Karo, No. 10 ----- 3 29

Imit. Maple Flavor
Orange, No. 1½, 2 dz. 2 93
Orange, No. 5, 1 doz. 4 13

Maple and Cane
Kanuck, per gal. ----- 1 50
Kanuck, 5 gal. can ----- 5 50

Grape Juice
Welch, 12 quart case 4 40
Welch, 12 pint case ----- 2 25
Welch, 36-4 oz. case ----- 2 30

COOKING OIL
Mazola
Pints, 2 doz. ----- 4 60
Quarts, 1 doz. ----- 4 30
Half Gallons, 1 doz. ----- 5 40
Gallons, each ----- 81
5 Gallon cans, each ----- 3 35

TABLE SAUCES
Lee & Perrin, large ----- 5 75
Lee & Perrin, small ----- 3 35
Pepper ----- 1 60
Royal Mint ----- 2 40
Tobasco, small ----- 3 75
Sho Yon, 9 oz., doz. 2 00
A-1, large ----- 4 75
A-1 small ----- 2 85
Caper, 2 oz. ----- 3 30

TEA

Japan
Medium ----- 16
Choice ----- 19@28
Fancy ----- 32@36
No. 1 Nibbs ----- 31

Gunpowder
Choice ----- 32
Fancy ----- 40

Ceylon
Pekoe, medium ----- 41

English Breakfast
Congou, medium ----- 28
Congou, Choice ----- 35@36
Congou, Fancy ----- 42@43

Oolong
Medium ----- 39
Choice ----- 45
Fancy ----- 50

TWINE
Cotton, 3 ply cone ----- 25
Cotton, 3 ply Balls ----- 27

VINEGAR
F. O. B. Grand Rapids
Cider, 40 Grain ----- 16
White Wine, 40 grain ----- 20
White Wine, 80 Grain 25

WICKING
No. 9, per gross ----- 80
No. 1, per gross ----- 1 25
No. 2, per gross ----- 1 50
No. 3, per gross ----- 2 30
Peerless Rolls, per doz. 90
Rochester, No. 2, doz. 50
Rochester, No. 3, doz. 2 00
Rayo, per doz. ----- 75

WOODENWARE
Baskets
Bushels, Wide Band, wood handles ----- 2 00
Market, drop handle ----- 95
Market, single handle ----- 90
Market, extra ----- 1 60
Splint, large ----- 8 50
Splint, medium ----- 7 50
Splint, small ----- 6 50

Churns
Barrel, 5 gal., each ----- 2 40
Barrel, 10 gal., each ----- 2 55
3 to 6 gal., per gal. ----- 16

Pails
10 qt. Galvanized ----- 2 60
12 qt. Galvanized ----- 2 85
14 qt. Galvanized ----- 3 10
12 qt. Flaring Gal. Jr. 5 00
10 qt. Tin Dairy ----- 4 00

Traps
Mouse, Wood, 4 holes ----- 60
Mouse, wood, 6 holes ----- 70
Mouse, tin, 5 holes ----- 65
Rat, wood ----- 1 00
Rat, spring ----- 1 00
Mouse, spring ----- 20

Tubs
Large Galvanized ----- 8 75
Medium Galvanized ----- 7 75
Small Galvanized ----- 6 75

Washboards
Banner, Globe ----- 5 50
Brass, single ----- 6 25
Glass, single ----- 6 00
Double Peerless ----- 8 50
Single Peerless ----- 7 50
Northern Queen ----- 5 50
Universal ----- 7 25

Wood Bowls
13 in. Butter ----- 5 00
15 in. Butter ----- 9 00
17 in. Butter ----- 13 00
19 in. Butter ----- 25 00

WRAPPING PAPER
Fibre, Manila, white ----- 95
No. 1 Fibre ----- 0¼
Butchers D F ----- 05¼
Kraft ----- 04
Kraft Stripe ----- 09½

YEAST CAKE
Magic, 3 doz. ----- 2 70
Sunlight, 3 doz. ----- 2 70
Sunlight, 1½ doz. ----- 1 35
Yeast Foam, 3 doz. ----- 2 70
Yeast Foam, 1½ doz. 1 35

YEAST—COMPRESSED
Fleischmann, per doz. 30
Red Star, per doz. ----- 20

SHOE MARKET

Michigan Retail Shoe Dealers Association.
President—Elwyn Pond, Flint.
Vice-President—J. E. Wilson, Detroit.
Secretary—Joe H. Burton, Lansing.
Asst. Sec'y-Treas.—O. R. Jenkins.
Association Business Office, 907 Transportation Bldg., Detroit.

Retailing to Set Own "Codes"

Evidently the retail industry cannot wait for the drastic and revolutionary Industrial Control bill to become law. There are signs that retailers everywhere have sensed the true spirit of the contemplated law and are hurrying forward its acceptance.

While every manufacturing association is "hot-footing" it to Washington to give up its individuality and to accept collectivism—the retailer here, there and everywhere is adopting at least one provision of the bill and making it ring the cash register with consumer approval.

The vitally important section is on "Codes of Fair Competition." Even before trade associations can set up their own golden rules, retailers here, there and everywhere have pledged "the truth, the whole truth and nothing but the truth"; and no more of the cunning of what is termed "commercial truth"—terms that are the custom of business, and mild lies under the head of trade privilege. This one step alone captures the true spirit of the "New Deal" as expressed by the President. If we can have integrity of statement in retail advertising as the beginning, or the end, of trade practice, we have moved materially along the path towards recovery and real progress.

In a very few days, the government will supervise, regulate and control private industry, preferably with the co-operation of associations and individual concerns; but with compulsion—whether or no they like it. In one law, all manufacturing business will become inherently public utilities. If this is so, and production is a "bunden" system, then retailing will perhaps be the only point of free initiative and effort and competition.

Maybe the retail industry, sensing the restraint that is likely to be brought to bear in production, desires but a minimum of governmental restriction at retail. To assure that, retailing is going to do a lot of co-operation on its own part and for its own good. Taking an ethical stand now, through the preparation of codes of retailing, is a piece of superb strategy.

Even before the precise details of the plan have been laid for price fixing and price raising, retailers are saying: "We shall not buy shoddy, inferior shoes, made in shoe factories under abnormal conditions and at starvation wages. The quality of our shoes and the good will of our store merit the selection by us for the customer of honest merchandise, honestly made. A good quality shoe demands a fair price to the manufacturer; a fair price to the dealer and a fair price from the consumer."

Noble sentiment and we hope a truthful belief of the majority of merchants everywhere. On this point of a fair price, no one principle is more important with or without the Industrial Control law, than that of the sale

of an article at a price that carries with it real cost and a fair profit for goods and services.

Let's hope that the good intent of government, of manufacturing and of retailing is more than just words on paper. These new principles for a square deal in business have within them the possibility of setting the pace for a real "March of Progress." It is a noble experiment and if successful warrants more than a two years' trial.

Some very practical and conservative men are mentioned in the administration of this new law. Within thirty days they will have at least a dozen key industries in line and so systematized as to make possible a forward movement in all industry so that the control and co-operation will cover all business, or most all business by next Fall.

The merchant doesn't fear a general price rise or a general policy of fixing prices at a point that includes cost-plus a slight profit. What he fears is "favored lists" and favored competition. The merchant when he knows the real cost of his goods can establish for himself his necessary margin.

What the merchant then expects nationally to help is the very thing that is in the background of the bill—re-employment of millions of people who work in the producing of goods and services and become consumers with the money they receive.

Labor no longer has the status of being a commodity like thread, heels and supplies that go into the shoes. It now assumes, by law, a place equally important to that of the buyers or sellers. Labor is both—for it gives of its capital in time and experience and skill to the production of things, and with its money becomes a consumer of things. We are beginning to realize that the important thing in this country is to finance consumption: for as goods are consumed they are replenished and in that progress all may work and benefit.

If the new association agreements will have the force of law, they will curb cutthroat competition and all unfair practice. True competition then begins at the ultimate point of sale and retailing.

There is a world of work to be done to co-ordinate industry to its new control of planned production. Retailing will not be far behind in accepting good goods at good prices, to resell (a pair at a time) in honest and ethical competition. True merit of goods and services will become the new measuring stick of success in business. It is almost too good to be true but the law promises a new and honest deal and we may soon see new and better days.—Boot and Shoe Recorder.

Shoe Retailing Analyzed in New Trade Study

The business of 24,259 shoe stores in the United States with aggregate sales of \$806,828,929 in the census year is analyzed in detail in a special trade study covering shoe retailing, just published by the Census Bureau. This report also describes the characteristics of the principal kinds of stores which compete with specialty shoe stores in the sale of shoes.

Of the \$1,165,000,000 of total sales of shoes at retail, 58 per cent. were sold through retail shoe stores and 42 per cent. through other types of outlets, it is shown. Sales of shoes and other footwear accounted for 91 per cent. of shoe store sales, and other related items for 9 per cent. The report describes the nature of such related commodities and their relative sales importance.

Family shoe stores led in sales, 21,191 such stores reporting sales of \$614,641,000, while 1,666 women's shoe stores (selling also misses' and childrens' shoes) reported sales of \$130,681,000 and 1,402 men's shoe stores (also selling boys' shoes) reported sales of \$61,507,000.

Two thirds of the stores were found to have an aggregate business in 1929 of less than \$30,000, but in the aggregate these 16,306 stores do only 24.58 per cent. of the business. Nearly 60 per cent. of the business of specialty shoe stores in this country is done by establishments with annual sales in excess of \$50,000.

The shoe store finds its greatest field, the report concludes, in those sections of the country which are industrial suburban, or metropolitan areas, where population is concentrated. In distinct agricultural areas and in states whose population is widely distributed the report shows that shoes are sold largely in general merchandise stores, or in clothing and apparel stores.

As an aid to manufacturers and advertisers the report gives details on the geographic location of the independent proprietors, the wholesalers, and the headquarters of chains through which the distribution of shoes may be accomplished.

Complaints Reduced Through Prevention Methods

By means of simple but complete records of all complaints, prompt adjustment of the complaint and the condition that caused it, and by making a determined effort to eliminate conditions which give rise to customer dissatisfaction, a large New York department store has been able to reduce by 20 per cent its ratio of complaints to deliveries.

This store recognizes as fundamentals: 1. The fact that every complaint is a dissatisfied, and possibly a lost, customer. (2) The reporting of every available case of customer dissatisfaction

in some simple form so that the extent of each kind of dissatisfaction may be tabulated for each selling department. (3) Prompt action on every "major" condition, as spotlighted by the record. (4) That an adjustment department has two functions: (a) to adjust the customer's complaint promptly and (b) to adjust the store system promptly to prevent the fault from reoccurring.

The elementary reports used for recording complaints, the store states, consist of only eight classifications of customer dissatisfaction. These major types are given as: Nondelivery, retail accounts, claims credit, damage, shortage, wrong merchandise, poor service, and poor quality.

Conditions of poor prepacking by manufacturers, faulty merchandise, and delayed delivery are soon discovered by this means, it is claimed, and preventive measures can be taken.

Returned Goods Ratio Shows Decline

An encouraging trend revealed by this latest survey is a tendency for customers to return less of the merchandise which they buy. Returns and allowances (including repurchases on installment sales) were 9.1 per cent. of total gross sales in the last six months of 1932, and 9.4 per cent. in 1931. The decrease in returns and allowances in department stores was from 9.9 per cent. of sales in 1931 to 9.5 per cent. in 1932. Decreases were also recorded in furniture, men's clothing, shoe, and women's specialty stores, while increases were reported for jewelry, electrical appliance, and automobile accessory stores.

Fraudulent buying and the passing of fraudulent checks, which are reported as a part of the survey, showed no significant changes, and were relatively very small.

Retail sales of \$509,125,548 by the 415 reporting retail establishments represented a decline in dollar volume for July-December, 1932, of 23.9 per cent. from those of the same period in 1931. It is estimated that retail prices fell 12 to 14 per cent. during 1932, indicating that dollar sales declined more than the general price level.

Coal and oil-fired water heaters are protected against over-heating by a new emergency valve containing a "fuse" which softens under excess heat, permitting the escape of too-hot water.

Positive protection
plus profitable investment
is the policy of the

MICHIGAN SHOE DEALERS
MUTUAL FIRE INSURANCE COMPANY
Mutual Building • • • Lansing, Michigan

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

The Federal Trade Commission has ordered Nancy Lee Institute, New York, a corporation trading as Nancy Lee, and as Mary Titus, to cease making various misrepresentations in advertising, through magazines, newspapers, booklets, pamphlets, pictures, letters, circulars and testimonials. The company's product was advertised in a number of popular magazines.

Engaged in selling a massage cream which it designates as "Nancy Lee Miracle Cream," this respondent is ordered by the Commission to stop representing, among other things, that this cream nourishes the tissues of starved or shrunken breasts or stimulates their circulation, increases their size, fills out their contours, and other like assertions.

The Commission directs the company to cease asserting that the "miracle cream" is a scientific restorative, penetrates the flesh, stirs sluggish cells to activity, prevents the weakening of vital tissues, reaches every organ or any organ of the human breasts either inside or out, and that the cream is sold by a woman, it having been found that the manager of the establishment was a man.

Words, pictures, devices or means which import or imply that use of this cream will increase the size of a woman's bust or that it has any virtue other than as a lubricant in massage are not to be employed, according to the order; neither is the advertisement of the cream in connection with any treatment for developnig the bust unless it is clearly indicated that its only virtue is as a lubricant in massage.

The Federal Trade Commission has ordered H. Michelson Co., New York, manufacturer and dealer in bay rum, to cease using labels on its bottles or other containers containing bay rum bearing the unqualified phrase "H. Michelson, St. Thomas, West Indies," or in any other way representing or implying that the bay rum it sells is made in the West Indies, when such is not the fact.

The Commission's order also prohibits use of stationery bearing pictures of bottles containing the West Indies label, of bottles containing the words "St. Thomas" blown therein, and of the phrase "H. Michelson, St. Thomas, W. I.," as a tag on packing boxes or other containers.

The Federal Trade Commission now has available for distribution in mimeographed form the statements of facts in a series of stipulation proceedings involving false and misleading advertising practices. A copy of the statement of facts in any case may be had upon application or the facts of each case in digest form may be found in the Commission's annual report for 1932. In the following list of these cases, are noted the number of the stipulation; classification of respondent as publisher, advertiser-vendor or advertising agency; commodity involved, and name of respondent in matters in which such name is available for publication. The list is as follows

H. F. McKean, Santa Ana, Calif., trading as Laboratory Managre and McKean Laboratories; advertiser-vendor of a vacuum massage developer.

Kotal Co., Inc., New York City, trading as Korein Co.; advertiser-vendors of a reducing treatment.

John J. Henderson, Charleston, W. Va., trading as Henderson Laboratory; advertising-vendor of an alleged cure for eye trouble.

Jack Parravans, New York City, trading as Casanova Publishing Co.; advertiser-vendor of a book of lessons in hypnotism.

Charles S. Younkman and George A. Cummins, Tulsa, Okla., trading as Pureplus Remedies, Ltd.; advertiser-vendors of an alleged treatment for glands.

Chester W. Scott, Cohoes, N. Y., trading as C. Keytag Co., advertising-vendor of keytags and keychecks.

George Von Nieda, Minneapolis, trading as Von Drug Co.; advertiser-vendor of an alleged cure for stomach trouble.

Trigestia Corporation, Newark, N. J.; advertiser-vendor of an alleged cure for stomach trouble.

William A. Frew, Paradise, Pa., trading as Lancaster County Seed Co.; advertiser-vendor of garden seed.

Richard Blackstone, Inc., New York City; advertiser-vendor of a home study course in psychology.

Everett S. Hiscox and Jesse F. Hiscox, Patchogue, N.Y., trading as Hiscox Chemical Works; advertiser-vendor of a hair color restorer.

Roy M. Kirland and Frank L. Engle, Chicago, trading as Dorothy Ray; advertiser-vendor of a skin treatment.

Harry H. Fatty, Brooklyn, trading as Donovan Surgical Co.; advertiser-vendor of an alleged cure for piles.

Easy Method Music Co., Chicago; advertiser-vendor of a course in piano instruction.

Canute Co., Milwaukee; advertiser-vendor of a hair dye.

Publisher of a magazine of national circulation; advertisement of an alleged blood tonic.

Publisher of a magazine of national circulation; advertisement of an alleged blood tonic.

Publisher of a large midwestern daily newspaper; advertisement of an alleged magnetic vitalizer.

OUT AROUND

(Continued from page 9)

practiced this method of securing help, we do not think we would care to do likewise.

Leo LeLievre,
Mgr. Soo Co-Op. Merc. Ass'n.

I have had many complaints of this kind concerning the custom of the A. & P. in hiring employes from competitors. I am told they have a mutual agreement not to pursue this policy in the case of the Kroger Co., but in their attitude toward independent and co-operative merchants they apparently know no law, human or divine.

One of the biographers of the late Cyrus H. Curtis says that his subject learned early in life that the current coin in business and the only coin that is consistently current, is character. This is a lesson that some bankers and

bank conservators appear to ignore in their dealings with their customers.

L. E. Thomas, grocer of Shepherd, out of business for over a year, opened with a new stock about a month ago. He has a good location, a fine line attractively arranged and will surely enjoy a fair share of the business for which his town is noted.

It is expected that a wholesale or retail merchant will at all times keep stores spick and span, but we do not expect as much when we call upon a merchant dealing in lumber and building materials. A Tradesman's representative was recently surprised when calling upon the firm of F. J. Brattin & Son, at the farming town of Shepherd. The father is not active in the business, owing to advanced age, however. The son, Harry A., is one of the wide-awake lumber merchants of the state. Their large warehouse near the railway has a switch which enters the building, so lumber and building supplies are unloaded directly into each apartment. One could not help being impressed with the orderly manner in which all grades and materials were piled. There was no refuse about the yards and entire place. For this reason the mutual insurance company covering the property had awarded a bronze plate designating it entitled to lowest rates. An attractive office occupied a front corner of the warehouse. Upon the wall was a framed certificate for excellence issued to the firm by the Michigan Retail Lumber Dealers Association. It is not often a state association goes to the country village to find a president, but such is the case, in its members selecting Harry A. Brattin to fill this important office. He is also a director of the National association, there being two directors from this state.

J. L. Redman, grocer at Winn, for several years, has purchased a one story brick store building just East of his present location and has just moved his stock into the new location. The new store is of ample size and in good condition after painting and cleaning. There is a hotwater heating system, hardwood floors, making it a most attractive place of business.

A correspondent who signs himself "Retailer" writes the Cadillac Evening News as follows:

I am just wondering if the Evening News is helping Cadillac's retail merchants when it accepts advertising that is demoralizing one line of business in Cadillac. I refer to the ice cream ad you ran last week for Swift & Co. who are not satisfied with being one of America's largest packing institutions but now want to take bread and butter out of small merchants pockets.

Do you know that some people in the Cadillac section are keeping off of the welfare list by selling ice cream cones in the summer time to tourists and others?

While I am not selling ice cream I am a retailer and can not see how Swift & Co. should expect me to further buy their products when they are tearing down the business of my fellow townsmen.

Isn't it time this unfair competition is taken up with proper authorities? How long will Cadillac business interests stand for this unfair competition from a wholesaler and packer?

Recent mention of Henry Ward Beecher, once America's most famous preacher as Dr. Henry Ward Beecher, brings to mind what he said about a title. In February, 1869, Robert Bonner, publisher of The New York Ledger, asked: "Why did Mr. Beecher decline the degree of D. D. when it was conferred upon him? Will you drop me a line so that I may be able to give our readers a correct answer?" Mr. Beecher's reply was: "I am older, but not old. My mother had a name waiting for me when I was born. Two brothers, very dear to her, had died early. She joined their names, Henry and Ward, giving to me a name that to her was a sacred memorial of love. I mean to die with it, just as she gave it to me, neither tarnished nor encumbered. If you ask me again, Mr. Bonner, why I do not take a title, I reply that I have one which my mother gave me."

Judging from the predominant bullish market in Wall street with four, five and six million shares changing hands daily, we must think that not much has been learned from the lesson of 1928 and the get-rich-quick idea with highly speculative spirit is still predominant in the American character. If now we see the same spirit as before depression with the idea that the crisis is to end from one day to another, it plainly shows that the bitter lesson has been in vain. People should be made to understand that insistence on the collection of war debts—that is to say, capital spent for the common victory over the enemy—means commercial stagnation affecting most of all our nation and that a high tariff works in two ways, on one of which we have already been greatly damaged.

E. A. Stowe.

The Federal Reserve should make money more abundant and cheaper.

Phone 89574
John L. 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.

AUTO BUSINESS—NEW AND USED CARS. Brick building to rent. Write for particulars. W. J. Brovey, Fairmount, Ind. 574

For Sale—Half interest in a good clean grocery business in a town of 2,600 population. Town has the best regular payroll of any town in northern Lower Michigan. Other half owner has good dry goods business in same building. Owner wants to get out of mercantile business. Will sell on inventory basis. Cash. Address No. 575, c/o Michigan Tradesman. 575

FOR SALE
HARDWARE AND IMPLEMENT BUSINESS in town of 4,000 population. Good farming community. Factory town. Central Michigan. For information write No. 1000, care Michigan Tradesman.

FEDERAL SERVICES

How They Function in Solving Business Problems

Where can the citizen go to get information about the functions of the Government?

To which one of the ten executive departments or the more than 60 independent offices in Washington should he address inquiries for various types of aid which he may require?

Many persons are unaware of the different types of service which they can get from the Federal Government. If they are aware of the existence of such services they oftentimes fail to avail themselves of them because they do not know exactly how to proceed.

How can the business man get aid from the Government in solving his problems? Where should the farmer address his letter for information as to methods of eradicating insect pests? From what Government department can the school teacher expect to get aid?

Does the Government have information regarding health problems? Is there any governmental service which can aid the builder to solve his difficulties? Where can the homemaker go for information?

In order to guide persons in getting the help they desire from the Government, there have been published a number of circulars describing the work of the different services.

One of the most valuable publications to direct a person to the correct sources of governmental information has only recently been issued. It is entitled "Government Publications Showing the Work of the Government," Circular No. 78, and lists 30 pamphlets describing Federal services. This circular may be obtained free on request directed to the Office of Education, Department of the Interior.

One of the publications listed in Circular No. 78—"The Department of State," Publication No. 232 (25 cents)—summarizes the functions, development and organization of the State Department in relation to foreign and domestic affairs. It also describes the procedure of directing the work of the 59 diplomatic missions and 342 consular offices which carry on the work of the Department abroad.

"The United States Department of Commerce," a publication issued free, contains a brief description of the activities of the several bureaus of this Department which was created in 1903 to foster, promote, and develop the foreign and domestic commerce, the mining, manufacturing, shipping, and fishery industries, and the transportation facilities of the United States.

"The United States Department of Agriculture," Miscellaneous Publication No. 88 (25 cents), tells how the Department promotes the development of agriculture. It describes its work of forest conservation, development of disease-resisting plants, eradication of insect pests, introduction of new types of plants, weather forecasting, Federal road construction, and organization of 4-H clubs.

"Conservation in the Department of the Interior," a liberally illustrated cloth-bound book of 253 pages (\$1), describes in attractive fashion the work

of the bureaus of the Interior Department. It tells of the work of maintenance of the national parks and monuments; the work of the Reclamation Service in bringing 1,432,000 acres of land under irrigation; how the Indian Service aids the American Indian; the work of the Office of Education in gathering and disseminating information on various phases of education; and the study of the mineral resources of this country by the Geological Survey.

"The Work of the United States Public Health Service," Reprint No. 1447 (5 cents), gives a brief summary of the work of each of the seven divisions of the Public Health Service whose duty it is to fight epidemics and diseases and devise means for their prevention.

"National Bureau of Standards: Its Functions and Activities," Circular of the Bureau of Standards No. 1 (50 cents), outlines in non-technical style the functions of the Bureau.

"General Information Regarding the United States Civil Service," is a free publication which may be secured from the Civil Service Commission. It describes the working of the Service and furnishes the details of how to get a Civil Service position.

"The Smithsonian Institution," Publication 2861, may be secured from the Smithsonian Institution. It describes the scientific activities of the Institution.

For general information as to the organization and functions of the executive departments, the Congressional Directory is helpful. It gives the names of the members of Congress, the administrative officers of the leading governmental units and also contains a description of the duties of the different establishments. It may be bought for \$1.00.

All the priced publications should be ordered from the Superintendent of Documents, Government Printing Office, Washington, D.C. Free publications may be secured direct from the office which lists them.

William Dow Boutwell.

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New Developments in Fire Insurance

Fire insurance as a whole, in its modern aspects, was exhaustively discussed by Pail L. Haid, president of the Insurance Executives Association at the May meeting of the United States Chamber of Commerce at Washington. Mr. Haid said in part: "To claim that the fire insurance business has not been seriously affected by the depression would be to deny facts and figures available to anyone interested, and I assure you that there is no desire to minimize the hard realities of the situation."

"The direct and most telling effects of the depression upon fire insurance companies have been the depreciation of securities held for investment, a lessened investment income and a substantial reduction in premium income."

"The revenue from premiums has diminished at the rate of more than \$100,000,000 a year for the past three years. The income for all companies in 1929 was more than \$1,005,000,000; in 1930 it amounted to \$901,000,000; in 1931 it was \$789,000,000, and in 1932

it was \$672,000,000, showing in that year a reduction of more than 32 per cent. from the peak of 1929. For the first quarter of the current year premiums are off approximately 10 per cent."

"It is hardly necessary to account for this decline, for the factors are obvious. The reduction of building values, the low prices of commodities, depleted stocks of merchandise, curtailed production, the lack of purchasing power and the dearth of new construction are all factors accounting for the shrinking premium income."

"All expenses that are susceptible to control the companies have cut deeply and are observing the thrift and prudence expected of good business management. Salaries generally have been reduced. The operating costs of the various rating and inspection and other supervisory agencies supported by companies, have been reduced more than 20 per cent. The expense of field and office supervision has been substantially curtailed."

"A very important measure of economy undertaken by the companies is an endeavor to eliminate the waste occurring from policies 'not taken' after they have been in force for several months, and to eliminate 'free insurance.' The companies have had excellent co-operation from local agents and through this activity it is quite possible to affect a substantial saving."

Why Lightning Is Luminous Streak

The illumination from a lightning flash has heretofore been attributed by many to the heating of the air by the passage of the current, but this does not seem to be an adequate explanation for the reason that air heated to any practical temperature has not been shown to be more than faintly luminous.

It has been found that gases, in general, which are highly transparent to visible rays of light at ordinary temperatures, as are the constituents of air, do not emit them in quantity when heated. Luminosity from gases of this sort is obtained only by ionizing them under a strong electric field, thereby producing electronic vibrations of the frequency of visible rays.

Since air conducts electricity only by ionization, the air along the path of a lightning flash must be highly ionized, and from this it seems likely that the electric field rather than the temperature is the exciting cause of the illumination. The abrupt disappearance of the light at the conclusion of the flash also indicates the same thing.

If the temperature were high enough, of course, a sufficient degree of ionization might be produced independently of the electric field to give rise to the illumination, but temperatures of this magnitude, of the order of 10.5 degrees C., do not seem likely from consideration of the probable energy and dimensions of lightning flashes.

As indicated in the preceding section, the temperature is not likely to exceed those producible by laboratory means.

M. G. Lloyd.

Hinges have been devised which permit screens, storm windows to be interchanged, allow them to be swung open like doors.

Thirty-two New Readers of the Tradesman

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

Martz & Shapley, Big Rapids

John H. Ward, Big Rapids

F. R. Bruske, Paris

C. W. Montague, Paris

Claude H. Whorley, Paris

M. H. Montague, Reed City

R. L. Whaley, Detroit

Mrs. T. Pierson, Hersey

W. F. Sprague, Hersey

Mary Seath, Evart

Fred M. Morgan, Clare

E. S. Chaffee, Clare

O. D. Bayes, Clare

V. J. Horan, Rosebush

Miles A. Dralette, Weidman

Albert Favreau, Weidman

Mt. Pleasant Drug Co., Mt.

Pleasant

Lynch Bros., Mt. Pleasant

A. W. Creed, Mt. Pleasant

Huber's Grocery, Mt. Pleasant

Morton Simonds, Mt. Pleasant

William Tebbel, Mt. Pleasant

Allswede & Allswede,

Mt. Pleasant

Cook Bros., Shepherd

L. E. Thomas, Shepherd

Din S. Uebele, Blanchard

C. L. Bennett, Thompsonville

E. F. Krenz, Breckenridge

W. T. Goodenough, Breckenridge

Thompson & Guthrie, Brecken-

ridge

R. Ancel, Wheeler

Lyle F. Wilson, Wheeler

Brokerage House Worthy of Special Mention

Attention is directed to the announcement published on page 3 this week concerning the somewhat remarkable service the Continental Securities Co. was able to render a well-known citizen of Grand Rapids who found some of his investments could be very greatly improved by switching to other issues, with a corresponding increase of earning power.

There are all kinds of stock and bond salesmen in this world. Most of them have in mind only the profit which comes to themselves in the sale of securities. Those who give due consideration to the welfare of the customer are so few, in comparison with the average stock salesman, that the Continental Securities Co. deserves especial attention and commendation for the manner in which they conduct their business along these lines.

Nice Refund Due To the Tradesman

Ann Arbor, June 13—We are in receipt to day of a check from the Internal Revenue Department for \$245.85 refund and interest on oleomargarine tax.

This refund was made possible to us through your good paper calling our attention to the fact that these certain taxes were collected illegally. We wrote further about it, and were furnished proper blanks by your office, with the result of our check for the refund coming in this morning.

We want you to know that your service is appreciated, and we wish the Tradesman a long life and a prosperous one.

John E. Swisher,
Mgr. Swisher Grocer Co.

Reading without thinking is like eating without digesting.

SLOW BUT SURE STARVATION

Dominance of Chain Store Must Necessarily Result in Impoverishment of the Community.

I have been accused of many things of which I had no knowledge during the time I have conducted the Tradesman, but one accusation has never been laid at my door—that I have an inordinate love for the chain store. I have fought this menace to legitimate merchandising with all the vigor I could command ever since the viper showed its head. I shall continue to oppose it as long as I have any breath in my body, not because it has no good features to commend it, but because the bad features outweigh the good. Under existing conditions it has but one fundamental theory—to make money for the owner. Such features as service to the public, duty to the community, and fair treatment to clerks are entirely overlooked by the chain stores in the mad endeavor to make as much money as possible and get the money so made out of the town in which it is made at the earliest possible moment. Money made by a legitimate merchant usually finds lodgment in the local bank and is utilized to assist in meeting the payrolls of local factories, from which it comes back to the merchant in never ending procession and succession, but no local banker dares to use the deposits of chain stores in meeting local calls and necessities; because he knows that such action on his part will force him to either suspend payment or go on a borrowing expedition day after tomorrow or week after next.

The independent retail dealer sends out of town only sufficient funds to cover his foreign purchases. The remainder of his bank deposits, which represent the profit he has made in his store transactions, remain in the bank until invested in a home, devoted to payment on a home already purchased on time, applied to the purchase of additional home furnishings, needed additions to his store building, desirable additions to his stock or fixtures or investment in local manufacturing enterprises which give employment to home people and thus contribute to the growth and prosperity of his home town.

The chain store, on the contrary, sends the entire receipts of the store (less rent and wages paid the store manager and his clerk) to the headquarters of the chain system in Detroit or elsewhere, to be immediately transferred to New York, where they are absorbed by high priced executives and clerks and divided among the greedy stockholders of the organization.

This steady stream of money, constantly flowing out of town every week, **NEVER TO RETURN**, must ultimately result in the complete impoverishment of the community. It is a process of slow but sure starvation.

This is the strongest indictment ever presented against the chain store—an indictment which precludes the possibility of a defense, because there can be no defense to a charge of this kind, based on the logic of events.

This indictment effectually outweighs and overcomes any possible advantage which can be presented in favor of the chain store, because of its low prices on some lines of goods, alleged uniformity in methods and prompt service.

In the light of this disclosure, which no one can successfully contradict or set aside, the consumer who patronizes the chain store, instead of the regular merchant, is effectually destroying the value of any property he owns in the town in which he lives, placing an embargo on the further progress of his own community and helping to bring on a period of stagnation in business, real estate and manufacturing which will ultimately force him to accept less pay for his services and reduce the level of living he enjoyed under conditions as they existed before the advent of the chain store.

The decadence of the town, due to lack of employment and the diversion of all available capital to the headquarters of the chains in Eastern money markets, will cause a depression in farm products, due to lack of local demand, which will ultimately result in the impoverishment of the farmer. He can still ship his wheat to Liverpool, but there will be no local market for perishable products which must be consumed near at home.—E. A. Stowe in Michigan Tradesman.

Three Tests

Before securities are placed in any trust account in the GRAND RAPIDS TRUST COMPANY they must first pass three tests:

First: They must be particularly adapted to the trust in which they are to be placed.

Second: There must be diversification of securities. This policy has been pursued by the management for years and found very sound in reducing possible depreciation in both principal and income to a minimum.

Third: Securities must be purchased to the best advantage to the trust. Of course, the company never makes one cent of profit on the securities purchased for this purpose. They are put into the trust account at cost.

Our customers have found this manner of building trust accounts most advantageous to them during the recent period of stress.

GRAND RAPIDS TRUST COMPANY
