

Cheer as the Winner Goes By.

Dear Lord, in the battle that goes on through life
I ask but a field that is fair,
A chance that is equal with all in the strife,
A courage to give and to dare;
And if I should win, let it be by the code,
With my faith and my honor held high;
And if I should lose, let me stand by the road
And cheer as the winners go by!

And, Lord, may my shouts be ungrudging and clear,
A tribute that comes from the heart,
And let me not cherish a snarl or a sneer,
Or play any sniveling part;
Let me say, "There they ride on whom laurel's bestowed
Since they played the game better than I,"
Let me stand with a smile by the side of the road
And cheer as the winners go by!

So grant me to conquer, if conquer I can,
By proving my worth in the fray;
But teach me to lose like a regular man
And not like a craven, I pray.
Let me take off my hat to the warriors who strode
To victory splendid and high,
Yea, teach me to stand by the side of the road
And cheer as the winners go by!

BERTON BRALEY.



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.

MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, JULY 5, 1933

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fearless for the good that we can do. Each issue com-
plete in itself.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

HAVE FALLEN DOWN BADLY

Trade Organizations Incapable of Meeting Sales Tax

Lansing, July 3. Attached find letter
and the enclosures which went out
to our entire membership. Probably
you have seen the "rating card" for
charging the tax to the consumer.

It looks that, as a whole, trade and
commercial organizations have fallen
down badly in organizing themselves
for the protection of retailers. The
State Educational Association has a
political organization so much better
than the retail merchants that they
have succeeded in putting it over us
"like a tent."

One of the main troubles, as it ap-
pears to me from sitting in at a number
of conferences, is that most every local
organization is so jealous of their pre-
rogatives that they are afraid to give
up the power of veto over any individ-
ual proposition which is presented. I
believe it will be necessary for all trade
and commercial organizations in the
state to detail certain privileges to some
central organization which will have
the power to act without referring spe-
cific details to the individual organiza-
tion.

I believe we can effect a better or-
ganization for legislative purposes in
the hardware association and will prob-
ably work out something on a state
wide basis so as to be ready for the
next campaign. The first opportunity
I get I would like to present some
tentative suggestions I have along this
line and would appreciate your advice.
Harold W. Bervig.

Secretary Michigan Retail Hardware
Ass'n.

The plan adopted by representatives
of trade and commercial associations
is to charge the tax according to the
"bracket plan" shown on the yellow
card. On sales under 17c the tax can
only be collected by increasing the
margin. The schedule submitted shows
the amounts to be charged on all tax-
able sales over 17c. On your sales slip
the tax should be shown separately but
on charging to the account make a
single extension of the cost of the
merchandise plus the tax. For example,
sales slip would read as follows:

1 Teakettle	\$1.25
Tax.....	.04

	\$1.29

If this is a "cash" sale, charge the
customer and ring up the sale as \$1.29.
If a "charge" sale enter the item on
your book account "1 teakettle \$1.29."
(Your monthly statement preferably
should carry the words, "3 per cent.
Michigan Sales Tax included on tax-
able sales.")

Local meetings should be held, in-
ducing all dealers to conform to the
same schedule. Suggest to any dealer
reluctant to do so that the law ex-
pressly forbids "holding out to the
public directly or indirectly that the
tax is not an element in the price."

Questions relative to the tax. Each
dealer must secure a license but do not
ask for it now. The license blanks are
not yet printed but will be made avail-
able to all dealers some time in July.
They should then be filled out and sent
to the "State Board of Tax Adminis-
tration" to reach them by August 15th,
accompanied by the fee of \$1, also by
the report on July sales. (This report
form will also be available in July.)

Reports are to be made to the Tax
Board by the 15th of the month, for
the preceding month to cover total
gross sales, less allowable deductions.
Annual reports must be submitted at
the end of the State's fiscal year (end-
ing July 1st), unless special permis-
sion is secured to make such reports on
your own fiscal year. On the annual
report, total sales and deductions must
be shown, also the amounts previously
paid for taxes, and the net amount due
for the year. The tax is based on total
cash and credit sales less allowable de-
ductions. (See below.)

Merchants may make application to
report on a basis of cash received but,
at the end of the fiscal year, must show
total cash and credit sales and pay the
tax on any difference between such to-
tals and the amount of cash received
that had previously been reported.

The method of reporting on the basis
of cash received, is of doubtful value to
any merchant, even such as do all their
business on the installment plan. He
must make a double report, the plan
does not lower his tax one cent, and it
complicates the accounting.

Allowable deductions include the
gross sales exemption of \$50 per month
(\$600 for the year; merchandise sold
for re-sale; personal service (when
listed as a separate item) and sales to
the government or its subdivisions
(including public schools). Such sales
should be shown separately on the
books so there will be no question as
to the merchant's rights in making the
deduction. For smaller stores, until and
unless the Tax Board makes other
provision, it is suggested that the sim-

plest manner would be to make extra
and separate sales slips, of all such de-
ductible sales, that these slips form
the basis for the monthly deductions,
and be kept available should they be
required by the tax board.

An example of an item sold for re-
sale would be bolts used in the con-
struction of an article manufactured
for re-sale. However, the belting sold
to a factory would be a sale for con-
sumption of use" and therefore tax-
able.

The charge for personal services,
such as the installation of a range
boiler, should be shown separately on
the sales slip in order to keep such
items from being taxable.

No deduction can be made for a
carrying charge if such charge is en-
tered as a part of the sale. The actual
price the customer obligates himself
to pay is the amount on which the
state will demand the tax.

Conclusion. Many points remain to
be clarified. The Tax Board itself is
not settled on all points. The regula-
tions will be expanded, changed and
modified as experience dictates. All
members will be informed of such new
regulations as they are made.

Chain Gangs to the Chain Store

"Inhuman murders constantly oc-
curring on Southern chain gangs have
made this system notoriously the most
brutal type of forced labor in the
United States. Few people realize that
throughout the country, several hun-
dred thousand prisoners (not to men-
tion boys and girls in reformatories)
are likewise cruelly exploited for profit
—for the profit of private business men,
of the state, and indirectly of politi-
cians."

"The conditions under which goods
are produced are horrible; we find
women hung up on pegs like hams of
meat; men confined in the stocks, in
dungeons, in disease infested holes on
bread and water; men whipped, shot
or kicked to death. These tortures are
administered for not doing enough
work.

"Julian Leavitt reported that in
Greendale House of Reform, Ken-
tucky, 200 children were leased to Ken-
tucky Furniture Co., at 3c per hour.
The total value of work done and
goods produced by inmates of (these)
city and county institutions must
amount to tens of millions of dollars.

"Many ingenious devices have been
developed for getting rid of this enor-
mous volume of prison-made goods. It
is a matter of record that prisons have
supplied large mail-order houses,
chain stores and department stores
with a great volume of prison made
shoes, stoves, brooms, furniture, over-
alls, dresses."

This is so very pertinent to facts

already published in the Michigan
Tradesman I hasten to quote the above
from "Forced Labor in the U. S.,"
written by Walter Wilson, two years
Southern Secretary of American Civil
Liberties Union. He has written for
leading National magazines and has,
from his own personal experience,
amassed a studendous volume of data
for his astounding expose, "Forced
Labor in the U. S." There are many
other facts relative to cruelties and to
working conditions which would shock
the most cold blooded of individuals
too horrible for repetition here, also
vivid truth relative to the disposal of
these prison made goods, manufactured
with the very life blood of young girls
and children, which brands all that has
been said as to certain merchandising
methods of some corporations, as but
a faint shade of the appalling truth.

We are in the midst of a noble ex-
periment—a New Deal. How far it
will prove a barrier against the actually
corrupt trade tactics of some concerns
is problematical. As this fearless writer
says, "For too long now, huge profits
have been made out of convict forced
labor. The present profit-making atti-
tude is responsible for the failure of
the many campaigns in the past to end
chain-gang conditions. Such cam-
paigns, no matter what the motive, will
continue to fail until prison profit is
abolished."

In passing we wonder if the 3c sales
tax, the imposition of other taxes, and
the burden of forced higher wages (?)
will stimulate the buyers and prom-
oters of cruel, horrific prison labor to
beat and bully and starve the prison
victims to greater production? By
making mass prison production at little
or no wages, cut-throat competition
does not have much to fear from a
New Deal.

No decent American can hope to or
have any desire to compete with a sys-
tem that stinks to high heaven, based
on the beating, starving and sordid
abuse of girls, women and men who
have no defense, but who must endure
an existence far more horrible than did
the slaves before the civil war.

"Chain-gang to chain store." So says
Walter Wilson whose book is a search-
light merciless because of its absolutely
frank expose of fact.

Hugh King Harris.

Action Deferred One Week

The Tradesman had hoped to be
able to present more information mat-
ter concerning the Michigan sales tax
this week, but everything concerning
the innovation is in such a chaotic con-
dition that it has been deemed advis-
able to postpone action until next
week in hopes the mists of uncertainty
may have passed away by that time.

The same is true of the National In-
dustrial Reparation act, which is cer-
tainly a Chinese puzzle to many people.

SUPREME CONVENTION

Of the United Commercial Travelers at Columbus

Supreme Council Session of the United Commercial Travelers, Columbus, Ohio, was opened promptly at 10 a. m., Tuesday, June 27, by Supreme Counselor, Ralph H. Davis. J. L. Sullivan, of Bay City, was appointed on Credentials Committee, which committee reported within three minutes after being called that 145 accredited delegates were present and accounted for.

Supreme Junior Counselor McMaster made an earnest plea for the support of all members during the coming year, promising that if elected all of his actions would be governed by the principle that the U. C. T. always comes first in his decisions.

Chas. Nixon, President of Columbus Chamber of Commerce, welcomed the delegates in a short interesting talk, in which he stated that his organization, the business men and people of Columbus, were proud to have these Ambassadors of Good Will located here, knowing full well the constructive work they were doing to correct general business evils.

Supreme Counselor Davis in a thirty-five minute report, stated that he had made over 300 visits and among his recommendations suggested auditing of Subordinate Council books by independent auditors to obviate the possibility of friendly audits by unqualified local members. He demanded a new method of claim investigation to prevent chiseling and unjust claims from depleting the Supreme treasury. He also recommended the establishment of reinstatement committees in subordinate Councils to follow up delinquent and suspended members through personal calls, and favored greater unselfish service to our fellow men, thereby building up our own moral stature. The insignificant escape criticism, but great and active men are always criticized, many times unjustly. Face the future with faith and determination.

Supreme Secretary Sullivan reported that the U. C. T. loss of membership during the past depression was much less than similar accident companies and believed this was largely due to the unselfish self-sacrificing work of the members of the team work group in providing interesting discussions within the Councils.

Mrs. Florence Barclay, of Canton, Ohio, made a comprehensive report on the Ladies Auxiliary and their work and contributions to the W. & O. fund, asking for a much closer contact between the U. C. T. and their auxiliaries, stressing the point that the self sacrificing wives of members were vitally interested in helping the men in the solving of their business problems. After completion of her report, Past Supreme Counselor Arch McFarlane, of Iowa, asked for a rising vote of thanks which was unanimously adopted. He also asked for complete support of a Supreme Ladies Auxiliary; \$471.63 was then contributed to the W. & O. Fund by the Iowa Grand Council, this amount being the interest derived from a special fund established in 1908 by a member of their

Grand Council, affectionately known as Father Hauck.

Secretary Logan, of the T. P. A., who is also a member of the United Commercial Travelers, was introduced and addressed the assembled delegates on the need of inspiring the members at home on the value of working untiringly for united effort. He stated his personal pride in having been a U. C. T. for over thirty years.

The reports of Supreme Treasurer Percy, Supreme Executive Committee and Supreme Auditor Hebbard, Supreme Surgeon Euans, Supreme Attorney Dillon, Chief Agent of Canada, The Sample Case, official organ of the U. C. T., and Necrology were in printed form and the readings were dispensed with, although Jim Daly was badgered before being excused from reading The Sample Case report.

Past Grand Counselor Sid Levy, of California, delivered a beautiful eulogy on "Pop" Judell, well beloved member of the U. C. T. who passed to the Eternal City Council just three weeks ago at the hearty age of 88. We have noticed that men who sacrifice much of their personal time for the problems of other usually live to a ripe old age. You who are selfish take heed from this.

Past Grand Counselor Bill Moore, of the New England delegation, Manchester, New Hampshire, indulged in a facetious arrangement of the Indiana delegation and then presented to them the Seal of the Grand Council of the Indiana which had been lost for over twenty years and had just been located in some pirate's cave in Manchester, New Hampshire. Your correspondent can not vouch for the authenticity of this except to state that the above seal bore the date of 1902.

Past Supreme Counselor T. J. Phelps, Chairman of the Rivers and Harbors Committee, made an extensive and intelligent report of the work of that committee, but because of the apparent political set-up and control of present Rivers and Harbors Congress made a motion that the United Commercial Travelers withdraw its membership in that Congress. The motion was adopted unanimously. It seems that the redoubtable Huey Long has obtained control of this important congress with the obvious intention of using it as a pork barrel. Chairman Phelps said, "Over 80 per cent of the Board of Directors were from the state of Louisiana and practically all the balance from Illinois," which, as you all know, is much interesting in maintaining and increasing its water withdrawals from Lake Michigan.

Delegate Ed. Jones, of California, pleaded for a rewriting of the constitution and for smaller representation. Despite his impassioned plea the amendments covering this point were defeated and delegate representation was left at present figures.

Grand Secretary Maurice Heuman, of Jackson, enlivened the enjoyment of the Michigan delegation by many cheerful witticisms both during the sessions and at the almost continual caucuses held from Tuesday to Friday.

Despite the well known heated climate of Columbus, additional heat was supplied by many would-be orators,

who persisted in having their voices heard on nearly every question, whether they were acquainted with the subject being discussed or not.

A welcome decision of Supreme Counselor Ralph Devis finally limited discussion to two minutes for each speaker. This saved much valuable time and was warmly applauded.

After a spirited discussion, the dream of the team workers became a reality when Supreme Chairman, John P. Callaway's amendment admitting associate members was adopted by the Supreme body. Under the provisions of this amendment, any "Preferred Risk" may become an associate member of the United Commercial Travelers by paying a fee of \$5 and then paying the Subordinate Council dues when called. These members are also required to pay fifty cents per year for a yearly subscription to The Sample Case, which is at the special membership rate. Associate members will be allowed all privileges granted regular members, except that they will not be eligible to vote or participate in any matters concerning the insurance features of the U. C. T.

This amendment was further strengthened by another later in the session which changed the regular eligibility list, as follows, and to be known as Section 2 of Article II, "Any white male citizen of the United States, Dominion of Canada or British possessions in North America, of good moral character and in good physical condition, not under eighteen years of age and not over sixty years of age, who is classified as a preferred list and is engaged either as a traveling man or in business or professional occupations, may become a member of this order, if found acceptable."

These changes will aid much in building up the subordinate councils by allowing the admission of many business men of proven ability and with a desire to help in the economic development of the commerce and industry of our Continent, to assist in a moral and financial way the splendid work already accomplished by the team work in business committee.

Major loss benefits were reduced in the double indemnity brackets after the unequitable demands of such claims were thoroughly explained and a reputed saving of \$100,000 per year was believed possible through such action.

Fred J. Fenske, of Bay City, member of the Supreme Auxiliary committee, was admirably selected, and enjoyed his position greatly as evidenced by his continued attentions to the desires of the ladies in attendance, who were lobbying for the establishment of a Supreme Auxiliary.

The Michigan delegation consisting of Jas. J. Balkema, of Marquette, Herb Ranney, of Saginaw, and John L. Sullivan and Fred Fenske, of Bay City, as delegates, and Maurice Heuman, Grand Secretary, of Jackson, A. G. Guimond, Grand Conductor and Jurisdiction Director of Team Work from Detroit, and Harris E. Marsden, of Cadillac Council. All worked harmoniously to advance the interests of Michigan and to the end of securing representation for our great State in the Supreme Council, attending all known caucuses which were held and

making known Michigan's desires in a friendly but persistent manner. Favorable comment was heard on the make-up of this year's delegation.

Past Grand Counselor Mahle, of Minnesota-North Dakota, injected an unconscious comedy period for the delegates when in a serious discussion of past performance he said, "I used to sell Iron and steel for a living." Many members started a hue and cry of "How much did you steal?" Temporarily disconcerted by the interruptions he finally regained his composure and continued.

James J. Beckman, Michigan's genial Grand Counselor, was signally honored by being unanimously elected as President of the Grand Counselors Association, instituted a few years ago through the suggestion of Chas. Blackwood of Kalamazoo.

Delegate Sharpe, of Florida, and a member of the Supreme Auditing Committee made an impassioned plea for complete confidence in the officers and their work. He was sustained by various members.

A proud and happy moment for Michigan came when Jim Beckman was presented with the loving cup won by Escanaba Council, No. 616, for the largest numerical gain in membership of any council in the Supreme domain. By a happy coincidence, Herb Ranney, Grand Counselor, and Maurice Heuman, Grand Secretary at the time this hard working Council was instituted, were in attendance as delegates. They naturally felt doubly proud to see this beautiful cup won by their "baby" through the practical application of team work.

Wednesday evening the tenth annual banquet was held at the Deshler-Wallick hotel in the main ball room with an almost complete attendance of delegates and their ladies. Supreme Counselor Davis acted as toastmaster and after calling on many of these present for short remarks, introduced the incoming Supreme Officer, Capt. E. B. McMaster, of Vancouver, British Columbia, who, in a short and comprehensive, but masterful address, urged that all members return to their homes and local councils and take an active participation in the affairs of their municipalities because today politics have become the business of the continent, both in the United States and Canada. He stressed the value of the team work movement towards the upbuilding of the Order and asked for an enlargement of their program, paying many compliments for the work already done by John Callaway, of Boston, Jim Daly (of Indiana, Ralph Davis, of New York, and many others.

The tables were tastily and tastefully decorated with good food, for if there is one thing the commercial traveler enjoys over any other, it is good food, properly served. This was one time their received full value, and appreciated it.

Honors were about even between Michigan and California as to which delegation was having the best time, as after each delegation had had the opportunity of singing their most popular State song, cheers were always heard for "Yea, Michigan," and "Yea California." The best known seemed to be "The Victors" and "Michigan,

My Michigan," closely followed by "California, here I Come," "On, Wisconsin," "On the Banks of the Wabash," "The Stein Song," "Down Where the Tall Corn Grows," and others too numerous to mention. The famous Canadian song "Alouette" was not heard possibly because of the absence this year of Joe Morrisette, of Montreal, and probably because Supreme Attorney Dillon, who blossomed out as a banjo player, was unable to play fast enough for this one.

A well diversified program of singing, dancing and specialty numbers was presented and then those who were not campaigning for someone or something attempted to lose some excess poundage by dancing.

Thursday morning session opened at 8 o'clock. The most important move of the whole meeting was here taken up and the power was given to the Supreme Counselor to govern and manage the affairs of the United Commercial Travelers in a businesslike way. Through past experience the incoming Supreme Counselor Capt. McMaster is admirably fitted for this job of re-organization and stabilization and has the full confidence of all members as was visibly indicated by the whoops and cheers which accompanied to passing of this measure.

The Supreme Team Work Committee Chairman, John P. Callaway, of Boston made his report and then called for supplementary reports from his District Supervisors. The work of the Michigan team work group was again honored in glowing terms by the Supreme Chairman and also by Supervisor Daly, when Jurisdiction Director A. G. Guimond, of Detroit, was called by the acclaim of the assembled delegates to give a typical broadcast, which he did, using the subject, "Salesman's Compensation." Copy of this splendid talk, interesting to both salesmen and employers of salesmen will be found in another part of this week's paper.

The Ladies Auxiliary Committee, of which Fred Fenske, of Michigan, was an active member, reported favorably the establishment of a Supreme Auxiliary with the reservation that all their activities would be under the supervision and control of the Grand Councils in which they are located. This will help to bring closer contact between the allied organizations and will increase the interest in local and State affairs. Next year's convention will consider its feasibility and adoption.

The State of the Order Committee recommended many important changes in the government of the Supreme Office tending towards efficiency and economy which were adopted, some after heated debates. The work of this committee, composed of Levy, or California, Papworth, of New York and Berges, of Iowa, was one of the highest spots of the convention.

Election of officers then followed resulting as follows:

Supreme Counselor—Capt. E. B. McMaster of Vancouver, B. C.
Supreme Junior—Clarke V. Foland, West Virginia.
Supreme Past C.—Ralph H. Davis, New York.

Supreme Secretary—W. J. Sullivan, Illinois.

Supreme Treasurer—H. J. Percy, Columbus, Ohio.

Supreme Conductor—James, G. Daly, Indiana.

Supreme Page—Hugh J. Foster, Illinois.

Supreme Sentinel—Howard Power, Iowa.

James J. Beckman, in a well-spoken and well-timed nomination, placed Fred Fenske, of Michigan, before the convention for a complimentary vote and to strengthen his chance for election next year. Not being prejudiced, your reporter can say fairly: it was the best nomination of the whole convention.

Installation of officers was then in order. This job was ably handled by Arch McFarlane, of Iowa. Upon Capt. McMaster's assuming the chair, the Canadian delegations presented him with a beautiful silver service and Grand Counselor Welker (formerly of Detroit No. 9) of the Captain's own jurisdiction of Oregon-Washington-British Columbia and the only really international jurisdiction composed of both Canadian and American members, presented Supreme Counselor with an ornate gold watch.

The Supreme convention of the United Commercial Travelers of America was then properly closed in Unity, Charity and Temperance and added Confidence. The tired delegates then made preparations to return to their homes with the realization that they had worked hard and had accomplished more good and made more sweeping changes than any previous Supreme convention. With the increase of business activity now in effect there can be no doubt that the roster of the U. C. T. will be swelled and strengthened during the coming year by many names great in business and professional positions of both the United States and Canada. It will be done by the unselfish work of those who have always had the interests of the commercial traveler at heart. We wish to sincerely thank Mr. Stowe, of the Michigan Tradesman, for his unwavering loyalty and sincere devotion to the interests of the traveling salesmen and his closely associated independent merchant. Supreme Scribe.

What Team Work Means To the Traveler

Every human action is dictated by the hope of some sort of compensation, even the act of charity has behind it the whole Biblical injunction that we should "cast our bread upon the water and it shall return to thee after many days." The lover pays his compliments to the desire of his heart and behind the compliment there is always the wish that it will be returned in time. The mother devotes her life to her child with the unspoken prayer in every act that his life will be worthy of her efforts and repay her for her suffering and denial. The father goes out for his day of labor with the double thought that he will be first repaid by his employer in proportion to his work, and that his efforts contributed to the support of his family will also bear its measure of compensation in his own satisfaction.

This is not to say that every act is selfish or that no person does anything except for pay, but merely to call attention to the fact that even the most unselfish act has far back in its background the thought that there might at some time come a day when the generous person himself might face the same need and then that his own act of generosity will bear fruit among his fellowmen. After all, this in itself is real unselfishness and cannot be called either mercenary or designing.

In the more common meaning of compensation, however, we are to-day looking upon the labors of a man and his payment for that labor and we desire particularly to discuss the salesmen and to try to present to you the flaws that have become all too common in the payment of salesmen and the disadvantages which follow when a salesman is not paid in proportion to the effort which he puts forth.

In the very beginning of paying a salesman, he was paid as were all other men at that time — on the basis of a definite salary with an allowance for the expenses which he incurred in the actual promotion of his employer's business. These salaries were in their day considerably larger than the salary drawn by other men because the profession of salesmanship was looked upon as being both difficult and inconvenient. The salesman spent his time away from his home and family and traveled from town to town under manifold difficulties and worked long hours for the promotion of business. He was the one who was responsible for the employment of the laborers of the continent. He sold the products which kept the factories in operation, and he earned for his employer dividends far out of proportion to his own salary, but he did not complain at this because he recognized that every laborer must earn more than his salary. There came a time, however, when men were drawn to this type of labor because of its monetary rewards and took advantage of the expense accounts which they were allowed and thus set the way for their own downfall. The unfortunate feature of this was that in their own acts, they did not suffer alone but brought the same misfortune upon the honest salesman who was rendering an honest expense account. This situation caused the employers of salesmen to be ready for the plan of commission payments, which plan was evolved by the salesmen themselves.

The commission plan of payment which came into existence at a much later period was in the beginning the salesman's own proposition, but was made by those salesmen who had an article of quick sale making a large profit and not by the man who sold

the staple articles. There were many salesmen who refused to travel on any basis except the basis of a commission on their sales. There were others, who for the safety of their own families required a salary, and for many years these two plans of compensation were in effect in different lines with the result that the man traveling on a salary received far less than he actually earned, while the man traveling on a commission received more nearly what he earned but took all the risk himself, and sometimes was actually sorry at the end of the year because of the contract which he had. There was another large group of manufacturers who paid their salesmen a salary and expenses and established a quota of sales which would bring this expense to them within their necessary per cent and then paid the salesmen a commission on all of the sales above the established quota. Salesmen for such firms were the really true salesmen of the nation.

Within the next few years manufacturers turned more and more to the plan of demanding salesmen to travel entirely on commission. This, of course, removes entirely from the employer of labor all the risk and is unfair in that the manufacturer should assume at least part of the risk for marketing these products. It is supposed to pay a salesman in exact proportion to his labor and if it did, that would produce no attendant evils and there could be no opposition to it. In these days, however, of business recession, it has been a distinct hardship on the salesmen of the nation because it is in a measure asking them to become contributors in actual money to the business of their employer without giving them in return any of the stock of that concern. They were supposed to receive full payment for their sales, but the manufacturer himself was supposed to put cash into his business to the extent of having enough to cover the business and he himself took a salary for that and then took a dividend on the earnings of the company. His salesman, however, was doing exactly the same thing—giving his time and his money and in many cases not even seeing his money returned to him.

This is not fair to the salesmen of the nation. It discourages them in the first place and makes them inefficient because of their feeling of unfair treatment and also because of their constant worry as to whether they will be able to earn enough money to support their families.

The thing which we would wish, however, to bring to our listeners is the direct damage this has done to the business of the nation without taking the side of the salesman, which might be interpreted as being selfish on our

(Continued on page 7)

ASSOCIATED TRUCK LINES, INC.

Nelson-Carmody Motor Freight Division
DIRECT DAILY SERVICE OVER OUR OWN LINES

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Phone, Haymarket 4431

MOVEMENTS OF MERCHANTS

Newaygo—John Koenes has sold his stock of groceries, etc., to Raymond Church, who will continue the business.

Battle Creek—The A-B Stove Co., has changed its capitalization from \$2,000,000 to \$500,000 and 150,000 shares.

Nashville R. C. Bowes and George Van Deventer have engaged in business handling automobile supplies and second-hand goods.

Detroit—The Supreme Baking Co., 5401 Proctor avenue, has been incorporated with a capital stock of \$6,000, all subscribed and paid in.

Greenville—Ray S. Corwin, dealer in clothing for men, furnishings and shoes, died following an illness of several months. Aged 58 years.

Battle Creek—The Sheriff-Goslin Sales Co., wholesale dealer in paints and roofing, has changed its name to the Sheriff-Goslin Roofing Co.

Detroit—The Bohn Aluminum & Brass Corporation, 2512 East Grand Blvd., has changed its capitalization from 375,000 shares to \$1,875,000.

Detroit—The Rollins Co., 36 West Adams avenue, dealer in women's wear, furs, etc., has increased its capital stock from \$100,000 to \$110,000.

Detroit—The Automatic Switch & Fuse Corporation, 517 East Larned street, has changed its name to the General Switch & Fuse Corporation.

Escanaba—The Delta Brewing Co., 1601 Ludington street, has been incorporated with a capital stock of \$125,000, \$40,000 of which has been subscribed and paid in.

Grand Rapids—The H. E. G. Clarke Co., inc., 512 Building & Loan Bldg., has changed its name to Auratone, Inc., and increased its capital stock from \$25,000 to \$250,000 and 150,000 shares no par value.

Lansing—Bopp Bros., who have conducted a meat, vegetable and grocery market at 121 East Michigan avenue for many years, have removed to larger quarters at the corner of Pennsylvania and Michigan avenues.

Cadillac—Andrew Grillo, of Charlevoix, has leased the store at 213 Mitchell street and opened a fruit and vegetable store. The business will be under the management of Andrew Piritto, recently of Grand Rapids.

Detroit—The Michigan Talc Mining Co., 2970 West Grand Blvd., has been incorporated to mine, quarry and deal in mineral products with a capital stock of \$150,000, \$77,350 of which has been subscribed and paid in.

Detroit—The Eastern Market Cold Storage Co., 2531 Riopelle street, has merged its business into a stock company under the same style with a capital stock of \$10,000, \$5,000 of which has been subscribed and paid in.

Detroit—The Nu-Glass Drug Co., 13632 Gratiot avenue, has been organized to deal in drugs, physicians' supplies, medicines, etc., at retail with a capital stock of \$10,000, \$5,000 of which has been subscribed and paid in.

Jackson—The Blair Auto Parts, Inc., dealer in new and used automobile parts, accessories, etc., has merged its business into a stock company under

the same style with a capital stock of \$5,000, all subscribed and paid in.

Detroit—Habermas & Co., 200 Charlevoix Bldg., has been incorporated to deal in surgical supplies with a capital stock of 100 shares of preferred at \$10 each and 200 shares at \$10 each, \$2,000 being subscribed and \$1,000 paid in.

Fraser—Charles J. Heindel, dealer in hardware and farm implements, has merged the business into a stock company under the style of the C. J. Rein-del Hardware Co., with a capital stock of \$10,000, all subscribed and paid in.

Detroit—The Adams Electric Sales Co., 328 East Adams avenue, has been organized to deal in equipment for building trades with a capital stock of 1,500 shares at \$10 a share, \$7,500 of which has been subscribed and paid in.

Lansing—The Gauss Baking Co. established its business 37 years ago and sold it to the Lawrence Baking Co. 11 years ago. It has now re-entered the baking business. The company has plants in Ann Arbor, Pontiac and Ypsilanti.

Shelby—Other merchants could profit by the experience of Orin L. Wilson, who has installed a restroom in his grocery store, also a drinking fountain. This thoughtfulness on the part of Mr. Wilson is greatly appreciated by the public.

Nashville—Floyd F. Everts, who has conducted a meat market here for the last 20 years, has sold his stock and equipment to Dennis Yarger, who has been connected with the Old Reliable Market, owned by Wenger Bros. for the past three years.

Kalamazoo—The Oranjola Company, Inc., Remington Bldg., has been organized to manufacture and deal in medicinal, pharmaceutical, surgical and chemical preparations with a capital stock of \$200,000, \$120,000 of which has been subscribed and paid in.

Scottville—J. H. Loomis has severed his relations with the Farmers Co-op. elevator, and opened a flour, feed and coal business, with attractive store and office on Main street. As he is located in one of the best country towns in Mason county, his success is assured.

Pentwater—McMahon & Lyon, two wide-awake young business men of this place, have taken over the store formerly occupied by W. H. Gardener, who has retired. The store building has been refinished and decorated and they have installed a stock of groceries and meats.

Cadillac—John W. Johnson, whose clothing store was gutted by fire early this year, has remodeled it, installed new fixtures and furniture and opened for business with a complete stock of furnishings for men. Later in the season he will add a stock of clothing and shoes for men.

Manistee—Hendricks & Martineau recently formed a co-partnership and opened an attractive meat and vegetable market at 386 First street. The firm has an excellent location. Their thorough knowledge of the business and the high class service they render patrons assure their success.

Kalamazoo—Lightning struck the roof of the J. R. Jones' Sons & Co. store June 30, setting it on fire and

damaging stock running into high figures. The greatest damage was caused by water and smoke. A thunder storm followed by a cloudburst and miniature cyclone caused the damage.

Detroit—The Frank M. Pauli Co., 1070 Shepherd avenue, store fixtures and display furniture, has merged the business into a stock company under the style of the Pauli Fixture and Manufacturing Co. with a capital stock of 50,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Manufacturing Matters

Detroit—Dick Shannon, Inc., 806 Guaranty Bldg., manufacturer and dealer in paper and paper products, has been incorporated with a capital stock of 10,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Detroit—The Leusch Candy Co., 1040 West Baltimore avenue, has been organized to manufacture and deal in candy and confections with a capital stock of 5,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Detroit—The Hilco Aviation Corporation, 1334 Michigan Theatre Bldg., has been organized to manufacture and deal in airplanes and airplane products with a capital stock of \$150,000, \$1,000 of which has been subscribed and paid in.

Detroit—The S. M. S. Corporation, 1161 Harper avenue, has been organized to manufacture and deal in resistance welding electrodes and special alloys, with a capital stock of 20,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Detroit—The May Screw Products Co., 2157 Howard avenue, manufacturer and dealer in screw products, has merged the business into a stock company under the style of the May Screw & Manufacturing Co., with a capital stock of \$10,000, all subscribed and paid in.

Steady Rise in the Bond Market

The revival of business, as witnessed recently, is still carrying forward. Freight car loadings last week were 21.1 per cent. over the comparable week of last year. Electric power production showed increase of almost 11 per cent. and is now at 1931 levels. Steel production is at 54 per cent. Automobile sales are unexpectedly good and dollar wheat is an actuality.

Business failures continued to decline in June with the result that the first half of 1933 closed with business only 30 per cent. below normal and at the approximate levels of two years ago. The trend continues upward and improvement is expected during the coming months.

Chain store sales showed big gains in June. Rubber prices raised 10 per cent. and stock of refined copper decreased 40,000 pounds in May. Many leading writers are very much interested in a new naval policy, which is not an indication of aggressive operation but that of protection and continuation of our efforts to achieve high standard of living based on our own resources. This will require protection of the navy and high tariff barriers.

New legislation for the agricultural industry should cause increased farm incomes, higher wages and more em-

ployment. The recent purchasing has been due to some extent to expected higher prices as well as dollar depression. Much of it, however, has been actual replacement. Inventories are being built up to take care of the normal level of consumption. This should make for lower stock and sustained production.

For those investors holding bonds, the recent strength is encouraging in view of the destructive talk that inflation has created for fixed income securities. This steady rise in the bond market is of great help to financial institutions and means eventually the adoption of a normal investment program. For those investors holding stocks, reduction in brokerage loans for two successive weeks, during which time the market made new highs, indicates continuous purchasing of stocks for permanent investment.

J. H. Pettey.

Summer Dresses Best

Promotions of Summer dresses in the low-end price ranges featured retail activities during the week according to analyses by shoppers of the Meyer-Both Reporting Bureau. Offerings of voiles, piques and organdie prints at \$1.11 in sizes up to 52, were well received. Sports dresses of pique, priced at \$1.19, cotton dresses at \$1.39 and cotton sheers at \$1.67, were other outstanding items. Basement promotion of dotted Swiss dresses at \$1 were successful.

In better goods washable crepe dresses featuring covered shoulder straps were in demand at \$6.95. Cord knit berets in white and pastels shades sold well at \$1.39. Terry cloth two-piece beach pajama suits were active at \$2.95 in better grades and at \$1.59 in the cheaper. Women's Summer straws were successfully promoted by several stores at \$2.

Interest in the popular matching dress accessories has been stimulated by promotions featuring accessories in one fabric theme. Bengaline, corduroy, satin, dotted Swiss and dotted organdie are the prominent fabrics. The accessories include scarfs, pocketbooks, hats, gloves and, in some cases, umbrellas.

The Cloven Foot of the A. & P.

East Jordan, July 3—Just to show you what a break we get. All seven stores in this town were charging the 3 per cent. tax Saturday and the A. & P. told their customers they were not charging any tax. Although they did not advertise it, they were telling each one verbally. This is another instance of unfair competition. And this is what they call the new deal and protection through the industrial act. Better that we go back to the cut-throat competition days than to cover cut-throat prices up with "new deals." This is even worse than the cut-throat prices, as the prices remain the same and at the same time cut deeper with the 3 per cent. off the cut-throat price.

R. K. Gunther.

Wanted To Buy

Will Pay Cash for
USED CASH REGISTERS
Send Serial Numbers to
66 Ottawa, N.W. Grand Rapids

Essential Features of the Grocery Staples

Sugar — Local jobbers hold cane granulated at 5.10c and beet granulated at 4.90c.

Canned Fruit—Upward revisions in prices on spot Hawaiian pineapple show advances rather general in character, medium sized popular selling tins being up 5c to 10c per dozen, No. 10s crushed in juice 25c and small sizes also being quoted at relatively higher prices. The prices apply to pineapple for prompt shipment only, but are interesting also in so far as they give an inkling of what new opening prices may be expected. The chances are that the new opening will at least be on the new price basis for spot pineapple, or above it, but not below it. A pack of 8,000,000 cases is planned for the current year, a sharp increase over last year's sharply restricted production and is made possible by the negligible stocks left unsold in first hands. The recent agreement among producers assuring the co-operative for nine years is assurance of stabilization in this fruit. The California fruit situation is still up in the air, as the packing season is not at hand. There has been very little attempt to quote peaches here in the past week or two, while meetings under the auspices of the California Cannery League were in progress. What the formal opening price will be is still quite undecided.

Canned Vegetables—Withdrawals of prices on peas in the Midwest have become pretty general now. There is hardly any packer of consequence offering at this time. Most plants are busy packing to fill future contracts already made.

Canned Fish—Alaska red salmon is being generally held today at \$1.65, Coast, with stocks limited to a few packers. The pack of fancy salmon continues light in the Northwest, with a good demand reported here. Puget Sound is being studied now in relation to the forthcoming pack of fancy sock-eye salmon but increased packing costs may require an opening price not more than 10c lower than fancy chinook.

Dried Fruit—Dried fruit activity here was rather narrow last week. Both the weather and the holiday were against it. Jobbers reported a fair number of orders for fill-in requirements, but it was apparent that buyers do not want to carry any more than they have to through weather such as this. Carton business was considered as active as could be expected for this particular season of the year. Spot prices, while they have made some advances, are still low as compared to prices on the Coast. Stocks here are light and there is no pressure to sell. Imported figs of all varieties are firm to higher, as the supply in this country is now well under anticipated needs. Dates also are in a stronger statistical position. The fact that it looks like considerably higher importing costs next fall when new goods will be moving from abroad, because of the exchange situation, also adds to the value of dates and figs already here.

Nuts—The market was only fairly active this week. Buyers continued to take requirements very slowly and the ice cream was the most active in the market. There was considerable

trading among importers. Some prices worked higher, shelled pecans and Brazils moving up, as well as pignolias. There was little news from abroad.

Olive Oil—The market advanced considerably this week in Spain by reason of both higher prices and further depreciation of the American dollar. Italian quotations were unchanged but very firm, and importing costs have risen by reason of the advance in the lira as against the dollar. There is practically no activity for shipment just now as importers prefer to wait until the outlook settles a little. Stocks here are light and there is a good spot demand, without much change in price.

Rice—The market is steady this week, but demand is light, in view of the season of the year and the Fourth of July holiday.

Vinegar — Vinegar values remain steady. The market has a firm undertone. Sellers report demand up to last year's levels.

Review of the Produce Market

Apples — Spys \$1.75 for No. 1 and \$1.50 for No. 2; Baldwins, \$1 @ \$1.25; Starks, \$1 @ \$1.25.

Asparagus—85c per dozen.

Bananas—5½ @ 6c per lb.

Beets—New, 35c a dozen bunches.

Butter—The market is 3c higher than a week ago. Jobbers hold plain wrapped prints at 26c and tub butter at 25c. The position of the butter market is somewhat of a question. Ordinarily excess storage stocks and heavy rains would have a tendency to promote uncertainty and bring about some sort of a reaction. There is little talk to-day of rains, excess storage stocks, just fair home consumption and production reports which compared favorably with last year. This, of course, clearly shows that the outside is greatly interested and that the thought uppermost in the minds of investment traders is the move for future business prosperity under the current industrial program. There is every reason to look for a wavering butter market during the remainder of the storing season with the trend of the stock and grain markets the chief influence. Supply conditions will undoubtedly have to disclose pronounced easiness to offset the influence of outside speculative issues.

Cabbage — Home grown, \$1.65 per bushel.

Cantaloupes—\$3.50 for 45s and \$3.25 for 54s.

Carrots—Home grown, 60c per doz. bunches.

Cauliflower—\$1.75 per crate containing 6 @ 9 from Arizona.

Celery — Florida commands 50c per bunch and \$4 per crate; California, \$7 per crate; Home grown, 30c per doz. bunches.

Cherries—Sour, \$1.75 per crate of 16 qts.; white sweet the same.

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

Cucumbers—No. 1 hot house, 65c per doz.; No. 2, 50c per dozen.

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

C. H. Pea from farmer.....\$2.15
Light Red Kidney from farmer.. 2.50

Dark Red Kidney from farmer.. 2.25

Eggs—Jobbers pay 7c per lb. for mixed eggs and 8c per lb. for heavy white eggs. They hold candled hen's eggs at 15c per doz., pullets at 13c and X seconds at 13c. The statistical position of the egg market seems a little better. At least the steady increase in the storage supply has been checked and of late there have been fair decreases. Quite a little of the withdrawals follow the shortage of fine quality fresh eggs and recent weather conditions unlikely to bring about an increased supply of graded fresh. Consequently withdrawals of quality storage eggs are more than likely to continue.

Flour—Wheat processing tax of 30 cents per bushel will go into effect July 9. This means that on and after July 9, flour will cost the retailer about \$1.38 per barrel more than at present, which is about 17¼ cents on a 24 lb. sack. All the flour the retail grocer has on hand on July 9 will be free from tax for a period of thirty days. The natural result is that retail grocers are all laying in a thirty-day supply of flour. Whether they will continue to sell at the present prices, or whether they will adopt the new schedule, is a matter for the retailer himself to decide. Whatever flour the grocer has on hand at the expiration of the thirty days of grace must be reported to the Commissioner of Internal Revenue, and the grocer must send in a check to cover the amount of the tax, at the rate of \$1.38 per barrel.

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—\$2 per hamper from Texas.

Green Peas—\$1.90 per bu. for home grown.

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, per bushel..... .60

Lemons—The price is as follows:

360 Sunkist.....\$7.50
300 Sunkist..... 7.50
360 Red Ball..... 6.00
300 Red Ball..... 6.00

Mushroom—28c per one lb. carton.

Onions—California, white or yellow, \$2 per sack

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

126\$3.75
176 3.75
200 3.75
216 3.75
252 3.75
288 3.75
324 3.75

Red Ball, 50c per box less.

Par-ley—35c per doz.

Potatoes—Odl, \$1 per bu. White Cobblers from the Carolinas and Oklahoma \$2.85 per 100 lb. sack or \$5 per

ddl; Idaho bakers 30c per 15 lb. sack.

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.

Raspberries—Red, \$2.75 for 24 pints; black, \$2.75 for 16 qt. crate.

Spinach — 75c per bushel for home grown.

Strawberries—Home grown is nearing the end on the basis of \$1 @ \$1.25 per 16 qt. crate.

Tomatoes—Hot house, 7 lb. basket, 85 cents.

Water Melons—35 @ 45c for Florida.

Wax Beans—\$2.25 per hamper for Florida and Texas.

Veal Calves — Wilson & Company pay as follows:

Fancy7@7½c
Good5@6c

Thirty-two New Reader of the Tradesman

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

- John H. Loomis, Scottville
- McMahon & Lyons, Pentwater
- C. B. Westover, Nun'ca
- Martin H. Carmody, Gr. Rapids
- Robert L. Dorsh, Hart
- C. A. Brubaker, Mears
- R. J. Franklin, Mears
- A. E. Barnum, Shelby
- K. L. Grant, Shelby
- J. J. Waite, Shelby
- Edgar A. Johnson, Shelby
- C. S. Sorenson, Shelby
- Fred E. Lewis, Montague
- James Coon, Montague
- C. F. Cordes, Montague
- W. C. Cotes, Whitehall
- C. G. Pitkin & Co., Whitehall
- Pearl Resplock, Ludington
- A. Fonnesebeck, Ludington
- Alstrom & Anderson, Ludington
- L. B. Lyon, Ludington
- A. W. Larsen, Ludington
- Chas. F. Fenske, Manistee
- C. R. Erickson, Manistee
- Millers Hardware, Manistee
- August Henck, Manistee
- Jarka Clothing Co., Manistee
- Andrew W. Jonson, Manistee
- Alva Erickson, Manistee
- Mrs. O. B. Emmons, Manistee
- C. E. Adams & Co., Fountain
- J. H. Boehm, Fountain.

Trade Bureau Action Praised

Messages congratulating the administration upon its liberal attitude toward the maintenance of domestic branch offices of the United States Department of Commerce were sent by exporters here yesterday. The announcement by Secretary Roper that only ten of the thirty-six branches of the Bureau of Foreign and Domestic Commerce will be discontinued came as a surprise to exporters who feared that at least twenty or more branches would be closed. Foreign trade circles are still upset, however, by the widespread closing of foreign branches of the Commerce Bureau and are seeking some means of persuading the department to reconsider its action.

MUTUAL FIRE INSURANCE

What are You Going To Do?

Did you ever stop to think how helpless you are out there in the country away from all fire protection? Do you realize that for the safety of the lives of your family and property, the savings of years, that you should exercise much greater precaution to prevent fires than the fellow in the city or village where there is available fire protection and men who may extinguish the fire?

Here is about the most far-fetched case of carelessness with electricity that has come to our attention. A farmer, living near Fenton, was not feeling very well on March 1 last, at least he admits that he had cold feet, and as a result of this condition, took an electric light bulb, turned on the juice, probably wrapped it in some old cloth so as to not burn his toes, placed it between the blankets and went to bed. Of course, he had good intentions and was supposed to turn off the current before he went to sleep. Sleep got the better of the argument with his good intentions, and when he was awakened about four o'clock the next morning there was a burned hole through the blankets, three bed quilts and the mattress. He had to turn out in the frosty morning air and get those nice warm feet cold in order to save his home from destruction by fire he so thoughtlessly started.

Remember this—that where there is light there is also heat. The amount of heat generated in this electric light bulb was small, but it was constant and the fact that it was so carefully insulated from cold by the bed clothes confined this constantly generated heat until it ignited the fabric.

Don't take a chance. The cemetery is full of persons who have tried something like this and didn't have the opportunity to wake up and find out it didn't work.

Depression Brings a Marked Increase of Arson Fires

The percentage of arson fires in the rural districts is far greater than in the cities and villages, owing to the fact that it is far more difficult to set city buildings on fire and know that they are going to be destroyed, because there is maintained nearby the fire department ready to respond immediately to alarms, whereas in the rural districts there is no such protection, excepting that which comes considerable distance from the city or village, and these require much time to reach the scene of the fire, and in many instances, the time elapsed, gives the fire such headway that it is almost impossible to extinguish it.

There is another angle which should be given consideration. In all cities there are law enforcing officers who begin an immediate investigation when fires of a suspicious nature are reported, and the arsonist is afraid of being suspected, and is thus quite reluctant to sell his property to the insurance company by the arson route because he is afraid he will not be able to get away with it.

It is true that the State Fire Marshals in the various states, make investigations of suspicious fires, but as a

rule the force consists of about from 10 to 20 officers, who are expected to take care of the entire state outside of the larger cities, therefore, are handicapped because of the small number of men employed. However, without the Fire Marshal's Division in the various states, arson fires would be more rampant.

Alibis Used to Cover Arson and Carelessness

The alibis most frequently given by arsonists who burn their dwellings for the insurance, are "spontaneous combustion, lightning, lanterns used in barns, and defective chimneys on dwellings," and oft times it is amusing where the cause is given as "spontaneous combustion," to listen to the ridiculous story told, seemingly having but very little knowledge as to the causes of spontaneous combustion. Of course, the old gag of the cow kicking over the lantern or lantern explosions is also worked overtime.

There isn't any necessity of fires caused by lanterns in barns if the insured gives his lantern attention. There should be wires and hooks in various places in the barn where the lantern is apt to be used. When it is not carried, it should be hung on the hooks, wires and nails provided. It has no place whatever, in the hay mow. Hay should be thrown down for feeding before dark and then the use of the lantern would not be required. Lanterns will not explode if the burner is kept clean. However, some people seem to think that they don't ever have to clean the lantern burner.

It is the belief of the publisher of this paper that one-half of the losses attributed to lightning destroying buildings, are fictitious, this alibi being used to cover up incendiarism or gross carelessness. There have always been lightning losses and always will be, but not to the extent reported.

Over-Insurance Is the Fore-Runner of Arson

Over insurance is a breeder of arson fires. It also is responsible for many fires caused by the carelessness of the insured, then the owner is not going to worry in the least about it being destroyed by fire because of the fact that if it is burned, and he gets his insurance, he will be well paid, selling out to the insurance company for enough money to replace his old buildings with new.

Insurance was never intended to be sufficient to enable the owner of a property to sell his old buildings to the insurance company for enough money to build a set of new and more modern buildings, but to be sufficient assistance to re-establish him in case of loss, so that he might go on with his business activities.

Excessive insurance naturally breeds carelessness and unconcern, and the insuring companies which will knowingly carry insurance to such an extent that the insured may replace his old buildings with new, without contributing anything himself, are very lax in their management, and naturally suffer increased fire losses. The managers of

such companies do not suffer personal loss in dollars and cents. The burden falls upon other insured members, nevertheless, his actions will receive severe criticism and justly so. The insurance company manager should not carry insurance for anyone on any building or amount that he would not be willing to assume the responsibility, were he able to do so. If such a practice was adopted, a better class of insurance would be carried and there would be less fire losses, and time would bring a marked reduction in insurance costs.

Potential Monopoly of Food Distribution

J. H. McLaurin, president of the American Wholesale Grocers' Association, writes the following warning

against the threat to the American public in the growth of chain store systems:

"It would not be accurate to state that the Atlantic & Pacific represents at this time a monopolistic control of retail food distribution, but we do undertake to express our opinion that the organization, as now conducted, possesses the potentiality of a control of retail food distribution to such an extent as to threaten the best interests of the American public. Is Federal control of that organization in prospect? Will the conduct of chain stores generally be such within the next few years as to bring about such a degree of 'co-operation' and 'understanding' among the largest ones as to attract the eye and attention of the Department of Justice?"

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What Teamwork Means to the Traveler

(Continued from page 3)

part. Here is how the commission plan injures the manufacturer himself: A salesman goes out to sell goods. He calls upon the customer in the hope of making a sale. There is always some sales resistance and there must be some actual work done by the salesman who has come down, if he is working on commission, to open up a new account or to argue at any length with the man upon whom he is calling. He knows that further along there is an order waiting for some salesman that will make a profitable day. He therefore does not stay with this man who tells him "no" but accepts that answer and goes immediately to the next man in the hope that he will reach the man with the order before his competitor does. The difficulty has been that the men entering business in the various lines do not know anything about the lines which they are trying to sell. The salesmen in the earlier days made an effort to teach their customers just what was the value of their lines and just exactly how to sell those features to their customers. This cannot be done by a man who depends upon commission. He must hurry along to those who already know and the result is that the dealer and his sales force know little, if anything, about any article except the ones which were in their stock over a course of many years and sales have therefore suffered seriously because of this condition. There would be a quicker resumption of normal business if salesmen were permitted to take the time required to teach the dealers how to sell goods and to teach them how to display goods and to advertise their goods and to collect their accounts. All of these things were once part of the salesmen's service but they have never been a part of the commission salesmen's service and cannot ever be.

We believe that the benefit of American business in general from the farthest northern point in Canada to the most southern part of the United States would benefit greatly if the manufacturers would go back to the old plan of guaranteeing to their salesmen a fair amount of compensation and of spurring them into greater effort by paying them a bonus for the extra work which they do. America needs an aggressive selling campaign. It needs a real advertising campaign and the quickest way to accomplish both of these things would be to engage an army of salesmen and then tell them to go out and stay out and work until they have sold these things. We hope that in the very near future the manufacturers and wholesalers will see the need of this sort of action and even though they offer small salaries, they will at least assure to the salesmen the comfort of their own families. We believe that with the profit assured these employers by the Industry Recovery Bill now in operation in these United States they will see the value of paying commercial travelers a just compensation.

Undoubtedly our Canadian friends will soon follow with legislation just as valuable.



Lines of Interest to Grand Rapids Council

As an echo from the big picnic of June 24, we have secured a list of those who made contributions to the committee and made possible the large number of prizes which were given away. The boys gave good and useful things and are worthy of mention. The following contributed lavishly: De Haan, Malloy, Fishleigh, Miller, Ghysels, Velhous, Hallgren, DeGraff, Holman, Radio, Wilcox, Nash, Vermaire, Van Overloop, Ohlman, Lypps, Coleman, Schmidt and Colgrove. There may have been one or two others that we have missed. If so, they are extended many thanks for their generosity. We have received many reports that those who participated so strenuously in the games had to be pried out of bed the next day. They found out that they were not so young and supple as of old. Although they felt badly lugged up, every one admitted that he had the time of his life.

Do not wear an evening gown to a bridge party—it is necessary only to show your hand.

Mr. and Mrs. Frank Holman left Saturday for a week of roaming about the country. Frank said they did not know where they were going, but that they expected to have a good time doing it.

C. R. Furtney, druggist at 800 Wealthy, and his wife left last week for several days at the exhibition at Chicago. After completing the fair they expect to take a week's cruise on the Great Lakes. They will return about July 10.

There seems to be quite a muddle resulting from the new sales tax. In our opinion the gun went off half cocked before any one was ready for the explosion. There appears to be no definite rule to follow in collecting the tax. From our observations, the automotive industry has been burdened the most. The dealer must collect 3 per cent. on the delivered price of a new car regardless of the trade-in and 3 per cent. on the subsequent trade-ins making in many instances a tax of fifty dollars on a thousand dollar car. We believe that if a test case were brought there would be some relief from that heavy tax. To be equitable, we believe the tax should be charged on the cash difference between the retail price of the new car and the value of the trade-in. Many other retailers are uncertain as to the rightful charges to be made. We think it would have been wiser for the Government of the state to have thoughtfully worked out the schedules before declaring themselves in on the spoils.

First Chauffeur: "Have you ever been pinched for going too fast?"

Second: "No, but I've been slapped."

Many of the boys who stopped at the Dal Van hotel in Jackson will regret to learn of the death of the manager, A. J. McDonald. Mr. McDonald was manager of the hotel for seventeen years and was well known among the

traveling public. He dropped dead while working on his lawn.

A. Bosman and wife left Monday for Chicago where they will spend several days at the Century of Progress Exhibition. Abe reports that his new connection with the Zeigler Candy Co. is highly satisfactory and that his business is good.

Ed. Donahue, who went into the candy jobbing business for himself some time ago, is creating quite a furor with his new "candy car" which he pilots about the city. The candy wagon is painted a beautiful wine color and is further decorated with gold lettering, proclaiming to the world that Ed. Donahue is a wholesaler of National Candy products. We are glad to hear that Ed. is doing a good business and we wish him much success in his new venture.

Many of the boys are meeting at the Elks' cafeteria Saturday noons for get-together luncheons. There the topics of the day are discussed and many weighty problems settled. All the boys are invited to sit in on these luncheons and get better acquainted with their brothers.

It is rumored about that Carl W. Dingeman has disposed of his "Charlie Horse" which he secured at the big U. C. T. picnic. Carl has always been a plain sort of a fellow and we predicted he wouldn't hang on to any sort of a novelty for long.

Raymond B. Clark has filed his application for admittance to the order and it will be acted upon at the next regular meeting.

An application for re-instatement has been received from W. O. Cascadden, representative for the Printing Supply Co., of Grand Rapids.

From the various reports that are coming in we believe that we are over the "hump" of the depression. Salesmen are reporting better business and the welfare departments are reporting less families on their lists. The steel mills are belching forth smoke and other industries are on the move, especially the automotive industry. Most all commodities are rising in price and things in general have a truer ring of prosperity. When things get back toward normalcy and the people begin to smile, we may soon forget the lean years we have passed and strive to make the future ones bigger and better for everyone.

Although there is the absence of the boom and crash of the giant firecracker to celebrate the Fourth, the American people still hold a reverence for that liberty which predominates the Nation. Freedom in thought and action has led the Nation from a morass which would have rent other nations apart and sent governments tumbling. The determination to do and the privilege to act according to their dictates has welded a bigger and better Nation to combat any future disturbance which may present itself. The American people are thoroughly sold on the slogan, "One for all and all for one."

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

Don't write your self-confidence down to panic figures.

Easiest Job on Earth

Most anyone can be a country editor. All the editor has got to do is to sit at a desk six days a week, four weeks of the month and twelve months of the year, and "edit" such stuff as this:

"Mrs. Jones, of Cactus Creek, let a can opener slip last week and cut herself in the pantry.

"A mischievous lad of Piletown threw a stone and struck Mr. Pike in the alley last Tuesday.

"Joe Doc climbed on the roof of his house last week looking for a leak and fell, striking himself on the back porch.

"While Harold Green was escorting Miss Violet Wise from the church social last Saturday night a savage dog attacked them and bit Mr. Green several times on the public square.

"Isaiah Trimmer, of Running Creek, was playing with a cat Friday, when it scratched him on the veranda.

"Mr. Fond, while harnessing a bronco last Saturday was kicked just South of the corn crib."

Praise From High Source

Grand Rapids, July 1. Let me thank you for the personal message you send out every week in the Michigan Tradesman.

The gem of literature which always appears on the front cover and the most human, enlightening and timely messages contained in your Out Around department constitute for me one of the high points of each and every week.

I wish there was some more constructive way in which I could more fittingly reciprocate your kindness.

E. G. Wier.

Mgr. Grand Rapids Furniture Makers Guild.

Steel Beer Barrels Ordered

Of the licensed breweries in the United States, 132 already have placed orders for insulated beer barrels with the Murray Corporation of America at Detroit. As a result of the heavy stream of orders which have been received during the last week, production has been stepped up to 3,500 barrels a day and plans for a further increase are being worked out, it was said. Steel requirements for this purpose are running about 800 tons weekly. The corporation also announced that manufacture of quarter barrels has been decided upon.

Factory Supply Orders Rise

The factory supplies division of the International Association of Garment Manufacturers reports that orders from members increased sharply during the second quarter of this year, after a decline during the first three months. A small gain in April was followed by an advance of 30 per cent. in May and a similar rise is expected this month. The division supplies needles, blades, chalk and other small items used by shirt, work clothing and cotton dress manufacturers, affiliated with the group.

Well, if style makers require hair and clothing to match, a lot of us won't need anything but a little fringe of clothes in the back.

There is always a big demand for politeness, but frequently the supply is short.

Hoarding has lost its appeal.

USELESS POSITIONS

How many of the 3,000,000 positions in Federal, state and municipal governments are unnecessary? Nobody can say, but the general impression that the number which could be eliminated without loss of efficiency is large receives confirmation in the annual report of the Council of the National Civil Service Reform League. "Thousands of positions," says this report, "are mere sinecures, and have been created and continued primarily to provide a means for political leaders to pay political debts with public funds." Elimination of these positions would actually increase the average of administrative efficiency. This condition could not exist if Grover Cleveland's famous dictum, "Public office is a public trust," had really been accepted by the body of voters. Most persons would be surprised to learn that, in spite of all they hear about civil service regulations, only nine states in addition to the Federal Government operate under such laws. Is it any wonder that the politicians find it possible to create needless positions?

Even the positions which are necessary are far from being treated as such. "The public service," says the Civil Service Reform League's report, "is everywhere cluttered with mediocre, incompetent, inexperienced officials and employees." Common experience confirms this characterization. We have, therefore, many useless positions and many others which are much less useful than they should and could be. How much this waste costs the country every year cannot be accurately estimated, but the league ventures the assertion that rigid application of the principle of appointment for merit, together with improved methods of administration, would save the country at least \$500,000,000 annually, which would be enough to take care of all the relief required on account of the depression.

SCORES PRICE ADVANCES

This matter of higher prices is one that was given frank exposition by Lew Hahn, president of the National Retail Dry Goods Association, during last week. Confronted by arbitrary price rises and changes in established discount terms, retailers were urged by him to resist these demands, pointing out that no codes under the Recovery Act have been approved as yet and the price increases are in the main anticipatory.

Similar opposition might be declared by organizations of manufacturers, it would seem, in view of the fact that many producers are helpless against advances on their raw materials. They must pay more for what they use in their products and they are simply engaged in passing along the increases.

On the other hand, it is probably true that the majority of manufacturers are seizing the opportunity to push up their prices under the pretext of what they will have to meet in the way of increased costs when their code regulations are adopted and approved. As Mr Hahn pointed out, this has the effect of greatly jeopardizing the bene-

fits expected to come from the Recovery act.

Partly because higher prices would answer some of their major problems, retailers were sympathetic to the upward movement at first. They have practically covered all their staple needs for Fall. The question of how these goods will sell is now paramount with them. They do not like to think of marked consumer resistance or of workers who will be out of jobs when the present industrial spurt on forward orders slackens.

EXCELLENT EXAMPLE GIVEN

Following up its auspicious start, the cotton-textile industry last week made clear that its heart is in the task of coming to an agreement on the recovery program. Its leaders not only quickly decided against child labor but made wage concessions and arranged for a much fuller setup in cooperation.

For a while it was indicated that the recovery administration had used poor judgment in having this industry lead the way in the hearings on codes. Its wages and hours and other operating conditions were very nearly the low for all American industry. Better stage management would have suggested leading off with a production group that could show superior standards which might be held up for imitation at subsequent hearings.

But the ready acceptance of much better terms than their code set forth by the cotton mills sets a fine example to other groups. The easy give-and-take developed at this first code meeting, the emphasis upon facts and the practical elimination of autocratic statement, and, finally, the remarkable swiftness of agreement must be regarded as hopeful auguries indeed for the control program.

It has been demonstrated beyond question that cotton textile wages were out of line with a fair American standard and now the country should not grudge the higher prices which better standards will make necessary. With the gain in purchasing power which those higher wages ensure, the public should be in a position to pay the additional amounts.

MORE PRESIDENTS

This is surely the most informal of Administrations. The man third in rank in the State Department runs that department and now, without appointment to our London conference delegation, is on his way to London to run it, too. "Billy" Bullitt, without real secretarial rank, manages its physical affairs and Herbert Swope accompanies and guards Mr. Moley as a sort of "chaperon to a President's messenger." Meanwhile, B. M. Baruch, to the general content of most of us, "sits in" at Washington, to "sort of fill" the places of the absent Roosevelt, Hull and Moley. In these delightful days of informality we have one duly elected President, Franklin Roosevelt, and then we have another unelected one in our "First Lady" President, who is self-ordained Chief Executive for the Women. Why shouldn't we have a third one? Why not an "unofficial"

one? And why not more and more Presidents? Nothing really matters as long as the people are kept cheerful and business continues to hold its little start upwards. And this Mr. Roosevelt so far has been able to do. While he can do it, he can have as many unordained occupants of the White House as he pleases and as many foolish relatives as he can bear. No one minds the necessary informalities connected with these phenomena. But we do hope that Mr. Moley and Mr. Swope will not be too rough on the unfortunate gentlemen who are our delegates to the London conference. They surely have suffered enough.

HALF YEAR'S PROGRESS

A half year of unprecedented developments has closed and presents a situation in marked contrast to the one when it began. At the opening of the year a type of dogged optimism prevailed and a final willingness to face facts. There was no inkling of a nation-wide bank holiday. When that crisis was over a new spirit took hold of the business world as the national administration proved it was ready and willing for action and leadership.

From the low point in March, the tide of industry has turned until the gain has become fully 35 per cent., eliminating the more speculative movements. While that increase has moved industry up only to the 1920-21 low, sufficient momentum has been acquired, in the opinion of authorities, to carry operations right along.

Of even more significance than the gains in industry has been the widespread improvement in sentiment. Some doubts are naturally entertained concerning the government program and its possibilities in the way of throttling initiative and encouraging bureaucracy. There is anxiety, too, about monetary matters and the threat of price advances outrunning wages, but in the main these difficulties and hazards are receiving less consideration than plans for going ahead.

There is a growing feeling that, essentially, the present program is correct and may even lead to a true "new era" and one that has as its goal the practical abolition of poverty.

OUR LOWER BIRTH RATE

The statisticians have again been busy at figuring out the effect upon population of this country's falling birth rate. Preliminary figures for 1932 from the Census Bureau indicate that the rate is now lower than it has ever been before, below 18 for each 1,000 of population. As a consequence estimates of a population of 140,000,000 in 1940, when the next census will be taken, have been revised downward to 131,000,000 and it is believed that the deadline of population growth may be reached by 1950. The most striking effect of these changing conditions is the increasing proportion of elderly persons in the country, a tendency which has been growing more and more pronounced since 1920. We are gradually becoming an older nation in every sense of the word. The influence of this condition may not be immediately noticed, but as time goes

on it will unquestionably work a change in our point of view and demand changes in our economic system. We have hitherto acted on the principle that industry has a tremendous field of expansion open to it just in keeping up with the growth of a young and vigorous people. When our population is static, that will no longer be the case. There will be room for broad development as the standard of living continues to rise, but production will have to be geared at a different tempo when industry can no longer count upon a steady increase of consumers merely through the natural operation of a birth rate which is in excess of the death rate.

DRY GOODS CONDITIONS

Further slackening in retail trade was reported last week, continuing the trend which appeared in the previous week. Retailers have definitely concluded that the early hot weather brought business which would normally have come just before the Fourth. There is some idea, too, that various Government economies just made effective have led to reduced purchasing here and elsewhere.

The falling off in trade makes necessary a revision of earlier estimates on June trade. In this area it is now believed that the month will show a decline of about 4 or 5 per cent. in sales under the same month last year.

Despite this setback, retailers are looking forward to an increase in sales over the second half of the year which will put the annual total ahead of that for 1932. The industrial increase, the rise in agricultural prices, the public works program and other favorable factors are counted upon to bring sizable gains after the dull Summer period.

Pre-holiday quiet was noted in the wholesale merchandise markets during the last week. Having covered on staples, retail buyers are now beginning to show real resistance to further price advances. Dry goods jobbers have practically closed down on additional operations, since they have come to believe that many of the current increases are not warranted.

Poor business closed the lone movie in a small Ohio town two years ago, and merchants saw much of their evening trade follow theatregoers to a neighboring town. Last summer they arranged with the theater owner for two free outdoor shows each week, paying him the rental for the film and a reasonable sum for exhibiting it. The plan worked, and is being improved on this year. With each purchase of a certain amount, the merchants give a movie ticket. Wednesday evenings, movie admission is five cents and a merchant's ticket; Saturday evenings, 10 cents and a ticket. Straight admission is 15 cents. The merchants bear the ticket costs and also pay the theater owner an agreed sum.

Every dog has his day, but, like men, they always want two.

Kindness wins beauty if it buys her silk and diamonds.

OUT AROUND

Things Seen and Heard on a Week End Trip

Greenville, June 29—Some of your old friends here in Greenville and doubtless thousands of others throughout the state of Michigan have been discussing the fall down of the chain store license.

We feel that you are eminently capable of expressing our sentiments in regard to the situation. Your long and faithful years of service in the vineyard of journalism and your broad experience in coping with many problems which have assailed the minds of Michigan business men will enable you, we feel sure, to analyze this matter from the standpoint of a connoisseur and handle it in a manner that would bring us extreme satisfaction. We feel confident that you will not disappoint us, as we realize fully that our powers of critical thought on this subject, if put into writing, could only make us conscious of a deep sense of humiliating disappointment. Therefore, we earnestly abjure you to lay aside for a period your routine duties and give your best effort to a timely editorial, hoping that our sincere prayers may help to engender in your mind a burst of inspiration commensurate with the subject in hand. In the meantime, may we renovate the cushion in the office chair, have our reading glasses tuned up and plan on assuming a position of perfect physical comfort with our feet parked on top of the typewriter, in anticipation of sweet moments of unalloyed pleasure, as we read in the next Tradesman your opinions of the vetoed chain store license.

I do not know what I have ever done to Mr. Clark that he should want to impair my chances of Heaven. He knows how little I like chain stores. He knows how strenuously I have striven for many years to curtail their operations. Now he wants me to say something that would surely be recorded against me Over There. I do not think it would be possible for me to ever enter heaven after acting on his suggestion, because what I would like to say would be carried to high heaven by the Reporting Angel and I am afraid the Recording Angel, as in the case of Uncle Toby, might not drop a tear on the record and blot it out forever. As a young man I was too much prone to the use of strong language when excited, but as I draw nearer the grave I follow the example of my elders in cutting out, so far as possible, animated discussions which sometimes involve the use of words not sanctioned by the lowly Carpenter of Nazareth.

I assume that Mr. Clark is aware that this situation was brought about by the daily newspapers of Michigan, which brought the necessary pressure to bear on the governor to veto the law. Unable to cope with the progress of the bill through the house and senate, the chain stores laid down on the newspapers and told them very plainly that if the bill was permitted to become a law the space occupied by the chain stores in the newspapers would be reduced one-half. This, of course, caused the newspapers to become immediately very active and they got busy in the most effective way possible.

In two respects the daily papers of the United States are a great menace

to good business principles. They are the champions of trade unionism to the extent that no article detrimental to the unions can appear in any paper that is controlled by the unions and in matters of this kind the influence of the daily papers is always paramount.

In this particular strong words are not necessary, because a plain recital of the situation at Lansing discloses that we have the weakest, most vacillating and most unreliable chief executive who has ever disgraced the annals of Michigan. So far as our present governor is concerned, he has dug his own grave politically about as effectually as it could possibly be done, because he has violated a solemn pledge he frequently made previous to election that he would not only sign a chain store bill, but use his influence to push it through the legislature. A public official who violates his word in this manner would never stand a ghost of a show to be elected a second time.

This matter is, of course, not the only mistake the governor has made since he became a candidate for chief executive and took the oath of office. In accepting \$20,000 for campaign expenses from a person of questionable character, under exceptionally questionable motives, he stamped himself as thoroughly unreliable. His appointments have mostly been very unfortunate, with only a few notable exceptions. His action in the bank closing situation has caused many to wonder as to the condition of his reasoning power. His pardon of Rich, the son of the Battle Creek millionaire, who committed a crime worse than murder, can never be reconciled with his duty in the premises until the motive behind the pardon is made known, if it ever is disclosed. He has injured every independent merchant by failing to keep the promise he made to even up the difference between the independent and the chain by giving us an equitable chain store law, but the independent can better stand the strain than the governor can endure the ignominy he has brought upon himself at the bar of public opinion.

The new National industrial recovery act—practically the last law enacted by Congress before adjournment—is going to do more to put a crimp in the chains than anything that has happened heretofore. The prohibition against unequal prices, both in buying and selling, and the reprehensible methods pursued by the chain stores will place them on a competitive basis with the independents. The new law sounds the death knell to the sale of prison made goods in stores.

The limit the Federal Government established for the return of the \$12 rebate on the oleo license matter expired last Friday. For the next year the Government will repay only \$6 for the year from June 30, 1930, to June 30, 1931. Blanks on which to make claim for the reimbursement can be obtained from the Tradesman or any of our authorized representatives. Conditions required by the Government are the same as those exacted on the \$12 return. I cannot understand why

so many merchants, comparatively speaking, neglected to make the \$12 claim until it was too late. Dozens of applications for blanks came to the Tradesman the day the time expired and the day thereafter.

The famous Getz farm near Holland is finer than ever this season. The animals are all in good condition and their surroundings could not possibly be improved. The flowers and gardens were never more attractive than now. The establishment of a nominal charge for admittance has done away with the crowded condition frequently in evidence under the old system of free admittance. No one can reasonably complain over being given so much to see for so small a sum as 25 cents for adults and 10 cents for children. The millions of people who have been able to visit the exhibition free in the past ought to avail themselves of the opportunity to repeat the inspection now that a small fee is charged. No man has ever done so much to contribute to the enjoyment and entertainment of Michigan people as Mr. Getz.

A few years ago the town of Blank was one of the finest trading points in Michigan. The leading business men of the place were nearly all high grade fellows who made the well being and future of their community their constant thought and effort. The merchants worked together like beavers. The churches functioned in complete harmony. Because there was no parochial school there, the local priest called at the public schools several times a week and addressed the students on subjects of current interest. The entire town seemed to be headed in the right direction and destined for a bright future.

Then an A. & P. store and later a Kroger store dropped down on the town. From that moment harmony ceased and the spirit of prosperity faltered. The leading merchant of the town—a hardware dealer—transferred his grocery patronage to the chains. His pastor remonstrated with him, but to no effect. Bank balances were reduced to such an extent that it hardly paid the bank to carry the meager accounts of the regular merchants. Church attendance slumped and church contributions dwindled. People stopped sending their children to college, after they completed their studies in the local high school.

In writing our subscription representative last week, I said: "We formerly had ten regular subscribers at Blank. Now we have two. See if you cannot pull our list there up to ten again." He spent three hours in the town, secured only three new orders and then wrote me as follows: "I confidently expected to secure more new subscribers in Blank, but it is not the town it once was. Kroger and A. & P. chain stores have raised havoc with the old time merchants. Blank and Blank formerly had a large trade here and took the Tradesman for years. I could not get them to try it again. Both spoke well of it, but claimed taxes and other losses have made them poor, or at least to feel poor. They told me

I would find the same situation in a neighboring town which permitted the chain stores to arrest the progress the community had previously made and block the door to success."

This is the experience which faces every town which permits chain stores to gain a foothold to such an extent that they destroy every avenue to success and impair the independence of every individual in the town. Incidentally they send the proceeds of their sales to Wall street.

Retail buying in the second 1933 quarter, giving full consideration to seasonal factors, has been more active than for any period of equal duration since early 1931. The stimulus behind this sharp and sustained improvement has been largely the growing belief by consumers generally that the deflationary phase of the economic cycle has been completed. Actual betterment in consumer buying power has been slight as yet; nevertheless, all types of retailers, those selling in the higher price brackets to the 5-to-25-cent concerns, have participated in the current movement.

Of more lasting import, moreover, is the basis now being formed in the general economic background for further material gains in retailers' unit sales and gross revenues. The higher levels of activity and prices, both actual and prospective, in many lines of industry, and of prices for farm products, point quite definitely toward steadily increasing consumer income and therefore an expanding level of actual consumer purchasing. Indications now are that primary consumption during the final half of 1933 will record somewhat better than seasonal advances, and should run some 5 to 10 per cent. ahead of a year earlier. Furthermore, such gains in buying apparently will be made on advancing retail prices; thus, gains in gross revenues should prove materially sharper, especially in the fall and Christmas seasonal buying peaks.

Retail operating expenses now are at the lowest levels of the depression. In fact, in some quarters rental reductions still are being obtained, while no marked advances in wage scales or wage totals are anticipated for the final half of this year. Moreover abnormal inventory markdowns are entirely eliminated, and some organizations stand to profit over the medium term from appreciation of inventories.

The improvement of full year 1933 profits over 1932 results will be restricted to some extent by the inclusion of the generally poor returns recorded in the initial quarter. In some instances, the small returns of this period will cause first half year profit totals to run below the results of a year earlier. Nevertheless, inasmuch as the final half of the year normally accounts for more than 60 per cent. of annual retail sales, it appears probable that full year 1933 profits in the variety chain store division will show gains ranging up to 40 per cent. over those of 1932, while most strongly situated depart-

(Continued on page 23)

FINANCIAL

How Public is Protected in Buying Securities

How does the Government protect the buyer of securities?

Since Colonial days the average citizen has had to depend on the statements of the seller when he invested his savings in American enterprises.

It was to correct this situation that the "truth in securities bill" was passed by the emergency Congress. It applies to issues sold through interstate commerce.

What is the Government doing for the citizen under this law?

When the legislation was signed, May 27, by President Roosevelt, the Federal Trade Commission was designated to administer it. Some of its provisions became effective at once.

Under Section 12(2) the seller is responsible to the buyer of securities both for untrue statements of fact and for omissions which are misleading. In turn, the buyer has the right to sue the seller for the purchase price, with interest, less any income received from the security. If the buyer has disposed of the security, he can claim damages from the seller.

Section 17 also is in operation and makes it unlawful to use any means of interstate commerce, directly or indirectly, to attempt to defraud a buyer or to publish a description of a security for a consideration without disclosing that it was done for a stipulated amount.

Both of these sections apply to issues which are outstanding as well as to new issues which will come under the registration feature of the law.

For all practical purposes, the registration provisions become operative 60 days after May 27, the date the law was enacted. The Commission now is drawing up rules to cover the registration of securities. It is through the registration clause that the buyer will receive the greatest protection.

The business enterprise will be required to submit to the Commission detailed information as to the operation and conduct of its business. Thus the investor will be able to inform himself of the condition of the business and the purpose for which the income from sale of the securities will be used. He will be able to learn details of the corporate structure, personal set-up, finances, and properties of the concern.

The security issue may go on sale after a waiting period of 20 days following registration, unless, in the meantime, the Commission stops the effectiveness of the registration statement because of its incompleteness or inaccuracy.

However, even after the registration becomes effective, the Commission may make an inquiry to determine the accuracy of the statements, if it believes that they are untrue. After holding a hearing, the Commission has power to issue a stop order and prevent further distribution of the security.

The new law does not authorize the Commission to pass upon the value or soundness of any security. It still will be possible to issue speculative paper and the public will be free to buy. The Commission's job is to see that the

public is given a true picture of the security and what is behind its sale.

State security commissions retain jurisdiction as before, within their borders, and the new Federal law is expected to be of substantial help to them.

Prospectuses used in the sale of any security which purport to give a description of the issue, must include a good portion of the information required in registration statements.

Charles H. March,
Chairman Federal Trade Commission.
[Copyright, 1933, United States News]

What Is "Planned Economy"?

Our much-vaunted "planned economy" seems to be proving in actual practice to be nothing more than a scheme to raise wages and shorten working hours. It thus seems to most intelligent students of the situation to be cut from the same cloth from which came President Hoover's ill-fated 1930 request that industry and trade pretend that no depression was at hand and continue wages and employment unimpaired.

The new Roosevelt program, however, appears more fraught with hazard than its prototype, simply because it has taken on a positive quality as compared with the negative nature of the earlier plan and by reason of the fact that the Government no longer "requests" but "directs."

It is undeniably true that wage earners have been on occasion subjected to sundry abuses during the last year or two. This fact, however, hardly warrants us in placing American industry at the mercy of racket-ridden American labor unions. Our experiences in the railroad industry ought to put us on notice what to expect in such circumstances, even from the "aristocracy of labor."

It is true, of course, that industry seems to have wrung from the officials a general approval of agreements not to sell below cost. A great many American producers, of course, do not know what their costs of production are and, for that matter, no man can do better at best than make a rough guess as to the cost of producing a wide variety of individual articles of commerce. It may, therefore, prove possible to "pad" costs considerably for use in fixing minimum sales prices.

But even assuming that industry can manage by devious means to raise selling prices to correspond to higher costs established in the open, what net gain will have been effected by the whole process? If this is "planned economy," most of the planning must have been done in the offices of the American Federation of Labor. Certainly the day-dreaming theorists who coined the term had something quite different in mind, and the public has hardly supposed that the words were to be used "as a trap for fools."

"Planned economy" or any other new order can succeed, if it can succeed at all, by proving itself more efficient in the production and distribution of goods and not by imitating "laissez faire" in pretending that there is nothing amiss with industry and trade except a lack of collective will to proceed vigorously and generously.

[Copyrighted, 1933]

Our Prosperity in Europe

Private cables from European centers assert that press reports appearing there concerning business improvement in this country are making an observable impression upon the public mind. Such press statements are said at times to be exaggerated and usually to attribute better times here almost entirely to inflation plans sponsored by the Government and our action in suspending the gold standard.

One result, so it is said, is a slowly rising tide of popular sentiment in Europe for general abandonment of gold and universal inflation. According to such advices, now beginning to be corroborated in a measure at least by London dispatches, this feeling "aback home" is weakening the opposition to the American plea for world-wide tinkering with currencies and for sundry other governmental efforts to raise prices.

So it happens that seasoned observers in the financial district have during the last few days been inclined for the first time to take serious thought of the possibility that a substantial measure of success ultimately may attend our efforts to persuade the rest of the world to join us in another prolonged financial debauch, and this despite the fact that most of the other countries are supposed to have learned by experience, at least for a generation, the illusory nature of the "benefits" of such madness.

Certainly the utmost uncertainty still enshrouds the future policies of the leading foreign countries. Of course the strength of foreign currencies during the last day or two hardly suggest universal inflation. Yet the fact remains that calm-minded students of the situation today are according to the United States—with aid of the redoubtable Mr. Keynes—a slowly growing chance of realizing its desire in these matters.

It may be, of course, that the American Government is operating under the spell of an ignorance unaware of its daring. It is in any case assuming responsibilities fairly fantastic in their dimensions. The intelligent man of affairs can only hope that France and

the others will cling as sturdily to the lesson of their experience as we persistently flout the unanimous teachings of economic history. Such a course may lead to a "failure" of the World Conference; any other would bring universal disaster.

[Copyrighted, 1933]

Analysis of any security furnished upon request.



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343 Michigan Trust Building
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GOOD MAN GONE

William J. Clarke, President Emmet County State Bank

William J. Clark, Sr., President of the Emmet County State bank of Harbor Springs and one of the city's most influential citizens, died Thursday afternoon after several months' illness.

Death came unexpectedly, as he was able to sit up in a chair and converse with the family the last evening.

He was 78 years of age and had been in business there for more than 50 years. He was at one time landlord of the Wequetonsing hotel. For 28 years he had been the head of the banking institution in which his two sons, James and William, Jr., are employed.

He leaves besides the widow and the two sons, a daughter, Edith and two grandchildren, James, Jr., and Katherine Clark.

He was a member of Harbor Springs lodge, F. and A. M., and of Petoskey chapter and commandery, under whose auspices the funeral was held.

Rare is the man who has no commendable traits, although they be but few. All are human, all have weaknesses, but what the world is looking for is he who has the fewest weaknesses, who seeks to overcome them cultivate and bring into prominence the nobler qualities of his nature. He who does this is a credit to himself, to the community in which he lives and to the country which includes him in its roll of better citizenry.

Success spoils the small man. It inspires him to attach too much importance to himself and to shroud his genial disposition, provided he has such. The truly great man is always humble, always charitable, always companionable. When he gets away from these traits he gets away from greatness regardless of the fact that he may be called great. The small man knows down in his heart that he is assuming, that he has attained a reputation that does not rightfully belong to him. He who gives freely to his friends and to humanity the best that is in him, without seeking to convey the impression that they are his debtors, has a personality that by the thoughtful must always be admired.

One of the men who illustrated the above assertions, who aimed to bring to the surface his better nature, was Wm. J. Clarke. He was so companionable and unassuming that his acquaintance was sought by every business man in Northern Michigan. He was so respected and trusted at home that he held many offices in the gift of the people. His judgment was almost unerring and his advice was sought by those who seek investments along certain lines in the upper portion of the Lower Peninsula. Such a man helped others to build character, as his was an example that was sure to be imitated. With a mind surcharged with ideas seeking to escape, he was an interesting conversationalist, putting vigor and good nature into his speech. He would not be mistaken for an ordinary person; an air and appearance about him stamped him as a man of large affairs. Good nature was in him a noticeable characteristic. While not given to what ordinarily would be

termed joking, nuggets of wit, apparently unreached for, dropped from the tip of his tongue. He had a large fund of cheerfulness and seriousness—a combination rarely found.

William J. Clarke was born in Londonderry, North Ireland, Feb. 5, 1855, his parentage being a mixture of Scotch and Irish. His father was a school inspector and William had the benefit of excellent schooling, including a knowledge of several modern languages, so far as high school training goes. His father's original intention was to educate him for a profession, but at the age of 16 he was bound out to a four years' apprenticeship to learn the grocery business in the establishment of James McKay, of Lisburn. For three months he took up his work in the back end of the store, after which time

ten miles between Petoskey and Harbor Springs. The next season he conducted the Wequetonsing Hotel, giving such good satisfaction that he was engaged for two subsequent seasons. In the fall of 1880 he opened a grocery and crockery store at Harbor Springs under the style of Clarke & Thompson, his partner being J. L. Thompson. A year later he purchased the interest of his partner and in 1889 he added lines of clothing and furnishing goods, occupying a double store building, 44 x 70 feet in dimensions. In 1896 he erected a brick block with 81 feet frontage and 217 feet depth, with 102 feet frontage on the water, in which he conducted his business until the spring of 1905, when he sold his grocery stock. The following December he disposed of his stock of clothing. On Dec. 1,

Mr. Clarke was married in 1875 to Miss Christiana Turner, of Paisley, Ont., and is the father of three children—T. J. Clarke, who received his education at Big Rapids and Kalamazoo; Edith M. Clarke, who graduated from the Kalamazoo Female Seminary in 1903; and W.J. Clarke, Jr., who graduated from the German and Latin courses of the Harbor Springs high school in 1907.

Mr. Clarke was a member of the Masonic fraternity as far as the Commandery and also owed allegiance to the Eastern Star. He was an attendant at the local Presbyterian church and served that organization in the capacity of trustee, having assisted in the organization of the first Presbyterian society formed in Emmet county.

In addition to his banking business, to which he gave his undivided attention, he was quite largely interested in the Thomas Foreman Co., of Detroit. He was a large holder of hardwood timber and farm lands and was very generally regarded as one of the best posted men in Northern Michigan on mercantile, timber land, farm land and financial matters.

Mr. Clarke's remarkable success furnishes an excellent example of the manner in which a man can start with small means and achieve success by rugged honesty, persistent effort and knowing himself and his business.

In reviewing his career recently he remarked: "Many merchants located at Harbor Springs while I was in trade there, with the avowed determination of putting me out of business. I never bothered to enquire how much money they had. All I did was to enquire what amount of experience they had had in the mercantile business. If I found they had never learned the trade as I had done back in Ireland, I never gave the matter of competition a thought or lost any sleep over the matter.

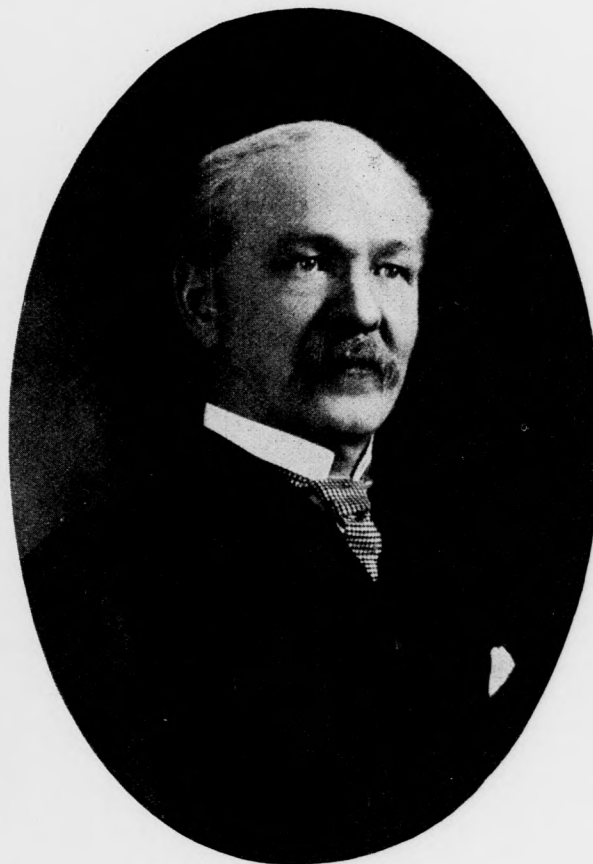
Mr. Clarke was one of the outstanding men of Northern Michigan, taking rank with such men as Perry Hannah, Godfrey VonPlaten and others who have won distinction in their different fields of action.

Mr. Clarke, when a young man, aspired to be a lawyer, but limited educational opportunities precluded the realization of his ambition in this regard. If he had been able to do so I think there is no question but that he would have been made a judge because his mind had a decided judicial trend. He was impartial in his judgments and fair and liberal in all his conclusions. No one ever heard him say an unpleasant thing about a competitor or a rival. The soul of honor himself, he saw the good in others and charitably overlooked the bad.

One of Mr. Clarke's most pronounced characteristics was his loyalty to his old friends. No matter how low they might have sunk he never forgot them; he stayed by them to the end. This, perhaps, explains why he had so many warm personal friends, and to this quality is probably due the fact that a man who was once his friend was his friend forever.

Only those who were his warmest friends had any idea of the vast number of those he helped—a situation seen

(Continued on page 23)



The Late William J. Clarke

he was promoted to doing up packages and later on, was permitted to wait on customers. For such service he received his board, being compelled to buy his own clothes and pay his own laundry bills for the privilege of obtaining the instruction given him. He left the store the day his time was out, coming across the Atlantic to Paisley, Ont., where his brother was engaged in the manufacture of furniture. He formed a copartnership with his brother under the style of Clarke Bros., which continued five years, when he withdrew and went to Harbor Springs. He started for Manitoba, but turned back at Duluth to visit his brother-in-law in Harbor Springs for several weeks in the summer of 1876. In the fall of that year he took a contract to open the State road from Harbor Springs to Page and set telegraph poles for the

1905, he purchased the business of G. B. Martin, then conducting the bank in the corner store of Mr. Clarke's building, and organized a bank under the style of the Emmet County State Bank, which is now officered as follows:

President—Wm. J. Clarke.

First Vice-President—T. J. Clarke.

Cashier—Wm. J. Clarke, Jr.

Under the management of these gentlemen, the bank has prospered greatly, being regarded as one of the strongest and best managed institutions of the kind in the country. About five years ago the bank assumed trust company powers, so it could act as guardian, trustee, executor, administrator and assignee. The bank has played a prominent part in the development of Harbor Springs and Emmet county.

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Paul Schmidt, Lansing.
First Vice-President—Theodore J. Bathke, Petoskey.
Second Vice-President—Rudolf Eckert, Flint.

Secretary—Elton W. Viets, Lansing.
Treasurer—O. H. Bailey, Sr., Lansing.
Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; A. A. Boyce, Bay City; Vincent A. Miklas, Manistee; Ward Newman, Pontiac.

Economic Law Again Abrogated?

I have just listened to a young lawyer deliver an "exposition" of what the Industrial Recovery act will accomplish. Among other things he said the law of supply and demand is now set aside. I am reminded thereby of a member of the British parliament who, speaking about 100 years ago, said: "I wish I were as sure of anything as Tom Macaulay is of everything."

I recall, too, that along in 1892, when we were verging on the panic of 1893, a local editor likewise set aside that law and said prices and wages depended not on supply and demand, but on the cost of living. I do not recall that he indicated an American standard of living. He may have had that in mind. Alexander Findlay, old time grocer, wrote a little jingle of several verses anent that assertion of which the first lines were thusly:

Demand and supply no longer obtain
As a factor of value in labor's domain.
It all now depends on how much you eat
(With a trifle thrown in to offset the
deadbeat).

During the intervening forty years supply and demand seem to have remained in business at the old stand and my reading of the future—dangerous business, I realize—is that we shall find them holding their own hereafter as in the past. Anyway, we better plan that way until we see the old firm close up and depart.

One reliable bulwark remains to the grocer now, even as it persisted in 1893. That is accurate knowledge of his own business, ability to sense arithmetical teachings and hard wisdom to cleave to sound fundamentals. I incline to believe that readers of these lines may belong among these. The non-readers are the boys who are due to fade out of the picture.

We are told that sales below cost are to be prohibited—by law and government dicta if not accomplished by the trade. Just what does that mean? Well, for one thing, I think it will absolutely do away with the purchase of canned tomato juice for 55c per dozen and the sale of it for 5c per can. That is one example that will cover hundreds of similar bits of pure business folly.

Then what? Nothing in the law so far as I can see it will compel consumers to drink more tomato juice, so when the price is raised consumers are apt to trade with grocers who have something besides price to offer. Assuming this one article as typical of the whole, the next step is that substandard grocers, of whom it is recognized there are many tens of thousands, will be unable to make ends meet.

I incline to believe that those grocers, at least, will not then regard this elimination of go-as-you-please so fa-

vorably as they now think they regard it. But the reduction of numbers in grocer ranks by the elimination of the unfit will be a benefit incalculable to the trade. That, therefore, promises to be one of the blessings of this new regulation; and it will come about, too, not by the abolishment of Supply and Demand but by the continued working thereof in its institutional way.

Which leads to another thought; that we here have an instance like that of sauerkraut juice. You recall that kraut juice was pretty popular a few years ago. It was backed by a national advertising campaign wherein its medicinal-vitamin virtues were highly extolled and, if I mistake not, medical authorities were quoted on its peculiar merits. It went over like hot cakes. Grocers sold it by the quart as a staple article.

Where is it now? Wholesale distributors report that "you can't give it away." And the failure resulted from flooding the market with trash—stuff so sub-standard that consumers were plain nauseated. I myself had one such experience. No more kraut juice for me after that. Thus because some packers—probably a small minority—grasped for the quick dollar, regardless of permanence in demand, this promising new health beverage was killed.

It's easy to say quality. Quality is a short word, familiar in its sound, not difficult of articulation, well understood by almost anybody—except by vast numbers who use it as a sales promoter. But to insure good quality—and let it be remembered that quality can be bad as well as good—takes first, honest intention and, second, keen judgment. Eternal vigilance is not more important in war than in business. Only the comparative few who grasp this truth attain security and permanence in business.

Meantime, food merchants who have not been tempted from the straight and narrow path of genuine service through honest goods are distributing tomato juice in satisfactory volume this year. I think it absolutely sure that men of that calibre will survive whatever regulations may emanate from Washington under the new law. For such always has been the case and no indication—except the young lawyer's quoted assertion—leads me to think such will not be the case hereafter. But let us note that it is the genuinely strong merchant—seldom the vociferous one—who survives.

Wise merchants will therefore pay concentrated attention to the insides of their own stores. They will resist temptation to buy low at the risk of impairment of grade. And those of them who have reflected on the philosophy of business realize that there is no greater fallacy than the idea that it is easier to sell low grade than high grade merchandise. For the very reverse is true.

A few weeks ago I questioned whether it was possible permanently to run a retail grocery business on 9 per cent. margin. I hinted that perhaps the sub-tenant feature of the Big Bear Market of Newark, New Jersey, might furnish profits not furnished by merchandise.

Now there is news of internal dissensions in the management and ownership of that institution which perhaps indicates that another attempt to make five out of two plus two has gone wrong.

As usual in times of depression many grocers are going cash these days. Those who are moved to do this may well consider some factors, outlined by a Detroit merchant.

If your business now runs fifty fifty, to go strictly cash insures you retention of just half your present volume. To add to that volume on a cash basis, you must furnish inducement to strangers to trade with you; and that means reduction in margin. Such reduction can not be applied only to the goods offered to newcomers. Therefore, there will be shrinkage in what your cash sales pay you now.

There may be perplexities in the credit business. I know of no business that is free from such elements. But for one thing, telephone trade from credit buyers is mighty helpful—especially now that the depression is passing—is go slow.

Paul Findlay.

Simple Cooking Favored by English House of Lords

"Eating like a lord" has for ages signified the best cuisine money could buy, but a review of the catering for the house of lords has brought to light the simple tastes of peers. The most popular order in the refreshment department of the house of lords is "sausages and mashed," the same thing that appears on every working man's table several times a week. Next in popularity is "cottage pie," and for dessert plum tart has no rivals, we are advised by the Institute of American Meat Packers.

Peers prefer plain living, but some of them have certain idiosyncrasies. Two noble lords, for example, always sit at dinner with their hats on and are quite unconcerned about it. As for teas, the lords want to be served in the old fashioned way with plenty of cherry cake and Bath buns, no cream buns or sticky chocolate confections. And the tea must be strong, made with water that has just come to the boil, and in the latter case those who know will agree with them.

King George dined recently in the house of lords and it was the first time a king has done so in 400 years. The last royal guest was Henry VIII. King George's favorite dish, saddle of mutton, was served, and his favorite flowers, Malmaison carnations, were used as table decoration. The prince of Wales is like his father in his appreciation of good, plain English fare. And for wines, "drinking like a lord" more often than not means barley water!

There are two kinds of officers—those criticized for shooting too quickly and the kind survived by a widow and two children.

The only man who can afford to gamble is the one who has nothing to lose.

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TOMATO JUICE
TOMATO JUICE COCKTAIL
and other foods

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LILY WHITE FLOUR

"The flour the best cooks use"

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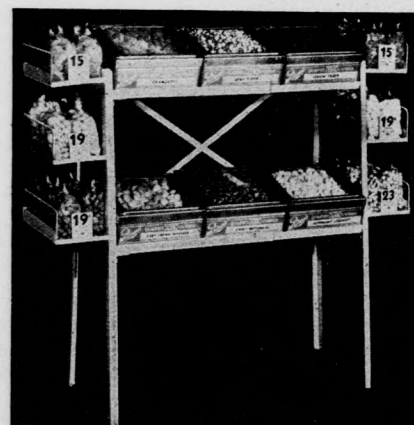
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With Each
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Way to Sell
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20 Varieties of
Fast Selling
Items to Select
From

Average Weight
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Will be Glad to
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Details of This
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MEAT DEALER

Making Good Meat Stock Valuable Adjunct to Housewife

The good cook always appreciates the flavor and richness which meat stock adds to many a dish. Stock affords an excellent way of practising thrift in the utilization of bits of meat, vegetables, and bone which are not suited for other purposes.

Start with plenty of cold water to draw out the meat juices, add either bone and meat bought for the purpose, or parts trimmed from some cuts as a rump roast, shank pot roast, or rolled brisket. Always ask the meat dealer to send all the trimmings with the meat order. Use those cuts rich in meat juices, such as shank, neck, oxtail, head, and trimmings, if meat is bought especially for the stock. The best fat to use is bone marrow.

Except when light stock is desired for clear soup or aspic, some seared or brown meat is needed to give the brown color and rich flavor to it. Left-over pieces of steak, chops, or roasts serve the purpose, but if none is on hand cut up and sear part of the fresh meat in some of the bone marrow. Always throw into the stock pot bones left from ham, roasts, or other meat.

Almost any vegetable can be added to flavor the stock except perhaps the starchy ones. Never use the choicest part of the vegetables, for they can be served in some other way. The parts which too often find their way to the garbage cans should be well cleaned and added to the stock, namely, the outer leaves of celery, the celery tops and roots, the coarser outer leaves of the onion, and wilted parsley. Waters in which vegetables have been cooked, except possibly from such as beets and sweet potatoes, should always, when available, be used.

One soon learns to recognize the amount and proportions of various ingredients needed. For the person just beginning the art of stock making, a few definite directions to follow at first may be helpful. The Institute of American Meat Packers supplies them.

To each pound of meat and bone allow one quart of water. When left-over meats are used the proportion of water used should be reduced to one and one-half pints to one pound of meat and bone.

Cut the meat into small pieces. Have the bone sawed at the shop if necessary when buying.

Allow meat and bone to stand in cold water at least one-half hour before starting to cook.

Heat the stock slowly and simmer under the boiling temperature for several hours, never less than five or six. Keep well covered.

Add vegetables and seasonings an hour or so before the stock has finished cooking, using the kinds and proportions desired. The vegetables should be cut into small cubes or strips.

To each quart of stock add one teaspoon of salt, a sprig of parsley, a teaspoon of mixed herbs and other seasonings as desired, bay leaf, peppercorns, cloves, mace, etc.

When done strain the stock, cover and set aside in a cold place. If kept

for some time the stock may be reheated to avoid spoilage.

Every day will bring forth different uses for the stock. To mention but a few, there are the vegetable or cream soups, purees, sauces, gravies, casserole dishes, meat loaf, croquettes and other made meat dishes.

Sunday Night Supper Can Be Pleasing Meal

The Sunday night supper offers a fine opportunity for using unusual foods. Many hostesses have acquired the habit of serving the same dishes over and over again, so that something a little new has especial charm, both to the guest and the hostess.

The menu should be planned a day or two ahead, so that everything needed can be included on the Saturday market list. It is well, also, to have on hand on the emergency shelf some of the staples which can be used if unexpected guests arrive. Canned meats, bacon, fish, fruit, vegetables, and milk, cheese, crackers, and wafers are easily kept in store, not to mention jelly, marmalade, olives and relishes.

To help in planning menus, keep in a recipe book or with a card file a number of menus and recipes which have been found particularly appealing to the family and guests.

The menu may be extremely simple or more elaborate, depending upon the type of service, number of guests, and the assistance the hostess has for the preparation and serving of the food.

It is best to have some part of the meal served hot, often the main dish or foods served as accompaniments to the main dish. The dishes chosen may be such as can be prepared wholly or in part Saturday or Sunday morning.

A number of very attractive combinations are suggested here, to be varied to suit the season, locality and other condition. A chafing dish or electric grill for cooking in the dining room adds to the festivity.

Creamed sweetbreads in timbale shells.

Ham souffle, buttered peas, candied sweet potatoes.

Creamed lamb in patty shells with mint jelly.

Escalloped oysters in ramekins, brown bread sandwiches.

Creamed chicken over toasted halves of biscuits.

Chop suey, American style, boiled or steamed rice.

Cold sliced beef loaf, hot mashed potato balls.

Cold sliced meat and corn oysters.

Jellied tongue, escalloped potatoes with pimentos.

Cheese and bacon sandwich with sliced tomatoes.

Minced meat sandwich, molded spinach salad.

Corned beef salad, potato chips.

Lobster salad, rye bread sandwiches.

Each of these dishes should be served with appropriate garnishes, relishes, bread or rolls, and additional vegetables, if desired.

The dog is closest to man. He is the only other animal that fights when the boss says: "Sic 'em."

The campaign against duplications should also be called to the attention of the stork.



MONARCH

250 - Finer Foods - 250

Each -- Unexcelled in quality
All -- Moderately priced
None -- Ever sold in Chain Stores

50,000 Independent Grocers feature Monarch Finer Foods. Many of them profit by the use of the Monarch Display— "See it in glass — buy it in tin." Plans free.

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People who eat Fleischmann's Yeast for health buy it regularly and faithfully — three cakes a day.

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FLEISCHMANN'S YEAST

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HARDWARE

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

Midsummer Hints for the Hardware Dealer

It is important to push the sale of seasonable goods while the season is still young. If hot weather lines, for instance, are to be sold at regular prices, such sales will be made early. Later, it will be necessary to trim prices to some extent to move the goods at all.

The reason for this is quite simple. Take a refrigerator, for example. The housewife realizes that she needs a refrigerator, possibly to replace the old-fashioned "ice box." But by the end of July she puts the case somewhat like this:

"Why, now the hot weather is more than half over. We may have an early fall. We've got along in some fashion without a refrigerator. Instead of putting the money into one now, we'll get along with the old ice-box and buy the new refrigerator next spring."

That expresses the mental attitude of a great many prospects. Hence, it pays the dealer to get after sales early in the season, at the time when the customer will get a full season's service out of the article.

In selling some of the larger hot weather lines, the offer of a free trial is often helpful in clinching a sale. Suppose a customer is interested in a new lawnmower. That means, evidently, that his old mover isn't satisfactory; for a lawn mower is an article that a man doesn't replace till he positively has to. Yet he hesitates to buy the new one. One dealer in such a case says:

"Let's forget all about buying and selling. We'll deliver this new mower. You cut part of your lawn with the old mower and the rest with the new one. If you don't want this mower after such a trial, just 'phone us and we'll get it, and it won't cost you a cent."

A friend who heard the dealer make this proposition commented:

"You can't afford to do that. Once a mower's been used, it's second hand. I wouldn't want to pay full price for it then."

"I've never had one come back," he said. "There's no argument so convincing as to let the prospect use and compare the old article and the new one."

A dealer who handles gas and electric ranges adopts a similar formula. If a prospect is interested in a range, the dealer gives very little time to selling talk. Instead, he says:

"The best way is to let us set this range up and connect it for you. Try it a week. See how you like it. If you don't want it after a fair trial, we'll take it right out."

Very few ranges put in on that basis ever come out.

One dealer for this purpose uses a "demonstration gas range." It is second hand; has been in use for years, is not as up to date as the one he is trying to sell. He says to the prospect: "You want to see, not what this

range will do the first few weeks when it's new, but how it will act after it's been in use for years. That way, you give it a severe, critical, common-sense test. If this old range measures up, you know it is perfectly safe to buy the new range."

Most dealers, however, prefer to put in the new article on trial. For one thing, it saves a double installation job. For another, the psychological effect of the new article is considerable.

Such demonstrations should be featured early in the season. A little later will come the mid-summer sale, when it will be desirable to clear out the odds and ends of hot-weather lines. In this, free trials and demonstrations will still be helpful.

Timely lines should be given liberal display and plenty of advertising space, and should be featured inside the store.

Electrical specialties can be successfully featured as hot weather lines. On an extremely hot day an electric fan makes a striking adjunct to a window display. Have the fan connected and running. Have one or two good-sized fans running inside the store, so that everyone who enters can feel the cool breeze. In your window and interior display, use striking showcards to emphasize the fact that these fans are inexpensive to purchase and operate.

Hammocks, lawn seats, hose and similar lines can also be pushed at this time. For a window display, one dealer set up a hammock, with a fully-dressed "dummy" borrowed from a local clothing store. With the aid of a pillow and a newspaper, the occupant of the hammock was made to appear as though he had been reading and had laid aside his paper for a few minutes' nap. A show card suggested in a few words the comfort obtained in hot weather from a hammock.

In July the merchant should make a strong effort to capture his share of the camper and tourist trade.

Practically all the equipment for camping can be secured from the hardware store; and it will pay the hardware dealer to cater to this trade. A camping window is a good feature to run early in July. Such a display might include a tent, an imitation camp fire with tripod and pot, some camp enamelware, fishing rods, picnic baskets, thermos bottles, etc. The display should be made as comprehensive as possible, to appeal, not merely to new campers, but to old campers who may need to add some item to their equipment.

It is a good stunt to have a prospect list of local people who usually go to summer cottages, go camping or make motor tours; and to send to these people circular letters with suggestions as to desirable articles to take. Such circular letters can be backed up by personal canvassing where the opportunity occurs. Indeed, personal contact is very helpful in getting this class of business. Incidentally, too, it pays to know the sort of problems the camper and tourist and cottager are apt to meet, so that you will be in a position to furnish sound and practical advice.

In July, you should be planning for your own holiday. The year has been

a strenuous one; and the average business man is apt to feel that he can't afford a holiday, and must stick close to business. But, while the elaborate holidays and long trips of other years may not be possible, it will pay the dealer to get away for a little time and experience a change. Get away from your business; and get the business away from you.

Victor Lauriston.

Wood Carving as Home Industry

Thousands of men and women are looking around for ideas and suggestions in regard to how to make a living. From the four corners of the earth the National Committee on Wood Utilization has gathered information in regard to articles that may be made by the average person handy with tools. The best of these ideas have been incorporated in a series of booklets under the title of "You Can Make It" series.

The present machine age has not developed the average operator's ingenuity or resourcefulness. This accounts to some extent for the large number of unemployed. Unquestionably one of the surest methods of combating present and future unemployment lies in stimulating small industrial plants catering to the special requirements of the consumers.

This has been the experience of every country where the unemployment problem has been successfully solved. We have in this country reached a high degree of efficiency in mass production methods; but we have on the other hand been somewhat negligent in developing the small specialized industries and have perhaps not paid sufficient attention to the education of young men and women in craftsmanship.

The success of small industries largely depends on two factors: First, the ascertaining of the consumers' demand and the preparation of suitable designs to cater to this demand, and, secondly, efficient marketing of these products. The average unemployed person is usually incapable of either, so he can only be depended on to execute the article. He must look elsewhere for ideas, design and efficient marketing methods.

There are at present many hundreds of unemployed wood carvers in the United States formerly employed in furniture and woodworking factories. If these wood carvers could be given proper designs and ideas covering articles for which a discriminating public would be willing to pay a reasonable price, these wood carvers would be continuously employed. On the other hand, the marketing of these products is perhaps the main stumbling block as it would obviously not pay the individual operator to market his own products in a majority of instances.

In view of the hundreds of millions of dollars expended for unemployment relief, would it not be a good idea to

establish a central organization that could investigate the markets and supply artistic design of such articles as may be made by small industries? Such an organization could undoubtedly also stimulate the establishment of co-operative marketing organizations, arrange for the purchase of raw materials for joint accounts and in other ways assist the small industrial and home operators. Without some such assistance small industries and notably home industries will not succeed.

There are many opportunities for the making of articles in the home furnishing line, certain types of artistically executed building materials, garden equipment, picture frames, personal adornments, and many articles of a like nature where skill and craftsmanship play an important part.

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Making Hard Wooden Chairs More Comfortable

Hard wooden seats are uncomfortable to sit on for any length of time, and tend to make clothing shiny in the back. Of this type are the straight, simple, varnished or painted chairs used in the dining-room or the breakfast nook, in the kitchen, on the porch, at the sewing-machine or desk, around the card or puzzle table, or in other corners of the house where an extra chair is used.

In some rooms such chairs seem a little plain and uninteresting as they are. But given some seat and back pads in a gay printed fabric that harmonizes with the other furnishings of the room this effect can be relieved, says the United States Bureau of Home Economics.

Straight chairs are made with seats at an average sitting level above the floor and only a thin pad can be used on them. Thick pads raise the height of the seat too much and make the chairs uncomfortable to sit on. The Bureau of Home Economics has worked out a simple arrangement of detachable pads with covers that may be easily laundered.

A Business Man's Philosophy

When a panhandler asks me for five cents for a cup of coffee, I sometimes am tempted to suggest that he spend the nickel for something more substantial.

I realize, however, that the "cup of coffee" is just a trade name used in begging. The panhandler may really want the money for bread, cigarettes or a shot of whiskey.

I can sympathize with any of these wants. The warmth, companionship, and friendliness that go with a cup of coffee in a cheap restaurant may help to sustain a man's courage more than a loaf of bread or a bushel of potatoes.

Men don't live by bread alone—an observation that is just as true of cold and hungry beggars as of any one else.

So I pass out my small offerings without strings or lectures.

William Feather.

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. Mühlethaler,
 Harbor Beach.
 Second Vice-President—Henry McCormack,
 Ithaca.
 Secretary—Clare R. Sperry,
 Port Huron.
 Manager—Jason E. Hammond, Lansing.

Right of Merchant To Eject Person From Store

As a general proposition of law, where a person operates a retail store he impliedly invites the public to enter. In other words, the public in general has a license to enter a place of business for all lawful reasons. However, this license is not unqualified, and a merchant has the right to revoke it at any time as to any individual, and if the unwelcome person refuses to leave the merchant may eject him if this becomes necessary.

Under the above rule, the law gives a merchant the right to use force in ejecting an unwelcome visitor, providing he does not use more force than is necessary to accomplish the expulsion. By the same token, the question of whether or not more force has been used than was necessary will usually be one of fact, and if found against a merchant may render him liable in damages.

From the foregoing it is clear that each case of this kind must necessarily be decided in the light of its particular facts which preclude the statement of a hard and fast rule that would apply in all cases. However, as an example of judicial reasoning on this point, the following case may prove of interest, as tending to show how the courts view cases of this kind.

In this case the defendant was engaged in operating a retail store, and the plaintiff purchased articles from him from time to time. The plaintiff was, it appears, a hard person to please and frequently complained about the service and quality of articles, until the defendant reached a point where he did not care whether he retained the plaintiff's trade or not.

Upon a certain day, the plaintiff placed an order with the defendant for an article, which was duly delivered. The plaintiff was dissatisfied with the article and telephoned her complaint to the defendant. The latter thereupon told the plaintiff to send the article back and get a refund, and he added that her trade was no longer desired.

The plaintiff took offense at this, and instead of returning her purchase through defendant's delivery service, brought it to the store herself. Upon her arrival, she immediately engaged in an argument with the defendant. The latter requested her to leave the store, and upon her refusal he caught her by the shoulders and used some force in ejecting her.

The plaintiff thereupon brought an action for damages for assault. In this action the plaintiff contended that the defendant had unlawfully ejected her from the store, and the trial of the cause resulted in a judgment in her favor for \$200. The defendant appealed, and the higher court in reviewing the record, said:

"Before she (plaintiff) went to the store she was advised that appellants (defendant) no longer wanted her

patronage and were displeased with her complaint, and had she any desire to avoid the altercation she would have taken her money, and departed, instead of which she showed a decidedly defiant and aggressive attitude, which we think provoked what followed.

"The warning in advance that she was no longer desired as a customer was a withdrawal of the general invitation which she, in common with the public, therefore had to enter appellants' place of business, and she came on the limited invitation to receive back her money. Her own testimony shows that if she had then departed as she should have done she would have suffered nothing beyond a little rudeness and lack of consideration, which would not have been actionable.

"The law is well settled that the proprietor of a place of business to which the public is invited may request one making a disturbance to leave, and upon noncompliance may use such force as is necessary to eject the disturber. The facts here shown would have justified such ejection. The judgment reversed, with directions to dismiss the action."

The foregoing case constitutes a fair example of judicial reasoning on the right of a merchant to eject a person from his place of business. Undoubtedly he has this right where a person's trade and presence are not wanted, and if a person after request refuses to leave a reasonable amount of force may be employed in ejecting him.

However, the merchant should not lose sight of the fact that where force is used to eject a person, there will usually be some danger of an after clap in the form of a damage suit. And though the merchant wins in such suit, as in the case reviewed, its prosecution will cost him valuable time and money.

With this in mind, a merchant may well exercise great patience before resorting to force in ejecting an unwelcome person, and it should only be used as a last resort. For while, as we have seen, a merchant has some well defined rights in the matter of ejecting persons who may be offensive, such rights should be enforced with great prudence and caution if danger from after dispute and expensive litigation is to be guarded against.

Leslie Childs.

Sharp Rise Due on Fall Rugs

Reports that price increases on floor coverings shown at the Fall trade opening August 7 will be more than double the 5 per cent. originally considered were heard in the wholesale market last week. The producers are convinced that a 10 per cent. increase will be necessary to cover increased raw material costs. In some instances manufacturers are considering advancing quotations 15 per cent. above prevailing levels. As far as styles for the new season are concerned, mills are planning to follow the example of furniture manufacturers and feature modernistic, or twentieth century, patterns.

To Stress Quality in Men's Wear

That men's wear retailers intend to give greater stress to quality in their Fall offerings is indicated by the type and volume of orders being received by manufacturers. A leading producer

of very high-price goods reported last week that his orders for Fall merchandise booked to date were about double those of last year and that many retailers had signified their intention of promoting the more expensive ranges. The volume on the lower and medium price styles also continues very heavy, but it seems evident that many stores are concentrating on somewhat higher levels than they promoted for Spring.

Low-End Lamps Bought

Calls for low-end lamps and shades for immediate sale and mid-Summer promotions are exceptionally heavy in the wholesale market. Buyers report that consumer demand for lamps in the retail ranges up to \$5 has improved greatly over the last three weeks and stocks of the cheaper merchandise have been cleared. Although interest in Fall merchandise is keen, there has been little purchasing for the new season in the New York market. Many lamp buyers are now in Chicago and will not visit the New York market until

the regular trade showing of Fall goods later in the Summer.

Silk Employment Up 15.2 Per Cent

May employment in the silk industry was 48 per cent. higher than for the same month last year and 15.2 per cent. higher than April employment, the Silk Association of America, Inc., announces. Broad silk looms employment increased 17.5 per cent., narrow silk loom employment 10.9 per cent. and spinning spindle employment 11.9 per cent. during May as compared with April. Machinery operations during May increased 27.4 per cent. for broad looms, 9 per cent. for narrow looms and 5 per cent. for spinning spindles, as compared with the previous month.

Why shouldn't man alone endow his young with the ability to think? He alone leaves his young problems that require it.

Again we would like to know what became of those people who said this was to be a cold summer.

MICHIGAN BELL TELEPHONE CO.



MICHIGAN'S FINE TRANSPORTATION FACILITIES ATTRACT VISITORS

TELL out-of-state relatives and friends of Michigan's splendid highways, and of her railroad, boat and bus lines which provide economical and convenient transportation to every part of this lake-bound land. And tell them of the water-tempered climate that adds the final touch of perfection to outdoor life.

Thousands of visitors spend a great deal of money in our state each summer, creating employment for many people and adding to the prosperity of all Michigan. We can increase that business greatly if each of us will urge others to visit Michigan. We can contribute even further by spending our own vacations here.

And wherever you go, dispel worry by telephoning home and office frequently. Call friends to tell them when you will arrive. Telephone ahead for hotel reservations. Long distance rates are low.



HOTEL DEPARTMENT

Evidently Headed for Alma, Bay City and Pontiac

W. G. McKay, secretary-treasurer and newly appointed managing director of Hotel Fort Shelby, Detroit, has appointed Earl C. Schill as resident manager of that hotel, and Gerald Moore, former room clerk as assistant manager. Mr. McKay has been associated with the Fort Shelby since 1918, having been its first manager, while Mr. Schill began his hotel career at Hotel Bancroft, Saginaw, ten years ago, and has had much experience since that time, both in Detroit and Cleveland. Mr. Moore was also a Bancroft graduate, was for some time assistant manager of Hotel Tuller, Detroit, going to Chicago with Ward B. James, when that individual became general manager of Hotels Windermere, four years ago. There he was assistant manager until recently.

July 5—Frank E. Fisher, 82, prominent resort operator, historian and politician, at Glen Arbor, situated on Glen Lake, died at his home there, last week. Mr. Fisher had lived in that immediate vicinity for seventy-five years, and was well beloved by everyone he knew. Outdoor funeral services were held on picnic grounds which he had established.

It is said that Milner Hotels, Inc., which recently took over the operation of Hotel Herkimer, Grand Rapids, are planning to make further additions to their chain by annexing hotels at Lansing and Kalamazoo.

I am glad to see "Ed" Rainey installed as manager of Hotel Royal Palms, Detroit. He has had a wide experience, a vast acquaintance, and will fit in well in his new position. I wish him much success.

C. W. Holden, who resigned his position as manager of St. Clair Inn, St. Clair, some time ago has returned to his former position, which he had held from the time of its opening, several years ago.

While the larger Chicago hotels do not seem to be suffering for lack of business these days, there are a lot of others which are equipped to take care of World Fair transients and a very competent locating committee is functioning to see that nobody sleeps in the streets, as it were.

Preliminary to an election of officers by Grand Rapids Charter of Greeters, No. 22, the following names have been mentioned for the various positions: Noel Black, former secretary-treasurer, president; W. W. Carroll, Battle Creek, vice-president; D. H. Reycraft, Petoskey, Charter vice-president; R. Francisco, Grand Rapids, secretary-treasurer; Geo. A. Anderson, Traverse City, second vice-president; Albert Creed, Grand Rapids, sergeant-at-Arms, and M. H. Leweke, Grand Rapids, chairman of board of governors. Candidates for other memberships on the board are L. Barnaby, J. J. Smith, Philip Jordan and C. M. Luce.

Archie Graves, owner of Hotel Hermansville, Hermansville, has started construction on another hotel in that city, which he expects to have completed in two months. It is intended to cater to the tourist trade especially.

The H. J. Heinz Co., with an experience of sixty-four years in turning out its fifty-seven varieties, has collected and installed as its contribution to the Century of Progress exposition, at Chicago, replicas of period kitchens of leading world's nations, combined with a knowledge acquired by their representatives everywhere for the benefit of the hotel fraternity. By those who

have already viewed same, it is reported well worth much time and attention by the fraternity.

The result in California, on the submission for repeal of the eighteenth amendment, was just as I predicted. As a dying gasp two or three of the brother's keeper outfit have instituted proceedings to nullify the expressed wish of vox populi, but it will avail them nothing. Such as are opposing the march of progress will soon be number in the "also ran" contingent.

C. H. (Chet) Bliss, owner of Hotel Bryant, Flint, and its landlord for many years, has purchased Hotel Dresden, that city, formerly owned and conducted by Thos. C. Riley, now of Beverly Hills, California, and will personally operate same. Chet is an old-timer who certainly knows his stuff and you may all rest assured, from past performances, that he will be heard of much.

W. A. Scott, of Pittsburgh, and Russell Smith, of Cincinnati, have leased Presque Isle Lodge, near Alpena, from its owner, Newell Eddy, and will conduct same during the resort season.

W. J. Epley, of Vicksburg, has leased the Goodwin Hotel, at Cassopolis, from Mrs. Carrie L. Ellis, who has very successfully and satisfactorily operated it for a long period of years.

Frank L. Orcutt's experience in approaching the operation of a hotel was not so different from that of the writer's. Both of us were formerly commercial salesmen and drifted into the hotel game by mere chance or accident. When I was operating at Pentwater, Frank was selling farm wagons, heaps of them. He came to the Verbeck Tavern, and now, at this late date, confesses to me that he surreptitiously gained knowledge of the fact that my hotel experience led him to believe that a hotel was akin to a gold mine and soon after acquired the Northway Hotel, at Beulah, thereby demonstrating to his own satisfaction that there is scads of money to be made in the game. Some might claim that we were gangster pals, but we have, at least, been wonderful friends for a score of years—close neighbors during my final years of operation. Frank has accused me of many breaches of good faith. For example, he now claims that on one occasion I sent one of my permanent guests—an actor, by the way—down to Beulah, to openly criticize his activities. Of course, he was mistaken, but I forgave him years ago, and am willing to forget the incident. He has still got his hotel and maybe he was in the right after all. His two opening attractions this season were Miss Adeline Bob, of St. Louis, and the author of this page. There was no preconcertation on our part, but we soon had him guessing as to who was running the place. Frank pushed forward the claim that never, in his hotel experience, had he handled any five-cent cigars. We finally got him to acknowledge that he had never actually sold a cigar for that sum. Ed. Swett, of the Muskegon Occidental, claims that I am a real, blown-in-the-bottle mascot, and that during my stay there he had enjoyed the best business he had done in several months. Miss Bob and your humble servant will probably not reach open warfare on the subject, but we were the very first and only ones to register the first day and the very next morning the Northway served 135 for breakfast. Sorry, but my schedule is full for the balance of the season. With the exception of the Inn at Portage Point, I do not remember any hotel possessed of bathing beach advantages similar to the Northway on the Lake Michigan shore. It is practically on the beach of Crystal Lake, one of the finest inland bodies of water imaginable. It is practically surrounded by attractive foliage and floral offerings,

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IONIA AND
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Excellent Dining Room
Rooms \$1.50 and up
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Northern Michigan's finest resort hotel, equipped throughout with a protected automatic sprinkler system.

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Unexcelled Cuisine and Service
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Exceptionally Attractive Rates
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MRS. CARL C. STEINER, Manager

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CHIPPEWA**
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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

Park Place Hotel
Traverse City

Rates Reasonable—Service Superb
—Location Admirable.
GEO. ANDERSON, Mgr.
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New Hotel Elliott
STURGIS, MICH.

50 Baths 50 Running Water
European
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FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
Muskegon Michigan

Columbia Hotel
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Good Place To Tie To

HOTEL ROWE

We have a sincere
interest in wanting to
please you.

ERNEST W. NEIR
MANAGER

The

**MORTON
HOTEL**

Grand Rapids, Michigan

Just a fine modern Hotel, where the appreciation of your patronage is reflected in an effort on the part of the Hotel management and employees to make your visit as pleasant as possible.

GRAND RAPIDS'

FRIENDLY HOTEL

Philip A. Jordan, Manager



The
Pantlind Hotel

The center of Social
and Business Activities
in Grand Rapids.

Strictly modern and
fire-proof. Dining,
Cafeteria and Buffet
Lunch Rooms in connection.

750 rooms — Rates
\$2.50 and up with
bath.

and the guests have a standing invitation to help themselves to anything in sight. The same may be said of the dining room, if the guests are successful in the thrice-daily "stampede." Rooms, airy and comfortable, equipped with modern conveniences and the lounging rooms are especially attractive in their comfortable as well as artistic equipment. Surrounded by commodious porches, either facing the lake or a cozy little village park, the latter much appreciated by the children, the Northway offers a combination hard to beat. Last, but by no means least, is that offering of food, prepared by tasty chefs, every meal being an individual surprise to the guests. Here is a sample of one of their meals:

- Chicken Broth, with Noodles
- Celery Radishes Young Onions
- Home-made Pickles
- Fried Spring Chicken Whitefish
- Roast Prime of Beef
- Lettuce and Tomato Salad, with Dressing
- Hot Johnny Cake
- Cherry Pie, a la mode Strawberries
- Ice Cream

Fish and chicken are usually served for luncheon and dinner daily, though it is hard to differentiate between the meals. A sign, prominently displayed (gypped from me several years ago) says, "You will not be talked about in the kitchen, if you ask for a second helping." Every meal includes a pie-eating contest, and, believe it or not, the food is wonderfully prepared and especially appetizing. But after it is all said and done, there is a moving spirit behind all this activity and it is centered in an individual who refuses to emerge in the limelight, although she is unanimously conceded to be, in addition to a wonderful manager, a perfect hostess. Mrs. Orcutt has been intimately connected with all the hotel and many other interests of her husband and the two have been constant friends of mine for two decades. To be sure, I am taking chances on writing this, but I owe it to my readers to reveal the true circumstances as I find them.

Among the interesting people I have found here are Harry P. Cooper, of Indianapolis, and his interesting family. Mr. Cooper has been intimately connected with mutual fire insurance work for a period of thirty years, much of the time being secretary and manager of the National Association of Mutual Insurance Companies, and is still active in his duties. Also he is no laggard when it comes to the matter of angling for the elusive black bass and wall-eyed pike. He enjoyed the insurance page in the Tradesman, which Landlord Orcutt provides for the edification of his guests.

Under an order issued by Judge William B. Brown, Grand Rapids, an arrangement has been effected whereby the Rowe Hotel Co., through its receiver, Ernest W. Neir, may complete an arrangement whereby the Metropolitan Life Insurance Co., holder of the principal mortgage on the property, will pay the back taxes on the hotel property, with the agreement sanctioned by the court, that in case any person redeems the hotel from mortgage foreclosure sale, that person shall pay to the said insurance company the amount of these taxes, plus interest at 6 per cent, to date of redemption.

Edgar E. Pitts, past National president of the Hotel Greeters of America, has resigned as manager of the Aberdeen apartments, Detroit, and has associated himself with the front office force of the Detroit. Mr. Pitts is not only well known among the hotel fraternity, but the traveling public as well, who will be glad to hear of this.

L. Van Velzen, formerly room clerk at Hotel Mertens, Grand Rapids and the Park-American, Kalamazoo, as well as the Kerns, Lansing, is now associated with E. H. (Ted) Beecher,

in the operation of the Grand Rapids Crathmore.

The attention of some of these Michigan bonifaces who have, ever since my return to Michigan, been razzing me about earthquakes and the like, is now called to the Government's weather reports from Los Angeles. For the past month the highest temperature recorded out there has been 78, and the mean or average temperature, 72. Rather makes a fellow's blood run cold when he contemplates it.

And here's a warning signal to those Heldenbrands located at Bay City, Alma and Pontiac, that the landlord at Northway Hotel here, is beginning to give me askance glances, which may, or may not, include my notion towards moving. These people I speak of have preferred listings for the near future. It is the wise bird who avoids the application of the key-hole plug and other hints.

Certain unmistakable signs are spoken of by resort operators as indicative of a good season. For instance, at Epworth Heights, near Ludington, out of 200 cottages, only fourteen remained unrented last week, which is a better showing than has been made in several years.

Frank S. Verbeck.

Items From the Cloverland of Michigan

Sault Ste. Marie, July 3—July starts out with the change to 2 cent local postage and the sales tax, which will be an event long remembered by the retailers and consumers. While it may be a good move to spread the tax in this manner, we do hear a lot of protests, especially from the poor and unemployed. The law will be enforced and the efforts will be watched with much interest. Then if wages will go up in proportion and the jobbers get back to work we may all have reason to rejoice, so that it is up to each individual to figure accordingly and stay with the optimists. We must admit that there is a change for the better in business when we see the busy season that we are now enjoying and the increase in the tourist business crossing the Straits over last season at this time, and we are told that about 70 per cent are heading toward the Sault, instead of going West, as so many did last season. Mackinac Island is also coming in for a large share of the summer business. They seem to know conditions and are making rates and inducements which must get results. Today they are celebrating Governor's day on the Island. The Rotarians, Kiwanians and their friends were invited to spend the day at Mackinac Island, including a banquet at the Grand Hotel and the ferry transportation to and from the Island for the small sum of \$1. No wonder they have the crowds there. They are going at it in the right way, making it possible to get back to normal during the present conditions.

The Drummond Development and Civic Club is putting on a large Fourth of July celebration at the Island this year. They are a bunch of live wires and will get DeTour and the nearby villages as well as from the Canadian shore to celebrate with them. Double headers of ball games, basket picnics, races, boating and fishing, also good bathing, will make the day one long to be remembered by the many visitors.

George J. Laundy, chairman of the Chippewa County Democratic Committee, has been appointed as a member of the State Highway Advisory Board, by Murray D. Van Wagoner, State Highway Commissioner.

H. E. Fletcher, Cashier of the Sault Savings Bank, was elected State Vice President of the State bank division at the annual Michigan Bankers Association convention, held at Detroit last week. Mr. Fletcher has been associated with the Sault Savings Bank for over thirty years, wroking up from

the bottom to the most important office as cashier. During the years of his connection with the bank he has kept the Sault Savings Bank one of the soundest and most reliable institutions in the community.

It seems that the big boys aren't going to be punished for evading the income tax. But don't get the idea that the remainder of us can get away with anything like that.

The Cameron Bros. & Co. meat business, which was established in 1899, was dissolved last week by Knut H. Marin, one of the partners, taking over the business. Mr. Marin states there will be no change in the policy of the business. The Cameron market has always enjoyed a good business, being one of the leading market places in the city, equipped with Frick refrigeration throughout. A Sharp freezer is also part of the equipment, where poultry and other food supplies are kept at all times. It has always been a quality market, which was the reason for the large hotel, boat and restaurant business, as well as the local trade. A few years ago they added a complete line of groceries, fruits and vegetables. Mr. Marin has been with the Cameron firm for the past seventeen years.

Word has been received here of the death of E. E. Thomas, former proprietor of the Thomas restaurant at St. Ignace. A few years ago he conducted the Thomas cafe here. Mr. Thomas died at Detroit last week, where he underwent an operation for goiter. He died eighteen hours after the operation. Mr. Thomas will be remembered by many travelers, as he was in charge of the diners on the D., S. S. & A. Ry. for many years and made many friends who will regret to hear of his death.

The Cedar Inn, at Cedarville, opened for the season July 1. It will be conducted again this year by its present owner, H. P. Hossack. This is one of the finest hotels in the Les Cheneaux Islands, famous for duck dinners, as well as the excellent service rendered. Mr. Hossack is also proprietor of the largest general store at Cedarville, where old man depression is a stranger. Mr. Hossack has been fortunate in getting the best chefs and competent help at all times and his personal attention to guests makes it a pleasure to enjoy the summer at his well-known resort.

Word was received of the death of Frederick George Baker, President of the United Packers, Inc., Chicago, who died at Chicago June 8. Mr. Baker made many friends by giving his personal attention to many customers in making sales and helping to solve their problems.

John Vail, one of our high school graduates, now in the employ of the Dow Chemical Co., Midland, has been assigned to the delivery of a Dowmetal gondola in which Prof. Auguste Piccard will make an attempt next month to shatter his record trip into the stratosphere. The delivery will take most of next week. It will be attached to a gas bag at Akron, Ohio, and the assembled balloon will be taken to Chicago where during the Century of Progress Prof. Piccard will attempt to break his altitude record.

The state ferry now has a total of three boats in commission between Mackinaw City and St. Ignace and will continue during the season until Sept. 6, inclusive. All schedules are on Eastern standard time, the first boat leaving St. Ignace at 12:30 a.m. and Mackinaw City at 2 a. m.

The Arnold Transit Co. has moved its ticket office at St. Ignace from the D., S. S. & A. Fy. freight office dock to the new state ferry dock. The new location is more central and more convenient for the tourists as they arrive from lower Michigan, it was stated by Mr. Lang that, beginning July 1, there will be steamers leaving for Mackinac Island every two hours from 7:15 a. m. to 7:15 p. m.

There is one thing to say for Ruth Elder, the aviatrix, who is taking her fourth husband: She's no quitter.

The new Cobblestone cafe, at St. Ignace, is now complete. Booths have been installed and regular plate dinners as well as fish and chicken dinners will be a specialty, also both steak and chop dinners will be available during the summer. The cafe will be open day and night. Louis Bloch, formerly of the Thomas restaurant, has been secured as chef. Beer will also be sold.

The Sheldon sawmill, at Eckerman, which has been idle for the past two years, has been resumed last week. The mill and camps normally employ between fifty and seventy-five men. The camps are eight miles North of Eckerman. They are all on hardwood lands. The Sheldon company is one of the largest manufacturers of school furniture in America. It is expected that the company will recall former employees.

Every time we see this sign, "Slow—Men Working," we wonder if that's why they never seem to get done.

Mrs. G. Libby, aged 56, proprietor of the Libby cafe, at Pickford, died last week of cancer, of which she has been a patient sufferer for the past six months. Mrs. Libby conducted the cafe at Pickford the past ten years, during which time she has made many friends with the tourists and traveling public, who could always depend on a good meal, where cleanliness and service counted. She was an exceptionally good business woman, always meeting her obligations promptly and continuing while many competitors came and went during all the years she was in business.

(Continued on page 24)

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



CODY HOTEL

IN THE HEART OF THE CITY OF GRAND RAPIDS

Division and Fulton

RATES

\$1 up without bath
\$2.50 up with bath

CODY CAFETERIA IN CONNECTION

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.

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

Profit Pullers for the Soda Fountain.

By converting a section of his fountain into a lemonade well, a Wichita druggist has increased popular interest in the drink.

The well is made with a sandstone top placed over a stone jug which is encased in a box lined with ice.

A number of clean glasses stand around the well, and a dipper attached to the well cover by a chain makes it possible for customers to serve themselves.

A placard near the well reads:

"Ice Cold Lemonade Direct from the Old Well."

When the soda fountain is crowded, customers cannot always be served with the rapidity they like. To keep them from getting impatient, the fountain of A. L. Boehmer, in Phenix, Ark., supplies patrons with a menu that carries on the back a choice selection of jokes. The jokes are changed regularly and are held to be very effective as nerve soothers.

Beaumont, Texas, is the location of a soda fountain which has virtually clinched the trade of the greater part of the student body attending the local high school.

At the opening of the baseball season, this store every year published in the newspapers an invitation to the members of the school baseball team to come to the store and partake of a soda fountain concoction whenever the mood moves them. The offer holds good only for the length of the baseball season—three months.

The plan naturally attracts not only the baseball men but also the lay student, who come because they are able to rub shoulders with their heroes.

A painted sign on the side wall of the building housing the business of Nick Peterson, Lincoln, Nebr., reads: "Nick Peterson—Specialist in Hunger, Thirst and Sweet Tooth. Treatment Guaranteed."

As an aid to motorists coming into town, the sign also conveys this information: "Swimming pool 2 blocks South." A pointing hand shows the way.

To save picnickers the time and trouble of selecting a score or more different edibles for a picnic lunch a soda fountain in Washington, N. J., keeps on hand at all times a box or two of the requisite articles. The items invariably are of packed brands so that they cannot easily deteriorate.

The box is securely wrapped, and on the wrapper is written down a list of the contents.

Situated on the edge of the Lincoln Highway, in Pennsylvania, is a live merchant. During the tourist season when passing motorists often stop to make a casual purchase, this soda fountain proprietor makes it a point to invite them to eat their lunches in a garden at the back of the store. Many of the motorists welcome the invitation and, naturally, they buy from the fountain a good deal of the materials required for the luncheon.

A thermometer hung outside the store of Carl Farran, at Las Vegas, Nevada, is so constructed that when the mercury reaches a hundred, an arrow automatically points to a sign reading:

"Come in and get a cool drink."

Of all the various kinds of luncheon specials at the soda fountain of Arthur's in Philadelphia, by far the most popular is the one titled, "The Chef's Own Lunch." That is how it appears on the daily luncheon menu and that is how the people order it.

The reason for the popularity of the special, states Mr. Arthur, rests in the fact that people have an idea that anything which the chef prepares for his own consumption will unquestionably consist of the finest ingredients.

Afternoon tea is served without charge by the Freeda Pharmacy, located in the Architects' Building in New York. The tea, a famous nationally advertised brand, is furnished at the expense of the manufacturers.

The plan not only serves to introduce the brand to prospective purchasers but also educates the store's customers to the idea of drinking tea during the afternoon.

The Freeda Pharmacy will, if requested, serve the tea in the customers' own offices.

Traver's Pharmacy, Riverdale, New York City, plays host to hundreds of kiddies during the luncheon hour each school day. A special meal is served under the personal supervision of Mr. and Mrs. Travers. Peter Maranz.

Sol Somers Fountain Chatter

Glorious June, the ever welcome month of summer, is now with us. June means much to soda fountains, recreation parks, aquatic sports, and automobile travel. Autos bring new faces to your fountain and you should be ready to pleasantly and efficiently serve these patrons with cold soda water, cracked ice, chilled bottle drinks and ice cream in as many flavors as possible. People today demand new flavors, new sherbets and combinations of many colors. The best attraction for your trade is ice cream, rich in butter fats plus fresh fruits, coffee and real Dutch chocolate. This is the great "come on" and leads to greater profits.

There is no end to what quality and reasonable prices will net in financial returns as evidenced in the rapid growth of ice cream stands on the roads from coast to coast. Ice cream is the great American food. Frozen, yes; but nevertheless it has all the food elements that doctors prescribe to patients with any ailment. A real quick satisfying lunch is a malted milk frappe, in any flavor. By this I mean a flavored milk shake with ice cream dissolved in it on mixer. Try an egg salad sandwich with it. Great for food

value on any hot summer day. Feature these from now on: Chocolate malted milks, milk shakes, ice cream sodas. If you have a luncheonette always specify a salad sandwich blended well with a snappy mayonnaise and add a leaf of chilled lettuce.

Canned lobster, crabmeat, tuna, haddock, salmon and sardines are now at perfection for natural flavor. The utmost has been accomplished by American canners and you may safely feature any of these as fillers for sandwiches. There is a wide variety of luncheon menus, but don't be too elaborate with assortments. A few of the best that appeal to most patrons' "palate fancy" is all that is necessary. Let these be made tasty enough to call for a second helping.

Today at your fountain you can serve cranberry, or tomato cocktails. These are not just common mixtures. They are blended perfectly and excite one's appetite for other things to come, especially tasty delicious sandwiches. A perfect luncheon is as follows:

Summer Suggestions

Cranberry or Tomato Cocktail
Sardine Sandwich with Lemon
Olives—Sliced Tomato
Iced Tea or Coffee—40c

Yes, sir! And serve the best iced tea or coffee in the city. Easy to make—just make a little stronger than when served hot to offset the melting of ice in the drink. For a batch of iced coffee make as follows: Three quarts water, half teaspoon salt and half pound diamond ground extra fine coffee. This is strong enough and with enough color to be right when mixed with a good light cream. First fill glass to top with cracked ice (not shaved), add coffee and cream. To be generous add a good dab of whipped cream.

Summer Suggestions

Iced Coffee—Real Cream—Extra Good

Always Ready—10c

Summer Suggestions

Iced Tea—Russian Style—Lemon or Orange—Always Ready

Iced tea for noonday trade should be made up a gallon or less at a time. Six ounces Orange Pekoe tea in a tea ball to three quarts of boiling water. After that make a pot at a time and pour over ice in glass. Keep both tea and coffee in cold ice box.

Summer Salad Sandwiches

Egg Salad.....15c
Egg and Olive.....15c
Salmon Salad.....15c
Tuna Salad.....15c
Crab Salad.....15c
Chicken Salad.....25c
Club Salad.....30c

Ask for extra dressing.

Don't forget your sundaes:

Summer Suggestions

Sundaes

Fresh Fruits

Strawberry.....15c
Raspberry.....15c
Currant.....15c
Blackberry.....15c
Peach.....15c
Peach and Plum.....20c
Plum and Raspberry.....20c
Plum and Banana.....25
Pineapple Salad.....25c

No charge for whipped cream or marshmallow.

Dry Ice Finds Many Uses

Although dry ice, or solid carbon dioxide, was unknown as a commercial product ten years ago, it is now being put to many uses and its field of utility is rapidly expanding. Large quantities of dry ice are used in the refrigeration of ice cream, meats, beer and soft drinks, and in the last few years it has gained considerable popularity in the railroad shipment of fish, fruit and other perishable footstuffs, as well as many industrial uses, its particular advantages being that it does not

SPRING AND SUMMER SPECIALTIES

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, Therma 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

become wet and that a very high refrigerating value can be compressed in a very small quantity of dry ice, points out a statement of the solid carbon dioxide division of the Michigan Alkali Company, largest maker of dry ice in this country.

Dry ice has many unusual uses. If in excavating for a building, bridge or other structure, quicksand is encountered, it can be frozen easily with dry ice and the work continued. Very frequently old wells are rejuvenated by placing acid in the water and then throwing down dry ice and capping the well. The dry ice liberates the carbon dioxide, one pound giving up eight cubic feet of the gas. This drives the acid into the pores of the rock and cleans them from debris, thus opening up the supply of water to the well. Dry ice very frequently is used in fighting fires, especially underground electrical conduit fires. Such fires are very mean and difficult to fight and water can not be used on them. Dry ice extinguishes them very easily and is now used extensively in the larger cities for this purpose.

In the fitting together of machine parts, cores are very often cooled with dry ice and inserted in their housing. When they reach normal temperatures they expand and fit very tightly into their house. Cores of golf balls are frozen with dry ice before wrapping. Special steels are cold treated with dry ice. With dry ice biological medicines are dried at low temperature; vacuum traps in manufacturing Neon lights and radio tubes are cooled; trees are frozen for transplanting; ether and other solvents are dried by freezing out the water; oils are de-waxed for special use. It is also finding wide use in the fumigation field, particularly in large grain elevators.

Closing Hours of the Jackson Convention

The election of officers for the Michigan State Pharmaceutical Association at Jackson last week was held Thursday. The election resulted as follows: President—Duncan Weaver, Fennville.

First Vice-President—Paul V. Gibson, Ann Arbor.

Second Vice-President—J. E. Mahar, Pontiac.

Secretary—R. A. Turrell, Crosswell. Treasurer—William Johnson, Kalamazoo.

The only contest was over the selection of president. As usual, three were nominated for the position. A. Bialk, Detroit, Frank Jones, Battle Creek, and Duncan Weaver, Fennville. When the ballots were passed Mr. Jones asked that his name be not considered, as he was for the Fennville candidate and wished his strength to go to Mr. Weaver. Of course, this helped Mr. Weaver, for Mr. Jones is well qualified for the office and would make a good man for the position. The vote was sixty-six for Mr. Weaver and nine for Mr. Bialk which was about a seven to one vote for the office.

Paper Collapsible Tubes

Paper collapsible tubes which will cost about 35 per cent less than the well known metal ones are about to emerge from the experimental stage. Made from specially treated paper, they

will lend themselves to packing an enormous variety of drug and food products. Molded caps will be used. The first drug manufacturer to use a paper tube may blaze a new trail for his industry.

Ask Early Delivery of Suit Linings

Demand for canvas interlinings increased sharply this week as manufacturers of men's clothing began calling for delivery on orders placed early this Spring. In some instances the clothing producers were so far ahead on their production schedules that they asked for advance delivery on their late July and August requirements. They are concerned over the possibility of sharp increases in the prices and are anxious to get the merchandise into their factories as soon as possible. This is especially true of manufacturers who have ordered linings made from imported cloth. The rapid decline of the dollar, it was pointed out, will have a considerable effect upon quotations.

Kitchenware Contracts Altered

New clauses which make contracts for future requirements non-cancellable and bind the buyers to take shipment before Dec. 31 of all merchandise involved have been worked out by manufacturers of small kitchenwares. The clauses are being inserted in contracts submitted to purchasers of premium goods and to stores using large quantities of low-end kitchenwares. Producers report that they are meeting with little resistance from buyers as the latter are anxious to cover their needs before further price advances go into effect. Under the contracts any goods purchased, in excess of the amount mentioned in the agreement, are subject to higher quotations.

Electrical Appliance Orders Rise

Active buying of small electrical appliances again marked the early week's trading in the wholesale markets. The certainty of a 10 to 15 per cent. price advance on all socket-appliances prompted stores to buy additional quantities of merchandise for immediate delivery. The goods ordered include coffee percolators, fruit-juice extractors, table grills, irons and other small wares, and will be featured by retailers in mid-Summer clearance sales. Manufacturers have practically completed their new Fall lines, but have not made definite announcements on prices for the new season. Many in the trade believe that a further raise of 5 per cent. will be made on Fall goods.

Oil Burner Sales Show Increase

Sales of oil-burning heating equipment at the present time are 5 to 12 per cent. ahead of the volume for the corresponding period last year, it was reported yesterday. A sharp increase in demand developed immediately after the bank holiday in March and has carried through the normally slow months of April, May and the early weeks of June. The industry is now preparing for the regular Fall buying which starts early in July and carries through until the first weeks of November. At the present time few of the producers have altered their sales prices and it is generally understood that no sharp increases will be made for several weeks at least.

WHOLESALE DRUG PRICE CURRENT

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

Acid Acetic, No. 8, lb. 06 @ 10 Boric, Powd., or Xtal, lb. 08 1/2 @ 20 Carbolic, Xtal, lb. 36 @ 43 Citric, lb. 35 @ 45 Muriatic, Com'l., lb. 03 1/2 @ 10 Nitric, lb. 09 @ 15 Oxalic, lb. 15 @ 25 Sulphuric, lb. 03 1/2 @ 10 Tartaric, lb. 30 @ 40	Gum Aloe, Barbadoes, so called, lb. gourds @ 60 Powd., lb. 35 @ 45 Aloe, Socotrine, lb. @ 75 Powd., lb. @ 80 Arabic, first, lb. @ 40 Arabic, sec., lb. @ 30 Arabic, sorts, lb. 15 @ 25 Arabic, Gran., lb. @ 35 Arabic, P'd, lb. 25 @ 35 Asafoetida, lb. 47 @ 50 Asafoetida, Po., lb. 75 @ 82 Guaiaac, lb. @ 70 Guaiaac, powd. @ 75 Kino, lb. @ 90 Kino, powd., lb. @ 1.00 Myrrh, lb. @ 60 Myrrh, Pow., lb. @ 75 Shellac, Orange, lb. @ 25 Ground, lb. @ 15 @ 25 Shellac, white, (bone dr'd) lb. 30 @ 45 Tragacanth, No. 1, bbls. 1 60 @ 2.00 No. 2, lbs. 1 50 @ 1.75 Pow., lb. 1 25 @ 1.50	Hemlock, Pu., lb. 1 155 @ 2.20 Heml'k Com., lb. 1 00 @ 1.25 Juniper Ber., lb. 3 00 @ 3.20 Junip'r W'd, lb. 1 500 @ 1.75 Lav. Flow., lb. 3 50 @ 4.00 Lav. Gard., lb. 1 25 @ 1.50 Lemon, lb. 1 75 @ 2.25 Mustard, true, ozs. @ 1.50 Mustard, art., ozs. @ 35 Orange, Sw., lb. 3 00 @ 3.25 Organum, art, lb. 1 00 @ 1.20 Pennyroyal, lb. 2 75 @ 3.20 Peppermint, lb. 4 25 @ 4.85 Rose, dr. @ 2.50 Rose, Geran., ozs. 50 @ 95 Rosemary Flowers, lb. 1 00 @ 1.50 Sandalwood, E. I., lb. 8 00 @ 8.60 W. I. lb. 4 50 @ 4.75 Sassafras, true, lb. 1 60 @ 2.20 Syn., lb. 85 @ 1.40 Spearmint, lb. 2 00 @ 2.40 Tansy, lb. 3 50 @ 4.00 Thyme, Red, lb. 1 50 @ 2.00 Thyme, Whi., lb. 1 75 @ 2.40 Wintergreen Leaf, true, lb. 5 40 @ 6.00 Birch, lb. 2 75 @ 3.20 Syn. 75 @ 1.20 Wormseed, lb. 3 50 @ 4.00 Wormwood, lb. 4 50 @ 5.00
Alcohol Denatured, No. 5, Gal. 48 @ 60 Grain, Gal. 4 00 @ 5.00 Wood, Gal. 50 @ 60	Alum-Potash, USP Lump, lb. 05 @ 13 Powd. or Gra., lb. 05 1/4 @ 13	Honey Pound 25 @ 40
Ammonia Concentrated, lb. 06 @ 18 4-F, lb. 05 1/4 @ 13 3-F, lb. 05 1/4 @ 13 Carbonate, lb. 20 @ 25 Muriate, Lp., lb. 13 @ 30 Muriate, Gra., lb. 08 @ 18 Muriate, Po., lb. 20 @ 30	Arsenic Pound 07 @ 20	Hops 1/8 Loose, Pressed, lb. @ 1.25
Balsams Copaiba, lb. 60 @ 1.40 Fir, Cana., lb. 2 00 @ 2.40 Fir, Oreg., lb. 50 @ 1.00 Peru, lb. 1 70 @ 2.20 Tolu, lb. 1 50 @ 1.80	Barks Cassia, Ordinary, lb. 25 @ 30 Ordin., Po., lb. 20 @ 25 Saigon, lb. @ 40 Saigon, Po., lb. 50 @ 60 Elm, lb. 40 @ 50 Elm, Powd., lb. 38 @ 45 Elm, G'd, lb. 33 @ 45 Sassafras (P'd lb. 45) @ 35 Soap-tree, cut, lb. 20 @ 30 Soap-tree, po., lb. 35 @ 40	Hydrogen Peroxide Pound, gross 25 00 @ 27.00 1/2 Lb., gross 15 00 @ 16.00 1/4 Lb., gross 10 00 @ 10.50
Blue Vitriol Pound 06 @ 15	Berries Cubeb, lb. @ 65 Cubeb, po., lb. @ 75 Juniper, lb. 10 @ 20	Indigo Madras, lb. 2 00 @ 2.25
Borax P'd or Xtal, lb. 06 @ 13	Brimstone Pound 04 @ 10	Insect Powder Pure, lb. @ 35
Bromine Pound 04 @ 10	Camphor Pound 55 @ 75	Lead Acetate Xtal, lb. 17 @ 25 Powd. & Gran. 25 @ 35
Cantharides Russian, Powd. @ 3.50 Chinese, Powd. @ 1.25	Chalk Crayons, white, dozen @ 3.60 dustless, doz. @ 5.00	Lead Acetate Xtal, lb. 17 @ 25 Powd. & Gran. 25 @ 35
Chalk Crayons, white, dozen @ 3.60 dustless, doz. @ 5.00	French Powder Com'l., lb. 03 1/2 @ 10 Precipitated, lb. 12 @ 15 Prepared, lb. 14 @ 16 White, lump, lb. 03 @ 10	Licorice Extracts, sticks, per box 1 50 @ 2.00 Lozenges, lb. 40 @ 50 Wafers, (24s) box @ 1.50
Capsicum Pods, lb. 60 @ 70 Powder, lb. 62 @ 85	Cloves Whole, lb. 30 @ 95 Powdered, lb. 35 @ 40	Leaves Buchu, lb. short @ 60 Buchu, lb. long @ 70 Buchu, P'd, lb. @ 30 Sage, bulk, lb. 25 @ 30 Sage, loose pressed, 1/4s, lb. @ 40 Sage, ounces @ 85 Sage, P'd & Grd. @ 35 Senna, Alexandria, lb. 35 @ 40 Tinnevela, lb. 20 @ 30 Powd., lb. 25 @ 35 Uva Ursi, lb. 20 @ 25 Uva Ursi, P'd, lb. @ 30
Cocaine Ounce 11 43 @ 13.60	Cocaine Ounce 11 43 @ 13.60	Lime Chloride, med., dz. @ 85 Chloride, large, dz. @ 1.45
Copperas Xtal, lb. 03 1/4 @ 10 Powdered, lb. 04 @ 15	Cream Tartar Pound 22 1/2 @ 35	Lycopodium Pound 45 @ 60
Cuttlebone Pound 40 @ 54	Dextrine Yellow Corn, lb. 06 1/2 @ 15 White Corn, lb. 07 @ 15	Magnesia Carb., 1/8s, lb. @ 30 Carb., 1/16s, lb. @ 32 Carb., P'wd., lb. 15 @ 25 Oxide, Hea., lb. @ 75 Oxide, light, lb. @ 75
Extract Witch Hazel, Yellow Lab., gal. 99 @ 1.82 Licorice, P'd, lb. 50 @ 60	Flower Arnica, lb. 50 @ 55 Chamomile, German, lb. 35 @ 45 Roman, lb. @ 90 Saffron, American, lb. 50 @ 55 Spanish, ozs. @ 1.65	Menthol Pound 4 67 @ 5.20
Formaldehyde, Bulk Pound 09 @ 20	Fuller's Earth Powder, lb. 05 @ 10	Mercury Pound 1 25 @ 1.35
Gelatin Pound 55 @ 65	Glue Brok., Bro., lb. 20 @ 30 Gro'd, Dark, lb. 16 @ 22 Whi. Flake, lb. 27 1/2 @ 35 White G'd., lb. 25 @ 35 White AXX light, lb. @ 40 Ribbon 42 1/2 @ 50	Morphine Ounces @ 10.80 1/8s @ 12.96
Glycerine Pound 14 1/2 @ 35		Mustard Bulk, Powd., select, lb. 45 @ 50 No. 1, lb. 25 @ 35
		Naphthaline Balls, lb. 07 @ 12 Flake, lb. 07 @ 12
		Nutmeg Pound @ 40 Powdered, lb. @ 50
		Nux Vomica Pound @ 25 Powdered, lb. 15 @ 25
		Oil Essential Almond, Bit., true, ozs. @ 50 Bit., art., ozs. @ 30 Sweet, true, lb. 1 10 @ 1.60 Sw't, Art., lbs. 1 00 @ 1.25 Amber, crude, lb. 75 @ 1.00 Amber, rect., lb. 1 10 @ 1.75 Anise, lb. 1 00 @ 1.60 Bay, lb. 4 00 @ 4.25 Bergamot, lb. 3 00 @ 3.60 Cajeput, lb. 1 50 @ 2.00 Caraway S'd, lb. 2 65 @ 3.20 Cassia, USP, lb. 2 10 @ 2.60 Cedar Leaf, lb. 1 50 @ 2.00 Cedar Leaf, Com'l., lb. 1 00 @ 1.25 Citronella, lb. 1 05 @ 1.40 Cloves, lb. 1 75 @ 2.25 Croton, lbs. 4 00 @ 4.60 Cubeb, lb. 4 25 @ 4.80 Erigeron, lb. 2 70 @ 3.35 Eucalyptus, lb. 95 @ 1.60 Fennel 2 00 @ 2.60

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

DECLINED

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
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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 77
Royal, 5 lbs., doz.	24 50



10 oz., 4 doz. in case	3 40
15 oz., 4 doz. in case	5 00
25 oz., 4 doz. in case	8 40
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 00
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. 135	2 50
Corn Flakes, No. 124	2 50
Pep, No. 224	2 00
Pep, No. 250	1 00
Krumbles, 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, 3/4 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 1/2	7 50
Prize, Parlor, No. 6	8 00
White Swan Par., No. 6	8 50

BROOMS

Quaker, 5 sewed	5 50
Warehouse	6 25
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
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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
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Cherries

Mich. red, No. 10	5 90
Pride of Mich., No. 2	2 60
Marcellus Red	2 10
Special Ple	1 35
Whole White	2 80

Gooseberries

No. 10	
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Peas

Pride of Mich. No. 2 1/2	2 25
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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	2 05
Salmon, Med. Alaska	1 65
Salmon, Pink Alaska	1 40
Sardines, Im. 1/4, ea. 6@11	
Sardines, Cal.	95
Tuna, 1/2 Van Camps, doz.	1 75
Tuna, 1/4s, Van Camps, doz.	1 35
Tuna, 1s, Van Camps, doz.	3 60
Tuna, 1/2s, Chicken Sea, doz.	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., sli.	1 35
Beef, 4 oz. Qua., sli.	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

Cam.bells, 48s	2 30
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CANNED VEGETABLES

Hart Brand	
Asparagus	
Natural, No. 2	3 00
Tips & Cuts, Nq. 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	
Decd, 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	95
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 Bantum, 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.	95
Quaker, 14 oz. Doz.	1 55
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
1 lb. Limberger	20
Imported Swiss	52
Kraft, Pimento Loaf	24
Kraft, American 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
Beechnut 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 50
Baker, Pre., 6 lb. 3 oz. 2	4 42

CLOTHES LINE	
Riverside, 50 ft.	1 55
Cupples Cord	1 90

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



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	
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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
Datman's D'dee, Tall	

Currants Packages, 11 oz. ----- 11 1/2

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

Peaches Evap. Choice... Fancy

Peel Lemon, American... Orange, American

Raisins Seeded, bulk... Thompson's S'dless blk... Quaker s'dless blk... 15 oz. Vermicelli... Quaker Seeded, 15 oz.

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. 4 1/2 Egg Noodle, 10 lbs. -- 12

Pearl Barley 0000... Barley Grits... Chester

Sage East India ----- 10

Tapioca Pearl, 100 lb. sacks... Minute, 8 oz., 3 doz. 4 05 Dromedary Instant -- 3 50

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

FRUIT CANS Presto Mason F. O. B. Grand Rapids Half pint... One pint... One quart... Half gallon

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

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

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

JELLY GLASSES 1/2 Pint Tall, per doz. 38

Margarine Wilson & Co.'s Brands Oleo Nut... Special Roll

MATCHES Diamond, No. 5, 144... Searchlight, 144 box... Swan, 144... Diamond, No. 0

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

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

NUTS-Whole Almonds, Peerless... Brazil, large... Fancy Mixed... Filberts, Naples... Peanuts, Vir. Roasted... Pecans, Jumbo... Pecans, 3, star... Pecans, Jumbo... Pecans, Mammoth... Walnuts, Cal... Hickory

Salted Peanuts Fancy, No. 1... 24 1 lb. Cellop'e case

Shelled Almonds... Peanuts, Spanish... 125 lb. bags... Filberts... Pecans Salted... Walnut California

MINCE MEAT None Such, 4 doz... Quaker, 3 doz. case... Yo Ho, Kegs, wet, lb.

OLIVES 7 oz. Jar, Plain, doz... 16 oz. Jar, Plain, doz... Quart Jars, Plain, doz... 5 Gal. Kegs, each... 3 oz. Jar, Stuff., doz... 8 oz. Jar, Stuffed, doz... 10 oz. Jar, Stuff., doz... 1 Gal. Jugs, Stuff., dz

PARIS GREEN 1/2 s... 1s... 2s and 5s

PICKLES Medium Sour 5 gallon, 400 count

Sweet Small 5 Gallon, 500... Banner, 6 oz., doz... Banner, quarts, doz... Paw Paw, quarts, doz

Dill Pickles Gal., 40 to Tin, doz... 32 oz. Glass Thrown

Dill Pickles Bulk 5 Gal., 200... 16 Gal., 650... 45 Gal., 1300

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

PLAYING CARDS Battle Axe, per doz... Bicycle, per doz... Torpedo, per doz

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

FRESH MEATS Beef Top Steers & Heif... Good Steers & Heif... Med. Steers & Heif... Com. Steers & Heif

Veal Top... Good... Medium

Lamb Spring Lamb... Good... Medium... Poor

Mutton Good... Medium... Poor

Pork Loin, med... Butts... Shoulders... Spareribs... Neck bones... Trimmings

PROVISIONS Barreled Pork Clear Back... Short Cut Clear

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

Lard Pure in tierces... 60 lb. tubs... 50 lb. tubs... 20 lb. pails... 10 lb. pails... 5 lb. pails... 3 lb. pails... Compound tierces... Compound, tubs

Sausages Bologna... Liver... Frankfort... Pork... Tongue, Jellied... Headcheese

Smoked Meats Hams, Cer. 14-16 lb... Hams, Cert., Skinned... Ham, dried beef... Knuckles... California Hams... Picnic Boiled Hams... Boiled Hams... Minc'd Hams... Bacon 4/6 Cert.

Beef Boneless, rump

Liver Beef... Calf... Pork

RICE Fancy Blue Rose... Fancy Head

RUSKS Postma Biscuit Co. 18 rolls, per case... 12 cartons, per case... 12 cartons, per case

SALERATUS Arm and Hammer 24s 1 50

SAL SODA Granulated, 60 lbs. cs... Granulated, 18-2 1/2 lb. packages

COD FISH Peerless, 1 lb. boxes... 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 Mackerel Tubs, 60 Count, fy. fat... Pails, 10 lb. Fancy fat

White Fish Med. Fancy, 100 lb... Milkers, bbls... K K K K Norway... 8 lb. pails... Cut Lunch... Boned, 10 lb. boxes

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

STOVE POLISH Blackne, per doz... Black Silk Liquid, dz... Black Silk Paste, doz... Enameline Paste, doz... Enameline Liquid, dz... E. Z. Liquid, per doz... Radium, per doz... Rising Sun, per doz... 654 Stove Enamel, dz... Vulcanol, No. 10, doz... Stovoil, per doz

SALT F. O. B. Grand Rapids Colonial, 24, 2 lb... Colonial, 36-1 1/2... Colonial, Iodized, 24-2... Med. No. 1 Bbls... Med. No. 1, 100 lb. bk... Farmer Spec., 70 lb... Packers Meat, 50 lb... Cream Rock for ice cream, 100 lb... Butter Salt, 280 lb. bbl... Block, 50 lb... Baker Salt, 280 lb. bbl... 6, 10 lb., per bale... 20, 3 lb., per bale... 28 lb. bags, Table



Free Run'g, 32, 26 oz... Five case lots... Iodized, 32, 26 oz... Five case lots

BORAX Twenty Mule Team 24, 1 lb. packages... 48, 10 oz. packages... 96, 1/2 lb. packages

WASHING POWDERS Bon Ami Pd., 18s, box... Bon Ami Cake, 18s... Brillo... Chipso, large... Climaline, 4 doz... Grandma, 100, 5c... Grandma, 24 Large... Snowboy, 12 Large... Gold Dust, 12 Large... Golden Rod, 24... La France Laun., 4 dz... Old Dutch Clean., 4 dz... Octagon, 96s... Rinso, 24s... Rinso, 40s... Spotless Cleanser, 48, 20 oz... Sani Flush, 1 doz... Sapollo, 3 doz... Speedee, 3 doz... Sunbrite, 50s... Wyandot, Cleaner, 24s

SOAP Am. Family, 100 box... Crystal White, 100... F.B., 60s... Fels Naptha, 100 box... Flake White, 10 box... Jap Rose, 100 box... Fairy, 100 box... Palm Olive, 144 box... Lava, 50 box... Pummo, 100 box... Sweetheart, 100 box... Grandpa Tar, 50 sm... Grandpa Tar, 50 lge... Trilby Soap, 50, 10c... Williams Barber Bar, 9s... Williams Mur., per doz... Lux Toilet, 50

SPICES Whole Spices Allspice, Jamaica... Cloves, Zanzibar... Cassia, Canton... Cassia, 5c pkg., doz... Ginger, Africa... Mixed, No. 1... Mixed, 10c pkgs., doz... Nutmegs, 70@90... Nutmegs, 105-110... Pepper, Black

Pure Ground in Bulk Allspice, Jamaica... Cloves, Zanzibar... Cassia, Canton... Ginger, Corkin... Mustard... Mace Penang... Pepper, Black... Nutmegs... Pepper, White... Pepper, Cayenne... Paprika, Spanish

Seasoning Chili Powder, 1 1/2 oz... Celery Salt, 1 1/2 oz... Sage, 2 oz... Onion Salt... Garlic... Ponelty, 3 1/2 oz... Kitchen Bouquet... Laurel Leaves... Marjoram, 1 oz... Savory, 1 oz... Thyme, 1 oz... Turmerci, 1 1/2 oz

STARCH Corn Kingsford, 24 lbs... Powd., bags, per 100... Argo, 24, 1 lb. pkgs... Cream, 24-1

Gloss Argo, 24, 1 lb. pkgs... Argo, 12, 3 lb. pkgs... Argo, 8, 5 lb. pkgs... Silver Gloss, 48, 1s... Elastic, 32 pkgs... Tiger, 48-1... Tiger, 50 lbs

SYRUP Corn Blue Karo, No. 1 1/2... Blue Karo, No. 5, 1 dz... Blue Karo, No. 10... Red Karo, No. 1 1/2... Red Karo, No. 5, 1 dz... Red Karo, No. 10

Imit. Maple Flavor Orange, No. 1 1/2, 2 dz... Orange, No. 5, 1 doz

Maple and Cane Kanuck, per gal... Kanuck, 5 gal. can

Grape Juice Welch, 12 quart case... Welch, 12 pint case... Welch, 36-4 oz. case

COOKING OIL Mazola Pints, 2 doz... Quarts, 1 doz... Half Gallons, 1 doz... Gallons, each... 5 Gallon cans, each

TABLE SAUCES Lee & Perrin, large... Lee & Perrin, small... Pepper... Royal Mint... Tobasco, small... Sho Yon, 9 oz., doz... A-1, large... A-1 small... Capet, 2 oz

TEA Japan Medium... Choice... Fancy... No. 1 Nibbs

Gunpowder Choice... Fancy

Ceylon Pekoe, medium

English Breakfast Congou, medium... Congou, Choice... Congou, Fancy

Oolong Medium... Choice... Fancy

TWINE Cotton, 3 ply cone... Cotton, 3 ply Balls

VINEGAR F. O. B. Grand Rapids Cider, 40 Grain... White Wine, 40 grain... White Wine, 80 Grain

WICKING No. 9, per gross... No. 1, per gross... No. 2, per gross... No. 3, per gross... Peerless Rolls, per doz... Rochester, No. 2, doz... Rochester, No. 3, doz... Rayo, per doz

WOODENWARE Baskets Bushels, Wide Band, wood handles... Market, drop handle... Market, single handle... Market, extra... Splint, large... Splint, medium... Splint, small

Churns Barrel, 5 gal., each... Barrel, 10 gal., each... 3 to 6 gal., per gal

Pails 10 qt. Galvanized... 12 qt. Galvanized... 14 qt. Galvanized... 12 qt. Flaring Gal. Jr... 10 qt. Tin Dairy

Traps Mouse, Wood, 4 holes... Mouse, wood, 6 holes... Mouse, tin, 5 holes... Rat, wood... Rat, spring... Mouse, spring

Tubs Large Galvanized... Medium Galvanized... Small Galvanized

Washboards Banner, Globe... Brass, single... Glass, single... Double Peerless... Single Peerless... Northern Queen... Universal

Wood Bowls 13 in. Butter... 15 in. Butter... 17 in. Butter... 19 in. Butter

WRAPPING PAPER Fibre, Manila, white... No. 1 Fibre... Butchers D F... Kraft... Kraft Stripe

YEAST CAKE Magic, 3 doz... Sunlight, 3 doz... Sunlight, 1 1/2 doz... Yeast Foam, 3 doz... Yeast Foam, 1 1/2 doz

YEAST-COMPRESSED Fleischmann, per doz... Red Star, per doz

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.

What the Off Main Street Merchant Can Do

In selecting a location for a retail shoe store the prospective merchant should consider that it is highly important that he place his store where the greatest number of prospective customers will see his merchandise. The easier he can make it for people to see his shoes the easier he can sell them. Ease in selling is the big thing he is after. The farther he gets away from the main business arteries, the harder he makes it for himself.

If he intends to carry a medium priced line of shoes it is to his advantage to place his store where it will catch the eye of the greatest number of people interested in this grade of shoe. If he intends to carry a high-grade line, he wants to establish himself in the heart of the fashionable shopping district where the elite trading is carried on.

Of course, we can't all be on the busy corners, or in the centers of the busy districts. It simply follows that if your shop is not so advantageously situated, you have a large handicap to overcome, and you have to work all the harder to get the trade coming your way.

Every person that passes your store is a prospective customer. On the main street, you have a steady stream of passersby to draw from—a steady stream of buyers looking at your merchandise. On a quiet street, you are losing the greater percentage of all this; you have only a few passers, and only a few are going to see your window displays, no matter how striking it may be. The same window, now seen by only a handful of prospective customers, might likely draw a continuous crowd on that busier street.

In a quieter location, the pulling power of your windows is cut down very appreciably—you must draw your customers to your store by some other means. You must supplement your windows, which by the way, should always be well kept, with a continuous advertising campaign—you must keep in touch with your old customers through an up-to-date mailing list—send them a style card, carrying a cut of some new model—every so often. And then, once or twice each year, try to rent for a week, or even a few days, window space in some temporarily vacant store along the busiest street, or near the busiest corner—put in an attractive window display—have some high grade window cards made up, stating that these shoes can be found at your attractive store on such and such a street. Invite them around to see you—perhaps give away with each pair of shoes during that week, a pair of shoe trees, hosiery, or some souvenir; anything which will help draw their attention to that window, and from there to your store. The money spent in this way will probably draw quicker returns than any other scheme you can think of.

You must keep your name and your location constantly before the public. Not only that, but you must hold out constant incentives to draw new feet off of those main and busy streets, up your street, and into your store. They will not see your store unless you interest them enough to go looking for it.

This new business means growth, these new prospective customers are buying shoes now at some live store on a busy street. The chances are that they will continue to do so, except for three things, they may become dissatisfied with the shoes they have been getting, and decide to try some other shop. They may see some style or some new model that someone else is showing, which is just what they want and which they are going to buy. Or—and this is the biggest factor of the three—some friend who is highly pleased with her shoes, will recommend that they try the same shoes, which have been found so satisfactory. But as long as their accustomed shoe store continues to please them—continues to sell them the shoes they want at the price they want to pay—continues to keep in touch with them, and solicit their trade—as long as their shoe store does this, these customers are not going around looking for some other retailer to hand their trade to; certainly not to some retailer in an obscure location. Keeping up this customer contact is, therefore, worth while.

Geo. A. Webber.

Specialize in Children's Shoes

Children's shoes offer an attractive retail specialty. A number of stores catering only to children's shoe needs have recently been started in several cities and are said to be making out well. In the case of one store the proprietor worked out a clever way of building up sales. He learned the names of pupils who were taking dancing lessons and made them special offers on their dancing slippers. This served to bring these children into the store and to build up a demand not only for the slippers, but for the general lines of children's shoes carried.

Proceedings of the Grand Rapids Bankruptcy Court

June 22, 1933. We have today received the Schedules in the matter of Luce Furniture Shops, a Michigan Corporation, Bankrupt No. 5159. The Schedule shows assets of \$1,606,991.73 with liabilities of \$1,795,303.26. The first meeting of creditors will be called and notice of same made herein. The list of creditors are as follows:—

Taxes due and owing	\$12,058.84
Wages due employees	3,893.27
Grand Rapids Trust Company and Frank G. Deane, Trustee, Grand Rapids, Michigan, (First mortgage dated November 1, 1925, given by The Luce Furniture Shops, to Grand Rapids Trust Company and Frank G. Deane of Grand Rapids, Michigan, as Trustee. This Indenture given to secure an issue of First Mortgage 6 1/2% Sinking Fund Gold Bonds of the Luce Furniture Shops, in the aggregate principal amount of Three Million Dollars, defined as "First Mortgage Sinking Fund Gold Bonds," dated November 1, 1925, and maturing November 1, 1940, with interest at six and one-half per cent. per annum payable semi-annually on the first day of May and November of each year, of which said bonds issued and still outstanding in the hands of the public	1,368,500.00
Kroehler Mfg. Co., Naperville, Illinois	311,744.70
Quality Factories, Inc., N. Y.	unknown

Advance Paint Co., Indianapolis	56.82	Glendale Plush Mills, Inc., Phila.	214.37
Addressograph Co., Cleveland	4.84	Glidden Company, Cleveland	1,152.61
Allied Industrial Prod. Co., Chicago	25.00	G. R. Belting Co.	245.27
American Box Board Co., G. R.	1.25	G. R. Brass Co.	301.35
American Corrugating Co., G. R.	22.77	G. R. Fibre Cord Co.	200.07
American Crayon Co., Sandusky	12.67	G. R. Furn. Exposition Ass'n	100.00
American Excelsior Co., Chicago	184.80	G. R. Herald	50.00
American Woolen Co., N. Y.	78.03	G. R. Loose Leaf Binder Co.	.75
Anchor Packing Co., Philadelphia	22.23	G. R. Market Ass'n	100.00
Armour Curled Hair Works, Chicago	59.33	G. R. Paper Co.	22.75
Armour Sandpaper Works, Chicago	133.76	G. R. Steel & Supply Co.	.59
Artloom Corp., Philadelphia	.81	G. R. Varnish Corp.	1,598.33
Arphatic Floor Repair Sales, G. R.	5.00	G. R. Wood Fin. Co.	63.05
S. J. Austin Veneer Co., Chicago	160.16	Graybar Electric Co., G. R.	39.91
Atkinson, Wade & Co., N. Y.	25.32	Greenlee Bros. & Co., Rockford, Ill.	20.61
Barclay, Ayers, & Bertsch Co., G. R.	706	H. W. Company, Boston	2.68
The Bassick Co., Bridgeport, Conn.	56.12	Haan Printing Co., G. R.	26.25
C. F. Baum Co., Chicago	30.41	Hart Mirror Plate Co., G. R.	2,630.74
Behr-Manning Co., Troy, N. Y.	579.01	E. B. Hawkins, G. R.	7.50
Bemis Bros. Bag Co., Indianapolis	286.54	Hazeltine & Perkins Drug Co., G. R.	10.25
Bendix Mfg. Co., New York	1.30	Herrera Marble Co., Chicago	8.40
Bennett Mills Co., G. R.	635.16	The Hillwood Co., Cleveland	75.48
Birmingham & Prosser Co., Kalamazoo	13.50	A. L. Holcomb Co., G. R.	67.99
Bertelaine, Inc., N. Y.	19.50	Horders, Inc., Chicago	3.53
Berthadale Mills, Inc., Mc Comb, Mississippi	60.38	S. M. Johnson & Co., Hopkinsville, Ky.	323.05
Robert Bishop Mfg. Co., South Boston, Mass.	8.12	Kaufman Plush Co., Philadelphia	103.69
Sidney Blumenthal & Co., N. Y.	39.93	Kay & Todd Co., Elk Mills, Md.	147.00
Bradshaw Praeger & Co., Chicago	1,162.50	Keeler Brass Co., G. R.	1,407.44
Breen & Halladay Fuel Co., G. R.	152.68	Kellogg-Burlingame Co., G. R.	6.12
Breslin Textile Mills, Inc., Frankford, Philadelphia, Pa.	161.58	Kee Lox Mfg. Co., Detroit	107.36
Brooks Bros. Co., Philadelphia	559.93	Kent Awning & Tent Co., G. R.	18.15
Brown Paper Goods Co., Chicago	17.50	Kent Machine Co., G. R.	105.20
Brown & Sehler Co., G. R.	6.10	Kentucky West Virginia Coal Co., G. R.	664.03
Burton-Dixie Corp., Chicago	901.75	Keystone Glue Co., Williamsport, Pa.	293.13
The Camera Shops, Inc., G. R.	7.13	Klise Mfg. Co., G. R.	34.79
The Carborundum Co., Niagara Falls	7.45	Kornella Mills, N. Y.	50.23
Carson, Pirie, Scott & Co., Chicago	62.04	La France, Inc., New York	634.71
The Casein Mfg. Co., N. Y.	485.81	The Lander Corp., Toledo	136.88
Central Michigan Paper Co., G. R.	28.16	Lee & Cady, G. R.	7.30
Central Tag Co., Chicago	73.53	Leitelt Iron Works, G. R.	101.52
Charles Chemical Co., G. R.	103.50	Robert Lewis Co., Philadelphia	42.19
L. C. Chase & Co., N. Y.	39.52	Lindeman Wood Finishing Co., Indianapolis, Ind.	384.47
Cities Service Oil Co., G. R.	17.40	Lussy, White & Coolidge, Inc., Chicago	14.97
Cocheo Bros., Long Island City, N. Y.	2.72	Lydton Bricker Mfg. Co., St. Paul	14.10
I. C. Cole, Peru, Ind.	2.89	Mac Fee Equipment Co., Kalamazoo	2.63
Cohn Hall Marx Co., N. Y.	5.53	Wm. V. Mac Gill & Co., Chicago	5.25
Collins & Aikman Corp., N. Y.	222.87	The Macey Co., G. R.	17.93
Collins Ice & Coal Co., G. R.	16.88	Mail Service Corp., Chicago	40.63
Colonial Rush Seat Co., G. R.	5.70	E. L. Mansure Co., Chicago	52.71
Corporations Auxillary Co., Cleveland	50.00	Manufacturers Supply Co., G. R.	24.24
Peter Cooper Corp., Gowanda, N. Y.	35.91	The Mattatuck Mfg. Co., Waterbury, Conn.	328.25
Craftex Mills, Inc., Philadelphia	269.67	G. Mathes Co., E. St.-Louis, Ill.	105.61
Crane Co., G. R.	9.39	The Mengel Co., Louisville, Ky.	169.11
Darlington Fabrics Corp., N. Y.	85.60	Master Tire Service, G. R.	176.14
C. C. Davis & Co., Chicago	623.72	S. A. Morman & Co., G. R.	45.55
Despres Dowel Mfg. Co., G. R.	4.00	Walter E. Miles Coal Co., G. R.	126.63
De Vilbiss Co., Toledo	28.22	Miller-Bryant-Pierce Co., Aurora, Illinois	9.77
De Windt Studio, G. R.	138.80	Minnesota Mining & Mfg. Co., St. Paul, Minn.	14.87
Ditto, Inc., Chicago	5.07	Mitchell & Dillon Coal Co., Chicago	34.13
Dixie Jute Bagging Corp., Norfolk, Va.	16.24	Moss Rose Mfg. Co., Philadelphia	304.82
Dixon Fabrics Corp., New York	74.30	Mount Holly Textile Co., Mt. Holly, N. J.	4.98
Alexander Dodds Co., G. R.	20.07	Nachman Corporation, Chicago	3.33
Eagle Ottawa Leather Co., Grand Haven	375.70	Napoleonville Moss Mfg. Co., Napoleonville, La.	758.25
The Ediphone Co., G. R.	7.80	National Feather & Down Co., Brooklyn	118.20
Electric Service Station, G. R.	3.15	National Lock Co., Rockford, Ill.	228.54
Chas. H. Feldstein Co., Phila.	474.84	Herbert B. Newton & Co., Phila.	43.13
Marshall Field & Co., Chicago	33.65	Nickey Brother, Inc., Memphis, Tenn.	580.62
Fort Wayne Corrugated Paper Co., Fort Wayne, Ind.	505.38	North American Coal Corp., Cleveland	79.36
Foster Stevens & Co., G. R.	72.72	Northampton Textile Co., Mt. Holly, N. J.	45.60
Furniture Mfrs. Warehouse, G. R.	249.86	Northern Feather Works, Newark, Wales, Pa.	232.63
Furniture Mutual Ins. Co., G. R.	1,206.25	North Wales Tapestry Mills, North Wales, Pa.	21.00
Freeman Quality Fab. Corp., N.Y.	23.00	Office Equipment Co., G. R.	12.33
C. L. Frost & Son, G. R.	28.17	Oliver Machinery Co., G. R.	7.99
The Fuller Brush Co., Toledo	2.65	Orinoka Mills, New York	332.94
Furniture Mfrs. Warehouse, G. R.	219.93	Orvell's Welding Shop, G. R.	5.00
The Garlock Packing Co., Cleveland	6.32	Pantlind Hotel, G. R.	93.60
P. B. Gast & Sons Co., G. R.	22.10	C. F. Pease Co., Chicago	10.43
General Elect. Vapor Lamp Co., Hoboken, N. J.	64.80	Penrod. Jurden & Clark Co., Kansas City, Mo.	313.02
General Motor Truck Co., Detroit	27.90		
General Motor Truck Co., Detroit	75.21		
General Naval Stores Co., Pensacola, Florida	23.14		

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Phoenix Trimming Co., Chicago	49.33
Richard Pick & Heller Co., Chicago	47.85
Pittsburgh Plate Glass Co., G. R.	604.41
Ponce De Leon Water Co., G. R.	40.50
Printing Arts Co., G. R.	255.31
Quimby-Kain Paper Co., G. R.	157.23
F. Ranville Co., G. R.	14.82
Ranlo Mfg. Co., Gastonia, N. C.	55.07
Reliable Tire & Accessories Co., G.R.	2.16
Republic Steel Corp., Youngstown	30.90
Reliance Dyeing & Fin. Corp., Covington, Ky.	28.37
Rexford Paper Co., Milwaukee, Wis.	14.70
Samuel Rich Co., New York	44.76
D. Robinson & Sons, Detroit	63.20
M. H. Rogers, Inc., New York	193.45
The Ross Crane Services, Chicago	10.00
Rousmaniere Williams Corp., N. Y.	18.75
George Royle & Co., Philadelphia	1.68
Royle & Pilkington Co., Hazelwood, N. C.	24.29
Ruffe Battery Service, G. R.	2.50
The W. Rumsey Co., Romeo, Mich.	55.22
F. Schumacher & Co., New York	29.98
The Seng Co., Chicago	50.30
Sinclair Refining Co., G. R.	66.15
L. C. Smith & Corona Typewriter, Inc., New York	22.44
Southeastern Fabrics Corp., N. Y.	8.54
Southern Fabrics Corp., N. Y.	69.50
Statler Edge Tool Co., G. R.	42.05
Standard Oil Co., G. R.	79.53
The Standard Register Co., Dayton	455.50
Stead & Miller Co., Philadelphia	355.29
Stroheim & Romann, N. Y.	12.00
Sun Oil Co., G. R.	32.62
Tabulating Machine Co., New York	831.09
Taylor's, G. R.	2.25
Tenn. Eastman Corp., Kingsport, Tenn.	47.75
Tennis Transfer, G. R.	7.75
Textile Supply Co., N. Y.	99.06
J. H. Thorp, New York	2.39
Thomas' Blue Print Shop, G. R.	16.84
Tisch-Hine Co., G. R.	159.90
United Feather & Down Co., Brooklyn, N. Y.	16.20
Van Duren & Co., G. R.	11.00
Van Oevern Printing Co., G. R.	14.16
Van Leeuwen Dry Goods Co., G. R.	22.05
Vitkin, Lee Feater Co., Chicago	3.00
Henry Voet & Co., G. R.	56.50
Von Platen Fox Co., Iron Mountain, Mich.	692.64
Wagemaker Company, G. R.	22.10
Waverly Fabrics, New York	59.22
The Weatherley Co., G. R.	2.70
The Weber-Knapp Co., Jamestown, N. Y.	1.76
Weeks Electric Co., G. R.	23.50
George W. Welsh Co., G. R.	148.00
West Dempster Co., G. R.	948.79
Western Felt Works, Chicago	1.06
Western Oil & Turpentine Co., G. R.	102.00
Westinghouse Electric Sup. Co., Detroit	3.05
Ichabod T. Williams & Sons, N.Y.	2,696.43
W. P. Williams Co., G. R.	126.37
Wilson Plush Mfg. Co., Phila.	82.79
Winegar-Gorman Lbr. Co., Chicago	545.84
Wisconsin Furn. Co., San Fran., Cal.	26.50
Wolverine Bolt Co., Detroit	3.64
Woodward, Baldwin & Co., City Hall Station, N. Y.	67.94
Yawkey-Bissell Lbr. Co., White Lake, Wis.	1,014.24
The Zapon Co., Stamford, Conn.	55.00
John Zimmermann & Sons, Phila.	640.03
Rush Lumber Co., Memphis, Tenn.	287.76
Acme Transfer & Storage Co., New York	2.02
American District Tel. Co., G. R.	53.04
Associated Truck Lines, G. R.	5.20
Consumers Power Co., G. R.	323.68
Continental Cushion Spr. Co., Chicago	93.01
Robert H. Denham, N. D., G. R.	11.50
M. J. Dregge, Syracuse, N. Y.	40,050.00
G. R. Gas Light Co., G. R.	2.50
G. R. Trust Co., G. R.	46.75
Grinnell Row Co., G. R.	80.99
Harodite Finishing Co., North Dighton, Mass.	30.81
Inter State Motor Freight, G. R.	1.29
McCauley & Sipple, G. R.	1.83
Mich. Bell Tele. Co., G. R.	128.82
Michigan Central R. R., G. R.	9.94
Robert E. Miller Co., N. Y.	4.50
Railway Express Agency, G. R.	1.33
Pere Marquette Railroad Co., G. R.	2.97
Postal Telegraph Co., G. R.	4.98
Richmond Stamp Works, G. R.	1.25
Southern Michigan Trans. Co., G. R.	1.00
Union Special Mach. Co., Chicago	1.67
Western Union, G. R.	25.18
Yellow Cab Company, G. R.	14.90
Kroehler Mfg. Co., Naperville, Illinois	19,303.06

Criminals rob strangers but kill their friends, according to a study presented to the American Association for Advancement of Science. This is one more good reason for not keeping bad company.

Why do people who preach eternal happiness do so with a sorrowful voice and a sad countenance?

FOURTEEN POINTS

Promulgated By National Association of Retail Meat Dealers

In addition to adopting the code presented in the Tradesman last week, the National Association of Retail Meat Dealers at their recent annual convention in Chicago developed a platform of fourteen points, specifying principles for which it stands. A preamble states that the purpose of the principles is to promote, protect, preserve the common interest of all retail meat dealers; to conserve the interest of the general public in efficient, economical and sanitary slaughtering, handling, shipping and selling of meats and meat food products; to promote a better understanding between producers, packers, wholesalers, retailers and the consuming public; to promote cooperative activities and closer relationship between retail meat dealers; and to promote increase of trade, clean competition, increased employment and better living conditions.

Here are the fourteen points:

1. Prohibit use of advertised brands as loss leaders.
2. Prohibit unscrupulous advertising and misrepresentation in sale of meats.
3. Prohibit the handling of meat food products by any person other than by a licensed meat dealer who is qualified as to honesty, integrity, and efficiency.
4. Number of persons handling meats and meat food products should be limited and licenses issued only to those where necessary to accommodate that immediate vicinity according to per capita zone.
5. Prohibit unrelated lines from handling meat products.
6. Prohibit one line of business from encroaching on another line, which results in tearing down the business of the legitimate meat dealer.
7. Put meat industry on cash basis.
8. That United States Department of Agriculture take the necessary steps to assist the different States in promoting a uniform inspection law of meats and meat products.
9. Slaughter all reactor cattle in government inspected houses only, thereby eliminating danger to public health.
10. Stabilize wholesale prices to retailers, placing meat industry on equal basis.
11. Prohibit packers from shipping meats inter-state to be sold at dump prices.
12. Reduce costly packaging of meat and meat food products sold in small unit packages, and compel packer service to confine sales to quantity lots, thereby eliminating small high cost deliveries.
13. That packers and wholesale meat dealers confine their sales to licensed Retail Meat Dealers.
14. We further recommend to the United States Department of Agriculture the urgent need for the promotion of a National Meat Program. The purpose of such program being to increase the desire of the consuming public for meats and meat food products and to overcome their natural resistance to any advance in price necessary to carry back to the producer adequate return for his product.

OUT AROUND

(Continued from page 9)

substantial gains in net income. The leading mail order companies and most other retailers, which last year recorded substantial deficits, should realize at least moderate profits.

Those in control of most industrial establishments — whether large or small, whether corporation, partnership or individual proprietorship—see the need of their whole industry for some means of doing away with sales below cost, price cutting, price discrimination, commercial bribery in one form or another, loose credit policies selling on consignment, secret rebates, extravagant second-hand allowances, dumping, cancellations of contracts, misleading guarantees and all other destructive practices nourished by excessive competition. They, for the most part would welcome a chance to enter into any agreement against such practices. The new National Industrial Recovery act gives them that chance, but before they deal with those problems they must perfect some agreement to shorten working hours with a view to putting men back to work, and to raise wages in the interest of restoring purchasing power. Those things will come first. Wages and hours are to be removed from the sphere of competition.

A central Michigan merchant writes me to enquire if it would be possible to pass the chain store bill over the governor's veto at the final meeting of the legislature on July 17. That would depend on two-thirds of the members of the legislature being present, which would probably not be the case. The meeting on July 17 is an informal affair, solely to give the governor more time to consider the bills he has not already taken action on. Comstock now claims that he vetoed the chain store bill because the Attorney General advised him that the enactment of that measure would invalidate the 3 per cent. tax law, which he needs in order to enable him to create more offices and appoint more men to useless offices to which they aspire.

In speaking at the Indian massacre celebration at Mackinaw City Saturday, Governor Comstock stated that he would "run for governor a second time next year, despite the mistakes he has made." Governor Brucker said the same thing in the same way a year ago, but after the votes were counted he was so far from the object he sought that he will probably never care to run for public office again. Judging by the manner in which the veto of the chain store bill is being received, our present governor will have the privilege of delving into political obscurity as soon as his present term expires.

When we see how much detail will be involved in the collection of the 3 per cent. state tax we are disposed to absorb it for the present, because we believe the cost of collecting the 3 per cent. tax would involve us in more expense and annoyance than to contribute it outright. The law gives us permission to do either and we are, there-

fore, disposed to adopt this arrangement-until we see how it works out.
E. A. Stowe.

GOOD MAN GONE

(Continued from Page 11)

cured for some poor fellow out of a job, a letter of admonition to some boy dazzled by his liberty and starting on the downward road, a helping suggestion to a struggling merchant trying to get a position in the business world, a kindly notice of some old woman forgotten by her former friends which brought tears to the grateful old creature's eyes. His life was a daily—almost hourly—remembering of others, just a lighting of hope on the altar where it was going out, just a hand—so strong, so true, so steady—stretched out to help. That was Mr. Clarke as those who knew him best remember him. He used to say that that was his religion. His creed was humanity and his gospel was love and truth.

The sweetness of his character, the entireness of his trust in his friends and his unsophisticated faith in the ultimate goodness of human nature made him especially beloved in the social life, where he was a genial and always active participant. He was free from guile. Double-dealing was totally absent from his code. He aimed to be helpful to his fellow men. His home was a center of intellectual refinement and hospitality in which there was never any taint of ostentation. He was teacher, patriarch, friend and play-fellow in one.

No man had keener relish of wit or greater rejoicing in humor, and few could apply those gifts to everyday intercourse with the pungency, the timeliness and the appositeness that marked Mr. Clarke's facile mastery of them.

Enthusiasm is the greatest asset in the world. It beats money and power and influence. Single-handed, the enthusiast convinces and dominates where wealth accumulated by a small army of workers would scarcely raise a tremor of interest. Enthusiasm tramples over prejudice and opposition, spurns inaction, storms the citadel for its object, like an avalanche, overwhelms and engulfs all obstacles. It is nothing more or less than faith in action.

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Business Wants department

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

FOR SALE—Men's clothing and shoe stock. Exceptional opportunity for profitable business. 4,500 population. 1,100 on factory payroll. Lopley Wilson, Greenville, Mich. 576

FOR SALE—Restaurant, fully equipped. Doing good business. Fine location. Ill health prompts sale. Lee's Lunch, Dexter, Mich. 578

Items From the Cloverland of Michigan

(Continued from page 17)

Miss Rose Gillotte, daughter of Phil Gillotte, one of our Southside grocers, has opened a new tea room in the new addition to the store, which is known as the Primrose. The new tea room has been attractively decorated in cream and white. Harmonizing fixtures and furniture make the new place one of the nifty ones of its kind. Rose had several years experience clerking for her father and has many friends who wish her every success in the new venture.

Life is a great deal like passing cars on the road. There's always some one ahead.

L. H. LeClear, for the past forty-nine years connected with hotels and eating places in the city, has taken over the sugar bowl at 205 Ashmun street. The place has been redecorated and remodeled and presents an inviting appearance. Short orders and dinners will be served daily. The restaurant will be known as "Dick's Place, Mr. LeClear will do the cooking. This is in one of the busy sections on Ashmun street and should do a good tourist business during the season.

The dirt roads have the best scenery, but if you slow down to enjoy it, passing cars will make you eat it.

St. Mary's Falls canal has been picked as the beauty spot of Michigan, according to W. P. Nietschmann, of the printing department of Rand McNally & Co., Chicago, who has written to the Sault Chamber of Commerce for a picture of the locks for their new book. The proposed book on "Natural Scenes of the United States," will contain one outstanding scene from each state in the union. The Sault locks were picked as the best in Michigan for the purpose. We appreciate this class of publicity and it make us all proud of our home town.

An experienced tourist is one who can tell at a glance whether it is a picnic ground or a dumping ground.

James Montero, well-known Pine street grocer, has remodeled his store, putting in a new front, an attractive new white awning and the store all painted white, which shows progress. Jim, as he is known in his neighborhood, is doing a fine business and never spends much time worrying about the depression. He gives the business his personal attention and never has any hard luck stories to relate when the collectors call. He is a member of our booster club and one of our progressive grocers.

The retail grocers have decided to close one-half day each Thursday afternoon during the summer months. It has been years since the merchants enjoyed this opportunity to give their employes the half holiday and show progressiveness.

At Manistique they are still considering whether or not to install a municipal light and power plant. The report will not be made until it has been gone over more thoroughly by the city council. Engineers made the survey some weeks ago.

We are told of an enterprising proprietor who has chosen a novel method of advertising his lunch cart on the Tauton highway near Boston. Perched atop the roof of the diner is an engineless airplane, its tail tilted skyward at a sharp angle. Passing motorists are attracted to the diner in the belief that there has been a plane crash.

William G. Tapert.

Pledges His Best Efforts

Fennville, July 3—To my friends, the druggists of Michigan: In accepting the Presidency of the M. S. P. A. for the coming year, I pledge you to do my best, to exert my influence in the direction that will make for better pharmacy conditions in this state and to give a year of real service to you and the drug industries.

This Association has had a good record in the years past and I will do all I can to help hold that, and to improve it.
Duncan Weaver.

Suggestions on Efficient Construction Methods

Centuries of construction practices, handed down from father to son, from master carpenter to apprentice, but not heretofore available to the public within two covers, have now been codified through the efforts of the National Committee on Wood Utilization.

The architect, the engineer, the builder, the carpenter, and the layman all have a definite interest in efficient construction methods. The best of design may be spoiled by unskillful execution of the project.

The series of "how to know it" booklets of the Committee embrace thousands of questions in regard to these building practices, ranging from intricate design of gigantic railway bridges and docks to the proper construction of the small house. Questions such as keeping the cellar free from moisture, securing the maximum efficiency of wood in frame house construction, the proper way of treating lumber with chemicals to prevent insect attack and decay, how wood should be painted, how carpenter joints should be made, the proper selection of wood for every part of a building; these and many other questions are all answered in the handbooks.

The Committee has made an important contribution to the distribution of knowledge regarding construction practices. It has treated the same subjects in different publications and from different points of view. Thus, for architects engineers, and contractors, it has published a 700-page, highly technical handbook, accompanied by hundreds of engineering and architectural designs. In its "Light Frame House Construction" (40 cents) the same subject is treated from the carpenter's point of view and described in the carpenter's own language, but the consumer—the prospective home owner—would not likely derive much benefit from the two aforementioned publications.

So for this reason the Committee has issued, "How to Judge a House" (10 cents). This has been called the home owner's Bible because it explains in simple, non-technical language the different kinds of building materials commonly used in house construction, how to distinguish good construction practices from bad, and in short gives the right answer to thousands of questions that the Committee knows from experience are asked by the man and woman eager to secure sufficient information to enable them to evaluate the house.

Then, the Committee has given special treatment to important details of construction practices. For instance, in its booklets, "The Marketing of Short-Length Lumber" (5 cents), and "End-Matched Softwood Lumber and Its Uses" (5 cents), it points out two valuable short cuts to economy without sacrificing good construction.

Short lengths are the "remnants" of the lumber industry; but there are places where such stock may be used to good advantage, since common but

wasteful practices call for the cutting of short lengths from long lengths on the job. Therefore, the Committee says:

"Use intelligence and purchase short lengths as such instead of wasting long-length lumber and take advantage of the discount at which such short stock is sold."

Similarly the Committee has devoted a great deal of effort to convince the prospective home owner, the carpenter, the engineer, and the architect that they should not buy "watered stock"—which, in the lumber language, means unseasoned lumber. Save the freight on carrying "water" and buy well-seasoned lumber. If green lumber is used the home owner will come to grief because the plaster cracks, sagging floors, sticking doors, and other similar symptoms are sure to develop.

A booklet under the title of "Seasoning, Handling, and Care of Lumber, Consumers' Edition" (10 cents) gives full directions on how to protect building lumber against the elements, how it should be installed in order to equalize shrinkage, and in short this little pamphlet contains remarkably practical directions to minimize these flaws in construction which are so apt to lead to expensive repairs and premature deterioration.

The insulation of buildings and residences has come to the forefront. It is one of America's contributions to home comfort and building economy. Through the application of specially processed insulation boards, mats or loose fill, the home owner may effect appreciable savings in fuel, and keep his house at an even temperature.

The Committee's booklets, "House Insulation: Its Economics and Application" (10 cents) and "Installation on the Farm" (10 cents), deal exclusively with the insulation problems from the consumer's point of view.

Undoubtedly the greatest contribution that the Committee has made to the construction industry is the publication, "Modern Connectors for Timber Construction" (15 cents), a joint undertaking with the United States Forest Products Laboratory. It required 16 years of hard work to follow these developments in a dozen countries.

Wood joints have now been strengthened from four to eight times through the use of metal devices consisting of plates, rings, or disks; in addition these devices double the rigidity of the structure. Industry itself has termed this system as the most important development in wood construction in a century. "Modern Connectors for Timber Construction" describes more than 60 different types of connectors and gives the results of extensive tests made in Europe and at the Forest Products Laboratory.

Wood is our most widely used building material. We have the best selection of structural timber of any country. The handbooks of the National Committee on Wood Utilization should assist anyone in the construction industry to secure the best possible use of wood for construction purposes.

The Committee's handbooks are all sponsored by subcommittees made up of leading architects, engineers, builders, contractors, and housing authori-

ties. They are essentially practical in character because those in charge of their preparation have kept in close and constant touch with the group to be served.

Axel H. Oxholm.

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Meat Eaters Smarter Than Amoebae

Scientists now declare that entirely too much time is wasted by the human race in the digestion of vegetables. Dr. C. M. Younge has told the British Association for the Advancement of Science that efficient digestion is an aid to evolution and that it has enabled the higher animals to spend less time on absorbing food and more on improving themselves.

"Low forms of life, consisting of one or a few cells, live as slaves to the nourishment processes," declared the doctor. "They spend most of their time 'swallowing' or absorbing food, digesting it and eliminating indigestible parts. They have little time or energy left for development.

"The higher animals digest food outside the cells of the body. The cells get only 'predigested' liquid food. As a result these animals take much less time and trouble for feeding. They are free to develop.

"That's one reason, it seems, why Albert Einstein, the meat eater, is smarter than the Amoeba."

We Sometimes See Double

One of the interesting phenomena of optical science is that of recurrent vision or flicker, points out a bulletin of the Better Vision Institute. When the dark surrounding space is illuminated by a bright flash, as lightning close at hand, the surrounding objects may be seen by the eye, not only once, but three or four times in rapid succession. This recurrent vision has attracted the attention of scientists and many interesting experiments have been conducted, especially in relation to colored objects.

Rises Halt Dry Goods Orders

Rapidly advancing dry goods prices, particularly in cotton textiles, have temporarily halted any volume orders by wholesalers, according to comment in jobbing circles. They expressed the opinion that mills have been moving up quotations too quickly and that jobbers have been paying for anticipated higher labor costs which has not yet materialized. The market, in the opinion of jobbers, has gone "wild" with price changes every twenty-four hours and the situation is decidedly chaotic.

Bank depositors are not unlike baseball fans. Nothing makes them madder than to suspect that the umpire was prejudiced in favor of the other side.

Heaven help the President. It's nice to have one helper that won't store up trouble by writing for the public prints.

The ideal bathing suit is one that will make a man turn to look at other women and not be ashamed of his own.

The lad who curls his hair needn't do a very good job. His old dad's language will finish it.

Another intelligence test that most of us flunked was prosperity.

He Knew What He Was Worth

When a Kalamazoo man applied for a job the other day and was told he would be paid all he was worth, he got madder than a hornet and stated very emphatically that he could not and would not work for such low wages.

If that man should ever attempt to run a business of his own, he would be just the kind of chap who would kick on the price of a safe, no matter how low it was, leave his account books and valuable papers exposed and then when the fire licked them up he would charge the whole thing up to his ding blasted hard luck.

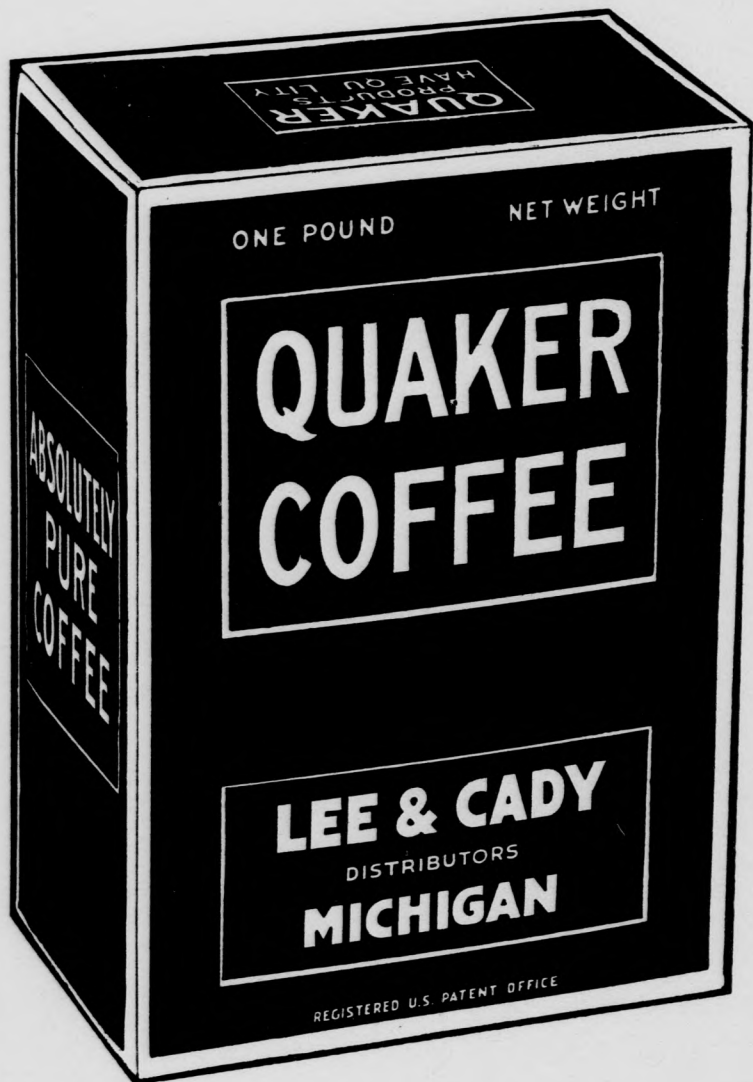
BE SENSIBLE BROTHER AND GET BUSY

and write us to-day for prices on a first-class dependable safe. It means really more to you than it does to us, because while we would make only a fair profit on any safe we sold you, you would lose what you never could replace if you should have a fire and lose your books of account.

Grand Rapids Safe Co.

Grand Rapids, Michigan

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

Rademaker-Dooge Grocer Co.

Distributors of

Anchor Red Salmon

Red Heart Med. Red Salmon

Surf Pink Salmon

Bull Dog Sardines

Red Crown Sliced Beef

The House of Quality and Service

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

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

The brand you know



A complete line of canned vegetables and fruits

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

Phone 20741

DETROIT OFFICE
Transportation Bldg.
Phone
Randolph 0729

GRAND RAPIDS OFFICE
Grand Rapids Trust Bldg.
Phone
95923