

TEN TESTED RULES FOR EXECUTIVES

I AM RESOLVED —

1. To remember that this my task is God's work more than mine, and that He is more interested in it than I am.
2. To keep silent about my own feelings, experiences and opinions. Much talking about these things weakens one's position.
3. To hold steady under a strain. Nothing is as bad as it looks. An orderly plan and a definite goal may clear away much confusion.
4. To hear both sides and take counsel before deciding large matters. Every man has something to teach me.
5. To leave important decisions until morning. God will meanwhile take a hand if I hold off a little.
6. To treat every man as my equal. Those who feel themselves below me will respond with new values, and those who seem above me are also timid.
7. To believe that every man intends to play fair. Better be imposed upon occasionally than suspicious all the time.
8. To give to my associates not orders, but responsibilities, and due credit for results obtained.
9. To remember that no case is hopeless, and to give every man who fails at least three trials under varying conditions. It may be a matter of finding his place.
10. Having done all things, to decide, and having decided, not to change without good reason.

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

MICHIGAN TRADESMAN

Fiftieth Year

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MICHIGAN TRADESMAN

E. A. Stowe, Editor

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Proposed New Code for Retail Grocery Business

The National Retail Grocers' Association has prepared a code for the operation of the retail grocery business in the United States, which it hopes to have adopted by the United States Government under the new industrial recovery act. The important parts of the proposed code are as follows:

Article I. Purpose

This code is set up pursuant to the requirements of the National Industrial Recovery Act, for the purpose of increasing employment establishing fair and adequate wages, improving standards of labor, granting the right of collective bargaining to employees and applicants for employment, eliminating unfair trade practices, and such other purposes as may be required by the duly constituted administrative director of the act, to the end of rehabilitating the retail food and grocery industry and enabling it to do its part toward establishing that balance of industries which is necessary to the restoration and maintenance of the highest degree of public welfare.

It is the declared purpose of the retail food and grocery industry and adherents to this code to bring, insofar as may be practical, the rates of wages within the industry to such levels as are necessary for the creation and maintenance of the highest practical standards of living; to restore the income of enterprise within the industry to levels which will make possible the payment of such wages and avoid the further depletion and destruction of capital assets and to make provision for the periodical revision of wages in such manner as will reflect the equitable adjustment to variations in the cost of living.

Article II. Participation

Any individual firm, partnership or corporation whose principal business is in the sale at retail of raw or/and prepared foods for human consumption, and merchandise entering into or used in connection with or in the preparation, keeping, processing or fixing the same for use or consumption, and such other merchandise as is, by custom, classified and commonly referred to as part of a grocer's stock, or commonly required and used in housekeeping shall, for the purpose of this code, be deemed to be a retail grocer and member of this industry.

Membership and Dues

Participation in this code, and any subsequent revision of or addition thereto, shall be extended to any member of this industry who accepts a share of the cost and responsibility, as well as the benefits of such participation by becoming a member of the National Association of Retail Grocers of the United States, Inc., or any affiliated association.

No initiation or entrance fee shall be charged by the National Association of Retail Grocers of the United States, or any division of industry—local or State associations affiliated in membership therein, but there shall be dues payable to all divisions, local or State associations which shall include for and to the National Association of Retail Grocers of the United States, one dollar per annum for every operating retail store unit. Of this amount one-half shall be subject to call by the National Retail Grocers Industry Council hereinafter created, to defray expenses incidental to the administration of this code.

Article III. Industry Division

For the purpose of the administration of this code, the retail grocery industry or trade shall be divided into major divisions, and subdivisions, namely:

- 1—Independent operators.
- 2—Corporate chain operators.
- 3—Such other major divisions as shall be determined.

Each major division may institute subdivisions within its jurisdiction as State associations and each State association may institute local or county or parish associations. Each of these divisions and subdivisions shall be independent and self-governing in respect of all conditions and problems relating exclusively to said division.

Each division and subdivision shall determine the dues of its re-

spective membership, inclusive of one dollar per retail unit per annum payable to the National Association of Retail Grocers of the United States, Inc., and each shall assume to itself all the performance of all the obligations of this code through its own organization, subject to the requirements stated in this code.

Proposals in respect of matters affecting more than one division may be initiated by any division, and shall be submitted for consideration to the National Retail Grocers Industry Council hereafter described, and its determination shall be binding upon all divisions.

The National Retail Grocers Industry Council shall consist of twenty-one members appointed by the Executive boards of each major division on such apportionment to each as shall be determined. Said Council shall act in behalf of the industry for the purpose of administering the provisions of the code; to secure adherence thereto; to hear and adjust complaints; to consider proposals for amendments thereof and exceptions thereto; to formulate plans for sub-administrative organization and otherwise to carry out for the industry and within the major and subdivisions thereof, the purpose of the National Industrial Recovery Act as set forth in this code.

Article IV. Powers

This National Retail Grocers Industry Council shall be the general planning and co-ordinating agency for the industry. Its members shall be empowered to act conclusively in respect to all matters before it, and within its jurisdiction. The Council shall have powers and duties as provided herein and in addition thereto, it shall:

A—From time to time require such reports from the respective divisions and sub-divisions as may be necessary to advise it adequately of the administration and enforcement of this code.

B—Upon complaint of interested parties, or upon its own initiative, make such inquiry and investigation into the operation of the code as may be necessary; and

C—Make rules and regulations necessary for the administration and enforcement of this code.

The Council may delegate any of its authority to committees or such agents as it may determine.

Labor Code

Employees in the retail grocery industry shall have the right to

organize and bargain collectively through representatives of their own choosing, and shall be free from the interference, restraint, or coercion of employers of labor, or their agents, in the designation of such representatives or in self organizations or in other lawful concerted activities for the purpose of collective bargaining or other mutual aid or protection. (Mandatory.)

No employee in the retail grocery industry, and no one seeking employment therein, shall be required as a condition of employment to join any company union or to refrain from joining a labor organization of his own choosing. (Mandatory.)

Employers of labor in the retail grocery industry agree to comply with the maximum hours of labor, minimum rates of pay, and other working conditions approved or prescribed by the president. (Mandatory.)

Each and every divisional code shall contain:

A classification of kinds of labor in the retail grocery industry.

Maximum hours for each class of labor.

Minimum wage for each class of labor and exceptions thereto.

Uniform hours of store operation.

And such other provisions in regard to working conditions as may be required and determined. Article V. Trade Practice Rules

1. The offering or giving of prizes, premiums, coupons, gifts or "free goods," directly or indirectly, in connection with the sale of any goods with the intent or effect of influencing the sale thereof or of effecting a price cut, is an unfair practice.

2. The making, causing or permitting to be made or publishing of any false, untrue, misleading or deceptive statement, by way of advertising or otherwise, or failing to make true representation, concerning the grade, quality, quantity, character, nature, origin, preparation or use of any goods is an unfair practice.

3. The offering or sale of goods at a price less than its replacement purchase cost plus cost of doing business, plus a reasonable return on the capital invested is an unfair practice.

4. Any variation in price current on goods of the same identical quantity, quality, character, brand, trademark or name, beyond differential in transportation costs from the nearest origin or source of supply; between re-

tail units under the same ownership, management or control, is an unfair practice.

5. The abuse of buying power to force uneconomic or unjust terms of sale upon sellers, and the abuse of selling power to force uneconomic or unjust terms upon buyers is an unfair practice.

6. Violation of contract in buying and/or selling, the deduction of unearned discount; surreptitious substitution of merchandise, short weighing or short measure, are unfair trade practices.

7. For the purpose of effecting the practical application of this code and assisting in realizing the intent of the Industrial Recovery Act it shall be required of every retail grocer to keep a record of his business transactions through such an accounting system as he may deem suitable for his business, and which will permit him to have a record of the chief essentials of his business, namely—purchase totals, sales totals, wages, rent and all operating expense totals. Failure to keep such record shall be an unfair trade practice.

Article VI. Submittal

In view of the fact that orderly and constructive competition in the retail field cannot be achieved without making possible to retailers the ownership of merchandise on the same basic cost to all under like terms and conditions, we respectfully submit that source of supply — producers, manufacturers, brokers and wholesalers—obligate themselves through their codes to the following:

"That all discrimination between customers shall be abolished. To that end, all merchandise shall be sold only upon open prices and terms made known to all parties interested therein.

"Special allowances, by way of discounts, brokerage, storage or advertising; reduction or substitution of grades or packings; delayed billings; full discounts in cases of delayed payments; rebates or other allowances by any name or of any nature; free deals direct or indirect, by way of gifts or sampling; special services not available to all under like terms or conditions; shall be unfair."

Article VII. General

The National Retail Grocers Industry Council shall appoint from its membership a committee of three to constitute the Executive Committee; said committee to exercise such authority as may have been delegated to it by the Council.

All communications and conferences of the retail grocery industry with the President or his agents concerning the approval or amendment of this code or any of its provisions, or any matters relating thereto, shall be through the said Executive Committee.

This committee shall be charged with the enforcement of the

provisions of this code and with the duties, through agents or otherwise, of hearing and adjusting complaints, considering proposals for amendments and making recommendations thereon, approving recommendations for exceptions to the provisions of this code, and otherwise administering its provisions. Any division, subdivision, local or State association, adherent to this code or subject to its terms shall have the right of appeal to the National Retail Grocers Industry Council, whose decision shall be final.

No provision in this code shall be interpreted or applied in such measure as to:

Promote monopolies.

Permit or encourage unfair competition.

Eliminate or oppress small enterprise.

Discriminate against small enterprise.

Code Prepared by Retail Dry Goods Dealers

The National Retail Dry Goods Association submitted a tentative code of fair competition to its members. Lew Hahn, president of the organization, said that retailers in affiliated lines were working through the Retailer's National Council to perfect a unified program for all branches of retail trade. This would come about by blending the separate codes of various national retail associations, that one national retail code might be submitted to Washington. Such a plan would undoubtedly have the complete approval of General Johnson, as Mr. Moffett, in an article printed in this issue has pointed out, the desirability of single codes covering many groups. The National Retail Hardware Association is specifically mentioned as one of the groups which will be invited to participate in the unified national retail code plan. Being the first retail code made public, it is likely that the Dry Goods Association's tentative recommendations will serve as a guide for similar activity in hardware and other lines, subject of course to revisions these other lines will require. Outstanding features of this code which will be subjected to the most discussion cover maximum working hours, minimum compensations and unfair competition. Important points covered in these three classifications follow:

Maximum Working Hours

The maximum number of working hours in retail dry goods, department store, mail order and specialty shop establishments except for a period of two weeks before Christmas and two days a year for inventory, shall not exceed forty-eight hours a week. This shall not apply to executives.

Minimum Compensation

In arriving at minimum wage rates for retail dry goods, department store, mail order and specialty shop trades we have had to bear in mind the fact that hundreds of thousands of these stores are located in very small communities where the cost of living is low and a lower wage permits a satisfactory standard of living.

The established minimum rates of wages for retail dry goods, department store, mail order and specialty shop trades for a forty-eight hour week are to be as follows:

A. Adult male employees over 18 years of age and with one year's experience in a retail store:

1. Within metropolitan areas (as defined by the United States Census of 1930) of over 1,000,000 population at the rate of \$18.00 for a forty-eight hour week.

2. Within metropolitan areas (as defined by the United States Census of 1930) of from 250,000 to 1,000,000 population at the rate of \$15.00 for a forty-eight hour week.

3. In the entire balance of the United States at the rate of \$12 for a forty-eight hour week.

B. Adult female employees over 18 years of age and with one year's experience in a retail store:

1. Within metropolitan areas (as defined by the United States Census of 1930) of over 1,000,000 population at the rate of \$12 for a forty-eight hour week.

2. Within metropolitan areas (as defined by the United States Census of 1930) of from 250,000 to 1,000,000 population at the rate of \$11.00 for a forty-eight hour week.

3. In the entire balance of the United States at the rate of \$10.00 for a forty-eight hour week.

C. Junior employees of both sexes under the age of 18 years and/or apprentice employees over 18 years of age with less than one year's experience in any retail store:

1. Within metropolitan areas (as defined by the United States Census of 1930) of over 1,000,000 population at the rate of \$11.00 for a forty-eight hour week.

2. Within metropolitan areas (as defined by the United States Census of 1930) of from 250,000 to 1,000,000 population at the rate of \$10.00 for a forty-eight hour week.

3. In the entire balance of the United States at the rate of \$9.00 for a forty-eight hour week.

It is recognized that these suggested rates are subject to such further adjustments on account of the varying cost of living as may be necessary.

Unfair Competition

1. It shall be unfair competition for anyone to sell, offer for sale, or advertise to the public at retail any merchandise at less than the net invoice cost plus 10 per cent to insure that labor cost shall at least be partially covered.

Nothing in this paragraph however, shall be interpreted to prevent seasonal clearances of merchandise, so advertised or plainly marked, nor shall any retailer, for the purpose of discontinuing the handling of such goods, when so advertised or plainly marked, be estopped from selling merchandise at less than net invoice cost plus 10 per cent, to insure that labor cost shall at least be partially covered.

2. Advertising (written, printed, radio, or display) which misrepresents merchandise, values, or services; or selling methods which tend to mislead the consumer, shall be deemed acts of unfair competition.

3. Retailers shall be free to advertise their own goods, their own services, and their own prices, but references to the goods, services, or prices of competing retailers shall be regarded as an act of unfair competition.

4. The use of, participation in, publishing or broadcasting of any statement or representation which lays claim to a policy or continuing practice of generally under-selling competitors is an unfair and uneconomic practice.

5. It shall be considered unfair competition for any merchant to offer for sale any product of a penal institution.



Lines of Interest to Grand Rapids Council

Observation and open ears have led us to believe that the new retail sales tax is just about as unpopular as a bad case of hives. Mumblyings of dissatisfaction and disgust may be heard from the great and the small alike. The inconsistency which has shown up in its ramifications has caused bitter comment among the Democrats and Republicans. One instance that proves how little thought the drafters and signer gave to an equitable tax is in the sale of gasoline. Already paying a substantial state tax on that commodity, we are now compelled to pay another tax upon that tax. It seems that the state solons and the Honorable Governor have made up their minds to kill the goose that lays the golden eggs, the automotive industry. The cool reception accorded the hint from the governor that he would choose to run for another term spells but one thing for the man who signed the bill for the retail tax and vetoed the chain store tax—burial at the bottom of the political heap in 1934. Some of us surmised that Mr. Comstock might be the light hidden under a bushel, a beacon to guide us out of a mess, but we are satisfied we made a bad bargain we readily admit it, and will use more care and judgment at the polls next state election.

Some chaps are interested in stocks and bonds, others in sex and blondes.

The United Commercial Travelers of America have a friend in the President. His interest in the impotence of the Order is enough that he put himself on record as a candidate for membership if he was eligible to join. While he was governor of New York he took great interest in the Teamwork program and lent his co-operation whenever possible. The U. C. T.'s ever alert to business conditions, feel that much good has been done by Mr. Roosevelt thus far and the following letter has been sent to the President: Mr. President:

The Order of United Commercial Travelers of America has been advocating Teamwork in Business for the past three years. During that time we have insisted that no return to normal business is possible until the nation again recognizes that every man is entitled to a fair profit and in this we include the man at the machine just as

much as the manufacturer or the merchant.

We thank you for what you have done in recognition of these same facts. We thank you for your statement that the man who does not pay his employees fairly has no right to remain in business.

During this same period we have urged that there should be some insurance on bank accounts to the end that the depositor may have security. We thank you for the action taken along this line by Congress and sincerely hope that your plan will accomplish all that you hope for it.

Now, Mr. Roosevelt, we believe that recovery can best be aided by some assistance rendered to our smaller manufacturers. They employ 60 per cent of our labor and they depend largely on our banks for capital. If they can be granted loans, based upon their actual physical valuation and the proven demand for their product, they will employ labor and the present condition will soon end.

And, Mr. President, we ask you to consider a tariff which will be based entirely upon the difference of the actual labor cost of an article in the country of its origin and the same cost in the United States. Such a tariff as this, we believe, would mean real protection to the workers—and it would win us friends in all countries by benefiting the laborers of those countries, because it would increase their wages. It would also increase wages in America. And after all, Mr. President, the laborers are the soldiers and if we can win them to us we can almost end wars.

Now, Mr. President, we know that you are busy but just the same we would like to talk to you about these ideas of ours. After all, you see, we know that it is only the really busy men who even have time to discuss things. When may 100,000 men send their representatives to see you, Mr. Roosevelt?

The salesman who is up on his toes never spends much time cooling his heels.

The general trend of business is on the up and reports coming in daily from various points of the compass lead us to believe that common sense and confidence will push us along toward good, steady business and a steady climb back to normalcy.

The following hotels have signed the teamwork pledge and have provided tables in their dining rooms at which all teamworkers and other salesmen may meet and become acquainted: Foster Hotel, Redfield, S. D.; Hotel Yankton, Yankton, S. D.; Hotel Moore, Indiana, Penna.; Kepler Hotel, Meadville, Penna.; Wood's Quick Lunch, Upper Sandusky, Ohio; Hotel Neal, Coschocton, Ohio, and the Monteleone Hotel, New Orleans, La.

Some fellows are known by their deeds, others by their notes.

William Van Overloop and wife spent their vacation touring through the Northern section of the state. Bill states that a week ceases to have seven days when one is enjoying an outing.

Al De Haan and family spent their vacation camping on Lake Michigan near Muskegon. Al is back with a determination to make the country go Del Monte.

Mr. and Mrs. Ray Bentley and J. C. Laraway are spending their vacation at Big Star Lake near Baldwin. We all hope the boys keep the boat right side up and that their fish stories will not vary in detail.

Wheel barrows, go-carts and some men have to be pushed.

H. F. DeGraff, who represents the Ariel Cabinet Co., of Peru, Indiana, invites members of the Council to visit his space on the first floor, south hall, of the Waters-Klingman building. Fred has a fine display of kitchen furniture and a trip through his line would be highly educational to any one interested in fine cabinet work. The furniture exhibit will close July 15.

Past Counselor Radcliffe, Michigan representative for the U. S. Sanitary Specialties Corporation, of Chicago, reports an increase in business. He states he is getting a greater number of orders and the volume is bigger.

A surprise was given J. C. Laraway at his cottage on the Thornapple, near Cascade, Saturday evening, when a crowd of his friends dropped in to remind him of his (?) birthday. Those present were Mr. and Mrs. W. E. Lypps, Mr. and Mrs. Steinbrecker, Mr. and Mrs. R. E. Bentley, and Mr. and Mrs. Leo Sanders. We all join in wishing Clyde many happy returns of the day.

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

Items From the Cloverland of Michigan

Sault Ste. Marie, July 10—Happy days are here again. The tourists are coming to town as we see by the reports that there is quite an increase in the traffic coming over the straits on the ferries over last year. The passenger boats passing through the locks are also carrying a fair sized crowd. It seems as if the Chicago fair visitors are taking in some of the fine boat trips on returning to their homes. This is what the resort owners were predicting and we hope they are right. No better opportunity to see this Northern country at such a little added expense. Even the weather man is co-operating, as we never had finer weather than we had during June and up to the present.

The Northwestern Leather Co., at present employing over 700 people, has given the employees another raise in pay of 5.81 per cent. This is the second raise since May, at which they made a 5 per cent. raise. Lumber also seems to be moving again. The Soo-Cadillac Lumber Co. is shipping regularly and if conditions continue it will not be long before the mill will start up again, which will give employment to several hundred now unemployed. It is surprising to see so many homes are being built in the city. It looks as if people are taking advantage of the low prices and cheap labor by making hay while the sun shines.

The Soo Woolen Mills are stepping up operations and are now running at almost full time again, employing seventy people. John Cullis, the manager, says that the present time operation will be kept up as long as the business outlook is good as it is at present.

It has been announced that the Northern Sportsman, outdoor magazine at Marquette, has been sold to John J. Guelff by the publisher, Herbert S. Case. The new manager will be A. E. Anderson and Mr. Case will be associate editor. The editorial policy of the magazine will be continued along much the same lines it has been under Mr. Case's ownership. Several well-known writers, who are specialists on hunting and fishing and other outdoor subjects, have been regular contributors to the magazine and will continue to write for its columns. Among them are Hon. Chase S. Osborn, author and former governor of Michigan; Ben East, outdoor editor of the Grand Rapids Press; Jack Van Covering, Detroit outdoor writer, and the "Judge." The new owner expects to

enlarge the magazine as rapidly as possible and to build up its pictorial features.

An encouraging sign: Business men have quit shaking their heads and are now shaking hands.

O. T. St. John, the new manager for the Gamble-Robinson Co., wholesale produce house, has been a victim of a series of beer robberies and again last week another car was broken into and three cases of the precious beverage taken. This is another way to contribute to happy days without paying the tax.

Joe Krohl, of DeTour, is building a new ferry to operate between DeTour and Drummond Island. At present he is using a scow towed by the Tug Nida. The new ferry will be a big asset to Drummond and will attract many visitors from the Sault and many tourists who would like to spend the time at Drummond, which is one of the historic and beauty spots of the North.

The officials of the Michigan Federated Utilities operating the gas plant here, have offered the city commission a reduction of 7½ per cent. in the rates on the first step of domestic gas consumption. Something more to be thankful for.

Our greatest glory is not in never falling but in rising every time we fall.

Wm. Garipy, formerly in the confectionary business at Algonquin, has purchased the O. K. pool room on Ashmun street from Mr. Campbell.

The Newberry Lumber and Chemical Co. sawmill, at Newberry, started operation last Thursday for an indefinite period. The mill manufactures lumber, ties and chemical wood for the company's retorts. Its total output is 50,000 feet per day. They are at present employing sixty-five men.

Despite material reduction in revenue from the state and county, three fair societies of Chippewa county are making plans to hold fairs next fall. The following dates have been decided upon: The Pickford fair will be held Sept. 2, 3 and 4; the Chippewa county fair, Sept. 19, 20 and 21; the Stalwart fair, Oct. 5 and 6.

The Islington Hotel, at Les Cheneaux Island has opened for the season under the same management, Mrs. R. E. Melcher, the owner. The Islington is one of the finest hotels on the Les Cheneaux Islands, located at the edge of the water, where a breeze from any angle finds its way to the tourist and others looking to spend a delightful and restful time during the summer season. The place has a fine boat livery and is on one of the best fishing grounds in the North. The meals and service are excellent, which accounts for the liberal patronage. A large tennis court and dance hall furnish amusement. Being only thirty-five miles from the Sault, it is an ideal place for a drive and a good dinner.

Getting business started this time is pretty hard on the financial battery, but when the car gets going, it soon recharges the battery.

The Travelers Hotel, on East Portage avenue, has completed the repairs and changes which have been going on for the past two months. The interior of the first floor has been finished with booths on one side where beer is being served with a lunch counter and restaurant on the other side and a recreation room at the rear. Wm. Karras, the proprietor, is well pleased with his efforts in making the hotel a popular place for the tourist, as well as the local trade.

The Pickford Creamery has decided to go into the manufacturing of ice cream, which will be made from cream taken from Guernsey cows.

William G. Tapert.

Several stores are spurring hosiery sales by offering to stamp indelible initials on the tops. Initialed hose prevent mix-ups, make "personalized" gifts, they point out.

Tribute to One of America's Greatest Institutions

Ionia, July 1. For several years I engaged in business in the Northwest and among my friends are those who were identified with merchandising in the early days of that section of the country, their experiences have been very interesting to me. We can all recall the time in Michigan when our state was filled with prosperous, progressive communities and a great part of the leadership was furnished by the independent merchant.

From these thoughts I have written this tribute which you may publish if you care to. A. E. Moore.

Like all human endeavor Independent Merchandising has at times engaged in abuses and made mistakes, but in the main its history has been filled with glorious achievement.

As a pioneer it pushed Westward through forest and over prairie, shoulder to shoulder with the early settlers supplying their needs often through its credit facilities at times when they could not otherwise have existed. In other American depressions it has absorbed much of the shock—in a stronger financial position it has carried many regular customers through without embarrassment.

As a social institution it has supplied many in dire circumstances with the necessities of life, charging those able to pay a small percentage extra, performing in a painless way the very things we still have to do for our fellow citizens with groans when tax times come.

Its profits have helped us support schools, churches and fraternities, erected business blocks in the local communities, built and maintained the kind of homes which are the bulwarks of democracy. The personnel of independent business have been a part of the community and have many times unselfishly furnished both capital and leadership for those undertakings which make life worth living. The principles of independent merchandising are in keeping with the higher ideals of democracy and wholly American. Independence, Liberty and Opportunity.

Opportunity for free and honest competition and personal opportunity for our sons and daughters in the field of independent manufacturing, independent wholesaling and in the retail business on the main streets of every town and city in America.

America has never bowed to defeat in peace, war or disaster, we have never folded our hands and waited for the touch of a magic wand, but as our pioneer forefathers by the steady clip of their axes built a great Nation from a rugged wilderness so will we build from economic chaos a finer and better social system.

Increased patronage for our independent merchant means a better market for products and produce of our communities. More money in circulation which will give us the ability to better support our churches, homes, schools and other institutions.

These are the fundamentals of a prosperous community.

The man who is satisfied with little already has more than that.

MOVEMENTS OF MERCHANTS

Howell—Ralph Whinnery has opened a cream buying station on Riverside Drive.

Negaunee—Mrs. Helma Hill has opened a bakery at 303 Iron street under the style of the Pastry Shop.

Detroit—The Sanitary Laundry Co., 5170 Vermont street, has decreased its capital stock from \$45,000 to \$20,000.

Detroit—The Ideal Garment Co., 160 East Jefferson avenue, has increased its capital stock from \$4,000 to \$10,000.

Williamston—The Cedar River Coal Co. has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Monarch Shoe Co., 5638 West Fort street, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Max Company, 957 First Nat'l Bank Bldg., has been organized to deal in jewelry, with a capital stock of \$2,500, \$1,000 being subscribed and paid in.

Lansing—Wolverine Distributors, Inc., 1118 South Washington avenue, has been organized to sell beverages with a capital stock of \$2,000, all subscribed and paid in.

Hamtramck—The Victory Market, Inc., 2105 Caniff avenue, has been organized to deal in meats, etc., at retail with a capital stock of \$2,000, all subscribed and paid in.

Iron River—The Iron River Funeral Home Inc., 304 Cayuga street, has been incorporated with a capital stock of 100 shares at \$100 a share. \$2,500 being subscribed and paid in.

Detroit—The Marvin 5c to \$1 Stores, Inc., 4546 West Warren avenue, has been incorporated with a capital stock of 100 shares at \$100 a share, \$6,000 being subscribed and paid in.

Lansing—The Central Michigan Distributing Co., 121 North East street, has been organized to wholesale and retail beverages with a capital stock of \$2,000, all subscribed and paid in.

Cadillac—S. C. Mattison, formerly with Widgren market, has purchased the grocery stock of John Bell, at 1002 Haring street. The store is in a good location and his stock is well arranged.

Detroit—George J. Lake, Inc., 9250 Forest avenue, East, dealer in groceries, foodstuffs and beverages, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Lansing—F. J. Blanding has sold his interest in the auto accessories, parts and service business of the Blanding Co. on South Grand avenue.

Detroit—Samuel Zuiebeck & Sons, Inc., dealer in wearing apparel for women and children at 428 Michigan avenue, also at Dearborn, has decreased its capital stock from \$200,000 to \$25,000.

Lowell—William Christiansen is expanding his ice cream business by installing a modern machine with a capacity of 150 gallons per hour. He is enlarging the storage room to take care of the increased output.

Hilliards—John Rudawski has erected a modern store and dwelling on the lot adjoining his gas and oil service station. A stock of groceries and sta-

ples has been installed and the store is now open for business.

Cadillac—Ed. McKernan, former A. & P. chain store manager at Lake City, has opened a grocery and meat market at 902 Hering street. He has a good location and an attractive store and reports trade picking up.

Holland—Miss Laura Knooihuizen, proprietor of the Knooihuizen Shoppe, 11 East Eighth street, has removed the stock of lingerie, hosiery, foundation garments, blouses, etc., to its new location at 13 East Eighth street.

Detroit—The Wayne Furniture Co., 2921 East Davison avenue, has been incorporated to deal in furniture and household appliances at retail with a capital stock of 250 shares at \$100 a share, \$7,000 being subscribed and paid in.

Detroit—The West Side Distributing Co., 3965 Tilman avenue, has been organized to deal in beer and other legal beverages with a capital stock of \$1,000 common and \$10,000 preferred, \$6,000 being subscribed and \$5,000 paid in.

Detroit—The Grosse Pointe Furniture Co., 13041 East Jefferson avenue, has merged its business into a stock company under the style of the Grosse Pointe Furniture Shops, Inc., with a capital stock of \$25,000, all subscribed and paid in.

Lansing—The Mills Dry Goods Co., 108 South Washington avenue, department store, has merged the business into a stock company under the same style with a capital stock of 26,500 shares at \$1 a share, all being subscribed and paid in.

Owosso—Fred J. Storrer, dealer in clothing and furnishings for men and boys, at 114 North Washington street, has merged the business into a stock company under the style of Storrer's, Inc., with a capital stock of \$7,500, all subscribed and paid in.

Detroit—A. Jacobs & Co., 140 Twelfth street, has merged its business into a stock company under the style of the A. Jacobs & Co. Commission Merchants, Inc., with a capital stock of \$50,000, \$4,000 of which has been subscribed and paid in.

Detroit—The Be-No Products Co., manufacturer of skin preparations, with business officers at 423 Stevens Bldg., has merged the business into a stock company under the style of the Be-No Sales Co., with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Kalamazoo—William U. Metzger & Son, Inc., 144 North Edwards street, dealer in ventilating apparatus, roofing, warm air heating, etc., has merged the business into a stock company under the same style with a capital stock of \$10,000, \$5,000 being subscribed and paid in.

Battle Creek—Jay's Millinery, a state-wide millinery concern with headquarters in Detroit, has taken a lease on the store at 47 West Michigan avenue. A modern store front is being installed and modern store fixtures will be included in the company's equipment.

St. Joseph—A syndicate of Chicago financiers have purchased the local hosiery mills of Cooper, Wells & Co.,

including two plants in Decatur, Alabama. There will be no change in operation or personnel of the local plant it is announced.

Nashville—E. L. Kane, who has conducted a drug store here for the past eight years under the style of the Postoffice Pharmacy, has sold the stock, fixtures, etc., to Fred Elder, of Lansing, who has taken possession. Mr. Elder formerly conducted drug stores at Elkton, also Pigeon.

Cadillac—Andrew Lindstrom has opened a new grocery, fruit and vegetable store at 329 North Mitchell street. He has a very attractive stock and celebrated his opening Saturday, July 1. Mr. Lindstrom was previously in the same business here and his former success will, no doubt, be again repeated.

Detroit—The Pringle Furniture Co., 2990 West Grand Blvd., has merged its business into a stock company under the same style with a capital stock of \$150,000 preferred and 35,000 shares at \$1 a share, \$30,000 being subscribed and \$1,000 paid in. The Pringle Furniture Co. at 431 Gratiot avenue, has changed its name to the Gratiot Furniture Shops, Inc.

Petoskey—O. A. Porter, who has been associated with Beese & Porter, since that firm was established in 1904, has taken over the entire stock of dry goods, women's ready-to-wear apparel and accessories and will continue the business with the assistance of his two sons, George and Richard, who have been admitted to partnership, under the style of Porter's.

The merchants of Cadillac who sell ice cream are much incensed over the action of Swift & Company in opening a retail store and entering into competition with them. It seems to be a case of another big greedy corporation wanting to eliminate the home merchant. If they would maintain the regular price it would not be so bad, but they cut the price or increase the portion, so the home merchants can make no profit on their product. It is the same old tactics used by other big corporations to gain control of necessities of the people, and which the governor favored in his recent veto of the chain store bill, which passed both branches of the legislature by large majorities. He favored the greedy chains and missed his opportunity to serve the people.

Manufacturing Matters

Detroit—Ringcraft, Inc., 1007 Metropolitan Bldg., has been organized to manufacture and sell jewelry, tools and findings with a capital stock of \$5,000, \$3,000 of which has been subscribed and \$2,550 paid in.

L'Anse—The Tillson Bearing Corporation has been organized to manufacture and sell roller and ball bearings, make tools, with a capital stock of 50,000 shares at \$5 a share, \$2,000 being subscribed and paid in.

Detroit—The Air Conditioning Corporation, 3084 East Grand Blvd., has been incorporated to manufacture and deal in air conditioning units, with a capital stock of 25,000 shares at \$1 a share, \$5,000 being subscribed and paid in.

Detroit—The Prost Liquid Malt Co., 9920 Knodel avenue, has merged its business into a stock company under the style of the Prost Brewing Co., to manufacture and sell beer, with a capital stock of 300,000 shares at \$1 a share, \$110,000 being subscribed and paid in.

Another Dividend for Michigan Merchants

All Michigan merchants who have paid the \$25 malt license tax for 1933 are now entitled to a rebate of \$20 because of the reduction in the tax by the Legislature from \$25 to \$5. Blanks on which to make application for the refund will be in our hands for the use and benefit of Tradesman readers in a few days.

The Tradesman assisted thousands of its patrons—and several hundred who alleged they were "too poor to take the paper"—to secure the \$13 rebate due them on the oleo tax, providing they sold no animal oleo. It is now assisting its friends to secure the \$6 rebate.

Thirty-three dollars is quite a respectable dividend to receive as the result of a payment of \$3 for a yearly subscription to the Tradesman.

For many years we have sold the Tradesman on a positive guaranty that we can make any progressive merchant \$10 for every dollar he pays us. This year we have already done better than that on only two counts—and the year is only a little over half gone.

No other trade journal of our acquaintance makes its patrons so happy in many ways as the Tradesman does.

Twenty-nine New Readers of the Tradesman

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

M. J. Gearing, Grand Rapids
D. H. Reyecraft, Petoskey
Roy Kanouse, Ashton
Ed. Larson, LeRoy
F. E. Willis, Cadillac
Adam & Co., Fountain
Mona Lake Ice Co., Muskegon Heights
Sanitary Dairy Co., Muskegon
C. B. Curtis, Houghton Lake
D. Klinger, Cadillac
Ed. McKeehan, Cadillac
F. H. Laney, Cadillac
Whaley's Market, Cadillac
F. W. Johnson, Cadillac
Mattison's Market, Cadillac
Geo. E. Leutzinger, Cadillac
Elmer Peterson, Cadillac
E. R. Hector, Cadillac
R. L. Phillips, Cadillac
Cadillac Bread Co., Cadillac
John M. Mattison, Cadillac
Albert E. Holmberg, Cadillac
H. L. Roussin, Cadillac
Wm. Lutes, Cadillac
J. J. Gaasbeck, Cadillac
C. D. Stocker, McBain
Conklin Drug Co., Marion
Mrs. A. H. Corwin, Marion
Jay F. Piper, Marion.

You cannot corner a square man.

Essential Features of the Grocery Staples

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

Tea—The first hands business in teas during the past week has been rather broken up by what practically amounted to two holidays. There have been almost no developments since the last report, but the situation is still firm. Consumptive demand for tea is fair to good.

Coffee—So far as spot Rio and Santos, green and in a large way are concerned, the market is just about where it was a week ago, but some of the cheaper grades are expected to advance slightly. As to future Rio and Santos, the week opened a little soft, but later gained several points, partly due to inflation conditions. Mild coffees show no change from the last report. The jobbing market for roasted coffee is also just about where it has been some time.

Canned Fruits—Further progress was made this week toward stabilization of the cling peach output for the coming year. Packers have agreed tentatively on 9,500,000 cases, which while above that of the past two years, is well below the so-called normal 12,000,000 cases. In addition, too, the carryover of unsold peaches as of July 1 was 827,000 cases, as against over 4,000,000 last year and carryovers of around 3,000,000 cases in years previous to that. So that a pack of 9,500,000 cases pretty closely represents what the country might be expected to consume in the coming twelve months. With improving business conditions it might easily prove short. The plans of the Pineapple Producers' Association for 8,000,000 cases of Hawaiian pineapple in the coming year, and in addition some 1,000,000 cases of pineapple juice, is likewise well within normal consumption, for stocks of pineapple still unsold are negligible. The larger packs of both peaches and pineapple thus planned reflect the strong statistical position which producers put themselves in during the past two years by curtailment of production and low prices to consumers. The next year will test how far these lower prices have won permanent new friends for these fruits, for undoubtedly consumption was stimulated by bargains. If producers can keep a good portion of new consumers buying at the higher prices which will prevail in the coming year, the sacrifices in price previously made will bring some return. The controversy over red sour cherries has been settled in the Mid-west, with canners agreeing to pay growers 3c per pound, or three times the minimum paid last year. Growers of cling peaches will receive \$20 a ton for No. 1 cling peaches with \$2.50 a ton for surplus buying. Apricots are to be bought on a range up to \$30.

Canned Vegetables—Along with the trend toward better prices, nature has acted in many sections to reduce yields to such proportions that advances were in prospect in any event. The pea crops in New York state and the Middle West have shown very poor yields and no packers are offering at this time. Fancy refugee beans are being

quoted up-State over wide ranges, No. 2s, whole, being quoted from \$1.25 to \$1.40.

Canned Fish—In the Northwest and Alaska, salmon prices which are being, or will be, paid to fishermen have advanced sharply over those of a year ago. Production of fancy canned salmon on the Columbia River so far has been light due to floods. Operations on Puget Sound are soon to start. If sockeye fishermen get 65c a fish as they demand, fancy halves will open at \$1.75, Coast, it is expected.

Dried Fruits—Dried fruits continued firm last week, with a slightly higher tendency in some items known to be scarce here. Jobbers reported a fairly good post-holiday business, with no one item standing out in marked degree. The local and interior trades, operating through the summer season with as small a stock as possible, keeps buying very close, but volume on the whole is well up to expectations. Stocks in the hands of distributors are moderate to light, which explains fractional gains in some sizes and grades from time to time. The Coast reports a steady market all the way through. Spot stocks are in a very satisfactory position, with prunes well moved out and raisins in fine shape. Trade interest continues largely for deferred shipment, with quotations ruling 1/8 to 1/4c above those for prompt shipment. Carryovers this year will be negligible. The prune pool has made its final offering to packers at another advance. Thompson raisins are closely cleaned up. Reduction in the new Muscate crop has strengthened this variety. As regards new crops, the California prune crop, from present indications, will exceed last year's. Estimates now are higher, being around 175,000 tons as against 164,000 tons a year ago. There will also be a somewhat heavier production of dried apples and dried pears. There will be more dried peaches than last year's short production, but the marketable tonnage of apricots will probably be less.

Beans and Peas—Demand for all varieties of dried beans is poor, with prices easy. The same can be said of dried peas.

Cheese—The demand for cheese during the week has been moderate, with prices steady to firm; no particular change.

Nuts—The market is active in a routine way. Buying limited to nearby requirements and prices here are firm to somewhat higher. Stocks are light with practically nothing offered from abroad. French walnuts are practically cleaned up. Filberts are in light supply in the several producing markets and almonds are rarely offered at any price. Brazils and pecans have advanced. The outlook is for considerably higher prices in the fall, due to the dollar depreciation.

Olives—Higher replacement costs forced the spot market for olives upward. Spanish shipment prices were stronger because of the insistent advance of foreign exchange. Consumers were buying moderately out of spot stocks. Sales were at the full list. Most local dealers were higher in their ideas. Supplies remained fair, although some lines were scarce.

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. No. 1 Transparents command, \$2.25 per bu., No. 2 \$1.75.

Bananas—5 1/2 @ 6c per lb.

Beets—New, 35c a dozen bunches.

Beet Greens—90c per bu.

Butter—The market is 1/2c higher than a week ago. Jobbers hold plain wrapped prints at 26 1/2c and tub butter at 25 1/2c. Statistical information is again more bearish than otherwise. Four market figures for the day show an input of 994,993 pounds which surpasses a year ago by a noticeable margin. The twenty-six markets report for the week is fairly bearish comparatively showing 79,447,757 pounds against 66,184,398 pounds a year ago, or an excess of 13,000,000 pounds. Handlers of the actual butter continue to operate freely against the bullish side of the market. Liberal hedges have been placed against the stock held in storage and unless conditions develop contrary to the current trend of things, there is every reason to expect heavy deliveries at the start of the delivery period. Home consumer demand has not picked up and with higher retail prices in all cities compared with earlier in the year, there will have to be notable increase in employment to balance supply and demand. Bullish sentiment, of course, exists in speculative quarters, traders who firmly believe the current industrial program will bring about desired results.

Cabbage—Home grown, \$1.25 per bushel.

Cantaloupes—Going prices for Arizona and California are as follows:

45s	-----	\$3.50
54s	-----	3.25
Flats	-----	1.75

Carrots—Home grown, 40c per doz. bunches.

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

Celery—Home grown, 30 @ 40c per dozen bunches.

Cherries—Sour, \$1.50 per crate of 16 qts.; white sweet, \$1.55; dark sweet, \$1.55.

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

Cucumbers—No. 1 hot house, 65c per doz.; No. 2, 50c per dozen; bushels from the South, \$3.

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

C. H. Pea from farmer	-----	\$2.60
Light Red Kidney from farmer	-----	\$3.00
Dark Red Kidney from farmer	-----	2.25

Eggs—Jobbers pay 7 1/2c per lb. for mixed eggs and 8 1/2c 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 fact that fresh eggs in the open market continued salable at a price approximately 7c under the October futures seems not to discourage outsiders. Old times, of course, adopted a more conservative stand because of the mysterious trend of the market in the face of what ordinarily would be considered bearish developments. Yet there is again a lack of selling and offerings which are liberal and which are closely absorbed at the advanced price. Some distributors continued to draw on storage supplies for quality to the neglect of fresh. Reports

from the country fail to indicate increased collections and no more than seasonal receipts comparatively anticipated.

Grape Fruit—Present prices are as follows:

Florida Mor Juice	-----	\$3.00
Florida Sealed Sweet	-----	3.25
Texas, Choice	-----	3.50
Texas, Fancy	-----	4.00

Green Beans—\$1.75 per bu. for home grown.

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

Green Onions—Home grown, 25c per dozen.

Green Peppers—40c per dozen for home 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	-----	\$4.00
Imperial Valley, 4s and 5s, crate	-----	4.25
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

Mushrooms—28c per one lb. carton.

Onions—California, white or yellow, \$1.85 per sack.

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

126	-----	\$4.00
176	-----	4.00
200	-----	4.00
216	-----	4.00
252	-----	3.75
288	-----	3.75
324	-----	3.75

Red Ball, 50c per box less.

Parsley—40c per dozen.

Potatoes—Home grown new sold on the Grand Rapids market to-day at \$3 per bu. The size was small. White Cobblers from the Carolinas and Oklahoma, \$3.50 per 100 lb. sack or \$6 per bbl. The cause of the advance is short crop and the blight on the Virginia crop.

Peaches—White from the South, \$1.75 per bushel.

Radishes—12c per doz. bunches hot house.

Raspberries—Red, \$2.50 for 24 pints; black, \$2 for 16 qt. crate.

Spinach—90c per bushel for home grown.

Tomatoes—Hot house, 7 lb. basket, 65 cents.

Water Melons—35 @ 45c for Florida.

Wax Beans—\$1.75 per bu. for home grown.

Whortleberries—\$2.50 per 16 qt. crate.

Veal Calves—Wilson & Company pay as follows:

Fancy	-----	7@7 1/2c
Good	-----	5@6c

Poultry—Wilson & Company pay as follows:

Heavy fowls	-----	10c
Light fowls	-----	8 1/2c
Ducks	-----	8c
Turkeys	-----	11c
Geese	-----	7c

I would rather be a beggar and spend my money like a king than be a king and spend money like a beggar.—Robert G. Ingersoll.

MUTUAL FIRE INSURANCE

A Straight-Thinking Farmer Speaks

A young insurance inspector called at an elevator one cold winter afternoon to make a survey and a physical inspection of the plant.

While warming up a bit by the office stove, various topics, including fire prevention, were discussed. The suggestion that the plant should be thoroughly looked over at the close of each day's run evidently did not meet with an particular enthusiasm on the part of the manager. He attempted to dismiss the subject with the joking comment that his Mill Mutual insurance policies were good night watchmen.

At this point in the conversation a prosperous looking, elderly farmer-customer sitting around on the other side of the stove laid down a grain trade publication through which he had been leisurely browsing.

In substance, he volunteered this: "You know, Frank, I've been listening in on this talk about a regular nightly inspection and it set me thinking. This young fellow or his company has the right idea.

"I have a fairly nice set of buildings and some good livestock out there on my farm. Always keep them pretty well insured, too. But the last thing I do at night is to light a lantern and take a turn around the barns and yard.

"The hired man and I are about as careful as the average, yet you'd be surprised what I find. A while back, I found a two-year-old tangled up in his halter rope so tight that he would have hung himself before morning without a doubt.

"Another night, early last spring it was, one of us hadn't latched the hog house door. That last snow we had was blowing in on eighty week-old Duroc pigs that were too tender to have stood it until morning.

"Many a time I find some of the stock in difficulties or a gate has been left open inviting trouble of one sort or another.

"Only last week I was on my way back to the house one night after making the rounds when I noticed a little flicker on the roof of the house. Could see right away what had happened. Chimney had burned out and had set fire to the dry leaves in the valley between the gables.

"Another half hour or less and that fire would have been all out of control. What insurance I carry would have helped but it wouldn't have covered all the loss by any means.

"Never gave it much thought before, but come to think of it now, that nightly inspection trip of mine has saved me a lot of money, not to mention a sight of inconvenience."

Think it over, men. Supplement your Mill mutual policy with a policy of regular inspection of your entire plant each evening at closing time or shortly thereafter.

The History of Fire Prevention

Some day the definite history of fire prevention will be written. It will make an interesting story. Almost all of human history will be intermingled with it. Progress began with the discovery of fire, and its blessings—and

the world has been struggling ever since with the destructive side of fire. It is one element that can do as much harm as good.

The first crude efforts to develop fire quenching apparatus would seem humorous now. Among the earliest, came the simplest treatment of all—pouring water over the blaze from buckets. Then came crude squirting devices, by which a small amount of water could be thrown a short distance. Some of these, holding but a gallon or two of water, required two or more men to operate. And finally, after centuries of evolution, came the steam pumpers. They were refined to a high degree of efficiency before the day of the motor truck.

Today's fire equipment will doubtless be further improved upon. But it represents a remarkably high stage of development of the weapons used in this ancient war. The old line manufacturers of fire apparatus—who build fire engines and nothing else—have given us pumpers and hook-and-ladders that are pliable, fast and dependable to a point undreamed of a decade ago. And they are a match for even the fire demon when given half a chance.

Life and property, since the dawn of organized society, have depended on the quality of the fire department. It is pleasant to know that our modern fire departments with their scientifically trained personnels and standard apparatus, are the best in the world's history.

Turned His Back on His Own People

The independent merchants of Michigan are very much disappointed with the veto of the chain store bill by the governor. The bill passed both the house and senate by good majorities, and as the governor in his campaign declared against the spread of chain stores, the home merchants expected he would sign the bill. As it is, the chain stores rejoice and will go on with their expansion program. If the governor had studied the chain store problem, he would have found the blight that comes upon every city, town and village invaded by the outside chains. If he would count the empty stores which appear soon after the advent of the chains, he would see the vast depreciation of property which comes to a community when the home owned store is obliged to close. This is one of the reasons there is such a vast amount of unpaid taxes and property the state must levy upon under present tax laws. The governor says he vetoed the chain store bill because it would interfere with the returns from the sales tax, also because it was confiscatory to the larger chains. As to the returns from the sales tax, this would in no way be affected, even if every chain store was closed. People simply would go to the independent merchants for their needs and pay the tax upon their purchases. The chain stores have confiscated hundreds of small merchants throughout the state. That is what they are organized for—to get the cream of the trade in every community where they open. Restricting the spread of chain stores, owned by greedy financial interests outside the state, is all wrong, compared with con-

fiscating small home merchants, in the mind of the governor. His sense of justice and humanity has turned square around since he made his campaign promises. It is strange how a man who claims to have lost all of his possessions could desert the home merchants who have been the backbone of Michigan towns and cities—men who have kept their earnings in their communities and helped in financing its mills and factories; men who built comfortable homes and the business blocks and stores which line its streets; men who paid heavy taxes to build churches, public schools and hospitals. All of these men are denied protection from the greedy corporations, which aim to hog every profitable line

of business and to deny American youth the opportunity to enter into business life. Why should the governor of this great state turn his back upon his own people and favor the financial interests of Wall street?

E. B. Stebbins.

Regardless of temporary wage reductions, which reduce people's ability to buy, we may feel certain that when our troubles are finally settled the average worker is going to have more money, and also more leisure, than ever before. With an increase in leisure time, ways must be found to get the best out of it. This will mean an increase in the desire for education, and more time for sport and recreation.—Roy D. Chapin.

FIRE is not "Choosey"

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

FINNISH MUTUAL FIRE INSURANCE CO.
444 PINE ST. CALUMET

**OUR FIRE INSURANCE
POLICIES ARE CONCURRENT**
with any standard stock policies that
you are buying

**No interruption in dividend payments
to policy holders since organization**

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

WILLIAM N. SENF, Secretary-Treasurer

**The GRAND RAPIDS MERCHANTS
MUTUAL FIRE INSURANCE CO.**

A LEGAL RESERVE MUTUAL COMPANY

23 YEARS

OF DIVIDENDS TO POLICYHOLDERS

Affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION
320 Houseman Bldg., Grand Rapids, Mich.

Trucks and Railways Should Work Together

Public safety in travel demands that freight trucks be removed as soon as possible from the state highways, especially congested trunk lines. As demand for truck transportation increases, so does the size and length of freight trucks, until it becomes a menace to life and safety; therefore it is evident these conditions cannot go on indefinitely and that some system must be worked out to relieve this danger to travel by automobile.

The writer has given considerable thought to this subject and offers the following suggestions as to what might be done to improve travel and freight conditions. Railways are suffering from loss of passenger and freight traffic. No one can see how a community could get along without the railroad. It is still needed for long hauls of heavy freight, such as coal, lumber, grain, etc. The motor truck cannot handle this class of freight as well as can the railways, also long distance passenger traffic.

Many of the Federal and state highways run parallel to railway lines. A cement pavement could be readily constructed upon the railway right-of-way, each side of the present roadbed for the exclusive use of freight trucks and passenger busses. This would provide one way travel each way, thus increasing speed and safety. Construction of these paved roads could be made at minimum cost, as all materials could be delivered from the rails already laid. The grade of the railway need not be followed in laying the pavement, and could vary with the contour of the ground, thus reducing grading costs, although the grade of the railway would effect economy in gas and oil, which might be a greater saving in the end. In crossing streams, bridges could be attached to the railway bridge by extending its abutments and foundations.

On entering towns and cities freight trucks would divert to regular streets and highways for delivery to the door of the merchants. This privilege will probably be barred in time, owing to the increased size of trucks and local traffic congestion. An exclusive highway for freight and passenger traffic may increase the size of trucks, so it will be desirable to unload freight at terminals and distribute to merchants by local trucks of smaller size. It is quite possible that the time may come when steel rails will be replaced with concrete pavement. Freight and passenger trains may be made up of motors and trailers. As capital has entered into the construction and operation of railways, so it will more enter into the operation of motor freight and passenger lines, which have already spread over much of the country. Highways should be reserved for the use of the public and not be diverted to the use of motor transportation companies. Taking this heavy traffic off the highways will add years of life to present pavements and roadbeds, also lower upkeep costs and provide greater safety for human life.

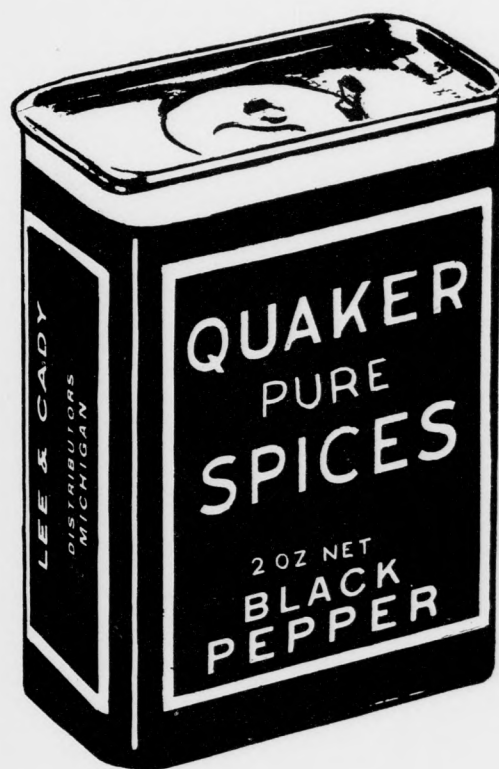
The present system of railways has largely outlived its usefulness as a paying investment. While it performed a mighty service in the development of the Nation, like many other methods it is being superseded by other means of transportation. Interurbans and street railways have already succumbed largely; and were it not for the vast amount of railway securities held by banks, trust and insurance companies, the railways would be in a serious position. The Government has loaned them vast sums of money, with which to pay taxes, interest and for needed equipment, but this cannot go on indefinitely. The railroads, like the banks, have got to be re-organized. Holders of railway stocks and bonds have got to take their losses, the same as bank stockholders and depositors. Instead of the Government loaning the railways more money for rolling stock, interest, etc., it could advance funds for construction of a double track pavement upon established railway right-of-way, taking security for the loans, which, in turn, could be sold to investors. This advanced steam and motor system could be placed upon a paying basis. The paved tracks could be leased to motor transportation companies, or toll for mileage could be collected from all truckers and trucking companies, based upon rates that would cover interest upon the investment, taxes and upkeep. The Government should see to it that no watered stock or bonds were sold. The transportation business is virtually a public utility and should not be made the football of big speculative interests, which in the past have ruined so many railways, by draining them of legitimate earnings and leaving the owners of their securities holding the bag.

Practically all railroads would have gone into receiverships some time ago were it not for the effort of the Government to protect the interests of bondholders. The evolution of time and invention makes obsolete past methods and neither Government nor any other power cannot prevent progress. It is simply up to all lines of business, including railways, to modernize as the world moves forward. In the great reconstruction program of the president and congress, there could be no more practical accomplishment made, than to reorganize the railways of the Nation and make them the exclusive avenues of heavy freight and long distance passenger transportation, reserving the highways for light trucks and automobiles. It would be an investment that would give a quick return as these double track motor freight lines were opened. It would provide employment for thousands of idle men throughout the Nation and restore the great industry of transportation to a solid financial basis.

E. B. Stebbins.

As a means of maintaining sales activity at an even year-round level, a manufacturer of oil furnaces is offering purchasers a moratorium on instalment payments during the summer. Only a small down payment is required on equipment purchased during the spring and summer, and monthly payments do not start until fall.

Quaker Spices



Absolutely Pure

Beautiful Attractive
Packages

Full Two Ounce Weight
Quality Recognized by
Consumers

Sold by Independent Dealers Only.

LEE & CADY

AN OLDER MAN'S WORLD

At first sight the figures compiled by a life insurance company on the average age of our present population are rather encouraging. More than half those living in the United States are below the age of thirty. That is to say that the majority of Americans are still young, vigorous, ambitious and not too much disillusioned. Their best years and most useful work are still before them.

Yet the same figures prove that the civilized world is aging noticeably. Two causes account for it. The span of life has lengthened steadily in recent years, the birth rate is decreasing. More men and women are surviving to see the far side of fifty, but fewer boys and girls are being born to replace them. Those cities, therefore, that have a relatively high birth rate are credited with a lower age average, so that New York is comparatively youthful and Tokio youngest among the world capitals, with 67 per cent. of its people under the age of thirty.

Statisticians foresee some curious consequences to these phenomena in the future. The effect of the lowered birth rate, for instance, has not yet become apparent in population figures, because so many men and women are living many years beyond the average of the last century. But there may come a time when the effect is suddenly felt, as one generation dies at a good old age and is inadequately replaced by its grandchildren.

One social observer, Mr. Aldous Huxley, has lately looked ahead to the future world and found the prospect a little depressing. He compares its prospective population to the passenger list of a typical round-the-world cruise, on which so many tourists are men and women who can finally afford the time and money for extensive travel. Inevitably the older folk are in the majority! the younger are too busy elsewhere to take world cruises. And he sees the civilized world in similar condition, peopled by those who live a long time but have few children to follow them.

The new statistics, derived from the latest census, show that many cities are no longer maintaining their population levels, except by gains from outside. In Berlin and Vienna deaths exceed births and Paris barely holds its own. There may soon be a greater gap between births and deaths in large centers of population.

RECOVERY ACT THREATENED

It is to be hoped that Donald Richberg's comprehensive explanation of the National Industrial Recovery act, given during the past week, will expedite the movement in industry. It has become obvious in the last week or so that the progress of the act is at a rather ticklish stage and that no mistakes can be afforded from now on.

For some reason or other a definite undercurrent of propaganda against the law has been gaining momentum recently and executives are showing less enthusiasm for the program. There is something to be said on both sides. Industrialists are annoyed because the smaller industries, whose codes are more or less ready, must wait until the large group programs are completed and they feel that the administration

is unfair in insisting on higher basic cost elements without paying attention to the necessary higher prices except warning against profiteering. On the other hand, in preparing their codes, executives appear to be misunderstanding the intent of the Recovery act. They seem trying to relinquish as little as possible to labor and at the same time they draw up elaborate programs, defining a multitude of unfair practices, the elimination of which would assist them in improving profits. It seems fair to say that no code has yet been drawn up which would warrant government approval at first glance.

Of course it is too much to expect that each industry's code would hit the bullseye at first shot, but it does seem remarkable that so few come anywhere near conforming to the act's intent. Even the cotton textile program, which was simple and drawn up intelligently, had to be revised in several important aspects, and yet it has not been approved. As for other industries, few seem willing to go below forty hours a week, an attitude probably crystallized by the cotton goods proposal, while the wage scales suggested are not calculated to fill labor with joy. Considering this, it is not to be wondered that threats of rigid government control are hurled freely.

THE ADVANCE CONTINUES

The rapidly shifting scene in London, where the World Economic Conference threatened to break up at any moment, kept the business community in New York on the qui vive but failed to retard the forward rush of domestic industry. The decline of the dollar kept security and commodity prices on their upward course, with President Roosevelt's announced intention of seeking the 1924-1925 levels through a commodity dollar adding a filip to the rise.

The refusal of business to be curbed by any foreign developments is reflected in the weekly index, which has risen to the highest point since June 15, 1930. All the major indices, including the electric power and lumber figures, surged forward to new highs for the current recovery. An encouraging development was the report that retail sales of automobiles had rebounded upward from their recent slackening. The rapid steel pace was continued, although a lull is expected shortly, which, it is thought, will be of short duration. Construction is looked to as a later impetus to buying. June business failures were the lowest in four years.

The rapid approach of recognition of Russia by this country, indicated by the deal for Moscow to purchase 60,000 bales of American cotton, had very favorable repercussions here. Domestic cotton goods are also expected to find a huge outlet in the Soviet market, as the Russians lack facilities for producing gray cloth, although well equipped with printing and finishing machinery.

The administration hit on a timely topic when it warned against excessive purchase of merchandise for speculative purposes. Definite assurance is yet lacking that consumers will be able to absorb the huge volume of goods now passing into distributing hands.

FACE FALL PROBLEMS

While the view has steadily gained ground that Fall retail sales will show material improvement over a year ago, no small array of problems faces retailers as they begin their major buying operations for the new season. Confronted with higher wholesale prices on most merchandise lines, store executives are giving considerable thought to the shaping of their own merchandising policies so as to facilitate the flow of goods to consumers most readily.

Included in the major problems created by the new conditions are the establishment of new price ranges with due regard for consumer purchasing power, the training of merchandise executives and buyers to think in terms of unit sales rather than dollar volume, the holding of speculation in merchandise to a minimum and continued rigid control of expense items.

In thinking of unit sales, there will be greater assurance that sufficient units of merchandise will be in stock which would preclude loss in potential dollar volume through not having goods on hand. At the same time there is good reason to believe that no arbitrary percentage of increase in units should be set up. The disadvantage of such an arbitrary figure is its tendency to foster speculation in merchandise.

Indications are that particular attention will center on the size of the average transaction. Its size will afford retailers a clue to what may be expected of consumer buying power and at the same time will afford a basis by which store costs during the second half of the year can be carefully checked.

DRY GOODS CONDITIONS

Making allowance for the usual post-holiday reaction and the short week, retail trade was fairly well maintained. Most stores concentrated attention on the clearance of stocks of Summer goods. Preparations for showings of new between-season merchandise and for August sales events are now being completed.

Department store trade during June is estimated to have been about 4 per cent. under a year ago. This compares with a recession of 2 per cent. in May. The larger June decrease is mainly due to the falling off in sales during the last half of the month, traced to earlier anticipation by customers of their hot-weather requirements.

Twenty-three chain systems, including two mail-order companies, had a decrease of 3 per cent. in June sales. This was the best comparative showing since the early months of 1930. Increases for the second successive month were reported by some of the chains.

Initial style lines of apparel for Fall were launched in the wholesale markets during the week. Many buyers are expected to visit the markets this week and early purchasing is expected to be on the most liberal scale in several years. Activity in textiles, particularly cottons, subsided somewhat, with prices withdrawn by the mills.

RUG PRICES TO ADVANCE

Reports that manufacturers of floor coverings will advance prices were confirmed last week when leading pro-

ducers sent notice of the pending advance to dealers throughout the country. Although the notices make no mention of the size of the increases it is understood that the rises will average about 15 per cent. All rug prices were increased from 2 to 7 per cent. over the Spring levels last month. The additional increase will put quotations around 20 per cent. above the opening Spring levels.

Buyers, discussing the proposed new change in prices, agree that the move was not planned by rug producers to stimulate current demand, since most of the manufacturers now are running mills at capacity to fill orders already on hand. The buyers were inclined to accept the carpet manufacturers' explanations that rising prices of raw material made the second price advance necessary.

PRICE CONTROL EXPECTED

Proponents of price maintenance expressed the opinion during the week that agreements between manufacturers and distributors to hold quotations at fixed levels would be approved under the Recovery act. A recent letter from the administration to a manufacturer of a trade-marked product indicated that the law provided for such contracts.

It was also pointed out that the Recovery act was partially modeled on the Clyde-Kelly bill for control of the coal industry, offered a few years ago, and that the measure provided for price maintenance. The reassurance of Senator Wagner at both the House hearings on the Recovery bill and on the Senate floor that the act provided for price maintenance is also cited by proponents of fixed selling levels. They are working quietly to arrange such agreements and it is expected that some definite announcements on the subject will be forthcoming shortly.

COMMODITY DOLLAR VIEWS

President Roosevelt's proposal for a commodity dollar, based on 1924-25 price levels, brought out a variety of opinions from economists during the past week. Many were in favor of it, feeling that it is one sure way of maintaining the upward trend in prices, while others believed that any "tinkering" with the long-established monetary system of gold and silver is certain to have disastrous results.

Proponents of the plan argue that it is unfair to measure the wealth and income of the American people in dollars of a fixed gold content when convertibility into gold has been suspended. The plan, it is held, would remove from our economic system fortuitous gains and losses resulting from the fluctuating purchasing power of the monetary units, would reward the efficient producer of goods and would provide consumers with merchandise and service at the lowest possible cost.

Poise is a quality that cannot be successfully imitated. Poise comes only as the reward of effort at self-control; it comes out of the weathering of storms. It grows out of an inner certainty that you are doing the best you know how, of being sure of yourself because you have nothing to conceal. It comes finally to be forever in the place of fear.

OUT AROUND

Things Seen and Heard on a Week
End Trip

In the flotsam and jetsam of politics, where reputations are made and unmade by a single act in the twinkling of an eye, I have bumped into a peculiar situation in the person of Frank Fitzgerald—a politician who keeps his promises, so far as it is humanly possible for a man to do so in association with the material which confronts him in the political life of Lansing. Zach Chandler, the most astute politician Michigan ever possessed, used to say that an honest man was one who would stay bought. Frank Fitzgerald is the only one now in the political harness at Lansing who appears to regard his promise as a solemn obligation and acts accordingly. When the Supreme Court held that the old license fee for selling malt was so worded that the payment of one fee would permit the A. & P. and Kroger organizations to sell malt in every store they conducted in Michigan, I wrote Mr. Fitzgerald in some alarm. He immediately replied that I need not worry; that he would see to it that the law was so amended that every chain store would be placed on the same basis as the individual merchant. When the legislature ceased to function, I had not been advised as to the fate of his measure and wrote him for information on the subject. The following reply reached me last Saturday:

Lansing, July 6—Your letter of June 30 requesting information in regard to the malt tax law has been received.

The proposed new malt tax law which I submitted to you some time ago was passed by the Legislature, but was vetoed by the governor, so did not become a law. The tax on malt products remains the same, so that merchants who have on hand malt with the old stamp affixed thereto cannot return these stamps, as they are still legal and in the proper amount. A new issue of stamps was made in February because of the fact that counterfeits had been discovered in several places on the old stamps. All malt purchased after the new issue had to have the new stamps affixed, but it was not required that the old stamps be replaced. It is hard to explain the difference between the old and new stamps except as to the color—the new ones being yellow and the old ones being orange.

There was an amendment to the malt tax law which reduced the license fee of a retailer from \$25 to \$5 a year and also requires a separate license for each place of business. Hereafter chain stores will have to have a license for each place of business, where under the old law they were permitted to operate all their stores under one license. The reason for reducing the retail license fee was that the small merchant could not afford to pay a \$25 fee on account of the small number of sales of malt that he made. A great many of the dealers would not have renewed their licenses if this reduction had not been made. I expect that those who paid the \$25 fee shortly prior to the effective date of the new law will be refunded the difference.

Hugh E. Lillie,
Chief Enforcement Officer.

If Mr. Fitzgerald runs for governor next year I will play him up as an exact antithesis of our present governor, who has never kept a promise in his life, so far as I have been able to learn, and who has the unfortunate

faculty of always getting on the wrong side of every public question.

I recently received a letter from Dralette & Son, of Weidman, enclosing a postal card the Kellogg Co., of Battle Creek, is apparently sending out in large quantities to the customers of the A. & P., inviting them to call at once at the A. & P. store, buy a package of whole wheat biscuits and get a second package free. Mr. Dralette enquired if the independents are to be placed on the same basis as the chain stores. It took some time to get action on this matter, but I was finally able to reply to the Weidman merchant as follows:

Grand Rapids July 6—I have been a little delayed in getting a reply to your letter of June 23. I wrote the district salesmanager of the Kellogg Sales Co., at Detroit, who wrote me he would have the Western Michigan sales manager call on me Saturday. He did not call Saturday, but came in yesterday and told me that this service is applicable alike to independents and chain stores; that any merchant who handles Kellogg's whole wheat biscuit, who will send the Kellogg Co. 500 names of his customers or people he would like to have as customers, together with their street and postoffice address, would have 500 postal cards mailed out to them without a penny of cost to the merchant. Furthermore, the Kellogg Co. will pay the merchant the retail selling price for all the cards he can show.

Mr. Geering not only told me this was the policy of the Kellogg Co., but that I might announce it in the Michigan Tradesman, so any merchant who wishes to avail himself of this opportunity can do so.

Permit me to say I am very glad indeed to have you bring this matter to my attention as you do. Since you wrote me I have received other letters of enquiry also. Mr. Geering showed me cards he had gotten out for a good many country merchants, so this is apparently no sudden action or decision on the part of Kellogg.

E. A. Stowe.

The betrayal of the cause of the independent merchant by our weak, inefficient and vacillating governor has been the cause of much correspondence and many mass meetings of merchants during the past week, held in the hope that enough members of the legislature can be influenced to attend the final adjournment on July 17 to pass the chain tax bill over the governor's veto. One of the most urgent advocates of this plan is C. L. Clark, the Greenville dry goods merchant, who wrote me as follows:

Greenville, July 5—In regard to making a strong effort to get the legislators to return to Lansing July 17 and pass the chain store license bill over the veto, I will say that a business man from Sarnia and one from Greenville called at our store this morning and wanted me to get as many of the business men of this city as possible, to go to Lansing July 17 and help by our presence to register a protest against the veto.

I told them I had written you suggesting that the Tradesman try to arouse the independent merchants and get them to have their legislators pledge to go to Lansing the 17th and try to pass the bill over the veto. They thought the idea would be of great value if carried out, and also to urge all business men who can go to the capitol on that date. As far as I am concerned, I would feel very grateful if the Tradesman would help us at this time, as it always has in the past.

C. L. Clark.

My reply to this letter was as follows:

Grand Rapids, July 6—I think you have gotten the wrong idea regarding the special session of the legislature on July 17.

These special sessions are a good deal of a farce, because frequently less than a dozen members from near by towns run in to close up the work of the legislative session.

My thought is that you issue a call for a meeting of all organizations and business men generally to meet at Lansing, Monday, July 10. You will find that three state associations already have their secretaries there. The dry goods people in the person of Jason E. Hammond, the grocery association in the person of E. W. Viets, and the hardware men in the person of H. W. Bervig.

The men who attend the meeting—and it should be largely attended—should pass the hat and ask for \$1 per head, which would probably be enough to send urgent letters to every member of the legislature, asking him to be sure to be on hand July 17 to pass the chain store law over the governor's veto. Letters should be sent to every member of every association asking him to urge the senator or representative or both from his district to attend this meeting. In that way you will possibly get out enough members of the legislature to get a two-thirds vote, which will be necessary to over-ride the veto.

If you do this, I will play it up the best I know how in the Tradesman, but by all means get a general meeting at Lansing not later than July 10. It would be useless to urge merchants to assemble at Lansing and find only a dozen members of the legislature there which would make it impossible to take such action as you suggest.

E. A. Stowe.

Mr. Clark's reply to the above letter was as follows:

Greenville, July 7—Your favor of the 6th at hand and carefully noted. Mr. Jason Hammond was in our office Thursday afternoon, and we had a long talk about the vetoed chain store license bill. I charged him with a message to you to the effect that we had already circulated two petitions in Greenville, one addressed to our State Representative, Leslie T. Barber, and the other to C. B. Root, our State Senator, urging them to go to Lansing July 17 and use their influence and vote to over-ride the veto.

Our thought in Greenville was that these state legislators should be urged by their personally known constituents in their own localities, to assume the obligation in question, and as the Tradesman goes to independents all over the state, we feel that, without a doubt, it would be the most effective medium available to accomplish this highly desired and important purpose.

One of our business men who circulated these petitions, also urged the dealers to go to Lansing on July 17 and we expect independents from all over the state to be there in large numbers.

I am planning on attending myself, and as long as we are launched on the program as outlined, I hope most sincerely that you will give us your assistance and urge strong and immediate action by all independent business men in Michigan.

C. L. Clark.

In the meantime the following letter came from Mt. Pleasant:

Mt. Pleasant, July 7—At a meeting of representative merchants of Flint, Saginaw, Midland, Clare and Mt. Pleasant and other towns, held at the Durant Hotel, at Flint, Thursday night, July 6, steps were taken to get all Michigan legislators to be sure and be in their places on adjournment day, which is July 17. The object in view

being the passing of the chain store tax bill over Governor Comstock's veto. Much interest was shown and all independent merchants are urged to use their influence with their representatives and senators.

Will you give us your usual cooperation in this? N. D. Gover Co.

The only discordant note I have heard in this connection comes from the Lansing State Digest, as follows:

Some of the lawmakers whose pet bills got the axe from Governor William A. Comstock are sending letters to their fellow members of the House and Senate urging them to come back to Lansing, at their own expense, to override a few vetoes.

It is an old idea, but it has never worked. There is nothing in the constitution or the laws that says a legislature cannot hold a bank-up session on the day of technical adjournment and revive a lot of vetoed bills. There is nothing to prevent it passing some of the bills that were "overlooked in the final rush" before the practical adjournment a month earlier.

But, human nature being what it is, the farmer members stay at home to get their wheat in before the rains, the lawyer members try to collect a few bills for or from their clients and the business men try to pick up a hand in this new deal that is going around.

While the session was in full swing things in Lansing looked mighty important. Now that the boys are back home, Lansing has faded into its proper perspective. It is a nice place to spend a Winter, but nothing to brag about as a Summer Resort.

And these bills that caused so much excitement and attention—they, too, the live ones and the dead ones, have receded into the background of consciousness. A few weeks ago they were sufficient ground for bitter fights for ugly charges. To-day they are not worth a trip to Lansing. Especially when the state would not foot the bill.

In justice to the governor it is only fair that I state, in this connection, that he claims he vetoed the chain store bill in the belief that it would not be held legal by the Supreme Court. On the theory that every man is entitled to a hearing I am pleased to present this explanation.

I hope every merchant in Michigan will do all he can in all the ways he can to right the great wrong the governor has done the independent merchants of Michigan in this matter.

Canners tell me that the fruit and vegetable pack this season will meet a more hearty reception at the hands of distributors than has been the case for many years past; that the glutted condition which has prevailed since 1928 has entirely disappeared. None of the canners I have talked with expect to can any blueberries this season, due to the smallness of the berries on account of the drought in the vicinity of Houghton lake, where a large percentage of the packing stock comes from.

The collector of internal revenue at Detroit writes me that merchants have a month's grace in paying the \$6 fee for selling uncolored oleo. His letter containing this information is as follows:

Detroit, July 8—Reference is made to your letter dated June 29 relative to the payment of tax of retail dealers

(Continued on page 23)

FINANCIAL

Trick Dollar Is an Economic Novelty

A well-publicized British Economist asserts with evident satisfaction that President Roosevelt in his now famous message to the World Conference made certain proposals new to banks and bankers but not new to economic thought. It is evident that the learned Professor has been able to find a much more definite and assured meaning in the President's words than most ordinary mortals have been able to discover.

At times the President seems to be espousing the so-called "compensated dollar" with a fluctuating gold content. At other points, however, he insists that ultimate stability in world currencies (presumably in relation to one another) must be achieved.

A trick dollar stable both in domestic purchasing power and in the foreign exchange markets of the world certainly is something new in practical economic thought, whatever it may be in the pipe-dreams of fantastic theorists.

So far as the average mortal can determine, however, the President may be proposing a system of managed currency and credit, meaning manipulation of the supply of money and credit with the object of price control at home. But such an interpretation of the President's words also is inconsistent with his demand for ultimate international currency stabilization. Probably the Professor is rash in assuming that either the President or his advisers themselves know exactly what they mean.

But whatever is being proposed, it is certain that no monetary system that has ever been devised, or ever will be, whether in "economic thought" or elsewhere, can or will ever be able to accomplish half what is all too frequently supposed. Relationships within the structure of prices are more important than the general price level—whatever that is. Sound conditions of supply and demand as between the sundry branches of industry and trade are absolutely essential under any monetary or credit system.

No one in his right mind supposes that these relationships can be controlled or kept healthy by any sort of manipulation of currencies or credit. Foreign exchange difficulties are really, after all, but a reflection of disordered conditions in the international trade of the world.

Monetary and credit systems ought to be designed to facilitate production and trade arising out of the economic needs and desires of mankind, not speciously and needlessly to stimulate or exercise Czaristic dictatorship over these processes. This elementary truth may appear commonplace, but let its implications once be fully grasped by those in authority and many of the money and credit heresies of the day would vanish into thin air. The same is true of such confused thought as that characterizing the President's message to the World Conference.

[Copyrighted, 1933]

New Federal Taxes Which Effect Business Men

Gasoline Tax—This tax has been increased from 1c per gallon to 1½c

per gallon. The manufacturers' excise taxes embodied in the Revenue Act of 1932 have been extended for one year. This will include the continuation of the tax on tires, inner tubes, toilet preparations, etc., furs, jewelry, automobiles, etc., radio receiving sets, mechanical refrigerators, sporting goods, fire arms, shells and cartridges, cameras, matches, candy, chewing gum, soft drinks, electrical energy and other items covered by this act.

Miscellaneous Taxes—The tax on telegraph, telephone, radio and cable facilities is likewise extended a year.

Tax on Dividends—A new tax is imposed upon the receipt of dividends by any person of 5 per cent. of the amount received, such tax to be deducted and withheld by the payor corporation. The corporation paying the dividend is required to deduct and withhold said tax and pay the same to the Collector of Internal Revenue of the district in which the corporation's principal place of business is located. The corporation is made liable for the tax.

This is a new form of taxation and applies to individuals, estates, trusts and all other recipients of dividends except corporations.

Capital Stock Tax—A tax of \$1.00 for each \$1,000.00 of "adjusted declared value of its capital stock" as at June 30, 1933, is imposed upon corporations. This is a new tax.

Excess Profits Tax on Corporations—A tax of 5 per cent. is imposed upon that portion of the net income of every corporation which is in excess of 12½ per cent. of the "adjusted declared value of its capital stock." This is a new form of taxation.

Deductions on Account of Net Losses—Heretofore, and under certain conditions, a taxpayer has been permitted to carry forward into the next year "net losses." Amendments to the Revenue Act of 1932 repeal, as of January 1, 1933, those provisions permitting the carrying forward into the next year of net losses.

Carry-over of Stock Losses Into Next Year—Losses incurred in connection with stocks that were permissible to be carried forward into the succeeding year are no longer deductible in the succeeding year as the provision permitting the carrying forward of such losses has been repealed as of January 1, 1933.

Consolidated Returns—Corporations with affiliated companies filing consolidated returns will be required to pay an additional tax at the rate of 1 per cent. in addition to the regular corporation tax of 13¾ per cent. effective for the taxable years 1934 and 1935.

Returns to be Public Records—Under rules and regulations to be promulgated by the President, all tax returns made after the enactment of the National Industrial Recovery Act shall constitute public records and will be open to public examination and inspection.

Raymond H. Berry.

Temporary Reversals Will Not Go Far

The bond and stock market and commodities are making new highs weekly. This has been accomplished in the face of all the uncertainty connected with the London Economic

Conference. The bond market made new highs in the face of the refusal of President Roosevelt to consider stabilization for control of the dollar. This factor, connected with the intention of the Administration to raise commodity price levels to a point near 1926, has created a question as to the actual outlook for bonds on this program.

Reports on business continued good. The usual seasonal decline ordinarily experienced along this part of the year is having no influence. Steel operations were 55 per cent as compared with 12 per cent a year ago. Carloadings increased 29.8 per cent and electric power production 13.7 per cent. Chain store sales in June were the approximate level of 1932. Production continues to rise and employment and payrolls are higher. The estimate of stock of refined copper is declining. Some unfavorable factors, such as possibility of the gold abandonment by France and reopening of banks being a slow process and the fact that much purchasing power is still unavailable, are in evidence. Large buying has accompanied the rise in prices and industrial earnings are increasing.

The industrial control program of the Administration is just beginning to get under way. The World Conference will probably continue, temporarily, at least, as a result of the efforts of the American Delegation and President Roosevelt.

Many leading financial writers, while looking for temporary reversal of the uptrend, say it will not go very far and that threats of reaction in business will be offset by the Administration with its tremendous powers.

J. H. Petter.

Many kinds of goods are going to market in new containers nowadays. Refiners are offered a new spiral-wound paper container, impregnated with an impervious coating material, for retail marketing of motor oils, also a combination cutter and decanting device for use with it. Bulk lard is being shipped in parchment-lined fiber containers of 20 to 120 pounds capacity. Small cheddar cheeses will soon be

cured and retailed in specially developed tin cans containing valves which permit escape of gases from the curing cheese but which bar escape of moisture or entrance of air.

A heathen nation is one that hasn't yet stolen all the land it needs.

Analysis of any security furnished upon request.



J. H. Petter & Co.

Investment Bankers

343 Michigan Trust Building

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Phone 8-1217

Proceedings of the Grand Rapids Bankruptcy Court

June 27, 1933. We have today received the Schedules, Reference and Adjudication of Fred F. Schaefer, Bankrupt No. 5288. Who resides at Benton Harbor, Michigan. Whose occupation is that of a contractor and trucking. The Schedules show assets of \$25.00, all of which is claimed to be exempt, and liabilities of \$3,201.00. The list of creditors is as follows:

B. A. Crandall, Berrien County...	290.00
John Wallace & Sons Co., St. Joseph	300.00
Adolph Zurick, Benton Harbor	200.00
Zapp Fruit Pkg. Co., Benton Harbor	20.00
Fred Klaviter, Benton Harbor	270.00
Prieb Brothers, St. Joseph	40.00
Reo Garage, Benton Harbor	9.00
Producers Creamery Co., Benton Harbor	20.00
Rahn, Dentist, Benton Harbor	35.00
Consumer's Radio, Benton Harbor	30.00
Niagara Furnace Co., Niagara Falls	175.00
Jas. H. Dewey, Benton Harbor	285.00
Edward Burton, St. Joseph	400.00
D. L. Cahill, Benton Harbor	65.00
W. A. Kuschel, St. Joseph	85.00
Tobias Blanger, Berrien County	100.00
Hammerslack & Tinkham, G. R.	67.00
Bittner Brothers, St. Joseph	100.00
Clyde Rocky, St. Joseph	200.00
Herman Boehm, St. Joseph	280.00
John Mathew, Baroda	200.00

In the Matter of Israel Wepman, Bankrupt No. 5255, first meeting of creditors was held June 26, 1933. Bankrupt present in person and by Attorney Benjamin T. Smith. Creditors represented by Hilding & Baker, Attorneys. Bankrupt sworn and examined before reporter. Fred G. Timmer, Grand Rapids, Michigan, trustee; bond \$1,000. Meeting adjourned without date.

In the Matter of Robert W. Gibson, individually and d/b/a Gibson Pharmacy, Bankrupt No. 5227, first meeting of creditors was held June 26, 1933. Bankrupt present but not represented by attorney; creditors represented by Raymond W. Starr and Hilding & Baker, Attys. Bankrupt sworn and examined before reporter. Fred G. Timmer, Grand Rapids, Michigan, trustee, bond \$100; meeting adjourned without date.

June 28, 1933. We have today received the Schedules, Reference and Adjudication of Wilfred N. Frotier, Bankrupt No. 5292. Who resides at Muskegon Heights, Michigan. Whose occupation is that of General Manager of Eureka Gas & Oil Co. The Schedules show assets of \$9,666.26, of which \$2,200.00 is claimed exempt, and liabilities of \$19,389.13. The list of creditors is as follows:

City of Muskegon, pref. taxes...	31.50
City of Muskegon, pref. taxes...	726.48
Muskegon Heights, pref. taxes...	197.73
William B. Chrystal, Muskegon	1,500.00
Ole Dahl & wife, Muskegon	3,500.00
Frank Chestnutvitch, Muskegon	3,090.00
Bert Ketchum, Muskegon Heights	750.00
Peoples State Bank for Savings, Muskegon	1,100.00
Household Finance Corp., Muskegon	226.86
Ole Dahl, Muskegon	300.00
Colton News Agency, Muskegon	142.00
Tunis Johnson Co., G. R.	61.00
The Book House Co., Chicago	5.55
Grossman's, Muskegon	16.00
Jersey Ice Cream Co., Muskegon	6.75
General Cigar Co., Chicago	120.07
Dr. C. L. A. Oden, Muskegon	30.00
G. H. P. Cigar Co., Detroit	82.29
First State Bank, South Haven	71.40
Michigan Briar Pipe Co., G. R.	19.20
Stewart Chocolate, Milwaukee	47.72
The Abigail, Grand Haven	49.40
W. W. Richards, Muskegon	139.92
W. W. Richards, Muskegon	82.74
M. R. Hooker, Muskegon	70.00
VandenBerge Cigar Co., G. R.	18.43
Dr. LeFevre, Muskegon	5.00
D. A. Schulte, New York	100.00
Conrad Anderson, Muskegon	33.00
F. Jiroch Co., Muskegon	1,800.69
Mary Lee Candy Co., Detroit	69.00
Oil & Gas Journal, Tulsa, Okla.	3.72
Dr. C. M. Colignon, Muskegon	23.00
Wm. Smith, Muskegon	75.00
Portis Hat Co., Chicago	250.00
Mich. Home Tele. Co., Muskegon	4.32
Eureka Gas & Oil Co., Muskegon	330.00
Muskegon Chronicle, Muskegon	1.18
Dr. J. O. Foss, Muskegon	20.00
Peoples State Bank for Savings, Muskegon	4,289.87

In the Matter of Joseph Aloysius Kozak, Bankrupt No. 5230, first meeting of creditors was held June 27, 1933. Bankrupt present and represented by Joseph Kurzynowski, Atty. Certain creditors present in person. Claims filed. Bankrupt sworn and examined without reporter. Fred G. Timmer, Grand Rapids, Michigan, trustee; bond \$100. Meeting adjourned without date.

In the Matter of William C. Dennes, Bankrupt No. 4840. The final meeting of creditors has been called for July 18, 1933, at 2 P. M. Eastern time. The trustee's final report will be approved at such meeting. There will be no dividend for general creditors.

In the Matter of Fred Schaal, Bankrupt No. 4830. The final meeting of creditors has been called for July 18, 1933, at 2 P. M. The trustee's final report will be approved at such meeting. There will be no dividend for general creditors.

In the Matter of Edward L. Locher, Bankrupt No. 5099. The final meeting of creditors has been called for July 18, 1933, at 2 P. M. The trustee's final report will be approved at such meeting. There may be a first and final dividend for creditors.

In the Matter of Harry Okun, Bankrupt No. 5087. The final meeting of creditors has been called for July 18, 1933, at 2 P. M. The trustee's final report will be approved at such meeting. There will be a final dividend for creditors.

In the Matter of U. S. Pressed Steel Co., Bankrupt No. 5033. The final meeting of creditors has been called for July 18, 1933, at 2 P. M. There will be a first and final dividend for creditors.

In the Matter of Harry Hyman, doing business as Hyman Furniture Company, Bankrupt No. 5028. The final meeting of creditors has been called for July 18, 1933, at 2 P. M. The trustee's final report will be approved at such meeting. There will be a dividend for creditors.

In the Matter of Luce Furniture Shops, Bankrupt No. 5159. The first meeting of creditors has been called for July 17, 1933, at 10 A. M.

June 29, 1933. We have today received the Schedules, Reference, and Adjudication of George R. Jennings, Bankrupt No. 5296. Who resides at Muskegon, Michigan. Whose occupation is that of a machinist or lathe operator. The Schedules show assets of \$32.00 all of which is claimed exempt, and liabilities of \$1,002. The list of creditors is as follows:

Jerry Bergevin, Muskegon	30.00
K. Matuszeski, Muskegon	10.00
Al Sicard, Muskegon	14.00
Budds Jewelry, Muskegon	35.00
Reliable Clothing, Muskegon	3.00
Dr. Ernest D'Alcorn, Muskegon	20.00
Dr. Shattuck W. Hartwell, Muskegon	90.00
Hackley Hospital, Muskegon	35.00
Coston Auto Sales, Muskegon	59.00
Heights	59.00
Arthur L. Hale & Rose Hale, Big Rapids	60.00
Pletcher Furniture, Muskegon	5.00
Louis Larson, Muskegon	30.00
Highland Park Dairy, Muskegon	9.00
Adams Blanket Co., G. R.	12.00
Gladys Laverne Jennings, Muskegon	550.00
Macdonald & Macdonald, Muskegon	40.00

In the matter of George W. Switzer, Bankrupt No. 5297. The first meeting of creditors has been called for July 20, 1933, at 10 A. M.

In the Matter of Wilfrid N. Fortier, Bankrupt No. 5292. The first meeting of creditors has been called for July 20, 1933, at 11 A. M.

In the Matter of Walter C. Steinke, Bankrupt No. 5237. The first meeting of creditors has been called for July 20, 1933, at 2 P. M.

In the Matter of Southlawn Theatre, Inc. Bankrupt No. 5277. The first meeting of creditors has been called for July 21, 1933, at 10 A. M.

In the Matter of Filip Granik, Bankrupt No. 5287. The first meeting of creditors has been called for July 21, 1933, at 11 A. M.

In the Matter of Charles E. Cole, Bankrupt No. 5270. The first meeting of creditors has been called for July 21, 1933, at 2 P. M.

In the Matter of George F. Cornell and Walter L. Cornell, as co-partners under the firm name and style of George F. Cornell & Son, Bankrupt No. 4940, final meeting of creditors was held June 15, 1933. Trustee present by A. N. Branson; creditors represented by Cornelius Wiarda, Thomas K. Perry and Dilley & Dilley, Attorneys; bankrupt represented by Fred P. Geib, Attorney; bidders on accounts present. Trustee's final report and account approved and allowed. Bill of attorneys for petitioning creditors and for trustee reduced and allowed. Bill of attorney for bankrupt allowed as filed. Balance accounts receivable sold at auction. Report of trustee under trust mortgage approved and allowed. Made order for payment of expenses of administration, preferred claims and first and final dividend of 15.5% to general creditors. No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to U. S. District Court.

In the Matter of Herbert H. Menery, doing business as Menery's Drug Store, Bankrupt No. 5276. The sale of assets has been called for July 25, 1933, at 10 A. M. at the premises formerly occupied by the Bankrupt at No. 955 Terrace St., Muskegon, Michigan. The stock trade consists of a complete drug stock, fixtures and equipment all appraised at \$1,224.08. All interested in such sale should be present at the date and time above stated.

In the Matter of John J. Rutgers Co., Bankrupt No. 5271. The sale of assets has been called for July 25, 1933, at 2 P. M. at the premises formerly occupied by the Bankrupt at No. 19 West 8th St., Holland,

Michigan. The stock or sale consists of men's furnishings, store fixtures and equipment, all appraised at \$1,531.05. All interested in such sale should be present at the date and time above stated.

In the Matter of Paper Products Mfg. Co., Bankrupt No. 5273. The sale of assets has been called for July 26, 1933, at 2 P. M. at the premises formerly occupied by the Bankrupt at No. 101 Shippers Lane, Kalamazoo, Michigan. The stock for sale consists of papers, ink, etc., and equipment, also office furniture and fixtures, all appraised at \$4,168.11. All interested in such sale should be present at the date and time above stated.

In the Matter of Clifford Shank, Bankrupt No. 5282. The first meeting of creditors has been called for July 24, 1933, at 10 A. M.

In the Matter of J. Warren Jones and Norman D. Mathewson as copartners doing business under the assumed name of The Sport Shop, Bankrupt No. 5300, the first meeting of creditors has been called for July 24, 1933, at 2 P. M.

July 6, 1933. On this day schedules, adjudication and reference in the Matter of Philip H. Vinkemulder, Bankrupt No. 5306, was received. The bankrupt is a farmer of Holland, Michigan. The schedules show total assets of \$2,283.64 (of which \$1,344.00 is claimed exempt), and total liabilities of \$2,402.97, listing the following creditors:

Henry J. Troost, Holland	\$ 300.00
Elce Kleiterp, Vriesland, Netherlands	1,176.00
John Bartels, West Olive	400.00
John Stegenga, Holland	500.00
Dr. M. E. House, Holland	11.67
Clarence Rouwhorst, Holland	6.30
Henry J. DeWeerd, Holland	5.00
Banner Publishing Co., G. R.	4.00

July 1, 1933. On this day schedules, adjudication and reference in the Matter of J. Warren Jones, Bankrupt No. 5301, was received. The bankrupt is a merchant of Big Rapids, Michigan. The schedules show assets of \$6,753.42 (of total liabilities of \$8,736.65, listing the which \$2,500.00 is claimed exempt), and following creditors:

City Treasurer, Big Rapids, pref. taxes	\$ 89.48
City of Big Rapids, water	7.00
County Treas., Big Rapids	120.02
Jay Corsaut, Big Rapids, pref. labor	204.09
The Permanent Bldg. Loan & Sav. Ass'n., Big Rapids	700.00
Lewis M. Cromwell & Seymour Schulot, Detroit	800.60
American Silver Truss Co., Couder-sport, Pa.	25.00
American Gas Machine Co., Albert Lee, Minn.	18.84
Athletic Shoe Co., Chicago	24.90
Brown & Sehler, Grand Rapids	40.00
Big Rapids Sav. Bank	1,889.92
Binney Auto Parts Co., Big Rapids	39.81
Boydell Brothers, Detroit	1,380.84
Burke Golf Co., Newark, N. J.	33.14
Braendle Hardware Co., Big Rapids	4.90
B. Currie & Son, Big Rapids	18.50
Crawford McGregor & Canby Co., Dayton, Ohio	76.94
Enterprise Paint Mfg. Co., Chicago	4.86
Grant Storage Battery Co., G. R.	24.39
B. F. Goodrich Footwear Corp., Chicago	24.90
Goodyear Glove Rubber Co., Chicago	15.99
General Athletic Products Co., Greenville, Ohio	26.02
Paul A. Jones, Jonesville	18.60
Judson Hardware, Big Rapids	5.58
Colin B. Kennedy Corp., South Bend	25.68
C. A. Lund Co., Hastings, Minn.	10.24
Lowe & Campbell, Chicago	57.00
Mich. Bell Telephone Co., Big Rapids	14.56
Morley Brothers, Saginaw	151.15
A. C. McClurg, Chicago	50.00
Miner Brothers, Grand Rapids	8.45
W. F. Nehmer, Big Rapids	22.13
Peerless Oil Co., Big Rapids	10.00
Pittsburgh Plate Glass Co., G. R.	18.50
Republic Supply Corp., Detroit	2.02
Servus Rubber Co., Rock Island, Ill.	7.74
A. G. Spaulding & Brothers, Chicago	442.79
Simmons Hardware Co., St. Louis, Mo.	97.35
Texaco Gasoline Co., Big Rapids	45.00
G. H. Tripp, Allegan	10.00
U. S. Golf Mfg. Co., Westfield, Mass.	14.40
Wilks Distributing Co., Saginaw, Mich.	325.00
Webster & Atlas Nat'l Bank, Boston	86.10
Wolverine Ware House Store, Pontiac	58.50
John Kantzler & Sons, Bay City	46.35
Big Rapids Gas Co.	85.71
Geo. Worthington Co., Cleveland	192.81
W. P. Nisbett, Big Rapids	1,544.40
Bay View Furniture Co., Holland	45.04
Cattaraugus Cutlery Co., Settle Valley, N. Y.	21.00
Citizens State Bank, Big Rapids	55.00

July 1, 1933. On this day schedules, adjudication and reference in the Matter of J. Warren Jones and Norman D. Mathewson as co-partners doing business under the assumed name of The Sport Shop, Bankrupt No. 5300, was received. The bankrupt operates his business at Big Rapids, Mich. The schedules show total assets of \$8,478.42 (of which \$2,850.00 is claimed exempt), and total liabilities of

\$8,496.55, listing the following creditors:

County Treas. Mecosta Co., Big Rapids, Mich., taxes	\$ 89.48
City Treasurer, Big Rapids, water	7.00
Jay Corsaut, Big Rapids	180.00
The Permanent Bldg. Loan & Sav. Ass'n., Big Rapids	700.00
Lewis M. Cromwell & Seymour Schulot, Detroit	800.00
American Silver Truss Co., Couder-sport, Pa.	25.00
American Gas Machine Co., Albert Lee, Minn.	18.84
Athletic Shoe Co., Chicago	24.90
Brown & Sehler, G. R.	40.00
Big Rapids Savings Bank, Big Rapids, Mich.	1,789.92
Binney Auto Parts Co., Big Rapids	39.81
Boydell Brothers, Detroit	1,380.84
Burke Golf Co., New Ark, N. J.	33.14
Braendle Hardware Co., Big Rapids	4.90
B. Currie & Son, Big Rapids	18.50
Crawford McGregor & Canby Co., Dayton, Ohio	76.94
Enterprise Paint Mfg. Co., Chicago	4.86
Grant Storage Battery Co., G. R.	24.39
B. F. Goodrich Footwear Corp., Chicago	24.90
Goodyear Glove Rubber Co., Chicago	15.99
General Athletic Products Co., Greenville, Ohio	26.02
Paul A. Jones, Jonesville	18.60
Judson Hardware, Big Rapids	5.58
Colin B. Kennedy Corp., South Bend	25.68
C. A. Lund Co., Hastings, Minn.	10.24
Lowe & Campbell, Chicago	57.00
Mich. Bell Telephone Co., Big Rapids	14.56
Morley Brothers, Saginaw	151.15
A. C. McClurg, Chicago	50.00
Miner Brothers, G. R.	8.45
W. F. Nehmer, Big Rapids	22.13
Peerless Oil Co., Big Rapids	10.00
Pittsburgh Plate Glass Co., G. R.	18.50
Republic Supply Corp., Detroit	2.02
Servus Rubber Co., Rock Island	7.74
A. G. Spaulding & Bros., Chicago	442.79
Simmons Hardware Co., St. Louis, Mo.	97.35
Texaco Gasoline Co., Big Rapids	45.00
U. S. Golf Mfg. Co., Westfield, Mass.	14.40
Wilks Distributing Co., Saginaw	325.00
Webster & Atlas National Bank, Boston	86.10
G. H. Tripp, Allegan	10.00
Wolverine WareHouse Store, Pontiac	58.50
John Kantzler & Sons, Bay City	46.35
Big Rapids Gas Co., Big Rapids	85.71
Geo. Worthington Co., Cleveland	192.81
W. P. Nisbett, Big Rapids	1,544.40
Bay View Furniture Co., Holland	45.04
Cattaraugus Cutlery Co., Settle Valley, N. Y.	21.00
Citizens State Bank, Big Rapids	55.00

A Business Man's Philosophy

In an article about the late John Grier Hibben, president of Princeton University, an old graduate recalled a remark of his to the effect that perhaps the test of an education came when a man was thrust into a position of novelty, uncertainty or danger, and that under such a strain an educated man should not lose his head.

We have had many examples in recent years of men who presumed to be educated yet who lost their heads when they found themselves in a novel position.

Moral and intellectual education is not the exclusive product of colleges. The college graduate, because he is equipped with more knowledge of the past and because his mental faculties have been disciplined, should have some advantage over the unschooled individual.

The rule, however, is not invariable. Without schooling, some men, endowed with great natural capacity, can ferret their way through new and baffling problems. They can be trusted not to lose their heads.

William Feather.

New times bring new duties and also new opportunities. The man who refuses to move with the times is left in the rear.

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.

Government & Business — Are Happy Days Here Again?

"Well, but something must be done," said a business man when enactment of the Wagner bill was imminent, answering some mild strictures on the plan. Nothing in present life is more striking than this attitude of ours to try anything, risk anything, venture everything in the hope of speedy benefit, with no thought whatever to the future.

Expediency has killed more governments than one. Remember how Washington in his famous Farewell Address warned against that? No. We recall a lot about "entangling alliances" but the entanglements into which we now rush so eagerly may prove to be made of heavy gauge barbed wire.

To perceive that all may not be perfect bliss ahead, let us ask to what character of men is Government control to be entrusted? With no desire to detract from anybody, let me quote one arresting incident. Debating the Farm bill, Senator Reed said:

"He (Mr. Wallace) would be absolute czar over American industry, and when we look to see his qualifications for that powerful position we find that he could not even keep his own business out of receivership, but last fall his Wallace Homestead Co., which is the business to which he has devoted his life, went into receivership. Does that bode well for the future of American industry—to give that gentleman absolute, despotic power over the processing of any textile or food production in the United States?"

Now the Industry Recovery act is law and Wallace has the job for fitness to fill which Senator Reed raised those pointed questions; and while freely admitting that a business failure may develop wisdom in any man, yet I know of only one line of work for which failure can be regarded as recommendation for advancement. That is Governmental work, yet—particularly in days of extreme stress—we should realize that there is not a thing about assignment to public office which confers either ability or knowledge on its recipient.

One close to all this machinery writes: "It will be decidedly interesting to see what, if any, permanent improvement in marketing comes out of the several experimental programs with which the National Government now is playing. Here's hoping that the new philosophy does bring better days, but sometimes I think I see a thing called human nature standing by with an evil grin on its face."

Which reminds me of the eagerness with which grocers cried for beer and welcomed its return with songs of Happy Days Are Here Again, and now many of them sell two bottles daily—far less in gross than cost of their li-

cense. And, thinking of beer, let us note this:

That merit alone, price alone, the willingness of the public to use an article will not alone promote its profitable distribution. There must be the right balance between quality, price, consumer demand or acceptance, and merchandising to result in profitable distribution.

Also the unexpected happens and human nature comes in. While we could not have beer freely, we wanted it. When it arrived on every corner, our enthusiasm waned. But, worse than all that, brewers sought to get rich all at once, and killed the goose.

Money is just too scarce for many to pay 10c for a "schnit" or 12½c for a bottle which delivers only a fair sized glass. When once again we can buy a "schooner" of well-aged real Lager for 5c, brewers and dispensers will make real money out of beer.

Incidentally, this is institutional. Uncle Sam gets less money out of 3c postage than he did out of 2c, and less air-mail revenue at 8c an ounce than he did out of 5c. Perhaps it is a blessing that our politicians are finding out how soon they can run up against diminishing returns; for maybe that is the only way they will take seriously the suggestion that they just have to curtail expenditure.

Meanwhile, some grocers are seriously thinking of how they can cope with inflation as it comes along. One hits a striking fact to begin with.

"Advances have been due to supply and demand, not inflation," and that is worth thinking about. It is the same idea I had when I said of the various plans to stabilize milk prices that if prices should rise because of scarcity somewhere, we'd forget all this artificial regulation—until next time. And now look at wheat and other grains!

"Regarding inflation and how it will affect me, I have come to the following conclusions," he writes: "My first move will be to convert as much of my book accounts as possible into some kind of commodity—wood, coal spuds or anything else obtainable—whether I can use it at present or not. Thus I will suffer no loss due to devaluation of the dollar, and may be able to turn the stuff when the buying movement gets well under way.

"My second move will be to keep fully abreast of the upward movement of prices—as much ahead of it as competition will allow.

"Both these moves are essential if I am to live through this coming period. I will also keep all my cash possible in commodities so that, should inflation run wild, I will have my money in goods that will always have some value rather than in dollars which may not have any value.

"I look for things to advance sharply soon. I do not think that will be a wholesome advance, because not based on supply and demand; but when the dollar goes down, prices go up and we shall have to keep in step. I expect that advance to continue for about a year, when we shall have another sharp advance, and another, and another until the dollar is down to zero."

"If in the meantime I can keep the same quantity of stock at all times, I will be okeh. For, if I have stock val-

ued at \$3,000 now, if the dollar goes to 75c, my stock will be worth \$3750, and if it goes to 50c, I will then have \$4500 value in stock. If I do not pursue this course, I shall be sunk. It will be just as hard and take just as careful management with this condition as with what we have recently passed through.

"If I thought that when we reached zero and were forced again to the gold standard our inflated money would be redeemed at par, I would naturally accumulate as much of it as I could; but I shall let the other fellow gamble on that. Commodities—sugar, flour, beans and such staples—will always have value, even if only a trading value; and it will be the man who has such commodities when the crack comes who will reap his reward because then once again we shall be on pure supply and demand."

There, it seems to me, is sound common sense. At least this man is thinking beyond to-day and the profits(?) thereof. More, he is planning to take care of himself. He does not wait nor hope for anyone to come along and tell him what to do, nor is he looking toward any headquarters of associated or voluntary activities to point the way. It seems to me that men like that, who hold their heads level and do their own planning are apt to be here, secure, when some others are missing.

Paul Findlay.

Chain Store Menace To Any Community

The chain store is a liability to any community where it operates, according to our observation and best judgment. And inasmuch as the chain carries very little stock at any one time; pays very low wages to its help; does not help people when they are in need of credit; has no delivery which demands the use of extra help nor motor

vehicles, and pays very little taxes, either to any community or to the state at large—this chain store tax was the only means of collecting one or two million dollars from capital that goes out of our state to the Eastern chain store owners—but the Governor of this great state is, apparently, more interested in the Eastern chain store capitalist than he is in the welfare of our own Michigan people and the home owned stores which are doing so much to build up and to maintain any community where their money and their business is invested.

Before the election, Governor Comstock was supposed to be the friend of the common people and the independent dealers, but when in office he acts like the servant of the capitalists who rob the farmers as well as the city and village people from what they should receive as a due reward for their labors.

Governor Comstock may be a Democrat all right—and we are glad he is listed as such—but he is the most undemocratic governor which this state ever had in all its history, if we take the word "democratic" in its broad sense as being in the interest of the "common people."

The money to be collected as a much needed and fully justified revenue from the New York and other Eastern states chain store millionaires could have been used for the support of our schools; but the Governor of this state decided that against the interest of our Michigan taxpayers and in favor of the outstate millionaires.

But this is only another chapter of the book dealing with the "new deal" under the rule of the Democratic party in this state.—Grand Rapids Standard-Bulletin.

Overhead puts many under.

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LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

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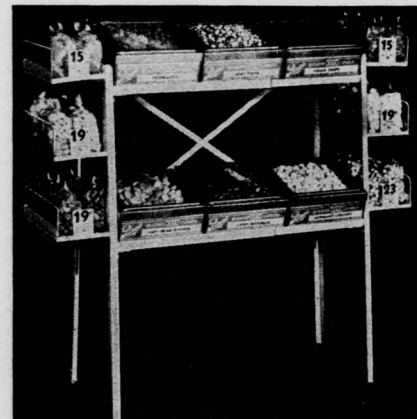
PUTNAM'S
ADJUSTABLE
CANDY
DISPLAY
RACK

Strong, Light,
Attractive

Occupies only
15x34 inches of
Floor Space

Six Hinged Lid
Glass Top Metal
Display Covers
With Each
Rack

Jobbers
Supplied by



The Up-to-date
Way to Sell
Bulk Candy

20 Varieties of
Fast Selling
Items to Select
From

Average Weight
of Candies.
12 Pounds

YOUR JOBBER
Will be Glad to
Give You
Details of This
Unusual Offer

PUTNAM FACTORY

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

Makers of
GOOD CANDY
for 65 years

MEAT DEALER

Code Adopted by Retail Meat Dealers

The National Association of Retail Meat Dealers, at their convention in Chicago, adopted the following code which it is hoped will cut out a lot of discouraging practices prevailing in the retail meat business all over the country:

1. Making, causing or permitting to be made, or publishing any false or misleading statement concerning the trade, quality, condition, quantity, nature, origin or preparation of any product is an unfair practice. (Grades as established by the United States Department of Agriculture.)
 2. Making or causing to be made a defamatory or untrue statement concerning a competitor, his business, his policies or his products, is an unfair practice.
 3. The giving with products or articles sold of premiums or coupons redeemable in money or merchandise for the purpose of obtaining business is an unfair method of business.
 4. Secret rebates or secret concessions or secret allowances of any kind are unfair methods of business.
 5. Obscuring the price at which goods are sold by selling ostensibly at a certain price but granting secretly to the buyer unusual discounts or terms is an unfair trade practice.
 6. A grower, producer or dealer selling goods identified by a special brand name or trademark of which he is the owner shall be free to specify by agreement with distributors the resale prices of such identified merchandise, which prices stipulated in any such agreement shall be uniform to all distributors in like circumstances.
 7. Selling at less than cost (cost including the price paid and necessary operating overhead) shall be considered an unfair trade practice.
 8. The practice of manufacturers, processors or wholesalers soliciting or selling agents merchandise at a less price than to their retail trade or merchandise other than through the recognized links in distribution shall be considered an unfair trade practice.
 9. The selling or offering for sale of meat and meat products, and poultry, in any other manner than by one pound weight basis only (sixteen ounces to pound) except Federal regulation now in force, shall be considered an unfair trade practice.
 10. The selling of any product below the universal advertised price in any one unit or units of a multiple system of stores be deemed an unfair trade practice.
- Be it further recommended that the following rules be part of Recommendation of Code of

Trade Practices for the Retail Meat Industry:

1. When articles are featured in advertising, as for example, products which are advertised at a price below cost in order to attract customers to the store, the advertisements shall indicate clearly the nature, condition and brand, if any, and the weight range (as given by the United States Department of Agriculture in its market quotations) of the product being advertised and sold at a special, and shall make plain the limitations, if any, on its sale. A sufficient quantity of the article shall be on hand to supply purchasers for the period of the sale.
 2. Such terms as "Hot House Lambs," "Yearling Lambs," "Mutton," "Ewes," "Wethers" and just plain "Lambs" will have to be settled by agreement of interests to avoid confusion in advertising and distribution. Housewives do not understand the terms "Fed Lambs," as they think they must all be fed, which is true, or "New Crop," which may refer to "Spring Lambs" at Easter time and some use is made of "Milk-fed Lambs" to apply only to lamb from animals under six weeks old. The term milk-fed veal would best be applied only to veal from calves under eight weeks old, and the term "Spring Lamb" to lamb from animals under six months old.
 3. In advertising roasts, steaks or chops, the advertising shall make clear from what portion of the animal the cuts are taken, as for example, "rib roast," "chuck roast," "loin chops," "shoulder chops," "sirloin steaks," "chuck steaks," etc.
- There is too much use of the term "Prime Native" beef which probably wouldn't be as good as Top Medium from one of the Corn Belt States and an agreement should be reached on such terms.
4. The term "Little Pig Pork Loin" should be applied only to pork loins weighing less than eight pounds and pork loins or other meat and meat products shall not be sold by piece but weight only.
 5. When a large number of center cut pork chops, and/or the tenderloin, are removed from a pork loin, the remaining pieces shall not be advertised or sold as "Half Loins."
 6. In view of the ruling of the United States Department of Agriculture forbidding the use of the word "Ham," as a description or name of any product not coming from the hindquarters of a hog, the picnic, or cured pork shoulder shall not be referred to as a "Picnic Ham," "California Ham," or by any other name including the word "ham."
 7. When a large number of center slices are removed from a ham, the remaining pieces of the ham shall not be advertised or sold as "Half Hams."

Dairy Products Code

The organized dairy interests of the country have submitted a code. That portion of it which concerns the sale of butter to retailers is as follows:

In making sales of butter to retailers, it is proposed to outlaw, among other things, the following: Secret rebates; advertising allowances, except as may be determined by the butter council; brokerage allowances; free deals or the giving of an allowance where purchase of butter is made in combination with any other product or commodity; premiums or coupons redeemable in money or merchandise; guaranteeing a customer against a market decline, or protecting him against a market advance; sales of butter containing less than 80 per cent. butter fat; back-dating of invoices; sales of butter in packages other than standard as established by the butter council; making of an allowance to buyers who furnish their own labels or packages greater than the fair cost as established by the council.

The following practices would be eliminated in sales of butter to retail consumers: The retailing of butter below cost or below the official market price for that grade of butter, on the day sale is made, plus a fair margin for overhead; and the retailing of butter in combination with other goods which goods are offered in the combination sale at prices below their actual cost.

Long-Lived Irish Eat Pork

Dundalk, Ireland, has five centenarians—three women and two men—who attribute their old age to living mainly on potatoes and pork the Institute of American Meat Packers says.

There are also fifty-five "runners-up"—twenty people between the ages of 90 and 100 and thirty-five now entering their ninetieth year.

Mrs. Donnelly, who is 103, has never used spectacles, walks to market twice a week, and scorns motor omnibuses and dentists.

"Everything I eat comes from my own land," she told an interviewer recently. "Potatoes and pork, milk and eggs and green vegetables are the things to keep you healthy."

Will Be Conducted on a Fairer Basis

If the Federal Government regulates the retail distribution of merchandise in the same manner as it is trying to regulate the manufacturers, their prices and wages, one can see a more favorable battleground between the chains and the independent dealers.

With the retail price factor being somewhat under control, quality and service will again take their place in the forefront of competition. For the last decade the consumer has been educated to price alone. Except in a few instances quality and service have been sidetracked and cut prices have reigned supreme. Pick up most any daily paper and scan the advertisements. Cut price is the main appeal to the consumer. It will most likely al-

ways be in the foreground, but under the "new deal" quality and service shall be abreast of price.

No doubt the chains pointed the way a few years ago with new store arrangement, open display, cleaner and brighter stores. Progressive independents took up these new ideas and cashed in on them as well as the chains. Now it is up to the independent to show the way with a real service to the consumer. People realize that cut prices soon work around to cut wages. If the independent merchant will awaken to his opportunity he can regain much of the business lost to the chain store.

Chain store managers are bound by rules and regulations, whereas the individual merchant can act according to the necessity of his own immediate community. He can find out what it wants in service and can supply such service far better than the remotely controlled chain store.

Probably at no time will retail merchandising be a bed of roses for all who enter its folds, but at least, under the new regime, it will be conducted on a fairer and more equal basis. The small dealer who works hard to please his trade can be certain of a fair return on his time and money invested.

Sam Sugarsax.

Not On Sale at the Corner Grocery

In the conduct of a neighborhood grocery one meets many amusing situations. The corner grocer brings cheer and happiness to countless people in many ways. He gladdens the heart of the small boy by the gift of an orange crate or paper carton, "to build something with." He brings back hope and cheer to nearly destitute families by extending credit to them in time of sickness or unemployment.

Service as rendered by the corner grocer, is expressed in many different ways, but one of the queerest requests ever to come to my attention concerned a young bride who recently moved into our section. Her husband had made arrangements for credit at the store and had for a time been very prompt pay. Gradually his account increased until the owner of the store had decided to stop credit. The young couple seemed to be happy together until one day the young bride appeared at the store and asked to see the owner. I informed her he was away, but would return in a few minutes. She said she would wait for him and when he appeared I heard her make this amazing request:

"Mr. Blank, I wish to go to the county seat and start divorce proceedings against my husband. He has an account here and I have no money. To start proceedings will cost me five dollars and expenses over and back will be another five. Will you lend me the ten dollars and put it on my husband's bill and he can pay you when he pays the rest?"

Needless to say he did not assist her to get a divorce, nor did he ever collect the old bill. She persisted and did get a divorce, but I am sure she realized that a divorce was one thing not on sale at the corner grocery.

Sam Sugarsax.

It is good business to see that working conditions are suitable.

HARDWARE

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

Single Codes May Serve Several Groups

Retail codes of fair competition probably will not be considered by the National Recovery Administration for at least three weeks. This has been indicated by Arthur D. Whiteside, assistant to General Hugh S. Johnson, administrator of the act. Mr. Whiteside is president of Dun & Bradstreet.

Many retail codes are under way of preparation, however, and the first was submitted by the National Retail Dry Goods Association through its president, Lewis Hahn. It has not been denoted here when the hardware and related codes will be submitted nor what their breadth will be. The assumption is that there will be codes for manufacturers, wholesalers and retailers. The hardware industry, however, is broad and covers many products that are also included in other lines, such as motor accessories, etc. The matter of tying in these overlapping lines is not a simple one.

General Johnson has said that he would like to have as many groups as possible come under one code. This has been suggested simply because hearings on the codes and their operation would be easier to handle. But, the administrator has pointed out that it doesn't make much difference whether groups come in together or separately.

It is the avowed position of Administrator Johnson that industries must solve their own problems before applying to the National Recovery Administration for hearings. It has been repeatedly pointed out that the sole purpose of the law is to put men back to work, increase mass purchasing power and assist the stabilization of industry. The law leaves the widest scope for free play of individual initiative.

The administrator does not propose to be tangled up in any internal differences within any industry. He wants codes submitted by trade associations that are "truly representative" of the industries they serve, but at the same time minorities assuredly have been pledged their right to be heard if any phases of the codes are not to their liking. Anybody who wants to can be heard and will be given serious attention. Hearings are held in a "goldfish bowl," to use General Johnson's piquant phrase. The "bowl," too, was well filled, not with goldfish, of course, but with people in all sections of life, industrialists, labor leaders, wholesalers, retailers, and John Q. Public generally, when hearings on the first code, that of the Cotton Textile Industry, began on June 27.

"At the hearings, when any association's agreement is presented," said General Johnson, "minority opinion will have a right to be represented and heard and no agreement tending to monopoly or oppression of small industries or minorities will be approved—so that it is not necessary to

form a new association. If you do, however, it will be called in when the old one is heard and the result will be the same as if you stayed in and put forward your minority position at the hearings."

Answering the question as to whether one has to join a trade association, General Johnson said:

"Nobody has to do anything—except that, under the terms of this act and the policy of its execution, everybody is expected to conform to this great economic effort. Any person who stands apart from it is likely to be uncomfortable in the eyes of his neighbors and even under the law. It is easier to co-operate in groups than singly—the larger and better organized the group, the easier it is. Trade associations are going to have a new meaning under this law and it is better all around to get into them."

In cases where businesses are in several fields, such as the hardware business, and are represented in several associations, it has been asked of General Johnson as to which one such a business should favor.

"The law makes no difference in that situation," General Johnson has pointed out. "Retain your membership in all. If that gets you into any conflict of policy you have ample opportunity to present your case."

While "truly representative" trade associations will control codes it is evident that the administration does not propose to permit them to throw anything they please into it simply for selfish purposes. They must be in the public interest. There is no intention of letting any association imagine it is the big poo-bah that can ignore the right of any well-intentioned minority which asks for a hearing. It is altogether conceivable that many codes will be revised by reason of pleadings of minorities.

Nor is it proposed that one field of endeavor shall intrude upon the other, the manufacturer upon the wholesaler or retailer, or the wholesaler or retailer upon either of the others.

This does not mean, however, that a manufacturer will not have the right to say what the resale price of his particular product may be. The code of the National Retail Dry Goods Association proposes that retailers shall have their own say as to prices, and generally this apparently will prevail. Nevertheless, on special trade-mark, standard brand lines, proponents of resale price maintenance insist they have attained their long-deserved victory in the National Recovery act. They insist immunity from the anti-trust laws gives manufacturers the right to say what these resale prices shall be.

The National Recovery Administration has not passed upon this question. It likely will be interestingly discussed at hearings on the National Retail Dry Goods Association code. The fact remains, however, that the administration is represented as looking favorably upon resale price maintenance, assuming, of course, that there is no wildcat price lifting which has received the vigorous condemnation of General Johnson. He proposed that there shall be no selling below cost—this is made illegal—and reasonable resale prices, it is confidently believed, will be permitted

through agreement among manufacturers.

"The administration does not contemplate price-fixing as part of its function," said Dudley Cates, assistant administrator. "Price agreements proposed by separate industries are subject to approval, if they are not monopolistic in intention or effect or otherwise opposed to the public interest."

"In the matter of price fixing, how about retailers?" General Johnson was asked.

"The retailers have various reasons for wanting to come in on this thing," he replied. "They have suffered a great deal from bad practices. So they come in here with their associations and codes, they have a subject that has to be attended to."—L. W. Moffet, in Hardware Age.

Why San Francisco is America's Coolest City

San Francisco, July 10. Nothing puzzles tenderfeet as does reports of California temperatures, but Easterners, meaning them peepul that live from Reno Eastward forget a lot of things when they think of this State. For instance: That it is of topography so varied that within its boundaries are the two extremes of elevation and depression in the U. S.—the highest mountain and land which lies about 270 feet below the level of the Pacific. Besides that, there are all the infinite varieties between. For as you know climate is a matter not of latitude but of topography. Next, topography varies so radically and contiguously as to make this possible—yes, commonplace—that you may swelter in heat at 110 deg. in Sacramento and in four hours driving you can pitch snowballs and be so cold that you'll seek the ingle nook if such can be found—as it usually can be.

The area of California is 158,000 square miles—roughly, two Michigans and one Ohio—and those States are not small at that . . . If our thousand miles of coast line were intersected by three or four boundary lines on the map, we would be quite ready to grasp the variations in climate. Simply because of such lines we understand that there may be radical differences between Virginia and Massachusetts, but if you measure out that distance you will see it does not equal half our coast line. So much for generalities. Now for one or two specific points which will be helpful to understanding.

The Rocky Mountains make a big difference, though I am not able to tell you, scientifically, how or why. But one factor you can trace out; the weather of San Francisco and the Sacramento-San Joaquin Valleys. Get out your map of California and the enlargement of San Francisco and vicinity. Note the distance between the Pacific and the Bay across the head of the Peninsula on which our city rests. Consider that the trade winds which prevail from about now to the end of September blow from West Eastward and you will see why this city is generally cool in summer. If you will allow for absence of such winds in winter you will get the idea of why our February is sunny, balmy, mild and clear—except when it rains, which is not often enough to suit us.

Now follow the line up the Bay, across San Pablo Bay into Carquinez straits, across which at this writing is one of the great cantilever bridges of the world. The next widespread after San Pablo Bay is Suisun Bay and East of that you will see the Sacramento and San Joaquin rivers, the one going North to Sacramento and far beyond and the other leading almost due East to Stockton. Note that all the land contiguous to the rivers is low-lying,

marshy. Marysville, for instance, fifty-five miles north of Sacto, is only about eighty feet above the ocean. Now observe the mountains, East and West which hedge in the two great valleys of richly productive soil. The stage is now set.

In summer months, the sun beats heavily on the valleys, with temperatures of 110 deg. and considerably more than that in spots. Our Helen says 110 deg. is but moderately warm in Marysville. It should be interjected, however, that this is not what the same temperature would be in Grand Rapids, because there is little humidity; but it is quite hot enough at that. Well, here is what happens: That heat creates a vacuum because hot air rises. The vacuum sucks air from the lowest point, and that, as you see, is the rivers, and the suction draws a heavy blast of cold air through our Golden Gate. That air changes immediately to fog—the fog horns are blowing hard right now as I punch this machine. Sunday afternoon at five, though the air about me is only slightly hazy. Often the fog bank is clear cut along the channel of the Golden Gate and across the Bay as the draft follows the vacuum. All of which will indicate to you how and why it is that our janitor provides us with steam heat every morning and every evening of the year, though the length of time the pressure is on depends on current conditions, which are far from constant. But all this shows why San Francisco is America's coolest summer city; though many other places in California are cool and refreshing all summer long.

Had another little "sway" (earthquake) about midday to-day—just a gentle one—not even remarked by my wife, but I felt it as I sat at my desk. It was not a bit jerky as was the former one I reported to you—just the sweetest little swing as if on a hammock. And so endeth this visit—always enjoyable to me. Paul Findlay.

Received a Burning Impression

Lansing, July 8—A copy of the Michigan Tradesman of June 28 has been forwarded to me by my sister, Mrs. Verburg, of Cedar Springs. The occasional copies which come to my notice always seem like a visit from an old friend, but the issue named is doubly so because of the kind words so aptly expressed regarding the life of my father, the late William Black, of Cedar Springs.

Being constantly associated with my father since that certain May day in 1877, when my presence demanded an increase in the size of the grocery department, until 1912 in the business of "Black's Busy Store," what a flood of memories come surging back upon reading your article! Incidents and anecdotes too numerous to mention. Friends and faces too worth while to be forgotten. Like the Herpolsheimers, the Judsons, the Clarks, Frank Jewell, John and Henry Snitseler, Joe Reed, of Leonards, George Newhall, Byron Davenport—who is still going strong I hear—Old Man Ireland, Jennings of extract fame and a host of others. Possibly I should also add that you made a burning impression on my young life, for it was at your suggestion one of your linotype operators set my name in type and then dropped the hot metal in my hand! Then, adding insult to injury, you laughed! However, you have long since been forgiven.

I want to take this opportunity to express my appreciation for the sentiments expressed in the article and to thank you. Should any of your Out Around trips take you to Lansing, it would, indeed, be a pleasure to greet you in our office. Lee Black.

Continued indiscriminate predatory price cutting will ultimately lead to bankruptcy.

DRY GOODS

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

Dry Goods Ass'n Not in the Red

Lansing, July 10. June 30 has been designated by our board of directors as the end of our fiscal year, and therefore, beginning with July 1 Thomas Pitkethly, of the Smith-Bridgman Co., of Flint becomes President, succeeding George C. Pratt, of the Herpolzheimer Co., Grand Rapids.

We have been very fortunate during the worst year of our existence to have so able and well-poised a President as Mr. Pratt. Along with his many duties he has responded to every suggestion and has given the Association the benefit of his business judgment and years of business experience. The entire membership would wish that Mr. Pratt could continue in office another year. Since he is the leader in matters pertaining to the Grand Rapids merchants organization, he found it necessary to decline re-election to the presidency of our association for another year.

The choice made for his successor is a very happy one. Mr. Pitkethly has served as Secretary of our Association for three years and as Vice-President two years. Not only is he familiar with all the details pertaining to the association work, but he is a business leader in his chosen field in Flint. In the near future Mr. Pitkethly will communicate directly with our members through the medium of our bulletins.

Last week we hastily sent to our members a card giving the schedule of rates of the Michigan sales tax—Detroit plan—also the pamphlet issued by the State Board of Tax Administration giving the preliminary regulations. We know that these two pieces of literature will be carefully preserved and diligently studied.

The headquarters of the tax board is located near our office. If you have any problems you wish to have solved with the tax board, we would be glad to take them up for you. Additional literature can be secured by writing to the State Board of Tax Administration, Lansing. If service is not prompt, communicate with this office and we will see what can be done.

We recently visited Fred H. Nissly's store in Ypsilanti and found that business with him is much better. Business reverses during the last two or three years have placed a heavy burden on Mr. Nissly's shoulders but he emerges with a smile. He has another reason to smile, as Miss Bertha J. Schairer, of Saline, a friend since childhood, has become Mrs. Fred H. Nissly. We learn through mutual friends that this is a very happy choice and, of course, Mr. Nissly speaks highly of his new bride. Everybody who knows them will wish them many years of happiness.

Several months ago we were informed of Edward W. Vogel's declining health. A visit to his home found him improved somewhat and hopeful of ultimate recovery. We were saddened by calling at the store recently to learn that Mr. Vogel passed away on March 5 of this year. He was one of the most genial and interesting men upon whom we have had the pleasure of calling;—A good merchant, a banker, a dealer in real estate, and a man of fine community spirit. With sorrow we add his name to our roll of honor of about fifty or sixty other merchants who have passed away since the organization of the Michigan Retail Dry Goods Association.

We can now speak in a more optimistic tone than for several months just previous. Nine members who a year or two ago expressed a wish to be left off from our membership list for a year or two, or "until times are better," have recently renewed their membership and we anticipate several others will do the same. We have been as gentle as possible in soliciting payments of membership dues. We finish this fiscal year without a penny of indebtedness and with approximately \$100 in the bank. During the three years just passed your manager has taken his share of the loss. I am not going to be specific in this bulletin, but our board of directors will be informed by a balanced statement by our treasurer in the near future. But the record is clear. There will be no red ink on our statement and the reduction in the amount of membership dues and the extending of time to certain other members has made a very substantial reduction in the manager's income. We are happy that the members have been so loyal and that we have had an opportunity to serve even through these months of depression an organization composed of men of generous spirit and high ideals. We want you to uncover your statements and send a check as soon as possible. The money is needed to do our best work.

Jason E. Hammond.

Manager Michigan Retail Dry Goods Association.

Silk Color Card Issued

A total of sixty shades are presented in the regular edition of the 1933 Fall season silk card, issued last week by the Textile Color Card Association of the United States. Outstanding tones are portrayed on the first three pages of the card, each accompanied by a lighter complementary shade, offering new suggestions for color harmonies. Among the important key colors thus grouped are mole taupe and towngrey, rubylustre and vintage red, stonebeige and friar brown, blue iris and metallic blue, frost-green and Dundee green. The color conference committee of the Eastern Millinery Association, in cooperation with the color card association, has recommended fifteen shades for the early Fall season.

Fur Coat Levels Moving Higher

Rising pelt prices have made for a notably firm market on fur coats and quotations on finished merchandise for retail selling in the Fall will rule higher than those made on garments for August sales. Most retailers have covered a substantial portion of their sales needs and are beginning to place commitments for later shipments. Among the furs in volume demand which have experienced the sharpest rise are muskrats, Hudson real, Jap mink, kidskins and a variety of the flat furs which are finding favor for trimming purposes. The price increases on skins have ranged up to 40 per cent. or more over the earlier levels of the year.

Pequot Sheet Prices Raised

Effective this week, Parker, Wilder & Co., selling agents, are issuing new and higher price lists on Pequot and Ivory wide sheetings, sheets and pillowcases. The Pequot 81 by 99 bleached sheets are advanced to \$13.87 a dozen, while the nine-quarter bleached sheetings are moved up to 39 cents per yard. The Ivory 81 by 99 bleached sheets will be quoted at \$11.89 a dozen, with the nine-quarter bleached sheet-

ings at 33 cents per yard. Taylor, Clapp & Beall have made similar lists on Mohawk and Utica sheetings sheets and pillowcases.

To Advance Dinner Set Levels

Reports that further price advances on low-end and medium-price domestic earthenware will go into effect before the close of the month are current in the wholesale market. Producers complain that rising production costs and the advances made in the prices of the packaging materials they use make it necessary to increase quotations. A price advance of 10 per cent. was made some weeks ago. Buyers covered their early Summer requirements just before the advance went into effect and since that time purchasing has been restricted.

To Show Fall Millinery Soon

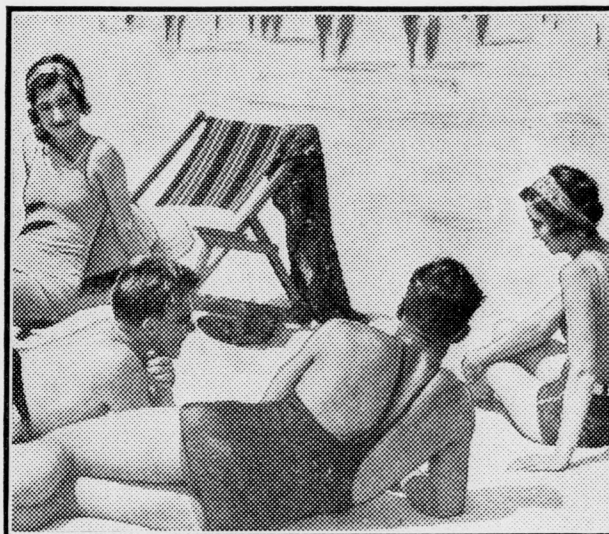
Initial showings of style lines of millinery for Fall will be launched in New York next week and the trade appears confident of a good season, with

a stronger trend toward better grade merchandise. Indications are said to point to marked interest being shown in velvet hats, in view of the strong style emphasis expected to be placed on velvets by the couturiers at their forthcoming showings. Millinery of specialty cloths, particularly suede-like fabrics, is also prominent. The beret retains its outstanding position.

Toy Volume Steadily Increasing

The volume of toy orders for Fall and holiday delivery compares very favorably with a year ago. Both department stores and mail order concerns have been sending in confirmations on orders rapidly and the fear of higher prices on later business has spurred much buying that in the last few years has not developed until August or later. Manufacturers, however, are not anxious to book much advance business owing to the uncertainty over raw material prices to the end of the year. Business in wheel goods is reported as particularly good.

MICHIGAN BELL TELEPHONE CO.



MICHIGAN CALLS THE WORLD TO PLAY

SUN-BATHING on a thousand beaches... sports on land and water... the allurements of ancient trails and the thrills of the most modern highways... forests, hills, gigantic dunes... Michigan offers an endless variety of summer pleasures that mountain and seashore never can equal.

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

Pretty Lively Traveler for an Old Chap

Detroit, July 10. It looks to me as though I will never recover for a return trip to California. Several times I have prepared an Itinerary that contemplated visits to my various Michigan friends, but such document proved to be enforceable in name only, especially when it encountered the "various alibis" of the aforesaid friends. Here is an example of my "work-out" of same. One week ago Sunday, I was at Beulah, visiting my good friends the Orcutts, happy in the contemplation of a nice visit with Dr. and Mrs. Northway, who had just arrived from Mt. Pleasant, when who should float into the film but C. G. Phelps, secretary-treasurer of the Wolverine Brass Works, Grand Rapids, who insisted I was needed in that city. Well, I had the pleasure of a most delightful ride with the aforesaid Phelps and his entertaining wife, exploring a newly discovered road, landing in the Furniture City safe and sound and, I might add, happy. Monday morning early E. A. (Ernie) Stowe, Jr., approached me with a mandate indicating that I was to be the chief actor in a kidnapping episode and that my next port of entry would be Bingham, the seat of government of the Oberlins, Joe and Mildred, near Traverse City. I had been advised that the aforesaid Stowe had the slow speed record for Michigan—nine miles per hour. He exceeded it. Along North of Big Rapids I discovered that what I supposed was a picket fence along the roadside, was in reality composed of telephone poles, thirty feet apart. That the speedometer was not wrecked was because fate had not so decreed. Well, in a jiffy I was handing out a surprise to the Oberlins, at their summer cottage on Leelaunau Lake, nine miles from Traverse City. Those Oberlins certainly put me through my paces, for we were in the saddle early the next morning, the exercises continuing until 6:30 p. m. when I again caught up with the Stowes, arriving at Grand Rapids at 10:30; a record for the Glorious Fourth of 300 statutory miles. And my doctor advising me that long drives were suicidal. We hotel men all know that the Oberlins have been hotel operators for years starting with Hotel Whiting, Traverse City; Hotel Anderson, Anderson, Ind.; Hotel Delta, Escanaba; the New Lenaw, at Adrian, and, finally, the Monterey, at Janesville, Wisconsin, in which they still retain large financial interests. However, like the proverbial war-horse, they are still "sniffing" for evidences of gunpowder, or, in other words, more worlds to conquer, and the first thing I expect to hear is that they are again hoteling. Believe me, if they find the spot, it will be on the broad way to a success if they operate it. Joe and Mildred were out in California last winter and we were all dining at the Mission Inn, Riverside, when the earthquake "happened" at Long Beach, March 10. They were on their way back to Dear Old Michigan the next day. I have never queried them as to the why? I could say more, but I want to visit them again before I pass out of the picture.

On our way up to Bingham I met, for the first time, Frank Doherty, the landlord of Hotel Osceola, Reed City, a brother of my very good friend, Fred Doherty, who operates the Hotel Doherty, Clare, who is the president of the Michigan Hotel Association. The Osceola, formerly the King, has been reincarnated, and is surely a spick, span establishment, doing a nice business. The Stowe family and myself, enjoyed a delightful luncheon as guests

of Mr. Doherty, and soon after caught up with Thompson Brothers, who have the New Northwood, at Cadillac. Readers of the Tradesman will have the low-down on both of these institutions on my next visit, which I hope will be in the near future. They have invited me to come, believe it or not.

The 48-room Wentworth Hotel, at Lansing, formerly conducted in connection with Hotel Kerns, by E. A. Richardson, but which has been closed for some time, has been re-opened for business by Leo Burke, its present owner, who will be manager of same. The hotel has a sun parlor, coffee shop and fountain, in addition to standard hotel equipment. The entire building has been remodeled and redecorated and the rooms have been supplied with new furnishings at a cost of \$10,000.

President Alfred H. Doherty, of the Michigan Hotel Association, who owns and manages Hotel Doherty, at Clare, has set the date for the next annual convention for Sept. 7 to 9, to be held at Johnson's Rustic Tavern, Pruden-ville, on Houghton Lake. Frank R. Johnson, regional vice-president of the association, will be host to the convention, turning over the entire facilities of the 1,800 acre resort for this period. This will be the first convention to be held in many years at a summer resort, rather than at a commercial or group of commercial hotels. The meeting of the executive council of the M. H. A. will be held on the 7th, followed by business meetings all day Friday, carrying over to Saturday morning if necessary. The remainder of the time will be given over to sports available at the resort.

E. B. Gill, one of the owners of the Tavern, at Central Lake, has assumed active management of the hotel, which was formerly conducted by the late Frank Irish, former manager of the Roosevelt at Pontiac. Mrs. Gill handles the catering department.

Fred Worcelboer has succeeded S. Lloyd as manager of Ye Olde Channel Inn, on Lake Michigan and White Lake, at Montague.

Joseph H. Miller, proprietor of Hotel Plaza, Mt. Clemens, has completed his program of rehabilitating that institution, which will prove attractive to incoming guests.

Hotel Scott, at Hancock, has opened a new coffee shop which will be known henceforth as the Spanish Tavern. The Tavern occupies a site adjoining the hotel, and naturally is finished along Spanish lines.

Karl Gruschinsky, formerly of Port Huron, has succeeded M. J. Welsh, who owned and operated Winter Inn, at Greenville, for many years, and is already making extensive improvements on same. Henceforth part of the lobby will be used for restaurant purposes and the entire hotel is to be redecorated and refurbished.

Herbert A. Kline, Publicity manager of Hotel Book-Cadillac, Detroit, was elected one of the vice-presidents of the National Greeters, at their annual convention at Louisville recently. Mr. Kline has an extensive acquaintance among Michigan hoteliers and is deservedly popular. I had the satisfaction of making his acquaintance while at the Morton Hotel recently.

Editorially the Hotel World, warns prospective hotel investors against taking too much stock in reports of business improvement in hotel earnings: "One of the less happy features of the present inflation period is the exaggerated idea some owners have of the future earning capacity of hotel

properties upon which leases are expiring. Unless they are careful, these owners are due for unpleasant experiences, especially if they try to operate the properties themselves, or lease them to less capable operators with similarly exaggerated ideas of what the future is to bring forth."

At the Morton Hotel, Grand Rapids, the other day I ran across an old Verbeck Tavern patron, A. D. Carr, whom I had not met for many years. Mr. Carr is in the financial field, selling stocks, and represents the Jefferson National Life Co., with headquarters at Detroit. Another insurance representative, a most agreeable recent acquaintance, is Frank S. Mack, superintendent of agencies for the state of Michigan, for the Detroit Life Insurance Co., who has been in the field for fourteen years. Eddie Moran, of the Morton Hotel, appointed him as my chauffeur-de-luxe, for a journey from Grand Rapids to Detroit and he acquitted himself wonderfully, besides being a most interesting traveling companion. He can consider himself on my reserve list for all time.

Accidentally I ran across J. C. Force, who conducts Pratt Lake Inn, known to all frequenters of the highway from Grand Rapids to Lansing, via Portland. My earlier acquaintance with Mr. Force was when he was an oil salesman and stopped at the Hartford House, Hartford, one winter when I was conducting for Roy Hinckley, during his absence on a trip to Honolulu, several years ago. He runs a very attractive establishment.

Many pleasurable hours have I spent under the roof of the Morton Hotel, at Grand Rapids. The sensation of true hospitality has given me a thrill from the very inauguration of the new Morton service by the late W. C. Keeley, through the regimes of W. J. Chittenden, Jr., C. W. Taggart, Arthur Frost,

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -- 400 Baths

RATES

\$2.50 and up per day.

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -- Sandwich Shop

HOTEL CHIPPEWA

MANISTEE, MICH.

Universally conceded to be one of the best hotels in Michigan. Good rooms, comfortable beds, excellent food, fine cooking, perfect service.

Hot and Cold Running Water and Telephone in every Room.

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3

HENRY M. NELSON, Manager

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb—Location Admirable.

GEO. ANDERSON, Mgr.

ALBERT J. ROKOS, Ass't Mgr.

New Hotel Elliott

STURGIS, MICH.

50 Baths 50 Running Water European

D. J. GEROW, Prop.

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.

Muskegon -- Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

HOTEL ROWE

We have a sincere interest in wanting to please you.

ERNEST W. NEIR
MANAGER

ALL GOOD ROADS LEAD TO IONIA AND THE REED INN

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

Store, Offices & Restaurant Equipment

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

CODY HOTEL

GRAND RAPIDS

RATES—\$1 up without bath.

\$2.50 up with bath.

CAFETERIA IN CONNECTION

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.

JAMES HOEKSEMA, Manager

and now the new management of Phil A. Jordan. Many another "waif" has discovered it as a "home away from home." Three years since, with the aforesaid Arthur Frost as manager, and Eddie Moran as his assistant, I found it a restful oasis after an absence of several years, and last week I renewed my pleasures in that establishment, on a cordial invitation from Manager Jordan, who insisted on my "helping" myself "to anything I saw or desired." The Morton is the same old institution operated by the hospitable and versatile Pantlinds of nearly a half-century ago. It has been supplied with entirely new apparel, to be sure, but the atmosphere of hospitality still lingers. In the years of my absence the changes, if any, have been along the lines of improvement. Certainly everything has been "kept up," so to speak. There is an ever existing condition of "newness" which appeals to the guest who frequently patronizes modern caravansaries which carry evidences of erosion and decay. None of that around this tidy establishment, which is provided with every modern convenience known in hotel excellence. Mr. Jordan, who was transferred from the Detroit-Leland some time ago, is a most capable and genial administrator of its affairs, in which he is ably supported by the self-same Eddie Moran, as assistant manager, and a corps of efficient helpers who greet you with evident sincerity and send you away with a desire to return at your earliest opportunity. In addition to the attractive public rooms, consisting of the spacious lobby, ball-room and convention halls, the facilities for "feeding the brute" are up to the minute. There are the state and regular dining rooms, a cafeteria in which appetizing foods are served at a commendably low price, and in addition thereto we find a mens' grill as well as a fountain room, conveniently approached from the lobby. The food is excellent, as most of us know, and, better still, much in demand. I like the Morton and everything about it and certainly will carry back to California pleasant recollections of everything which happened to me there.

A Los Angeles newspaper, of recent date, speaks of an overland train leaving that city for Chicago with thirteen coaches, and less than a dozen passengers, destined for the world's fair city. It also makes mention of the fact that hundreds of "motorcades" are daily leaving the City of the Angels, comprising an average of five cars each, in defiance of the edict of the rail organization which, though offering a fair rate, limits the return use of its tickets to twenty-one days. Even from Detroit the railroads are advertising round-trip rates at surprisingly low figures and allowing thirty days for final return. Is it any wonder that the public seem perfectly willing to build highways for the use of public transportation when the railroads act up the way they do?

Mrs. Ethel Leavens, of Chicago, has purchased the Chicagoan Lake Resort and plans to erect a \$25,000 resort hotel on the property, between Chicagoan and Indian Lakes. Eight cottages, the dance pavilion and other buildings will be renovated and repaired, the beach will be improved and the grounds landscaped. Construction of the hotel will start late this summer and will be ready for the 1934 season.

Frank S. Verbeck.

A school for making slip covers and draperies has helped a St. Louis department store move fabrics. An expert shows women customers how to measure, cut, fit and sew covers, and booklets are also distributed which give detailed printed instructions.

Veto of Prison Products Bill Due To Misunderstanding

The Munshaw-Karwick Prison Products bill was vetoed by the Governor solely on the ground that the powers of the act are given to the State Administrative Board rather than to the Prison Commission. The veto can be explained only as due to a misunderstanding of the provisions of the bill, since the powers and duties provided for cannot legally or logically be vested in any authority other than the State Administrative Board.

The bill does not deal with the management of prison or prison industries, but with relations between these, on the one hand, and the consuming institutions and departments and the public on the other. In these relations, the Prison Commission is and should be an interested party and the Administrative Board a mediating authority.

Under the Constitution and existing laws, the Administrative Board, elected by the people, is the general co-ordinating authority of the State, and has final control over the prisons and all other state institutions and departments concerned. Purchasing for both the prisons and the other institutions involved is exclusively a function of the Administrative Board, acting through its secretary, who is the State Purchasing Agent. This Board is a general directing and policy-determining authority, and has supervision of all acts of the Prison Commission.

The State Prison Commission is a division of the State Welfare Department, vested with the direction of the prisons and prison industries. Its duties are supervisory, practically all its functions being delegated to the prison wardens, and its authority limited as follows: "All powers and authority hereby granted shall be subject to the supervision of the State Administrative Board."

The Prison Commission is subject to change at any time in the number, character, and personnel of its members. At the beginning of the present administration it consisted of five members and a secretary, having no other official position. These were replaced with four ex-officio members and recently one of these was eliminated by action of the Commission itself in abolishing the office by virtue of which he was a member. Obviously, a Commission of this type is not a proper policy-determining authority. It is an executive commission whose function is to carry out policies determined by the Administrative Board.

The functions assigned to the Administrative Board in the Munshaw-Karwick act are as follows:

Determining the advisability, in the public interest, of prison production of supplies for various state departments and agricultural consumption, and of the sale of prison products to or their purchase from other states. This is obviously not a type of function suited to a prison authority.

Direction of a single authority through whom transactions in prison products must be conducted, and by whom such goods are purchased for the prisons themselves and other state institutions and departments. This agency is already established and functioning in precisely this manner in the of-

fice of the State Purchasing Department, which must be a function of the State Administrative Board.

The third responsibility created by the act is that of "causing provision to be made" for the devoting of the prison industries to the production of the institutional and departmental requirements, and for their use and consumption by those institutions and departments. The Administrative Board is the authority which must "cause provision to be made" by directing the Prison Commission to so do, and is certainly the only authority which can have control over the institutions and departments in reference to the products which they purchase and consume.

It will therefore be seen that none of the powers or duties created by this act could properly be vested in the Prison Commission, and it was for precisely this reason that the authority was centralized and perfectly co-ordinated in the Administrative Board.

John H. Schouten, President of the Michigan Council on Governmental expenditures, and A. T. McFadyen, Secretary of the Michigan Commercial Secretaries Association, have sent out most urgent letters to their respective members, calling attention to the necessity of enacting the bill over the governor's signature on July 17.

Represents a Broken Heart and a Broken Spirit

When I read your column entitled "Proceedings of the Grand Rapids Bankruptcy Court" from week to week I do so with much the same feeling as I look over the obituary column in the daily paper. I like rather to call it the "Grand Rapids Business Obituary," as so many of the businesses listed of late are ones who have made a hard fight to keep going and at last have had to succumb to bitter and humiliating defeat.

When I see the names of respected business men appearing in that list it seems I can picture a broken heart and a broken spirit and I wonder if perhaps they could and would hang on a little longer, especially in view of the business outlook to-day, if someone hadn't tightened the screws on them a little too tight.

Perhaps the same one who exerted the pressure was, in turn, the victim of pressure from someone else along the same line. I believe that those who force people into bankruptcy to-day are merely hurting themselves. They stand to lose more than to gain. Perhaps nine out of ten merchants to-day, if pressure were brought to bear upon them, would be found insolvent. How much better to permit those who have the courage and self-respect to want to pay their honest debt a little leeway, allow them a longer stretch of time to meet their obligations.

Many a man who returns to work will find himself confronted with lower wages and at the same time an accumulation of bills which it probably will take him five years to pay up at his present wage scale. Any decent, self-respecting man will want to pay such debts, but he has done without so many things he really needed that even the pleasant thought of resuming work will be dimmed by the thought of the

years of bondage to old debts he must face.

May the powers that be in the field of creditors be satisfied with a small amount paid regularly. Then our modern slaves may also be emancipated with a preserved self-respect.

Since practically all business is done on a credit basis, co-operative leniency would act much as a boomerang.

John Sinclair.

Glass Trade Outlook Bright

Entering the last half of 1933, the glass industry generally anticipates the most active production for a six-months' period that it has experienced since 1930. The most important gains will be in table and decorative glassware, window glass and glassware specialties. While figures on plate glass production in June are not yet ready, there is every indication that the high May output was improved upon in June. July, from all indications, will also be a high production month. Mirror makers and distributors have been more active in the plate-glass market.

Stationery Buyers Visit Market

Buyers seeking stationery for holiday sale visited the wholesale market last week to inspect lines now on display. The stores are anxious to place early commitments because of a fear of rising prices and are sending their representatives into the market four to five weeks earlier than they did last year. The retailers are calling for goods to retail at 50 cents and \$1. Novelty packaging is stressed in all the new lines shown. Buyers are favoring stationery packed in containers which can be used as card cases, glove and jewelry boxes after the contents have been used.

Buyers Turn to Men's Fall Goods

While a fair amount of re-orders on men's Summer goods was received during last week, the volume is beginning to drop off sharply and buyers are placing main stress on Fall clothing. The majority of Fall orders request immediate deliveries of goods, as stores are anxious to get as much merchandise as possible in stock before price advances are put into effect. The volume of Fall business to date for many houses is anywhere from 20 to 50 per cent. ahead of the corresponding period of last year.

500,000 More Employees in Textile Apparel

A. W. Zelomek estimates that if the labor week in the textile apparel industry is reduced to forty hours it will require a half-million more employees in the industry, and that employment of this number, for the first twenty weeks of operation at the minimum of ten dollars per week, would add \$100,000,000 to the "Buy-Roll" of the country.

Wages and Retail Prices

Dean Hill, executive secretary of the Throwsters Research Institute, has estimated that an increase of 100 per cent. in labor costs will increase the retail price of a pair of silk stockings by approximately five cents, or of a silk dress by about thirty-five cents.

Roosevelt has started the ball. Business alone can keep it going.

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. Clechanski, Detroit; M. N. Henry, Lowell; Ben Pack, Kalamazoo; J. E. Mahar, Pontiac.

Resolutions Adopted at M. S. P. A. Convention at Jackson

Resolved—That the M. S. P. A. convey its gratitude to the Jackson County Drug Association, to its Ladies' Auxiliary and to the citizens of Jackson, particularly to the Masonic order and the officials of Jackson State Prison, for the facilities and entertainment placed at their disposal and the thoughtful care given to make its convention so enjoyable and worth while.

Whereas—The M. P. T. A. has gone to much effort and expense to make the convention of 1933 the enjoyable success that it has been, and

Whereas—The M. S. P. A. is appreciative of the bond of good fellowship which exists between its membership and that of the M. P. T. A., therefore be it

Resolved—That the M. S. P. A. extend to the M. P. T. A. its sincere thanks and gratitude for its work in behalf of the Jackson convention.

Resolved—That President Taft's suggestion relative to the hiring by the executive committee of a field secretary be adopted as soon as, in the judgment of the executive committee, the Association is financially able to do so. In the opinion of your resolutions committee the field secretary should have headquarters in Lansing and his salary should be based upon a percentage of the total membership dues collected.

Whereas—So much in the way of regulations vital to the welfare of our Association is in process during this important year, and

Whereas—The calling together of the entire membership more frequently than once a year would be impractical, therefore be it

Resolved—That an advisory committee to be composed of a representative from each county or district association meet quarterly in Lansing, with the officers, to discuss problems and formulate policies with the same authority as if the entire membership were convened.

Resolved—That the by-laws be amended to create this authority. The committee to be called the House of Delegates.

Whereas—Samuel C. Henry has served the National Association of Retail Druggists as secretary for the past sixteen years and through his intelligent guidance and devotion to his office, the National Association has gained in membership and prestige, and

Whereas—He is one of the best known and respected leaders in the

retail drug trade in the United States and has built up a reputation for honesty and good judgment with the powers that be, in the legislative circles at our national capitol, therefore be it

Resolved—By the Michigan Pharmaceutical Association assembled in convention that we commend Samuel C. Henry for his devotion to the interest of the independent retail druggist and endorse him for re-election to the office of Secretary to the National Association of Retail Druggists.

Whereas—The Government has asked each line of business to adopt a code of ethics and standard of practices to govern its conduct, and

Whereas—The Michigan State Pharmaceutical Association in convention assembled, is fully alive to the fact that only by the adoption of some sensible and fair basis of action founded upon fair wages to employes, fair profits to business, and fair prices to our customers, can our country regain a balanced economy which will insure a safe future, therefore be it

Resolved—That the Michigan State Pharmaceutical Association, in convention assembled, does pledge to the President and his administration our loyal support and submit the following program and list of principles as workable, fair and based upon our best experience and knowledge. If adopted nationally we promise our fullest co-operation.

Rule 1. To increase employment among registered pharmacists and drug store personnel by limiting hours of labor. No retail outlet engaged in the retailing of drugs, drug sundries, and kindred merchandise shall compel any male employe to work more than fifty-six hours per week or any female employe to work more than fifty-four hours per week. Drug stores are required to stay open more hours per day than other retail outlets, and seven days a week for the convenience of customers who may require professional services.

Rule 2. To establish a fair living wage for drug store personnel. No retail outlet engaged in the retailing of drugs, drug sundries, and kindred merchandise, shall require its personnel to work for less than the following scale of wages which is hereby established as a minimum:

Registered pharmacist, \$25 per week of fifty-six hours.

Unregistered male drug clerk, \$15 per week of fifty-six hours.

Unregistered female clerk, \$10 per week of fifty-four hours.

Part-time employes shall be prorated according to this minimum schedule. The minimum wage scale here established is higher than the present rates.

Rule 3. To make possible the re-employment of pharmacists a minimum price schedule must be established. No retail outlet shall advertise for sale or sell any drugs, drug sundries or kindred merchandise below the price schedule adopted by this Association. Minimum prices to be based upon a list that will allow the retailer 33 1/3 per cent of the selling price. The cost of doing business established by the National Drug Store Survey in April, 1932, was 27 1/8 per cent of the selling price. The above minimum price allows the retailer 6-5/24 per cent.

of the selling price as his net profit.

Rule 4. To insure that all retail sales of medicinal preparations applicable to the inside and outside of the human body and of medicinal preparations for use for animals and birds are to be made through legitimate drug outlets only. No medicinal preparations, drug, pharmaceutical or chemical to be used for internal or external purposes or for use for animals or birds shall be retailed through any other than a recognized drug outlet. This does not apply to small towns not large enough to support a drug store. These general stores are covered by the pharmacy act. A recognized legitimate outlet shall be construed to be a retail establishment under the supervision of a registered pharmacist.

Rule 5. Advertising must be truthful as to quality and grade. To this end the following practices are considered to be unfair and against the public interest:

Misleading Advertising. The use of, participation in, publishing or broadcasting of any untrue, deceptive, or misleading statement, representation or illustration in an effort to sell any merchandise, service, security or any property or thing of any kind, is an unfair and uneconomic practice.

Unfair Competitive Claims. The use of, participation in, publishing or broadcasting of any statement, representation or implication which might be reasonably construed to lead to a false or incorrect conclusion in regard to the goods, price, services or advertising of any competitor or of another industry, is an unfair and uneconomic practice.

Disparagement of Competitors. The use of, participation in, publishing or broadcasting of any statement, representation or insinuation which disparages or attacks the goods, prices, service or advertising of any competitor or

of any other industry, is an unfair and uneconomic practice.

Underselling Claims. The use of, participation in, publishing or broadcasting of any statement or representation which lays claim to a policy or continuing practice of generally underselling competitors, is an unfair and uneconomic practice.

Combination Deals and Free Offers. The use of, participation in, publishing or broadcasting the combination deals of kindred items, made up either by manufacturer or retailer, is an unfair and uneconomic practice. The use of, participation in, publishing or broadcasting the offer of another item of merchandise as free with the purchase of some other commodity is an unfair and uneconomic practice.

Deceptive Statements Accompanying Cut Prices. The use of, participation in, publishing or broadcasting of statements referring to cut prices on trademarked merchandise or other goods in such a manner as to lead the public to believe that all other merchandise sold by the advertiser is similarly low priced when such is not the fact, is an unfair and uneconomic practice. No recognized legitimate retailer shall advertise for sale an item of which there are several brands on the market without specifying item and brand, name, size and quantity offered. And, said items must not be advertised at less than minimum price adopted. No retailer must advertise for sale any item of which he has not a normal supply on hand.

To help re-employment in advertising fields. No legitimate recognized retailer must either by direct assertion or innuendo try to persuade a customer to purchase any item or brand other than the item and brand specified by customer, but may point out economy of taking larger size or quantity of specified item and brand. Remarks

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, Thermo Jugs, Insecticides, Seed Disinfectants, and thousands of other new and staple items. All now on display in our Sample Room. Come in and look them over. Everything priced in plain figures.

Hazeltine & Perkins Drug Co.
Grand Rapids
Michigan

such as, "This is the same quality and a larger quantity for your money," "We do not advertise this product, therefore, can sell it cheaper," etc., are considered violation of this code.

To provide supervision and enforcement of this code. Upon the approval of this code, M. S. P. A. will establish a fair practice committee whose duties it shall be to enforce the ethics of this code, gather evidence of any violation and submit such evidence to proper Federal authorities for prosecution.

No wholesaler shall set a wholesale price upon his goods which will not allow a 33 1/3 per cent gross profit if sold at the price marked or advertised by the maker. Better prices may be given on quantity purchases, but the same prices must be given to all who purchase these quantities and such quantity given purchases must not alter the retail price below that which must be asked by dealers buying regular quantities.

Because the number of drug stores already established in the state far surpasses the number that experience has shown that our population will support as first class drug stores, and a further division of the business may render the payment of fair and decent wages by stores already in business to their registered clerks impossible, to the detriment of stores, clerks, customers and good pharmacy service and as it is the prerogative of the Board of Pharmacy to regulate the practice of pharmacy, the State convention of the M. S. P. A. by resolution No. 7 requested the Board of Pharmacy to grant licenses to new stores only after formal inspection and investigation shall have proven that there is real need for the additional stores and that the stores already serving the territory are not ample to properly care for the needs of the community.

Whereas—The public patronizes drug stores confident in the belief that great discretion is exercised in the granting of drug store licenses, and

Whereas—The reputation of pharmacy as a profession is judged by the manner in which drug stores are conducted and the equipment and stock with which they are fitted, and

Whereas—The service to the health of the public depends upon the ability of the drug trade to perform the functions that distinguish it from other lines of business, and

Whereas—A further division of the business may render the payment of fair and decent salaries by stores already in business to their registered clerks impossible to the detriment of stores, clerks, and customers and

Whereas—It is the prerogative of the Department of Pharmacy to regulate the practice of pharmacy, therefore be it

Resolved—That the Board of Pharmacy by authorized to grant licenses to new stores only after formal inspection and investigation shall have proven that there is a real need for the additional store and that the stores already serving the territory are not ample to properly care for the needs of the community, and be it

Resolved—That persons desiring to open new stores be made acquainted with the necessity of securing licenses

before investing their money in such projects, and be it

Resolved—That the principles embodied in this resolution be added to the code of ethics for Michigan pharmacy.

Whereas—Actual surveys show that the studies of pharmacology and of therapeutics are not given their proper allotment of time in the medical school's curricula in this country as compared with Europe and

Whereas—This has a detrimental influence upon the practice of pharmacy in the United States of America and

Whereas—This is not the best interests of public welfare, therefore be it

Resolved—That the Michigan State Pharmaceutical Association go on record as condemning this improper apportionment of studies, and be it

Resolved—That copies of the above resolution be sent to the American Medical Association and the American Association of Medical Colleges.

Whereas—The development of the prescription department is essential to professional recognition and is necessary to the public service a pharmacy is licensed to give, and

Whereas—The United States Pharmacopoeia and the National Formulary contain an adequate materia medica to meet the average needs of the medical professions, therefore be it

Resolved—That the Michigan State Pharmaceutical Association encourage its members to conduct campaigns of U. S. P. and N. F. propaganda among our colleagues of the medical, dental and veterinary professions.

Whereas—It has come to the attention of the pharmacists of the state that overtures are being made by corporations and persons not now engaged in pharmacy to enter the drug business in order to sell prescription liquor, therefore be it

Resolved—That the M. S. P. A. in convention assembled request the Department of Pharmacy to deny drug store licenses to any person or corporation whom they believe will regard the filling of liquor prescriptions as the main reason for the existence of their business.

Whereas—The present arrangement in which the fiscal year starting January 1 does not co-ordinate satisfactorily with the fiscal year of the Pharmacy department beginning July 1, be it

Resolved—That steps be inaugurated to bring about this change and that credit on next year's dues to the amount of \$1.50 be given to those members who have already paid their 1933 dues.

Resolved—By the Michigan State Pharmaceutical Association, in session June 29, 1933, that the program committee for our convention in 1934 allot at least one-half day period of the program to proposals and consideration of legislation for the 1935 session of the state legislature.

Resolved—That our incoming officers communicate with the officers and necessary committees of our Michigan Medical Association. The purpose of this contact to arrange for the exchange of speakers at our conventions, that through this exchange of speakers a more friendly and co-operative spirit may be brought about between the members of the two associations.

WHOLESALE DRUG PRICE CURRENT

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

Acid	Gum	Hemlock, Pu., lb.	1 155@2 20
Acetic, No. 8, lb. 06 @ 10	Aloe, Barbadoes, so called, lb. gourds @ 60	Hemlock Com., lb. 1 00@1 25	
Boric, Powd., or Xtal, lb. 08 1/2 @ 20	Powd., lb. 35 @ 45	Juniper Ber., lb. 3 00@3 20	
Carbolic, Xtal, lb. 36 @ 43	Aloe, Socotrine, lb. 75 @ 80	Juniper W'd, lb. 1 500@1 75	
Citric, lb. 35 @ 45	Powd., lb. 80 @ 80	Lav. Flow., lb. 3 50@4 00	
Muriatic, Com'l., lb. 03 1/2 @ 10	Arabic, first, lb. 40 @ 40	Lav. Gard., lb. 1 25@1 50	
Nitric, lb. 09 @ 15	Arabic, sec., lb. 30 @ 30	Lemon, lb. 1 75@2 25	
Oxalic, lb. 15 @ 25	Arabic, sorts, lb. 15 @ 25	Mustard, true, ozs. @ 1 50	
Sulphuric, lb. 03 1/2 @ 10	Arabic, Gran., lb. 35 @ 35	Mustard, art., ozs. @ 35	
Tartaric, lb. 30 @ 40	Arabic, P'd, lb. 25 @ 35	Orange, Sw., lb. 3 00@3 25	
Alcohol	Asafoetida, lb. 47 @ 50	Organum, art, lb. 1 00@1 20	
Denatured, No. 5, Gal. 48 @ 60	Asafoetida, Po., lb. 75 @ 82	Pennyroyal, lb. 2 75@3 20	
Gal. 4 00@5 00	Guaiac, lb. 70 @ 70	Peppermint, lb. 4 25@4 80	
Grain, Gal. 50 @ 60	Guaiac, powd., lb. 75 @ 90	Rose, dr. 2 50 @ 2 50	
Wood, Gal. 50 @ 60	Kino, lb. 1 00 @ 1 00	Rose, Geran., ozs. 50 @ 95	
Alum-Potash, USP	Kino, powd., lb. @ 1 00	Rosemary Flowers, lb. 1 00@1 50	
Lump, lb. 05 @ 13	Myrrh, lb. 60 @ 60	Sandalwood, lb. 1 00@1 50	
Powd. or Gra., lb. 05 1/2 @ 13	Myrrh, Pow., lb. 75 @ 75	E. I., lb. 8 00@8 60	
Ammonia	Shellac, Orange, lb. 15 @ 25	W. I., lb. 4 50@4 75	
Concentrated, lb. 06 @ 18	Ground, lb. 15 @ 25	Sassafras	
4-F, lb. 05 1/2 @ 13	Shellac, white, (bone dr'd) lb. 30 @ 45	true, lb. 1 60@2 20	
3-F, lb. 05 1/2 @ 13	Tragacanth, No. 1, bbls. 1 60@2 00	Syn., lb. 85 @ 1 40	
Carbonate, lb. 20 @ 25	No. 2, lbs. 1 50@1 75	Spearmint, lb. 2 00@2 40	
Muriate, Lp., lb. 18 @ 30	Pow., lb. 1 25@1 50	Tansy, lb. 3 50@4 00	
Muriate, Gra., lb. 08 @ 18	Honey	Thyme, Red, lb. 1 50@2 00	
Muriate, Po., lb. 20 @ 30	Pound 25 @ 40	Thyme, Whi., lb. 1 75@2 40	
Arsenic	Hops	Wintergreen	
Pound 07 @ 20	1/2s Loose, Pressed, lb. @ 1 25	Leaf, true, lb. 5 40@6 00	
Balsams	Hydrogen Peroxide	Birch, lb. 2 75@3 20	
Copaiba, lb. 60@1 40	Pound, gross 25 00@27 00	Syn. 75 @ 1 20	
Fir, Cana., lb. 2 00@2 40	1/2 Lb., gross 15 00@16 00	Wormseed, lb. 3 50@4 00	
Fir, Oreg., lb. 50 @ 1 00	1/4 Lb., gross 10 00@10 50	Wormwood, lb. 4 50@5 00	
Peru, lb. 1 70@2 20	Indigo	Oils Heavy	
Tolu, lb. 1 50@1 80	Madras, lb. 2 00@2 25	Castor, gal. 1 15@1 35	
Barks	Insect Powder	Cocoonut, lb. 22 1/2 @ 35	
Cassia, Ordinary, lb. @ 30	Pure, lb. 25 @ 35	Cod Liver, Norwegian, gal. 1 00@1 50	
Ordin., Po., lb. 25 @ 35	Lead Acetate	Cot. Seed Gals. 85 @ 1 00	
Saigon, lb. @ 40	Xtal, lb. 1 @ 25	Lard, ex., gal. 1 55@1 65	
Saigon, Po., lb. 50 @ 60	Powd. & Gran. 25 @ 35	Lard, No. 1, gal. 1 25@1 40	
Elm, lb. 40 @ 50	Licorice	Linseed, raw, gal. 89 @ 1 04	
Elm, Powd., lb. 38 @ 45	Extracts, sticks, per box 1 50 @ 2 00	Linseed, boil., gal. 92 @ 1 07	
Elm, G'd, lb. 38 @ 45	Lozenges, lb. 40 @ 50	Neatsfoot, extra, gal. 80 @ 1 00	
Sassafras (P'd lb. 45) @ 35	Waters, (24s) box @ 1 00	Malaga, gal. 2 50@3 00	
Soap tree, cut, lb. 20 @ 30	Leaves	Pure, gal. 3 00@5 00	
Soap tree, po., lb. 35 @ 40	Buchu, lb., short @ 60	Sperm, gal. 1 25@1 50	
Berries	Buchu, lb., long @ 70	Tanner, gal. 75 @ 90	
Cubeb, lb. @ 65	Buchu, P'd, lb. @ 70	Tar, gal. 50 @ 65	
Cubeb, po., lb. @ 75	Sage, bulk, lb. 25 @ 30	Whale, gal. @ 2 00	
Juniper, lb. 10 @ 20	Sage, pressed, 1/2s, lb. @ 40	Opium	
Blue Vitriol	Sage, ounces @ 55	Gum, ozs., \$1.40; lb. 17 50@20 00	
Pound 06 @ 15	Sage, P'd & Grd. @ 35	Powder, ozs., \$1.40; lb. 17 50@20 00	
Borax	Lime	Gran., ozs., \$1.40; lb. 17 50@20 00	
P'd or Xtal, lb. 06 @ 13	Alexandria, lb. 35 @ 40	Paraffine	
Brimstone	Timneveia, lb. 20 @ 30	Pound 06 1/2 @ 15	
Pound 04 @ 10	Powd., lb. 25 @ 35	Papper	
Camphor	Uva Ursi, lb. 20 @ 25	Black, grd., lb. 25 @ 35	
Pound 55 @ 75	Uva Ursi, P'd, lb. @ 30	Red, grd., lb. 45 @ 55	
Cantharides	Lycopodium	White, grd., lb. 40 @ 45	
Russian, Powd. @ 3 50	Pound 45 @ 60	Pitch Burgundy	
Chinese, Powd. @ 1 25	Magnesia	Pound 20 @ 25	
Chalk	Carb., 1/2s, lb. @ 30	Petrolatum	
White, dozen @ 3 60	Carb., 1/16s, lb. @ 32	Amber, Plain, lb. 12 @ 17	
dustless, doz. @ 6 00	Carb., P'd, lb. 15 @ 25	Amber, Carb., lb. 14 @ 19	
French Powder	Oxide, Hea., lb. 75 @ 75	Cream Whi., lb. 17 @ 22	
Com'l., lb. 03 1/2 @ 10	Oxide, light, lb. @ 75	Lily White, lb. 20 @ 25	
Precipitated, lb. 12 @ 15	Menthol	Snow White, lb. 22 @ 27	
Prepared, lb. 14 @ 18	Pound 4 67@5 20	Plaster Paris Dental	
White, lump, lb. 03 @ 10	Mercury	Barrels @ 5 75	
Capicum	Pound 1 25@1 35	Less, lb. 03 1/2 @ 08	
Pods, lb. 60 @ 70	Morphine	Potassa	
Powder, lb. 62 @ 65	1/2s @ 12 96	Caustic, st'ks, lb. 55 @ 88	
Cloves	Mustard	Liquor, lb. @ 40	
Whole, lb. 30 @ 40	Bulk, Powd., select, lb. 45 @ 50	Potassium	
Powdered, lb. 35 @ 45	No. 1, lb. 25 @ 35	Acetate, lb. 60 @ 96	
Cocaine	Naphthaline	Bicarbonate, lb. 30 @ 35	
Ounce 11 43@13 60	Balls, lb. 01 @ 12	Bichromate, lb. 15 @ 25	
Copperas	Flake, lb. 07 @ 12	Bromide, lb. 51 @ 72	
Xtal, lb. 03 1/2 @ 10	Nutmeg	Carbonate, lb. 30 @ 35	
Powdered, lb. 04 @ 15	Pound @ 40	Chlorate, Xtal, lb. 17 @ 23	
Cream Tartar	Powdered, lb. @ 50	powd., lb. 17 @ 23	
Pound 22 1/2 @ 35	Nux Vomica	Gran., lb. 21 @ 28	
Cuttlebone	Pound 25 @ 25	Iodide, lb. 3 38@3 57	
Pound 40 @ 54	Oil Essential	Pernanganate, lb. 22 1/2 @ 35	
Dextrine	Almond, Bit., true, ozs. @ 50	Prussiate, Red, lb. 80 @ 90	
Yellow Corn, lb. 06 1/2 @ 16	Bit., art., ozs. @ 30	Yellow, lb. 50 @ 60	
White Corn, lb. 07 @ 16	Sweet, true, lb. 1 10@1 60	Quassia Chips	
Extract	Sw't, Art., lbs. 1 00@1 25	Pound 25 @ 30	
Witch Hazel, Yel-low Lab., gal. 99 @ 1 82	Amber, crude, lb. 75 @ 1 00	Powd., lb. 35 @ 40	
Licorice, P'd, lb. 50 @ 60	Amber, rect., lb. 1 10@1 75	Quinine	
Flower	Anise, lb. 1 00@1 60	5 oz. cans, ozs. @ 54	
Arnica, lb. 50 @ 55	Bay, lb. 4 00@4 25	Sal	
Chamomile, German, lb. 35 @ 45	Bergamot, lb. 3 00@3 60	Epsom, lb. 03 1/2 @ 10	
Roman, lb. @ 90	Cajeput, lb. 1 50@2 00	Glaubers, Lump, lb. 03 @ 10	
Saffron, American, lb. 50 @ 55	Caraway S'd, lb. 2 65@3 20	Gran., lb. 03 1/2 @ 10	
Spanish, ozs. @ 1 65	Cassia, USP, lb. 2 10@2 60	Xtal or Powd. 10 @ 16	
Formaldehyde, Bulk	Cedar Leaf, lb. 1 50@2 00	Gran., lb. 09 @ 16	
Pound 09 @ 20	Cedar Leaf, Com'l., lb. 1 00@1 25	Rochelle, lb. 17 @ 30	
Fuller's Earth	Citronella, lb. 1 05@1 40	Soda, lb. 02 1/2 @ 08	
Powder, lb. 06 @ 10	Cloves, lb. 1 75@2 25	Soda	
Gelatin	Croton, lbs. 4 06@4 60	Ash 03 @ 10	
Pound 55 @ 65	Cube, lb. 4 25@4 80	Bicarbonate, lb. 03 1/2 @ 10	
Glue	Erigeron, lb. 2 70@3 35	Caustic, Co'l., lb. 08 @ 15	
Brok., Bro., lb. 20 @ 30	Eucalyptus, lb. 95 @ 1 60	Hyposulphite, lb. 05 @ 10	
Gro'd, Dark, lb. 16 @ 22	Fennel 2 00@2 60	Phosphate, lb. 23 @ 28	
Whi. Flake, lb. 27 1/2 @ 35		Sulphite, Xtal, lb. 07 @ 12	
White G'd, lb. 25 @ 35		Dry, Powd., lb. 12 1/2 @ 20	
White AXX light, lb. @ 40		Silicate, Sol., gal. 40 @ 50	
Ribbon 42 1/2 @ 50		Turpentine	
Glycerine		Gallons 57 @ 72	
Pound 14 1/2 @ 35			

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

Pineapples	Clothes Lines
White Beans	Brooms
Roller Oats	Motor Oil
Karo Syrup	Flour
Wheat Cereals	Bottle Caps

DECLINED

Hart Wax Beans

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 75
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 60
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	15

BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 50
Corn Flakes, No. 124	2 50
Pep, No. 224	2 15
Pep, No. 250	1 05
Krumbles, No. 412	1 40
Bran Flakes, No. 624	1 90
Bran Flakes, No. 650	85
Rice Krispies, 6 oz.	2 25
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 1/2 oz.	1 10
Kaffe Hag, 6 1-lb. cans	2 57
Whole Wheat Fla., 24	1 85
Whole Wheat Bis., 24	2 30

Post Brands

Grapenut Flakes, 24s	2 00
Grape-Nuts, 24s	3 95
Grape-Nuts, 50	1 45
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 95
Post Bran, PBF 36	2 95
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	6 25
Warehouse	6 25
Rose	2 75
Winner, 5 sewed	4 50
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 Pie	1 35
Whole White	2 80

Gooseberries

No. 10	
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Pears

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
Flannan 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, 1/4, 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., sil.	1 35
Beef, 4 oz., Qua., sil.	2 25
Beefsteak & Onions, s.	2 70
Chili Con Car., 1s	1 05
Deviled Ham, 1/4s	1 15
Deviled Ham, 1/2s	2 85
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	45
Potted Meat, 1/2 Libby	75
Potted Meat, 1/2 Qua.	55
Potted Ham, Gen. 1/4	1 45
Vienna Saus. No. 1/4	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, ca.	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 Quaker, No. 2	2 00
Choice, Whole, No. 2	1 50
Cut, No. 10	7 25
Cut, No. 2	1 35
Pride of Michigan	1 15
Marcellus Cut, No. 10	5 50

Wax Beans	
Choice, Whole, No. 2	1 50
Cut, No. 10	7 25
Cut, No. 2	1 35
Pride of Mich., No. 2	1 15
Marcellus Cut, No. 10	4 75

Beets	
Extra Small, No. 2	2 00
Fancy Small, No. 2	1 75
Pride of Mich., No. 2 1/2	1 35
Hart Cut, No. 10	3 90
Hart Cut, No. 2	85
Marcel. Whole, No. 2 1/2	1 35
Hart Diced, No. 2	90

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

Corn	
Golden Ban., No. 2	1 25
Golden Ban., No. 10	10 00
Little Quaker, No. 1	90
Country Gen., No. 2	1 20
Pride of Mich., No. 1	80
Marcellus, No. 2	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 00
Sifted E. June, No. 10	9 50
Sifted E. June, No. 2	1 75
Marcel., Sw. W. No. 2	1 45
Marcel., E. June, No. 2	1 35
Marcel., E. Ju., No. 10	7 50

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

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

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

Squash	
Boston, No. 3	1 35

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

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

Tomato Juice	
Hart, No. 10	4 75

CATSUP	
Sniders, 8 oz.	95
Sniders, 14 oz.	1 55
Sniders, 8 oz. Doz.	95
Sniders, 14 oz. Doz.	1 55
Quaker, 8 oz. Doz.	91
Quaker, 14 oz. Doz.	1 2
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, Brick Loaf	22
Kraft, Swiss Loaf	27
Kraft Old Eng. Loaf	32
Kraft, Pimento, 1/2 lb.	1 60
Kraft, American, 1/2 lb.	1 60
Kraft, Brick, 1/2 lb.	1 60
Kraft Limbur., 1/2 lb.	1 60

CHEWING GUM	
Adams Black Jack	66
Adams Dentyne	65
Beeman's Pepsin	66
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 42

CLOTHES LINE	
Riverside, 50 ft.	1 80
Cupples Cord	2 10

COFFEE ROASTED

Lee & Cady	
1 lb. Package	
Arrow Brand	23
Boston Breakfast	23
Breakfast Cup	21
Competition	15 1/2
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	
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
Swatman's Dudee, Tall	2 95
Swatman's D'dee, Baby	1 48
Swat, Tall	2 95
Swat, Baby, 4 dozen	1 48
Swat's, Tall, 4 doz.	2 95
Swat's, Baby, 4 doz.	1 48

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

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

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

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

Raisins
Seeded, bulk ----- 6 1/2
Thompson's S'dless blk. 6 1/2
Quaker s'dless blk. -----
15 oz. ----- 7
Quaker Seeded, 15 oz. ----- 7

California Prunes
90@100, 25 lb. boxes...@
80@90, 25 lb. boxes...@
70@80, 25 lb. boxes...@
60@70, 25 lb. boxes...@
50@60, 25 lb. boxes...@ 08 1/4
40@50, 25 lb. boxes...@
30@40, 25 lb. boxes...@ 09 1/4
20@30, 25 lb. boxes...@ 12
18@24, 25 lb. boxes...@ 14 1/2

Hominy
Pearl, 100 lb. sacks -- 3 50

Bulk Goods
Elb. Macaroni, 20 lb. bx. 1 05
Egg Noodle, 10 lbs. -- 12

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

Sage
East India ----- 10

Tapioca
Pearl, 100 lb. sacks -- 7 1/2
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant -- 3 50

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

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

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

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

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

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

Margarine

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

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

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

MULLER'S PRODUCTS
Macaroni, 9 oz. ----- 2 15
Spaghett, 9 oz. ----- 2 15
Elbow Macaroni, 9 oz. 2 15
Egg Noodles, 6 oz. ----- 2 15
Egg Vermicelli, 6 oz. 2 15
Egg Alphabets, 6 oz. ----- 2 15

NUTS—Whole
Almonds, Peerless ----- 15 1/2
Brazil, large ----- 12 1/2
Fancy Mixed ----- 11 1/2
Filberts, Naples ----- 13
Peanuts, Vir. Roasted 6 1/2
Peanuts, Jumbo ----- 7 1/2
Pecans, 3, star ----- 25
Pecans, Jumbo ----- 40
Pecans, Mammoth ----- 50
Walnuts, Cal. ----- 13@21
Hickory ----- 07

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

Shelled
Almonds ----- 39
Peanuts, Spanish ----- 5 1/2
125 lb. bags ----- 5 1/2
Filberts ----- 22
Pecans Salted ----- 45
Walnut California ----- 45

MINCE MEAT
None Such, 4 doz. ----- 6 20
Quaker, 3 doz. case ----- 2 65
Yo Ho, Kegs, wet, lb. 16 1/2

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

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

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

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

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

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

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

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

POTASH

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

FRESH MEATS

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

Veal
Top ----- 09
Good ----- 08
Medium ----- 07

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

Mutton
Good ----- 04 1/2
Medium ----- 03
Poor ----- 02

Pork
Loin, med. ----- 08
Butts ----- 08
Shoulders ----- 06 1/2
Spareribs ----- 05
Neck bones ----- 03
Trimnings ----- 05

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

Dry Salt Meats
D S Belles 18, 29@13-10-09

Lard
Pure in tierces ----- 8 1/2
60 lb. tubs ----- advance 1/4
50 lb. tubs ----- advance 1/4
20 lb. pails ----- advance 1/4
10 lb. pails ----- advance 1/4
5 lb. pails ----- advance 1/4
3 lb. pails ----- advance 1/4
Compound tierces ----- 8 1/2
Compound, tubs ----- 7 1/2

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

Smoked Meats
Hams, Cer. 14-16 lb. ----- 16
Hams, Cer., skinned ----- 16-18 lb. ----- @16
Ham, dried beef
Knuckles ----- @24
California Hams ----- @09
Picnic Boiled Hams ----- @16
Boiled Hams ----- @18
Minced Hams ----- @12
Bacon 4/6 Cert. ----- @14

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

Liver
Beef ----- 12
Calf ----- 35
Pork ----- 05

RICE
Fancy Blue Rose ----- 4 05
Fancy Head ----- 5 30

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

SALERATUS
Arm and Hammer 24s 1 50

SAL SODA
Granulated, 60 lbs. cs. 1 35
Granulated, 18-2 1/2 lb. packages ----- 1 10

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

HERRING

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

Lake Herring
1/2 Bbl., 100 lbs. -----
Mackerel
Tubs, 60 Count, fy. fat 6 00
Pails, 10 lb. Fancy fat 1 50

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

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

STOVE POLISH

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

SALT

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



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

BORAX
Twenty Mule Team
24, 1 lb. packages ----- 3 35
48, 10 oz. packages ----- 4 40
96, 1/2 lb. packages ----- 4 00

WASHING POWDERS

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

SOAP

Am. Family, 100 box 5 60
Crystal White, 100 ----- 3 50
F.E., 60s ----- 2 20
Fels Naptha, 100 box 5 00
Flake White, 10 box 2 85
Jap Rose, 100 box ----- 7 40
Fairly, 100 box ----- 3 00
Palm Olive, 144 box ----- 8 00
Lava, 50 box ----- 2 25
Pummo, 100 box ----- 4 85
Sweetheart, 100 box ----- 5 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lge. 3 50
Trilby Soap, 50, 10c 3 15
Williams Barber Bar, 9s 50
Williams Mug, per doz. 48
Lux Toilet, 50 ----- 3 15

SPICES

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

Pure Ground in Bulk

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

Seasoning

Chili Powder, 1 1/2 oz. ----- 65
Celery Salt, 1 1/2 oz. ----- 80
Sage, 2 oz. ----- 80
Onion Salt ----- 1 35
Garlic ----- 1 35
Ponely, 3 1/2 oz. ----- 3 25
Kitchen Bouquet ----- 4 25
Laurel Leaves ----- 20
Marjoram, 1 oz. ----- 90
Savory, 1 oz. ----- 65
Thyme, 1 oz. ----- 90
Tumerci, 1 1/2 oz. ----- 65

STARCH

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

Gloss

Argo, 24, 1 lb. pkgs. 1 52
Argo, 12, 3 lb. pkgs. 2 17
Argo, 8, 5 lb. pkgs. ----- 2 46
Silver Gloss, 48, 1s ----- 11 1/4
Elastic, 32 pkgs. ----- 2 55
Tiger, 48-1 -----
Tiger, 50 lbs. ----- 2 75

SYRUP

Corn
Blue Karo, No. 1 1/2 ----- 2 42
Blue Karo, No. 5, 1 dz. 3 24
Blue Karo, No. 10 ----- 3 07
Red Karo, No. 1 1/2 ----- 2 62
Red Karo, No. 5, 1 dz. 3 52
Red Karo, No. 10 ----- 3 37

Imit. Maple Flavor
Orange, No. 1 1/2, 2 dz. ----- 2 98
Orange, No. 3, 20 cans ----- 4 39

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

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

COOKING OIL

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

TABLE SAUCES

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

TEA

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

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

Ceylon
Pekoe, medium ----- 41
Mich i barrie ----- 32

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

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

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

VINEGAR

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

WICKING

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

WOODENWARE

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

Churns

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

Pails

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

Traps

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

Tubs

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

Washboards

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

Wood Bowls

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

WRAPPING PAPER

Fibre, Manila, white ----- 05
No. 1 Fibre ----- 06 1/4
Butchers D F ----- 05 1/4
Kraft ----- 04
Kraft Stripe ----- 09 1/2

YEAST CAKE

Magic, 3 doz. ----- 2 70
Sunlight, 3 doz. ----- 2 70
Sunlight, 1 1/2 doz. ----- 1 35
Yeast Foam, 3 doz. ----- 2 70
Yeast Foam, 1 1/2 doz. 1 35

YEAST—COMPRESSED

Fleischmann, per doz. 30
Red Star, per doz. ----- 20

SHOE MARKET

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

Will High Wages Return Good Business?

The Industrial Recovery act is not a compulsory profit and dividend law first and a re-employment law second, for General Johnson says: "Wages and hours first; we'll talk about production and competition and prices later." Last week he snapped the whip to hurry the work for he expects at least ten major industries "in line by August first." So the real seriousness of governmental action speeds the action of all industries to regiment wages and hours to a higher level than ever. More people at work, with more money in more pockets—by law.

The entire scheme of business changes and we step into welfare-capitalism where the first concern of the business man is his employe and his second obligation is to his competitor so all three may make a profit, in a new world, economically, and a better world.

To get the law off to a fair start, the majority of industries are centering on a forty-hour-week, then to advance wages by flat percentages and then to establish minimum wages for common labor. These improvements naturally increase costs to the manufacturer—he is actually doing these things before receiving assurances of a compensatory return. All along many a manufacturer has been paying wages and producing things, even though in the red, through a feeling that "the welfare of labor was the true concern of the business man." Now the practice becomes national and obligatory. If it can rapidly be introduced in all business, then the back of the depression is broken by the weight of the wage envelopes.

Price levels high enough to permit of these extra costs must be made by forms of agreement, under codes. First, a national agreement that shoes must not be sold below cost—or better still—cost plus fair profit. This will probably be made compulsory. It is the very heart of the Industrial Control act, for without revenue in sales, all wages and hours cease. Uniform cost accounting may follow to assure understanding of what constitutes true and sustained profit. For the first time in economic history the business man is going to be compelled to know what is actual cost, and he must profit or quit.

Fortunately, the shoe industry understands its basic problems. It is not subject to the rush of conflicting trades going all directions at once. It is a simple, one-product industry—rapidly preparing its code and simplifying it to the fewest possible rules. It will be accepted with speed and certainty for it will have few points of controversy. Let's hope other industries fare as well. If so we can expect the "ground swell" of purchasing power to sweep over the country before winter sets in. Token of it is manifest by the present purchase of shoes in such generous and

seasonable volume!—Boot and Shoe Recorder.

What Are Unfair Trade Practices?

A quick check list of practices condemned at various times in hearings before the Federal Trade Commission follows:

1. Willful interference with any existing contract between employer and an employee.
2. The use, without consent of the manufacturer, of his dispensing equipment with the intent or the effect of appropriating the patronage, property or business that is rightfully his.
3. Spreading, or causing to be spread, false or untrue statements of, concerning the business policies or methods or financial standing of a competitor.
4. Obtaining information from competitors under false pretenses—any method of espionage.
5. Price discriminations not based on freight rates, quality, or similar logical reasons, but which are intended, rather, to obtain or give an unfair competitive advantage.
6. The selling, or offering for sale, of seconds as firsts.
7. Misleading trade names such as geographical names like Parisian, which do not represent the true origin of the goods.
8. Slack-filled packages.
9. Subsidizing of jobbers' salesmen and of retail salespeople by giving bonuses, commissions, premiums, etc.
10. False and misleading labels.
11. Premiums or free goods to the trade which constitute a reduction in the list price.
12. False representation in advertising or orally concerning a competitor's product.
13. Invoicing of goods to one point and delivery to another where the cost is higher.
14. Secret rebates and settlements.
15. Commercial bribery—the payment of money or anything of value to influence a sale.
16. The practice of invoicing a less quantity than the actual amount shipped.
17. Price guarantees have been condemned by several industries.
18. Marking up prices to fictitious levels and then cutting them to the normal market level.
19. The subsidizing secretly of prominent people or distributors for the advertising value.
20. Excessive personal gifts, lavish free distribution of selling accessories.
21. Allowing unearned discounts.
22. Allowing certain services to one account and not to another, where conditions are similar.
23. Obtaining business by threats or coercion.
24. Improper and misleading use of descriptive trade terms, such as designations of certain kinds of furs, furniture, etc.
25. Time limit offers that never expire.
26. Use of the word "mill" or "factory" where a mill or factory is not owned.
27. Misleading guarantees. Guarantees that are not lived up to.
28. Piracy of designs.

29. Use of word "imported" when not imported.

30. Abuse of free sample card service.

31. Deviation from established standards without informing buyers.

32. Selling below cost for the purpose of injuring a competitor.

33. Withholding facts from the invoice, which make the invoice a false record.

34. The practice of shipping surplus stocks into territories outside their particular markets and selling below established prices in those territories.

35. Unfair imitation of trade names or trade-marks.

36. Threats of suits for patent and trade-mark infringement that are not made in good faith, but for the purpose of harassing a competitor.

37. The practice of compelling the purchase of one or a group of products, as a condition to the purchase of a desirable item.

38. Giving advertising allowances where advertising was not actually placed.

39. Loss leader selling.

40. Sales without mutuality—Contracts should be binding equally on both parties regardless of price fluctuations.

41. Hidden rebates through too generous second-hand allowances.

42. Consignment selling.

43. Inducing distributors to cancel contracts with competitors through threats to withhold credit, etc.

Possibly the wisdom of man surpasses that of woman, but when it comes to tact he simply isn't in it.

Completing Novel Jewelry Lines

Lines of novelty jewelry for Fall are being completed and will be ready for showing about the middle of the month. Strong early interest is expected to be shown by buyers for Pacific Coast stores, with Middle West and local retailers held likely to place their initial commitments early in August. A strong trend toward necklaces was predicted as a probable feature of the new season, with the necklines of the new Fall dresses more favorable to such a development than was the case in the Spring. Pins, clips and bracelets were seen maintaining their marked popularity. The color trend is still problematical.

Grocers Plan Beverage Sections

Encouraged by the increase in business which has followed the introduction of bottled beers to other lines carried by grocery stores, many retailers are planning to establish a beverage department for which beer, wines, ginger ales and other beverages will be retailed. Sales of beer and related items last month, it was said, averaged 10 per cent. higher than the May totals. Among the related products which were exceptionally active in June were crackers, cheese, potato chips, pickles, canned meats and fish, pretzels, rye bread, salted nuts, fish pastes, mustard, smoked meats, olives and cocktail biscuit.

It is always well to look before you leap, but don't spend all your time looking and forget to leap.

If we don't discipline ourselves the world will do it for us.

INTELLIGENT INSURANCE SERVICE

and

REAL INSURANCE SAVING

Originally

For Shoe Retailers

now

For Merchants in All Lines

The same saving and the same service to all

We confine our operations to Michigan
We select our risks carefully
All profits belong to the policyholder

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

LANSING, MICHIGAN

Mutual Building

Phone 20741

INTELLIGENT SERVICE

No Better Way To Win the Women

A newspaper recently printed the statement that American housewives are the purchasing agents for twenty-million American homes and direct the spending of eighty-five per cent. of our National income. It further stated that women have been directly responsible for bringing about the great changes in food stores which have taken place during the past few years.

More and more the retail grocer is realizing that to interest a woman he must cater to her artistic temperament and to do this he must make ovation to her with the correct merchandising methods.

Cleanliness in a grocery store is to-day perhaps the one improvement demanded by women. Long, unattractive counters, bad lighting, soiled and dusty looking packages, faded out advertising cards in windows, etc., have an effect on the woman customer which too often goes unnoticed by the merchant. Some window displays we have seen reflect the true light of a merchant's manner of doing business—absolutely nothing in the display to cause a person to linger.

Cleanliness has more than its rightous association; it is also closely associated with success in a material sense. Without it, success is rare, regardless of the business.

There is a reason for this and it is that the majority of women buyers have been educated to a high standard of living in the home. They have come to demand in every phase of home making the last word in attractiveness and practicability. Charm has found expression and is the essence of housekeeping pride in every modern housewife. But charm is actually lost to view of the visitor when the surroundings are not clean.

It has always been a mystery to women why grocers use sawdust on the floors. We don't like it. We are all aware of the beautiful effects acquired in the stores of the shoe, drug, jewelry and furniture fields. In each of these fields, the floor seems to assume a very important role in the make-up and decorative arrangement of the store. On entering we become immediately conscious of a perfectly balanced color scheme that is harmonious with our own natural good tastes. We are conscious that we are walking on a well chosen pattern of inlaid linoleum yet it seems so much a part of the store that we take it for granted. If that linoleum were to be removed, however, our reaction to the atmosphere would be very different. Display stands, color schemes, lighting effects and the general arrangement of the equipment would be conspicuously unimpressive. Our eyes would be focused to the unattractive floor.

The ease with which one can keep linoleum clean and shining represents a great saving in time and labor usually employed in scouring and scrubbing. Both employes and customers will appreciate the underfoot comfort of these floors.

The average woman likes to wander through the store and look over goods displayed. The price ticket with plainly marked figures is a potent sales

factor. Many a sale is made by these silent salesmen when a clerk might just bore the customer. Pricing is a matter of psychology. One sees an article displayed in the window, or a group of articles on a shelf. There is an inborn desire to possess that article but it is the price card on it that arouses the interest, causing one to look closer and bring thoughts flashing through the mind of the uses one may have for that article. A pricing system saves time for the busy shopper who knows what she wants. It makes it easy for anyone to buy because it answers the question—"How much?"—before it has to be asked.

During the summer we usually keep bottles of ginger ale and other beverages in the refrigerator. Like all families, we have unexpected callers, and also, like in the best families, we sometimes find ourselves entirely out of these drinks when said callers arrive. This usually means that the man of the house quietly steps out to the nearest store for a supply. We have our own particular preference for tonics and always insist upon a certain brand, but sometimes have to take an unknown kind, as was the case a few evenings ago. Imagine our embarrassment when we poured the beverage from the bottle and found little black specks floating around the glass, and at the bottom of the bottle was an accumulation of dirt and dust. This showed that the bottle was not washed when returned and that the bottler was anything but careful about this very important end of the bottling business. Do not handle any unknown brand of beverages.

A certain store in our town gets most of our patronage because the grocer tries to be helpful in every way he can. We always rely upon him to do the right thing. When we order fish, for example, he enquires whether we want it for frying, baking or broiling and then he cuts it accordingly. If we should want some tomatoes, for instance, and he says, "I don't think you would care anything about these tomatoes—they are not very good to-day. I don't believe I can find any in town that are any better; otherwise, I would get some for you. They are as good as the market affords but not what you would want. Now the green peas are fine to-day. Shall I send you some?" Now isn't that a fine spirit and is it any wonder that this little business is going right ahead? Some day this grocer will have to enlarge his store and add a clerk or two.

Women appreciate helpful and intelligent service and there is no better way to establish a grocery business favorably in the minds of women than to make a feature of this service. Remember, to succeed in retailing to-day, you must cater to the demand of the women buyer for she is the answer to your future as a merchant. Please her and you will have little trouble in building a successful business.—Helen E. Aldrick in New England Grocery Magazine.

How nice it would be to drive on our beautiful highways if there were no other machines to bother us!

Watching the clock is a good thing if the purpose is to speed up.

OUT AROUND

(Continued from page 9)

of uncolored oleomargarine for the current fiscal period commencing with July 1, 1933, to June 30, 1934, in the amount of \$6.

You are advised that the remittance of the full amount of special tax due must be submitted with the return on Form 11 to the collector or deputy collector. Since return may be filed within the calendar month in which liability is incurred no liability to penalty for carrying on business without payment of the special tax imposed thereon will be asserted until delinquency in filing return has occurred.

Any person desiring to retail uncolored oleomargarine during the month of July, 1933, has up to the last day of said month in which to file same with the collector. The return must be in the office on or before Monday, July 31, 1933.

Fred L. Woodworth, Collector.

Wm. M. Connolly, the good roads advocate of Ottawa county, informs me that 36,000 people circled the oval on Lake Michigan, Grand Haven, July 4.

Union officials have done all they could to discredit the industrial act in the eyes of decent people by insisting that workers must join unions in order to avail themselves of the advantages afforded by the new law. Of course, this was deliberate mendacity of the worst possible description, because nothing of this kind has been attempted since McAdoo disgraced the Wilson administration by promulgating such a proposal. General Johnson, who has charge of the administration of the industrial act, recently denounced the lying allegations of the union officials in the following vigorous manner:

Hugh S Johnson, the industrial administrator, said in a statement that assertions that it was the purpose of the industrial act to unionize labor were incorrect.

The administrator likewise termed incorrect statements that the only way labor could secure benefits under the act was to join a union. Reports had come to him, he said that such assertions were being made by labor union agents.

"Similar statements purporting to come from industrial concerns have intimidated," Johnson said, "that this or that newly formed company union is the only organization through which labor can get a fair deal under this act."

"Both statements are incorrect and such erroneous statements of the act and its administration tend to foment misunderstanding and discord."

I have never before seen the merchants of Michigan so stirred up over any matter affecting their interests as they are over the veto of the chain store tax bill by our present governor. From every section of the state come reports of meetings in which the governor is roundly denounced for his action in the matter. I shall not be surprised to see a thousand out state marchants in Lansing next Monday, when the issue comes up in the legislature.

E. A. Stowe.

Meeting of Druggists of Six Counties

The second meeting of the Northwestern Michigan Retail Druggists Association was held in Cadillac the evening of July 7. A banquet and a joyful social time was had, interspersed with music from the local orchestra. The first meeting of this Association was held at Traverse City some weeks ago and the following officers were elected:

President—Albert Clement, Traverse City;

Vice-President—Rex Bostick, Manton;

Secretary-Treasurer—Wilford Porter, Frankfort.

The membership now includes the druggists of Antrim, Benzie, Grand Traverse, Leelanau, Missaukee and Wexford counties. Its object is to promote a better acquaintance among the membership, to secure more uniform practices, to work with the National Drug Institute and the Federal Trade Relations Commission, included in the program of President Roosevelt. Similar organizations of counties are being set up about the state.

The sales tax came in for full discussion and a uniform schedule was agreed to. Sales up to 17 cents, no tax; from 17 to 49 cents, 1 cent; 50 to 83 cents, 2 cents; 84 cents to \$1.16, 3 cents. Druggists having fountain and ice cream trade preferred starting the tax after 10 cents instead of 17 cents. Part of the members will handle whiskey for prescriptions, others will not. The veto by the governor of the chain store tax brought out very emphatic dissension. It was agreed that the officers should write the members of the legislature to be present at the final adjournment the 17th and vote to pass this bill over the governor's veto. It is urged that a large delegation of the members attend the final meeting at Lansing. The next meeting of this Association will be held at Elk Rapids.

Phone 89574

John L. Lynch Sales Co.

SPECIAL SALE EXPERTS

Expert Advertising

Expert Merchandising

209-210-211 Murray Bldg.

Grand Rapids,

Michigan

Business Wants department

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

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

For Sale—\$450 Embossograph sign printing outfit for \$125. Extra large \$350 safe for \$75. W. W. Richards Candy Co., 200 Houston Ave., Muskegon, Mich. 579

For Sale—Store with flat above modern equipped in country town. Good business. Inquire Ray Ryckman, North Branch, Mich. 580

FOR SALE

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

Art of Brewing Perfect Tea

For a sociable porch gathering on a warm afternoon, nothing else quite takes the place of iced tea as a refreshing drink.

There's all the difference in the world, however, between just cold tea, and a dainty, tempting pitcher of golden brown liquid, tinkling with ice and garnished with colorful green leaves and thin slices of lemon. The mere appearance of a tray set attractively for serving iced tea is enough to revive spirits that have been wilted by a combination of heat and work or traveling or sports.

Good hot tea, says the Department of Agriculture, must always be properly made, poured off the tea leaves and chilled some time before the iced tea is wanted. A better understanding of the selection of teas may help in producing acceptable and refreshing iced tea.

All the tea in the United States is imported. Those who handle it in our wholesale markets say that there is a distinct preference in most sections of the country for the heavy-bodied, fully fermented black teas of East India and Ceylon, rather than the green teas of China and Japan and the oolong teas of Formosa and China.

One reason for this is that these heavy-bodied East India teas resemble coffee in color and body. They are liked for iced tea, because even when somewhat diluted by melting ice they still have considerable flavor and a pleasing color.

Choosing black, green, or oolong tea, however, is a matter of personal taste. After deciding which flavor is preferred, the housewife should select a brand that is sold in a proper kind of package which will preserve the quality of the tea. This is very important.

Teas that are packed in tin, or cartons lined inside with aluminum or lead, or transparent airtight material, are generally in containers that will preserve the product. Tea packed in unlined cartons deteriorates rapidly.

After brewing tea, if the housewife will examine the wet leaf, she can learn much about the quality. The appearance of dry teas indicates very little to her. But with black teas, after brewing, if the color of the leaf resembles a copper coin, it is of a better quality than if it is a dull colored leaf.

The leaf of green teas should also be bright and free from any discoloration as it is left in the teapot. The term "Orange Pekoe" does not indicate a kind of tea but a leaf grade. As a rule, blends of leaf grades have more body than a single leaf grade.

Green teas and oolong teas are often preferred for serving plain or with sugar and lemon. The fully fermented black teas from the East Indies, when served hot, are better with cream or milk, although they can be served without either. Sweetening is also a matter of taste. If these heavy-bodied teas are served clear it is better to brew them for three to four minutes only for hot tea, and from four to five minutes for iced tea.

The Department of Agriculture gives the following directions for brewing perfect hot tea. When it is ready it can be strained into another earthen-

ware pot or pitcher and chilled for use as iced tea.

Use a teapot, preferably of earthenware, china, or glass. Heat it by scalding with boiling water. As the strength of tea is partly a matter of individual preference, the amount of tea used may be varied after experiment, but the standard quantity is usually "about a teaspoonful to each cup desired."

If tea bags are used, one per cup is ordinarily allowed; in some cases the bags may contain more tea than in others so it is well to test the strength of the brew for yourself for the brand used. Always use freshly drawn water for tea making, measure it, and bring it to a bubbling boiling before pouring it on the tea leaves.

Water boiled too long makes tea flat. If water is not actually boiling it will not bring out the full strength of the tea. Steep three to four minutes for clear tea, four to five minutes to serve with cream or milk or for iced tea. Serve promptly or pour it off into another previously scalded receptacle.

Never boil tea. Never use the leaves a second time.

An American Party for America and Americans

On independence day I made up my mind to read the Declaration over again and I forgot a lot of things about our independence. It just seems to me as if we lost our independence about the time they stopped us from shooting off fire crackers and got the wrong trail. Our folks who founded this country were objecting to a lot of injustice to the people—like foolish laws for the few and lack of laws for local use and their own purposes in the pursuit of happiness. Kings and governors were harsh and cruel—narrow-minded and deceitful—so they decided to change it.

Well here we are in 1933, with money kings who are just a few persons and have had the keep and support of our politicians who worked for them. Do we arrive in 1933 with 84 per cent. of our population owing 13 per cent. of the money or \$8 per capita, 15 per cent. owning 87 per cent. of the money, and 10 per cent. of our people destitute. What is the difference between autocracy of human kings and the royalty and autocracy of Wall street money barons? What is the difference between the Wall street racketeers who worked their game and avoided their income taxes and Al Capone—that's what he did. He is in Leavenworth and maybe they have double beds in that place. If not they should let Al. out and declare racketeering a legal business.

You know I voted for Hoover and Comstock, and I made a mistake. I should have voted for Roosevelt and Brucker. Maybe, though, Mr. Comstock knows what he is doing and by letting all those racketeers out of our prisons he is only making room for new ones who have been racketeering in our banking business. The grand jury in Judge Keidan's court in Detroit is doing great work—and the cards must be laid on the table face up, so we all can look at them. If they ever get out the whitewash pails neither Judge Keidan or Pecora in

Washington will use them. I am still independent if poor. A lot of people right now are destitute, but are being helped by their relatives and friends and are too independent to admit their poverty.

If you want a good laugh read the squirmings of the "hide bounds"—Senator Vandenberg, the Republican, in his Grand Rapids speech to the advertising convention and Alfred E. Smith in the current issue of New Outlook.

Maybe they don't know the people are going through an economic war, which is more important than any war we have been in and we don't have time for "hide bound" party conversation. Maybe all the honest thinking Republicans and honest thinking Democrats might get together and re-elect Mr. Roosevelt if he makes good, under a new party called the American party for America and Americans.

A lot of old methods are getting washed up and maybe we can come clean hereafter and run this country for the people who live in it.

The bankers and trades unions ruined the business of this country, but other men and other methods will bring it back. Rehtaew Krats.

The Waiting Tasks at Home

The success of the American London delegation in keeping the world Conference in session may or may not necessitate some modification of the reputed intention of the President now to devote himself almost if not quite exclusively to his domestic program. "Lightning shifts" not only in tactics, but in policy and thought by the Washington Administration are becoming about as frequent as they are baffling and disturbing to legitimate business.

It is, however, safe to assert that the President has quite enough work before him if he is to bring order and dispatch into the administration of his domestic program. About the only policy that appears to remain crystallized and definite in these domestic plans is a fixed determination to raise prices to 1926 levels, or, which is relatively speaking about the same thing, to 1924-5 levels. The rest appears still to continue in a state of confusion and flux.

The agricultural relief machinery, after a good deal of sputtering and back-firing, finally started in rather hesitant motion only to find it difficult to proceed in face of reluctance on the part of cotton farmers to destroy a large part of their growing crops. Kind providence has come to its aid in the case of wheat, but no one seems definitely to know just what ought to be done in these new premises.

Wage-raising and hour-shortening activities, euphoniously termed the industrial recovery program, are slow in getting under real headway amid a good many unexpected difficulties. Everybody apparently has been more interested building up supplies in advance of higher prices than in anything else. But cries of profiteering also have been heard, and several of the evils of the German cartel system have threatened to raise their heads.

Not only the willingness but the ability of the ultimate consumer to pay

higher prices is about to be put to a real test, while public construction activities, presumably designed to provide employment and thus place purchasing power in the hands of large sections of the general public, have not advanced much beyond the planning stage.

Practical business executives, some hopefully, some without faith, but all with interest, wait to see what the President now can do to make this complex recovery engine (to fashion which he has defied all orthodox theories of mechanics) perform useful work.

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Building Hardware Call Rises

A substantial increase in the demand for builders' hardware is noted by manufacturers this week. Only a small part of the demand can be attributed directly to an increase in building activity. It is believed that most of the buying is due to the desire of jobbers and others to stock up on staple items on which price advances are expected. The call for seasonal hardware is smaller this week. They are doing an active business, however, in supplying regular Fall merchandise to stores. Retailers are buying Fall goods freely this year and are doing their purchasing a month earlier than in 1932.

Stores Buying Small Housewares

The activity which has characterized major home furnishings, such as furniture and floor coverings, spread this week into the smaller housewares field where demand for small wares of all types has increased considerably. The rise in demand is especially noticeable in early Fall orders for decorative ware such as statuary, book ends, and in the call for articles of utility including cooking utensils and other kitchen accessories. The small housewares trades generally have been slow to react to the general upswing in trade, but threatened price advances recently started buying activity in the market.

Fall Bedspreads to be Higher

When leading bedspread lines officially opened for Fall on Monday prices were 25 to 50 per cent. higher than those quoted at the opening of Spring styles, early this year. Established retail price ranges, such as \$1.95, \$2.95, etc., have been retained by some mills and the various styles made to fit into these ranges. Cottons are expected to be featured prominently, although in previous years rayons have predominated in Fall numbers. One important house has eighteen cotton styles to five cotton-and-rayon numbers and two all-rayon types.

Prepare Fall Dinnerware Lines

Manufacturers of dinnerware will start preparations for the production of Fall lines of merchandise this week. Buyers seeking specially priced sets for August home furnishings promotions have practically completed their shopping in the market, it is said, and will return shortly to view regular Fall goods. A continuation of square designs in dinnerware is forecast for Fall. Decorations on plates will be changed, however. Floral designs, larger than those which were used on Spring goods, will be featured.

I WILL

I will seek to find the truth of the things of life and then
I will trust the ultimate, the All-things to human ken.

I will shun the tragical in what'er is named sublime,
I will trust no negatives as a proof of things divine.

I will list unnaturals only for imagined needs,
I will trust to naught that is metamorphosed into creeds.

I will use no colored glass to distinguish aints from ares,
I will take no backward step, if I know it, to the stars.

I will think in nature terms and what'er mere men may say
I will trust in nature's God for direction all the way.

I will build with positives on the the rock, the primal cause,
I will turn from negatives to the real in nature's laws.

I will stand for all that rests on the merits of the case,
I will gladly give the doubt to what'er uplifts the race.

I will never lay a straw in the way of any man,
I will do him, in my way, all the good I really can.

I will "say with flowers" what otherwise is unexpressed,
I will think of those ill-timed laid upon his lifeless breast.

I will stand for everything that has made my country great,
I will love the Flag that floats over our great ship of state.

I will spurn the great long list of the modern fashion frills,
I will trust to simple fare for the cure of many ills.

I will never stray away from the things our fathers planned,
I will trust the public schools as the safeguard of the land.

I will try to be a man, true to nature all the way,
I will, with my hand in hers, and with reason, seldom stray.

I will gladly bide my time when beneath my bit of sod
I will lie down to my rest in the care of nature's God.

I will find, not knowing it, that when free from mother's hand
I will have no I wills left nor freewill at my command.

I will do the best I can and for every reason why
I will trust to nature's God and all the way while passing by.

I will, as I'm taught I will, go where I am told and so
I will wonder at it all 'till I do or do not know.

L. B. Mitchell.

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