

Fifty Years Old To-Day



Fiftieth Year

GRAND RAPIDS, WEDNESDAY, JULY 19, 1933

Number 2600

FIFTY YEARS

Fifty years is a long, long time!
Why, men grow old in fifty years,
Men who never read much of rhyme
Nor cared a lot about other men's tears.
But here is a thought that comes and cheers,
Sweet as a song by the angels sung:
If our hopes are bright and our hearts are young,
What is a matter of fifty years?

Fifty years! There are men I know
Who fifty years have kept a store,
And have watched men come and have watched them go
Like the endless waves on an endless shore.
What is a year, and, yes, two-score,
With the world to serve and your work to do?
It all seems little enough to you
When you look on life from a merchant's door.

Fifty years is a short, short while,
If getting something besides your gold—
Such deeds to do and such smiles to smile
There isn't much time to grow so old.
Fifty years — but a year could hold
So many blessings, such busy days,
Such good to do in so many ways,
We never noticed the years that rolled.

Fifty years — but another burns
Like a rising sun in a sky of blue.
Oh, a few grow old — but a wise man turns
To another year and its tasks to do,
Fifty years — we may all be done,
But we've forgotten the year that's gone,
And we're looking up and we're looking on
And we're looking forward to fifty-one!

DOUGLAS MALLOCH.

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Petoskey Portland Cement Co.

Petoskey, Michigan

MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, JULY 19, 1933

Number 2600

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

DEVOTED TO the best interests of business men.

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

A fraud order has been issued by the Postoffice Department against the Dr. G. C. Young Co., Dr. G. C. Young, and the United Sales Agency, of Jackson, Mich., dealers in preparations for "stomach cures." The Department has ordered that all mail addressed to these parties be returned to the senders stamped "fraudulent," and that no money orders in favor of them be issued or paid.

The Federal Trade Commission recently issued a cease and desist order against Theronoid, Inc., purveyors of an alleged health device advertised as a cure-all but actually without benefit to users. This company, which had offices in New York, Philadelphia, Trenton, Cleveland, Detroit and Chicago, promoted the sale of its product, a solenoid belt with alleged magnetic properties, by extensive newspaper advertising, the circulation of pamphlets and testimonials and by radio programs over nineteen stations. It claimed its appliance was a relief, prevention or cure for asthma, bladder trouble, constipation, diabetes, heart trouble, indigestion, neuralgia, high blood pressure and many other diseases. On the other hand, the report of the Federal Trade Commission declared that the nature and effect of the physical forces brought into existence by attaching this device to ordinary house current are such that it is impossible to be of benefit in the treatment, prevention or cure of any disease, acute or chronic, or any other pathological condition. The Commission therefore ordered Theronoid, Inc., to cease advertising that the use of its belt produces a physical-therapeutic effect on the human body, or is likely to aid in treating diseases. As long ago as 1929 warnings against this firm's product and advertising methods were issued by various Better Business Bureaus and over a period of years the

Better Business Bureau of New York City has given information on the subject to scores of enquirers, both individuals and publications. New York newspapers, without exception, refused to accept the advertising of Theronoid, Inc.

The endless chain method of selling merchandise has received a death blow from the Post Office Department and enterprises using this means of distributing their products have been fast closing up.

The Post Office Department issued a fraud order against the Sheldon Hosiery Company, an endless chain selling organization, on April 27, barring it from the use of the mails. Subsequently George B. Sheldon, the president of the company, was arrested and arraigned in United States District Court on May 18, charged with contempt of court for ignoring a Grand Jury subpoena, and also on a complaint accusing him with seven other defendants of using the mails with intent to defraud. Bail of \$10,000 was set in each case.

The Better Business Bureau placed facts concerning the Sheldon Hosiery Company in the hands of the Post Office Department and requested an investigation early in February, within a few days after the company started to operate. Recently the Federal authorities have investigated other endless chain selling firms and in a number of cases hearings have been scheduled looking toward the issuance of additional fraud orders. As a result of this official action, this type of enterprise has been effectively driven to cease activities.

Another decisive factor which helped break up endless chain selling plans was a marked falling off in the sales obtained by this method, as a result of the widespread dissemination of facts about it by the press of the country. Information concerning the un-economic character of the endless chain means of distribution was furnished to newspapers and the public by Better Business Bureaus in many cities, several hundred inquiries on such schemes having been answered during the past year by the Better Business Bureau of New York City alone.

Fountain pens, writing paper, flashlights and many other kinds of commodities were sold by the endless chain system at top retail prices. When these concerns go out of business, the purchaser has no place to go to obtain adjustments of unsatisfactory or defective articles, as when he buys standard merchandise from an established store.

Some of the organizations selling by the endless chain method were fly-by-night firms whose only purpose was to exploit the public, while others were operated by honest but misguided business men who thought they saw in

the idea a sound method of obtaining mass distribution for legitimate products through the "white collar" class of unemployed persons.

Of the latter type of chain selling enterprise was the Prosperity Sales Plan Corporation, probably the best known firm engaged in this line of business, which informed the Bureau through its attorneys on May 20 that it had definitely discontinued business and that the Post Office Department had been so advised. The Prosperity Sales Plan Corporation was one of the oldest firms selling by the chain selling plan and specialized in fountain pens.

The essence of the chain selling system was that every purchaser of an article should automatically become a salesman and induce his friends and relatives to buy and also earn commissions on sales. The drawback was that if the plan worked out as it was theoretically supposed to do, there would soon be no one left to purchase the product. But the "chain" seldom carried far. The sales price was usually considerably higher than the price of similar commodities sold in stores because purchasers of an article sold by the endless chain system bought it not because they needed it, but in order to earn the commission paid for selling it to others.

Strong List of Committees

At a meeting of the Executive Committee of the Michigan State Pharmaceutical Association, held at Lansing, Monday, President Duncan Weaver announced the following standing committees for the ensuing year:

Legislative—Dexter G. Look, Lowell, chairman; Sam Dunseith, Pontiac; Otto Lewis, Bay City; Clarence A. Wott, Lansing; J. A. Skinner, Cedar Springs; John H. Webster, Detroit; Earl Durham, Corunna.

Program—Clare F. Allen, chairman, Wyandotte; Howell Van Gordon, Albion; G. H. Fletcher, Ann Arbor; Rube Klein, Detroit; Peter McFarlane, Lansing; Stewart Dodge, Plymouth.

Publicity—Clare Wilkinson, chairman, Lansing; Joseph Maltas, Sault Ste. Marie; Frank Baker, Flint; Jack Dold, Kalamazoo; J. S. Van Antwerp, Paw Paw.

Membership—Ernest J. Parr, Lansing, chairman; Jos. Burniac, Detroit; Wm. L. Reames, Cassopolis; Bernie Reagan, Grand Rapids; John J. Waters, Saginaw; D. D. Alton, Fremont; Robert P. Tressel, Battle Creek.

Trades Interest—Frank T. Gillespie, chairman, St. Joseph; A. J. Buchman, Iron Mountain; Dan W. Houser, Detroit; F. B. Drolet, Niles; H. J. Meyer, Detroit.

Nominating—Frank Jones, Battle Creek, chairman; Bert Collins, Charlotte; Dart H. Parr, St. Johns; Chas. A. Robertson, Grand Rapids; Jas. E. Way, Jackson.

Auxiliary Committee on Membership—Rube Klein, Detroit, chairman; Harry Benson, Muskegon; John Lake, Petoskey; Leon Moore, Traverse City; Bruce Shorts, Manistee; H. R. McDonauld, South Haven; George Lincoln, Flint; F. C. Cahow, Ann Arbor; Stuart Keller, Grand Rapids; Otto Cummings, Stanton; Bruce Lambert, Flint; A. M. Lewis, Flint; J. E. Mahar, Pontiac; Mervin Tomlin, Port Huron; Carl Walmer, Caro; John Weisel, Monroe; Frank Wildon, Lansing; Neal Harris, Coldwater; Otto Aldrich, Kalamazoo; Orville Criffield, Dowagiac; Harry Kerlikowski, St. Joseph; Wm. Whitehead, Owosso; Dave Rahm, Ironwood; Silas Boucher, Marquette; Herbert Gervis, Detroit; Walter Runciman, Detroit; E. L. Tilford, Battle Creek.

It will be noted that a new departure was made in the appointment of an auxiliary committee on membership. This was the custom many years ago, but has been abandoned recently.

Thirty-Seven New Readers of the Tradesman

The following new subscribers have been received during the past week: Smith, Bridgeman & Co., Flint
W. C. Webb & Eon, Lake City
Sim Ardis, Lake City
H. Van Drie, Lake City
Phelps Bros, Manton
Wm. Jones, Manton
W. B. Kimball, Fife Lake
G. D. Aldridge, South Boardman
L. D. Bellinger, South Boardman
R. P. Watson, Kalkaska
Miss Sengne Larson, Kalkaska
M. W. Briggs, Kalkaska
N. A. French & Son, Kalkaska
H. S. Brown, Williamsburg
Retail Grocers and Meat Dealers Assn. of Michigan, Lansing
E. H. Woodin, Kalamazoo
Whiting Implement Co., Traverse City
Globe Dept. Store, Inc., Traverse City
A. J. Otto, Traverse City
O. A. Johnson, Traverse City
John J. Ritter, Traverse City
W. D. Roman, Traverse City
Thomas Deering, Sr., Traverse City
Harry Prins, Holland
Campbell Paper Box Co., South Bend, Ind.
Fern F. Emmons, Muskegon
Steve Kotrosits, Muskegon Heights
E. B. Jordan, Traverse City
Vincent Peck, Traverse City
Wm. A. McFarland, Traverse City
Jos. J. Topinka, Traverse City
W. H. Rokes, Traverse City
A. L. Frazer, Traverse City
A. Rabinovitch, Traverse City
Stepan Market Co., Traverse City
Pearl Hill, Traverse City
Frank Irish, Traverse City

Most people are very pleasant as long as you don't try to collect.

MEN OF MARK

G. Adolph Krause, Tanner and Shoe Manufacturer

Labor of an intelligent and consistent character, rather than the erratic undertakings of a genius, forms the foundation of the success builded by most men of the present generation engaged in the leather industry. The field for brilliant coups in this line is limited, so that it is the intelligent worker, plodding along industriously, who gathers and holds the elements of success. True it may be that the pioneer gifted by genius gained fame by some bold stroke, but the opportunities that were given to the earlier tanners and shoe makers are denied to the greater number of those who succeed them.

It cannot be denied that originaive power has as great a value now as in the days of the pioneer. Where the latter found large possibilities which needed but development, the leather man of the later generation has a narrower field in which to devote his energies where it is practically impossible to originate or develop along a line that is not already crowded. Nothing is left for the late comer to do but to accept the conditions confronting him and, by diligence and a willingness to accept the small remuneration promised in the early stages, apply himself with all the energy he possesses and thus raise himself to the level of success.

Gustave Adolph Krause was born in Ann Arbor, Nov. 16, 1853. His father was a native of Prussia. His mother was born in Wurtemberg. His father learned the tanning trade from his father and conducted a tannery at Ann Arbor for many years. The ancestors in Prussia had been tanners and shoe dealers for several generations. Adolph attended school until he was 15 years of age, when he entered the employ of his father, buying hides and selling leather. He remained with his father fifteen years, during which time the father engaged in the manufacture and sale of shoes in Ann Arbor, Adolph looking after this branch of the business. May 3, 1883, he formed a co-partnership with Frederick Hirth for the purpose of conducting a leather and findings business here and on that date bought out Samuel Parkes, who had been conducting a like business at 118 Canal street for several years, and executed the following bill of sale to the purchasers:

Know all men by these presents, that I, Samuel Parkes, of the city of Grand Rapids, in the county of Kent and state of Michigan, of the first part, for and in consideration of the sum of \$2,820.30, lawful money of the United States, to me in hand paid by Frederick Hirth and G. Adolph Krause, of the city of Grand Rapids, of the second part, the receipt whereof is hereby acknowledged, have bargained and sold, and by these presents do grant and convey, unto, the said parties of the second part their executors, administrators or assigns, all the hereinafter described property, to wit: All the upper leather, both French and domestic, calfskins, kipskins, harness and sole leather, sheep and goat skins, all the shoe findings and shoe store supplies, all the shelving, safe, awnings, counters and fixtures now in my possession at 118 Canal street, of the city of Grand Rapids, Michigan.

In witness whereof, I have hereunto set my hand and seal this 3rd day of May, 1883. Samuel J. Parkes.

The original capital contributed by the partners was \$6,000, \$3,000 each. The business was subsequently removed to 12 and 14 Lyon street, at which time the firm was changed to Hirth, Krause & Co., and, in the meantime, children's shoes and rubbers were added to the stock. In 1889 the firm erected a building at 16 and 18 South Ionia avenue and added a full line of shoes. Later the house purchased the water power at Rockford and engaged in the manufacture of shoes at that place. A year or so later a tannery was erected in which is manufactured the leather that is used in the shoes manufactured by the Wolverine Shoe & Tanning Corporation,

in 1922, did the company fail to pay a regular cash dividend on its common stock. The company also shared its profits with its employees, the sum so disbursed amounting to \$328,254 since 1920. Hirth & Krause decided back in 1896 that if a workman had been employed by the house continuously for ten years he should receive \$100 in gold, which custom has been carried on since that date. The first payment of this kind was made to 150 employees. Owing to the fact that a number of them have been employed twenty years and a few thirty years the \$100 bonus has been paid 174 times, amounting to \$17,400.

The management of the corporation is vested in a board of directors which includes a number of employees in the

every convenience and up-to-date arrangement which money can buy.

Mr. Krause joined the German Lutheran church at Ann Arbor when he was a child and continued to be a communicant of that denomination until 1896, when he became one of the organizers of the English Lutheran church, located at the corner of Crescent street and Bostwick avenue. He served this organization several years in the capacity of elder. On his removal to Rockford, he took a letter to the Congregational church of the village.

Mr. Krause has no social or fraternal affiliations outside of his home and his church. He is faithful to his business, although he does not devote as many hours to it as he did in the infancy of the institution. He attributes his success to the fact that he never made a promise that he has not kept. He has made his word as good as his bond. His motto is, "He who serves his fellow men best serves himself best." He has no hobbies unless it may be the automobile, which he uses as a means to an end, because it enables him to get out into the open and see nature at her best.

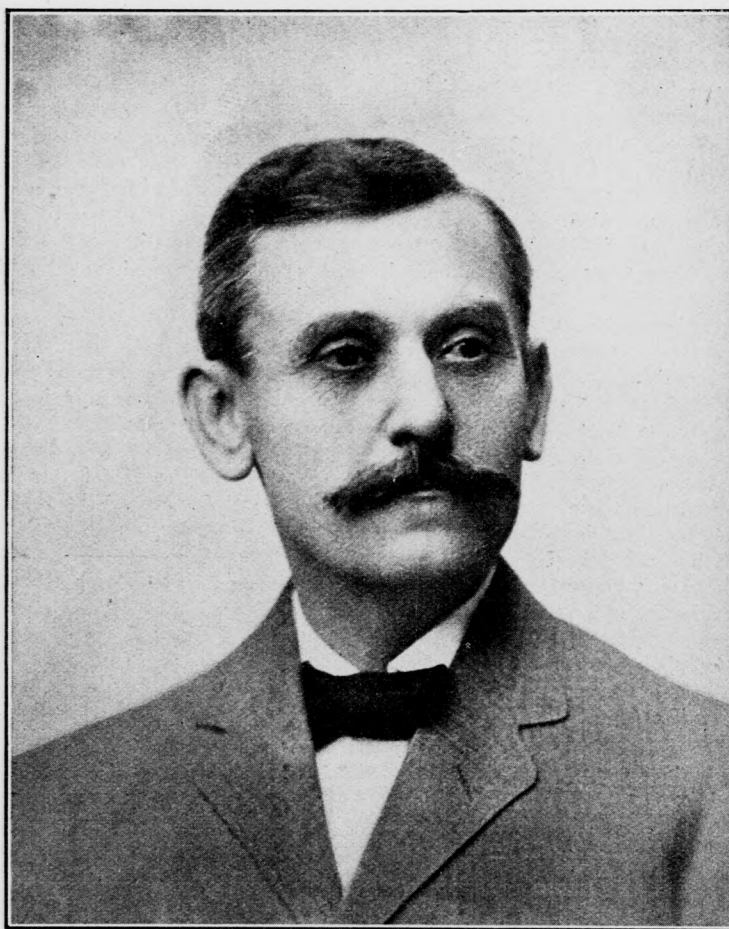
Mr. Krause's reading has been along religious and philosophical lines and he is very generally regarded as an authority on both branches of learning. Few men carry into their business such well defined precepts and such rigid rules of right doing as Mr. Krause. This applies not only to his dealings with his customers, but with his employees as well. Every one associated with him and every one who touches his life at any angle finds a man who is thoroughly dependable and who is not subject to changes of mood and temperament which mar the careers of so many successful business men.

Mr. Krause has held many offices of trust and responsibility. One of the highest honors that can come to any one in his line of business came, unexpectedly and unsolicited in 1913 in his election as President of the Western Association of Shoe Wholesalers, which included practically all the wholesale shoe houses between Pittsburgh and the Rocky Mountains, North of the Ohio River. Mr. Krause had previously served on the Executive Committee of the organization, so that his election to this office came as a recognition of the good work he accomplished in a less honorary and responsible capacity.

Duly tenacious of his own opinions—as all successful men have a right to be—and possessing to a marked degree the characteristic positiveness of men of Teutonic blood and descent, he is so liberal in thought and so tolerant in speech and argument that he invariably accords the other man the same measure of freedom which he claims for himself, so that the conferences and discussions which are a source of so much pleasure to both himself and his friends are really illuminating, dealing with facts leading to ultimate truth.

Personally, Mr. Krause is one of the most companionable of men. He is one of the best type of self-made men. He honors a phrase which is sometimes used in an invidious sense. He simply

(Continued on page 7)



G. Adolph Krause

which is rapidly developing into one of the largest shoe manufacturing establishments in the country. It employs thirty traveling salesmen, covering practically every state in the Union. They carry forty to fifty samples of shoes and samples from the glove factory at Greenville, which is owned by the Wolverine Corporation. Five hundred and twenty-five employees are on the payrolls of both institutions, which aggregate about \$10,000 per week.

In addition to the capital originally invested by the first partners, \$6,000, there has been paid into the treasury by subsequent partners, also a number of employees, the sum of \$23,700. The capital stock and surplus of the company on June 30, 1933, was \$1,472,000. The company has never failed to pay the regular annual dividend in cash on its preferred stock and only once,

factory and office. The official set-up is as follows:

President—G. A. Krause

Secretary—Victor Krause

Treasurer—Otto Krause

R. H. Krause is salesmanager of the glove factory.

George Shothafer is salesmanager of the shoe factory.

Mr. Krause was married in 1875 to Miss Elizabeth Kirn, of Ann Arbor. Six children joined the family. Two children died in infancy. A daughter died in 1931. Mrs. Krause died in 1928. Two sons, Otto and Victor, are associated with the father in the business. The daughter makes a home for her father. The family reside in their own home on a high hill overlooking Rockford and the Rouge River valley, commanding one of the finest views in the Middle West. The home contains

SIXTY YEARS A MERCHANT.

Life History of John A. McClelland, of Portland

Sixty-one years of service to the retail trade of Michigan—a life time of service in the business he loves. Such is the record of John A. McClelland, life-long merchant of Portland, who started as an humble clerk in a Portland dry goods store in 1872 and who died at his home last Saturday.

John A. McClelland was born in Seneca county, Ohio, in 1854. While still an infant he was brought to Michigan by his parents, who settled on a farm near Portland. The trip was made in a covered wagon. It was a pioneer jaunt into a new country where had settled the hardy people from Ohio, Indiana and Pennsylvania. Where to-day 2,000 people live and are engaged in various occupations, then there were but 400 inhabitants.

The Portland of 1854 was a town boasting only a motley array of frame structures. Steel, concrete and brick were not then in vogue. In fact, the general aspect of the village of 1854 had not changed materially seventeen years later when John McClelland was hired by the firm of C. H. & D. F. Hunter to clerk in their dry goods store. The Hunter brothers were typically enterprising merchants of the middle "eighties." They had formerly conducted a retail dry goods business in Hubbardston and, after selling their stock in that town, had removed to Portland. In the latter city they expected—more than hoped—that they would enlarge their trade. It was their desire to find a young, dependable farmer's boy who could be expected to master the intricacies of the business in short order that gave young McClelland his start. He commenced work in May, 1872.

The boy's salary, during the first year was \$300. He paid his own board and room rent out of this amount. He recalls that the first two weeks of store life were not to his liking. However, it is to the young man's credit that personal likes and dislikes did not swerve him from his original intention. He aspired even though attainment seemed but a vision.

In the first five years of his business career—if clerking is thought of as being a career—McClelland earned a reputation for honesty and industriousness. These two attributes remained with him as characteristics during his after years. He was thrifty. He applied himself diligently to hard tasks with the same cheerfulness with which he tackled the easy ones. Suffice it to say that this five year probation period was the making of the later successful merchant.

An interesting anecdote which Mr. McClelland related to me was of his remembrance of the panic of 1873. He claimed that, although he failed to recall the extreme falling off in business during the days of the crisis, there was, nevertheless, an apparent inability to secure money. He said that when he requested his weekly wage to pay his board bill, his employers

repeatedly begged him to "stave off his landlady until the following Monday, at least." Since \$3 was all that was necessary to meet the bill, he concluded that conditions were exceptionally stringent during this financial shake-up.

To show that liberty, or even a vacation, was at a premium in the "seventies" Mr. McClelland cited the instance of his sleeping in the store nights to safeguard the property; he, likewise, claimed that a vacation of seven days duration, the five years he was in the employ of the Hunter brothers was one of the bright spots in his life. Working hours on week days were from 6 o'clock in the morning to 10 o'clock at night. On Saturdays, to compensate for the following "workless Sunday," the closing hour was fixed at 12 o'clock.

In 1877, the ambitious clerk sought a business opportunity where he could have a word in the conduct of the enterprise. William Van Duyne and a clothing stock worth approximately \$1,500 seemed to hold forth

goods and returned to Portland and the firm of Van Duyne & McClelland opened its doors to the public soon after.

In November, 1877, McClelland left Portland, a second time. He hid himself to Harbor Springs, where a boyhood friend, Hattie C. Benjamin, lived with her parents. Miss Benjamin had attended school in Portland with McClelland during the majority of his care-free seventeen years before entering the store of Hunter & Hunter. It is difficult to picture the Harbor Springs of 1877 when one sees the bustling summer resort town of the Twentieth Century. Then there was one buggy in the village, and since Mr. Benjamin did not own the important vehicle the two young folks hired Indian ponies from a neighboring tribe of red men and traversed the distance between town and farm on the backs of the ponies.

In 1877 the 200 persons in Harbor Springs existed on a spirited trade with the Indians. In fact, most of the people in the Northern town could

trade relation was of eight years' duration. At the end of that time, Mr. Woodbury, who was interested in some lumbering operations in Northern Michigan, decided to sell out his share of the business to McClelland.

C. D. Woodbury, a son of John D. Woodbury, who owned a stock of goods and who operated another store in town, consolidated his goods with that of McClelland and in 1887 the firm of McClelland & Woodbury opened for business. The firm lasted one year. Then John McClelland purchased the interest of Woodbury and continued the business alone. His trade increased so rapidly that he bought out the stock of W. D. Lakin two years later. With an enlarged stock of goods he removed to the present commodious and well-lighted store, which gave him an area of 16,500 feet of floor space.

John D. Woodbury told McClelland in the years that followed that the store had never had such a tremendous trade during his administration. He congratulated the young man on his success, his executive ability and good judgment. Spurred on by his success, the progressive merchant bought a store at Mulliken and another at Wacousta, two promising small Michigan towns. His business, to all likelihood, would have expanded to an even greater extent had his health not failed in 1905. He was forced to call in his help and close the two outlying stores. The stocks were consolidated and in the same year he left for California for an extended visit. His wife accompanied him to the Western states. With health greatly improved, Mr. McClelland returned after three months to resume active work again. His son, William J. McClelland, who had started in the store with his father in 1899 was given the managership and an interest in the business upon his return.

One hobby, that of loafing for a few weeks on the summer at his attractive cottage at Bay View, was all that J. A. McClelland, the business man, attested to. No fraternal relations ever entered into the career of the Portland merchant. He was a staunch Methodist. He was one of the greatest contributors to the fund for the erection of the splendid new Portland Methodist church.

The oldest merchant in Portland was a director of the Maynard-Allen State Bank. He owned two large farms near the town. He was interested, generally, in the welfare of the village and the advancement of its citizens.

When asked what he thought the secret of success was—what word of advice might be passed to the coming generation—Mr. McClelland meditated. "I feel," he said, "that the only real thing that spurred me on, that kept me ever cheerful, was the love of my business. I had no fear of failing; rather, the fear of losing a customer was greater to me than the thought of bankruptcy and indebtedness. Tell the young men of to-day to be optimistic; tell them to look ahead; but, above all, if they sincerely desire to succeed, tell them that they must intensely love and honor their allotted calling."

Buel A. Doelle.



The Late John A. McClelland



William J. McClelland

the only available beginning. As a result—a natural consequence—McClelland, late in the year, entered into the final terms of agreement with the clothing man to form a partnership business dealing in clothing and dry goods.

Although the former Hunter clerk had no previous experience in buying a stock of goods, he collected his total savings—some \$500—and took the first train to Detroit, there to cope with the buying problem for the first time in his career. Fortune seemed to smile on his intrepid attempt, for it placed the person of C. H. Hunter on the same Detroit-bound train. McClelland's old employer promised to help the young man obtain credit in the city.

Upon arrival in Detroit the two men sought the firm of Edson, Moore & Co. Young McClelland waited in the outer office while C. H. Hunter talked with Mr. Edson. The clerk heard his first "boss" say to the head of the great wholesale house: "Let the kid have all the goods he wants. He's good for them." Mr. Edson complied. The embryo merchant bought his stock of

trace their ancestry back to some Indian forefather. The villagers traded butter, eggs and staple commodities to the original peoples in return for delicious berries, valuable hides and artistic baskets and blankets. Such a setting provided the glamour for the romantic courtship of John McClelland. The marriage took place in the month of November. The newly-weds returned to their childhood town immediately after the ceremony was performed.

After her return to Portland, Mrs. McClelland busied herself with club work and civic affairs. She was a devoted wife and mother. Her death in 1916 brought to an end a tireless work in behalf of community betterment. There were five children born. Two of them are living at the present time: Mrs. Elon A. Richards, widow of Portland's leading grocer, and William J. McClelland, who was associated with his father in the firm of J. A. McClelland & Son.

The co-partnership of John D. Woodbury & Co., did a large and a constantly increasing business. The

MOVEMENTS OF MERCHANTS

Sears—G. M. Palmer succeeds J. S. Howitson in general trade.

Belding—Peter Neveil succeeds William R. Ward in the grocery and meat business.

Cadillac—L. L. Trowbridge has purchased the restaurant of Glenn Nelson, taking immediate possession.

Detroit—The Hudson Linen Service, Inc., 698 Adelaide street, has changed its name to the Roosevelt Linen Service Co.

Pontiac—Peggy's, Inc., of Pontiac, dealer in wearing apparel for women has increased its capital stock from \$5,000 to \$10,000.

Detroit—The Best Coal & Coke Co., 13741 Elden avenue, has been organized with a capital stock of \$2,000, all subscribed and \$1,000 paid in.

Kalamazoo—The Peter Pan Bakers announce \$18,000 in improvements and equipment to its local plant will be expended within the next six weeks.

Cassopolis—The Cassopolis Creamery Co., has been incorporated with a capital stock of \$10,000, \$3,000 of which has been subscribed and paid in.

Hastings—G. R. Zook has taken the management of the Jack Frost Dairy Store which was recently opened for business at 128 West State street.

Lansing—Jean's Pastry Shop, store No. 2, opened for business July 15, at 1004 East Michigan avenue. The building was remodeled and redecorated.

Marcellus—Hazen Fox has sold his bakery and baking equipment to Guy Miles, recently of Battle Creek, but a former resident, who has taken possession.

Detroit—The Midwest Iron & Metal Co., 3315 Barlum Tower, has been incorporated with a capital stock of \$5,000, \$1,000 being subscribed and paid in.

Detroit—The Cadillac Army & Navy Store, Inc., 54-68 Cadillac Square, has been incorporated with a capital stock of \$1,500, all subscribed and paid in.

Detroit—Herbert's Boot Shop, 7000 West Warren avenue, has been organized to deal in clothing and shoes for men with a capital stock of \$4,000, all subscribed and paid in.

Detroit—The Detrola Radio Corporation, 3630 West Fort street, has decreased its capital stock from \$50,000 and 500 shares no par value, to 500 shares no par value.

Detroit—The Gem-Ro-Lit Radio Corporation, 5105 John R. street, has been organized to sell radio sets and supplies, with a capital stock of \$5,000, all subscribed and paid in.

Saginaw—The Joyner Coal and Coke Co. has been organized to deal in fuel of all kinds with a capital stock of 100 shares at \$100 a share, \$10,000 being subscribed and paid in.

Detroit—The Wayne Brewing & Distilling Co., 1792 First Nat'l Bank Bldg., has been organized with a capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Grosse Pointe Park—The Joseph L. Hickey Co., 877 Edgemont avenue, has been incorporated to deal in wearing apparel for men with a capital stock of \$5,000, all subscribed and paid in.

Howard City—Norman Terwilliger has leased the dining room of the Golden hotel and will serve lunches and regular meals. Entrance will be from US-131 as soon as the alterations can be completed.

Detroit—The Detroit Modern Wall Paper & Paint Corp., 9412 Oakland avenue, has merged its business into a stock company under the same style with a capital stock of \$2,000, all subscribed and paid in.

Detroit—Ira Kaufman, dealer in hardware at 8405 Gratiot avenue, has merged the business into a stock company under the style of the Kaufman Hardware, Inc., with a capital stock of \$2,000, all subscribed and paid in.

Lansing—Roscoe J. Carl & Son have engaged in the wholesale and retail seed business at 1115 Center street. The building has been remodeled to meet their needs, seed cleaning machinery installed and other facilities for handling seeds have been set up.

Detroit—The Wolverine Shingle & Lumber Co., 14930 Linwood avenue, has been incorporated with a capital stock of \$50,000, all subscribed and paid in. The company will deal in roofing material, glass, etc., as well as shingles, lumber and woodwork.

Detroit—The Wolverine Bedding Corporation, 3755 Beaubien avenue, has merged its business into a stock company under the same style with a capital stock of 1,000 shares at \$10 a share, \$1,000 being subscribed and paid in.

Alma—Bill Kapella, 110 East Superior street, has merged his confectionery and restaurant business into a stock company under the style of the Kapellas' Coney Island, Inc., with a capital stock of \$3,000, all subscribed and paid in.

Detroit—The Detroit City Ice & Fuel Co., 2822 Union Guardian Bldg., has been incorporated with a capital stock of 21,133 shares of class A at \$1 a share and 63,399 shares of class B at \$1 a share, \$1,000 being subscribed and paid in.

Fremont—Charles E. Pearson, dealer in ready-to-wear apparel for women, dry goods, etc., has merged the business into a stock company under the style of C. E. Pearson, Inc., with a capital stock of \$3,000, all subscribed and paid in.

Detroit—The Wayne Wholesale Distributing Co., 3321 Michigan avenue, has been organized to sell and distribute wine and beer with a capital stock of \$5,000 A common and \$5,000 B common, \$5,000 being subscribed and \$1,500 paid in.

Lansing—The Schaebert-Dietrich Hardware Co., has moved its store from 319 to 209 N. Washington avenue. The store had been at the former location for ten years. In the new quarters space three times that in the old location is being occupied.

Marshall—Dr. Nelson Abbott, retail dealer in drugs at 101 East Michigan avenue, has merged the business into a stock company under the style of the Abbott Drug Co., with a capital stock of 320 shares at \$25 a share, \$8,000 being subscribed and paid in.

Kalamazoo—E. H. Wooding has erected a new store building, 24 x 50 feet in dimensions, at 2300 East avenue

and stocked it with general merchandise. He was formerly engaged in general trade at 2107 East avenue. The stock was furnished by the A. W. Walsh Co.

Hamtramck—The Hamtramck Wallpaper, Paint & Hardware Co., 9708 Jos. Campau street, wholesale and retail dealer, has merged the business into a stock company under the style of the Hamtramck Wallpaper & Hardware Corporation with a capital stock of \$5,000, all subscribed and paid in.

Detroit—E. S. Brownsten is now merchandising the men's, women's and children's upstairs and basement shoe departments in the Frank & Seder Co. department store. He has held similar responsible positions in Detroit in both department and chain stores. No drastic changes are being planned for the immediate future.

Northville—C. Ralph Horton, long time druggist, 58 years old, was buried last Thursday in Rural Hill Cemetery, Northville, following services at his home. Mr. Horton, who died Monday, was a life-long resident of Northville. During the last two years he was a member of the depositors' committee of the old Northville bank. He was a past master of the Masonic Lodge and a past commander of the Knights Templar.

Manufacturing Matters

Detroit—The Continental Catering Co., 1990 First Nat'l Bank Bldg., has been organized with a capital stock of \$2,500, all subscribed and paid in.

Detroit—The A. J. Detlaff Co., 647 East Lafayette avenue, manufacturer of disc clutches, bushings, etc., has decreased its capital stock from \$500,000 to \$50,000.

Detroit—Plywood, Inc., 5151 Lorain avenue, has been organized to manufacture and deal in "plywood" and other forest products, with a capital stock of \$5,000, \$1,000 being subscribed and paid in.

Ann Arbor—Wolverine Wood Products, Inc., 413 North Fifth street, has been organized to manufacture and deal in wood and similar products with a capital stock of \$10,000, all subscribed and \$1,000 paid in.

Detroit—The Straits Brewing Co., 171 South Campbell avenue, has been organized to manufacture and deal in beer and ale with a capital stock of \$400,000, \$42,500 of which has been subscribed and paid in.

Detroit—Golden's Department Store, Inc., 2455 Blaine avenue, has been organized to conduct a general mercantile business with a capital stock of \$20,000, \$2,000 of which has been subscribed and paid in.

Plymouth—The Rubber Products Co., has been organized to manufacture and deal in rubber products of all kinds with a capital stock of 3,500 shares at \$10 a share, \$14,800 being subscribed and \$3,000 paid in.

Detroit—Cal-O-Dine Distributors, Inc., 1653 Penobscot Bldg., has been organized to manufacture and deal in mineral waters of all kinds with a capital stock of 27,500 shares at \$1 a share, \$1,000 being subscribed and paid in.

Grand Rapids—The American Humidaire Corporation, 148 Louis street, has been incorporated to manufacture

and sell air conditioning apparatus with a capitalization of 100 shares of class A stock at \$1 a share and 100 shares of B at \$100 a share, \$10,004 being subscribed and paid in.

Kalamazoo—The Kalamazoo Pant Co. is opening its plant in East Lovell street, providing employment at the start for from 50 to 60 experienced machine hands. The company is embarking on a new line which includes jackets as well as trousers for juveniles which will be manufactured under the "Popeye" brand, also a new type of corduroy jacket.

Lowell—Adolph Strohm, D. G. Look and F. M. Newell are taking steps to launch a new invention called the "Cleanrake" which will be manufactured here and sold through hardware jobbers throughout the country. As its name implies, the new device fits on any lawn or leaf rake and automatically cleans itself, in the operation of raking. Adolph Strohm is the inventor.

Annual Meeting of Plainwell Company

Plainwell, July 18—The annual meeting of the stockholders of Lloyd E. Smith & Co. was held at the office of the company, in Plainwell, at which time the following directors for the ensuing year were elected:

E. J. Chart, Plainwell
Mable I. Chart, Plainwell
Harold Chamberlin, Traverse City
Pearl T. Smith, Plainwell
Lloyd E. Smith, Plainwell

The Directors met at the home of Lloyd E. Smith, following the stockholders' meeting, completing working plans and their organization for the coming year. The following officers were elected:

President—E. J. Chart
Vice-Presidents—Harold Chamberlin
Lloyd E. Smith

Secretary—Mable I. Chart
Treasurer—Pearl T. Smith

A very satisfactory connection with the Knappen Co., of Augusta, Mich., has been consummated by Lloyd E. Smith & Co., which is now in better position than ever to serve its customers in a highly satisfactory manner. An office connection will be maintained by the Smith Co., at 324 East Bridge street, Plainwell, although headquarters will be at Augusta. This change will represent a saving of several hundred dollars per year to the trade as well as to the Smith Co.

Mable I. Chart, Sec'y.

Tradesman Has Never Wavered

Greenville, July 18—The Michigan Tradesman cannot be too highly praised for its assistance in arousing sentiment enough to override the chain store license veto.

A vast throng of independent merchants were in Lansing July 17, and after the almost unanimous action taken by the House, which was later concurred by the Senate, their faces were wreathed in happy smiles.

The Michigan Tradesman has never wavered in its loyal support of Michigan business men. It has always been friend, advisor and champion of their interest and should be subscribed to by every home owned store in the state.

There may be other publications in Michigan favorable to the independents, but I cannot recall any at the moment.

When I express my appreciation for the splendid assistance the Tradesman gave us in this crisis, I feel that I am speaking for interests of the independent business men of the state.

C. L. Clark.

Regulate, not abolish, bank affiliates.

Essential Features of the Grocery Staples

Sugar — Local jobbers hold cane granulated at 5.20c and beet granulated at 5c.

Tea—There has been an active business in the first hands tea market during the week on account of the underlying firmness in many lines, especially in primary markets. News comes from Formosa, for instance, that on account of exchange conditions Formosa teas advanced 1 cent a pound. Indias are also higher in primary markets and so are some China teas. All this has an effect on prices in this country. They are definitely higher. This has not had much effect on the wholesale trade or the consumptive trade, especially the latter, but the general situation is steady to firm and healthy.

Coffee—Future Rio and Santos coffee, green and in a large way, has felt some effect from the general industry improvement and the week started with a substantial advance amounting to nearly ½ cent a pound. There is some speculation in the market now. Later in the week some of this strength disappeared. At the present writing business is good and the market still sensitive. Spot Rio and Santos are a small fraction higher for the week. Mild coffees are also a small fraction higher. The jobbing market on roasted coffee is feeling a little firm on account of the strength in greens. Consumptive demand for coffee is about unchanged.

Canned Fruits—After much deliberation and painstaking effort, the cling peach stabilization plan has been completed and is now on its way to Washington for official recognition under the terms of the National Industrial Recovery act. Under the terms of the code, the minimum price on choice No. 2½ cling peaches would be 30c, Coast. This compares with offerings of 15c, \$1.20 and \$1.25 a dozen on choice peaches made in this market during past weeks. It is doubtful if such contracts can be kept. In the first place, canners point out that even at \$1.30 for choice peaches they will be taking a loss of a few cents a dozen and secondly, packers quoting these low prices usually protected themselves against such advances in packing costs by a clause in their contracts, giving the buyer the choice of cancelling or paying the difference.

Canned Vegetables—The pack of corn in Michigan is pretty sure to be very short, on account of the reduced acreage and lack of rain. The week shows no particular change in anything, although the feeling is firm in most lines. There is an advancing tendency in new pack peas and tomatoes. Western tomatoes, peas and corn are liable to be short on account of bad weather. There has been a good demand for Southern new pack peas. It looks like a rather strong season for canned foods during the next few months. Spot Southern tomatoes are getting scarce.

Canned Fish—Packers of salmon have been very slow with their opening prices and there has been no general naming as yet. There has been a heavy run of Alaska red salmon and if the packers operate until the end of the season it looks like a lot of salmon. Already there has been a little shading done in new pack red Alaska. Fancy

Columbia River salmon is still scarce and firm. Other tinned fish show no change.

Dried Fruits—Dried fruits were reasonably active last week. Distributors here reported a fair business, with Santa Clara prunes, apricots and peaches being taken against nearby requirements. Prices continue somewhat higher than a week ago and yet have not reflected the full strength shown on the Coast. Stocks here are quite moderate, some items being quoted against arrivals from the Coast. The higher prices quoted on new crop Smyrna figs have stimulated demand for spots, which have been firming up in recent weeks. While the new prices are only tentative, the depreciation of the American dollar abroad has foreshadowed increased costs on import items. The chances are, too, that importers here will take into account the likelihood of smaller demand at higher prices so that the volume of new figs and dates imported in the fall will not glut the domestic market. Reports from California show all items holding well. Apricot growers in Santa Clara Valley are getting about the same prices for apricots as in the previous week, and in some cases a trifle higher. Growers' stocks are in moderate demand. The first of the new crop apricots have left California. Raisins and prunes are firm and unchanged from a week ago. There have been no firm prices on new crop California figs. Dried peaches, like the rest of the fruit line, are well maintained at current levels, with no pressure to sell in evidence among the growers.

Bean and Peas—The demand for dried beans is still poor, prices easy. Pea beans showed a little strength during the week, but this was about all. Dried peas are in the same condition as dried beans, neglected and weak.

Cheese—Cheese has had a moderate demand during the week with prices steady to firm.

Corn Sugar—Along with other corn products, corn sugar cane is in for a price advance. This amounts to 15c per hundred and is the first change since May 3. A fair demand exists.

Olives—Olives reveal no further quotable changes. The replacement market again strengthened by virtue of foreign exchange advances. Demand for shipment light, since it was very hard to figure costs. Importers were restricting forward sales to thirty days. Demand has been fairly brisk on the spot, consumers showing an inclination to stock up because of the advancing prices.

Rice—The market remains steady, with a moderate pick-up in domestic demand. Prices are being well maintained here and no recession is looked for. Stocks are in moderate supply, with a short new crop coming along, particularly in the long grains, which have been reduced drastically from last years' acreage. Export business is fairly good.

Review of the Produce Market

Apples — Baldwins, \$1.50 for No. 1 and \$1.25 for No. 2; Starks, \$1 @ \$1.25. No. 1 Transparents command \$2 per bu.; No. 2, \$1.50 per bu.

Bananas—5½ @ 6c per lb.

Beets—New, 4c a dozen bunches.

Beet Greens—90c per bu.

Black Berries—\$1.75 per crate of 16 quarts.

Butter—The market is the same as a week ago. Jobbers hold plain wrapped prints at 26½c and tub butter at 25½c. As stated in this column for several weeks, statistical information fails to influence. Dealers operating on the bull side of the market for the longer pull seem not to give statistics attention and daily changes in the principal centers are considered just so much and no more. On the other hand, actual handlers of butter are greatly concerned, especially those distributors who must market the supply later in the year, and naturally appear willing to hedge on all upturns. Sentiment in the trade is greatly divided, but market seemingly out of the hands of conservatives with outside investors in control.

Cabbage — Home grown, \$1.10 per bushel.

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

45s	-----	\$3.00
54s	-----	2.75
Flats	-----	1.60

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

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

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

Cherries—Sour, \$1.50 per crate of 16 qts.; white sweet, \$1.75; dark sweet, \$2.

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

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

Currants—\$1.50 per crate of 16 qts.
Dried Beans — Michigan Jobbers pay as follows for hand picked at shipping stations:

C. H. Pea from farmer	-----	\$3.10
Light Red Kidney from farmer	-----	3.75
Dark Red Kidney from farmer	-----	3.00

Eggs—Jobbers pay 8c per lb. for mixed eggs and 9c per lb. for heavy white eggs. They hold candled hen's eggs at 15c per doz., pullets at 13c and X seconds at 13c. While statistical comparisons showed little change in the general trend, the supply balance equal to that of a year ago, the fact that less eggs than anticipated were withdrawn from storage caused many handlers to hesitate on the advance. In that the existing excess is considerably ahead of last year, the movement comparatively must show daily net decreases in the holdings to encourage the belief in a balanced supply condition as the season advances. Withdrawals for the day aggregated 15,959 cases against an input of 19,399 cases. Four market holdings were 4,054,910 cases against 2,296,352 cases a year ago. Ten market figures were 5,295,699 cases against 3,183,565 cases last year. Fresh receipts were 10,322 cases against 8,213 cases last year.

Flour—The past week has been marked by a constant series of advances in flour outside of a few small declines. The processing tax went on wheat and wheat products during the week and some holders are quoting a flour advance of \$1.50 per barrel. It is almost impossible to quote what the actual flour market is at present. It has already shown very heavy ad-

vances and may show further advances, although no doubt the worst is over. The demand has not been affected by the advancing tendency anywhere near as much as you would expect. Roughly, the processing tax of 30 cents per bushel on wheat amounts to around \$1.35 increase in the price of flour per barrel.

Grape Fruit — Present prices are as follows:

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

Green Beans—\$1.50 per bu. for home grown.

Green Peas—\$1.50 per bu. for home grown.

Green Onions — Home grown, 25c per dozen.

Green Peppers—40c per dozen for home grown.

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

Gooseberries—\$1.50 per 16-qt. crate.

Lettuce — In good demand on the following basis:

Imperial Valley, 6s, per crate	-----	\$4.25
Imperial Valley, 4s and 5s, crate	-----	4.50
Hot house, per bushel	-----	.60

Lemons—The price is as follows:

360 Sunkist	-----	\$6.50
300 Sunkist	-----	6.50
360 Red Ball	-----	5.50
300 Red Ball	-----	5.50

Mushrooms—28c per one lb. carton.

Onions—California, white or yellow, \$1.85 per sack; home grown, \$1.50 per bushel.

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

126	-----	\$4.25
176	-----	4.25
200	-----	4.25
216	-----	4.00
252	-----	3.75
288	-----	3.75
324	-----	3.75

Red Ball, 50c per box less.

Parsley—40c per dozen.

Peaches — White from the South, \$1.75 per bushel; Elbertas from Ga., \$2.50.

Potatoes—Home grown new sold on the Grand Rapids market to-day at \$2 per bu. White Cobblers from the Carolinas and Oklahoma, \$3 per 100 lb. sack or \$5.50 per bbl.

Poultry—Wilson & Company pay as follows:

Heavy fowls	-----	10c
Light fowls	-----	8¼c
Ducks	-----	8c
Turkeys	-----	11c
Geese	-----	7c

Radishes—12c per doz. bunches hot house.

Raspberries—Red \$2 for 24 pints; black, \$1.50 for 16 qt. crate.

Spinach—90c per bushel for home grown.

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

Veal Calves — Wilson & Company pay as follows:

Fancy	-----	7@7¼c
Good	-----	5@6c

Water Melons—35c @ 45c for Florida.

Wax Beans—\$1.25 per bu. for home grown.

Whortleberries — \$2.50 per 16 qt. crate.

MUTUAL FIRE INSURANCE

The Causes of Fire

"Safeguarding America Against Fire," a publication of The National Board of Fire Underwriters, publishes a list of the known originating causes responsible for the largest fire loss in each state. They should be of interest to every citizen.

Matches and smoking seem to be the greatest offenders, accounting for the largest loss in 18 states. Defective chimneys and flues were high in 14 states, and stoves, furnaces, boilers and their pipes, in seven states. Misuse of electricity and spontaneous combustion led the rest in two states each. Sparks from machinery, incendiaryism, explosion and sparks on roofs were the major causes of loss in one state each.

The interesting thing is that every single one of these causes must come under the head of "strictly preventable." The most dangerous of them all, matches and smoking, represents pure carelessness on the part of the individual. Defective chimneys and heating systems are possible only through inexcusable negligence. Misuse of electricity is the product of abysmal—and also inexcusable—ignorance or of sheer carelessness.

More than 80 per cent of fires could be prevented with the exercise of a little care, a little judgment—a little intelligence. Various public and private organizations have labored mightily to instruct us in fire prevention and to pound into us the duty we owe to ourselves and our communities. The rest is up to us. A thinking people cannot continue to countenance a waste that takes 10,000 lives and half a billion dollars in property values each year.

Non-Flammable Spray

A few years ago a large apartment house fire in a prominent New England city claimed the lives of seven or eight persons. Knowing that an inflammable spray had been used in this apartment house for a long period of time, and that the presence of the flammable spray in the building was partly responsible for the rapid spread of the fire, certain manufacturers conceived the idea of perfecting a spray that would be non-inflammable, but would still retain insect destroying qualities.

The result of research was a product named "Rid." This is an insecticide which is non-inflammable, causes no ill effects when inhaled, and will not spot or stain. According to the manufacturers, "Rid" will kill even after the spray has settled, may be used on any kind of bug or pest, and will purify the air. The product has been approved by the Public Safety Department of Massachusetts.

A Real Delayed Alarm

Believe it or not (with apologies to Ripley) an engine company in Brooklyn recently received a fire alarm through the mails. It came in the form of a letter from a resident in the locality. This letter had been posted and was delivered by the mail man in the usual manner. The strange part is that

the engine company responded to the alarm.

It happened like this: A lady living in an outlying section of Brooklyn was greatly annoyed by the heavy foul-smelling smoke issuing from a dump fire near her house. So she sat down and wrote a letter to the fire company, asking them to come and put out the fire.

The letter was duly received at the engine house the next day, and of course was taken to be the work of some practical joker. However, the officer in charge sent a man to investigate, and received the report that the lady was right—the dump had been smoldering for several days, and was emitting a terrific odor.

The company then proceeded to the dump and made short work of the fire. As far as I can determine, this is the only instance of a fire department responding on an alarm sent through the mail.

Fatal Fire

Two people were suffocated in a recent fire in Indianapolis which started in a davenport in the living room of their dwelling late at night. It ignited the draperies back of the davenport, flashed to other flammable material in the room, and created enough heat to draw the wall paper loose from the walls and ceiling. Natural draft carried the smoke and fumes up the stairway into the rooms above where the elderly people were sleeping.

This again proves the hazard of applying layer upon layer of paper to the walls of rooms. And, although it is not known definitely how the davenport became ignited, the probability is that someone was careless with matches, a cigarette or a pipe, for a davenport in itself is devoid of any fire hazard.

Problem Department

A motorist is one hundred feet from a street intersection, proceeding at 45 miles an hour. A fire engine is also approaching the crossing traveling at right angles to the direction of the motorist, at 60 miles an hour. Its distance from the crossing is 150 feet.

Problem: Will the motorist get across?

Solution: Yes, he'll get a cross. That is, if his widow will buy it out of the insurance money.

No Nation Can Prosper Without Homes

Kalamazoo, July 17—We organize Chambers of Commerce to build up our cities, to bring in new industries, to make our cities bigger when we count noses, and stronger when we count money, all of which is right and fine and just as it should be, but one of these days we are going to realize more fully than we do to-day, that without homes, real honest to God old-fashioned homes where love is the ruling power, no nation can prosper. Jacob Kindleberger.

A Different Viewpoint

The chief had Elmer up on charges of drinking, disorderly conduct, and conduct in general unbecoming a fireman. In discussing various complaints he had received, the chief said to Elmer, "What have you to say about this? Your wife charges that you threw butter at her."

"Shucks, chief, I just gave her a pat on the head."

Prosperity and Fire Hazards

Business is better, and we can prove it. A certain department store recently had a big sale, and the cash register was kept so busy that the electric motor overheated, and started to burn. No doubt the store owners were worried, but we'll bet that the competitors nearly fainted when they heard about it.

Novel Reason Given For Quitting

A vacant store at 349 South Division avenue, Grand Rapids, bears the following notice of dissolution on the front window:

BUSTED

We are unable to pay our taxes, rent, interest and other obligations, due to bank conditions. I am now in the

ranks of the unemployed. High taxes and interest will soon get all of us.

What's the Reason?

Ice is down. Commissioners' pay is not enough, so they say

To h— with the public.

Gimbels Drops Cash and Carry

Beginning Monday of this week Gimbel Brothers New York discontinued the cash-and-carry feature of its basement store, which will revert to its former method of operation. The change involves the application of the charge account principle to the basement store, the return of free deliveries and the addition of certain new departments, including house furnishings, beds and bedding. The improved service planned will result in the employment of 120 additional salespeople.



To Secure Fire and Windstorm Insurance That Combines

Safety - Service - Savings

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Federal Hardware & Implement Mutuals

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Minneapolis, Minnesota

Hardware Dealers Mutual Fire Ins. Co.
Stevens Point, Wisconsin

Minnesota Implement Mutual Fire Ins. Co.
Owatonna, Minnesota

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WILLIAM N. SENF, Secretary-Treasurer

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23 YEARS

OF DIVIDENDS TO POLICYHOLDERS

Affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

320 Houseman Bldg., Grand Rapids, Mich.

MEN OF MARK

(Continued from page 2)

accomplishes a great deal by persevering industry, intelligence and a high sense of personal responsibility. Any other man may do the same if he has an ordinary equipment, but few have the courage and the character which are so prominent in the make up of Mr. Krause. He has a good perspective of life, understands the limitations of human nature and the power of selfishness, but he fights for things attainable and this city and Rockford have been the gainer thereby. He is kindly in his ways and, having high ideals, he lives up to them. He is moulded somewhat out of the ordinary to the majority of men; but he always improves upon his listener and has the ability to absorb the best thoughts and advice of other men, but always improves upon his sources of inspiration. He has helped to raise the standards and ethics of the shoe trade. He is a consistent believer in doing things "different" and, therefore, he has fathered many innovations, as, in fact, all genuinely successful men nowadays must do. There is always room at the top, no matter how crowded the bottom and the center may be.

While the lines upon which his success has been reached are simple, he himself is a very unusual man. In his way he is a practical philosopher. He has become a good deal more than a mere business man. Practical experience has greatly broadened his strong intellect. He is not only a safe advisor along business lines, but a man who has looked into life in a broad way and extracted from it many hard-won lessons. A strong man up one side and down the other he is much more apt to provoke admiration than love; blunt and outspoken, he knows nothing of diplomatic subterfuges. He has learned in a hard school and may at times have harshly taught, but he has established a record of probity which none can assail and which all may emulate with profit and satisfaction.

Items From the Cloverland of Michigan

Sault Ste. Marie, July 17—Owing to the failure in the blueberry crop in this territory we are going to miss much business which heretofore was to be had when thousands of berry pickers inhabited the plains, living in tents and shacks, shipping out carloads of berries each week to the outside markets. There was talk of putting up a canning factory then, but this goes to show that things have changed, due to the uncertainty in conditions. The only good crop we can boast of this year is hay, of which there is an enormous yield. The favorable weather has afforded the farmers an excellent opportunity to harvest the hay. One would wonder what the farmers will do with this surplus crop, as the old horse seems to be a thing of the past in the cities. They will have to raise more stock now or start worrying about a market for hay later.

Fred J. Willett, one of our former Soosites, has taken over the Island Lake Lodge, fifteen miles North of Sault, Ontario, on the Island Lake road. Mr. Willett is specializing on chicken dinners and luncheon, and good Canadian beer.

There is an overproduction of gossip, too, but it never seems to exceed the demand.

According to reports from the immigration officers here the traffic between

the two Soos has fallen off over one thousand cars for the last quarter, April, May and June, this year. Our country going wet means a big loss to our Canadian friends in cities on the border. It also had an effect on our tourist trade that was attracted by the opportunity they had to cross the border during prohibition.

The Maurice Hunt Furniture Co. is now equipped to do much of its own re-upholstering and new upholstering. It has secured the service of Robert Calvin, expert upholsterer of Grand Ledge, where he was associated with a Grand Ledge upholstering firm.

John N. Adams, Jr., last week entered the office of the Adams insurance agency, of which firm he is now a member, and will take an active part in the affairs of the concern. John, Jr., graduated from the Sault high school in the class of 1929 and from the Virginia military institute in June of this year. The Adams insurance agency is one of the oldest reliable insurance agencies here, having been established 1893 by R. N. Adams & Son.

There are men, no doubt, who think the thirty hour working week would be a fine thing, because by hopping lively they could hold two jobs.

The Soo brewers warehouse began to function as a business house last week by James A. Henderson and Robert S. Moore, who have been designated the local dealers for the East upper 11th district. This makes four warehouses. The others are at Petoskey, Alpena and Escanaba.

Dr. E. P. Felch, of Kalamazoo, and formerly of the Sault, has returned here and opened offices at the Gleggery apartments, 210 Spruce street. Dr. Felch is a physician and optometrist. He is now convinced that the good old Sault is the right place after all.

A lot of men who worked up from the bottom now have an opportunity to do it over again.

James W. Griffin is building a log store on the Les Cheneaux Islands, which he will stock with confectionery, soft drinks and refreshments. This is Mr. Griffin's first business venture, having worked at the carpenter trade heretofore. His is the only store in that part of the Islands and should get a good share of the tourist business.

Mrs. Doyle, who for the past several years has conducted a restaurant at Hessel, has sold the business to Mrs. McFadden, who will continue serving meals and lunches. Mrs. McFadden will also carry a small assortment of confectionery, cigars and tobacco.

Fort Brady is filled again. The citizens training camp opened last week. The boys were issued arms for the month training at camp Peter Gedda. The boys seem to like the Sault, where sight-seeing is so interesting and accommodation at the Fort so comfortable. The officers want to give the boys a good time, besides giving them a good training. William G. Tapert.

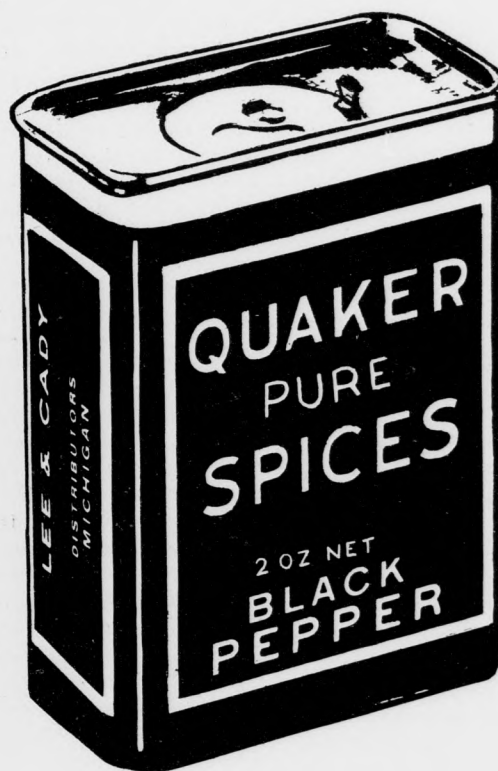
Stopping Tradesman Cost Him Fifty Dollars

Mears, July 17—Here is a perfectly good check to pay my subscription to the Michigan Tradesman. I have just discovered I am a damn fool. Likely you have known it for years. After years of steady perusal of the Michigan Tradesman, to curtail expenses I stopped the paper. This great saving for the six months cost me about fifty bucks, so to save losing any more I am back on the list. Guess I am in my dotage when I had the mistaken idea I or any other business man could keep going without the paper. Never again so long as I am in business and can borrow, dig up or steal the three bucks. I am a sadder and wiser man.

C. A. Brubaker,
The Chronic Kicker.

Still you know that in the ardor of pursuit men lose sight of the goal from which they start.—Schiller.

Quaker Spices



Absolutely Pure

Beautiful Attractive
Packages

Full Two Ounce Weight

Quality Recognized by
Consumers

Sold by Independent Dealers Only.

LEE & CADY

OPERATE CAUTIOUSLY

Administration uneasiness over the rapidly rising volume of production and buying appears to be justified. Reports indicate output reaching 1930 and 1929 levels and mention the feverish stocking up by distributors to beat price advances. And yet no business executive can believe that store sales will return abruptly to 1929 or even 1930 levels or employment immediately reach the figures of those years.

Manufacturers, who for the first time in years find the market a sellers' one, appear anxious to return it immediately into the hands of buyers. No other course will be left to them, as obviously they cannot store merchandise indefinitely. Admittedly, the bulk of the production is on staple goods, where the style element is lacking, but even these cannot be warehoused for any considerable length of time. Distributors are also contributing to the chaos by placing huge orders, and in some cases, as in the furniture market, pyramiding their purchases by making the same commitment with several manufacturers in order to be assured of receiving at least some goods.

Another important point is that executives, who now bewail reduced working hours, are creating a situation whereby even shorter hours will be enforced if the present production pace continues. When the various codes go into effect, industries will be compelled to report stocks and production data. The administration, already aware of the huge increase in output, may demand shorter hours to bring production into balance with consumption.

Of course, the situation has its bright spots, as consumer purchasing power has been, and undoubtedly will be, increased by the sharp advance in commodities and securities, by the current small wage rises and by the larger ones to be forced by the Recovery act and by the steadily increased employment to result from the law. Nevertheless, the gap between production and consumption will not be narrowed immediately, and in the meanwhile manufacturers should operate more cautiously.

THE CROP OUTLOOK

Some of the worst general weather and other growing conditions in nearly a half century are reflected in the Department of Agriculture's first crop report this year, forecasting startling reductions in the 1933 field crops. Farming areas as a whole had only about half of the normal rainfall in June, while the Mississippi Basin had only one-third of the normal rainfall. At the same time, the temperature generally was above the average, while in the Middle West it was the hottest June on record.

As a result of too much heat and too little rain, the department found that "in the case of many crops nothing comparable with the present situation has ever been reported." The condition of wheat as of July 1 was only 55 per cent of normal, forecasting the smallest yield since 1893 and indicating that the production will be considerably less than the domestic consumption. This would mean a substantial

reduction in the surplus wheat carry-over from past crops, which now totals about 350,000,000 bushels.

The oat yield promises to be the smallest on record. The rest of the cereal crops, including corn and rye, potatoes, hay, tobacco and several others, show sharp reductions below past average yields.

This crop report had already been anticipated in rising commodity prices thus adding immensely to the farm wealth of the nation. Under such circumstances many may be of the opinion that governmental farm relief has become unnecessary, but Secretary Wallace does not hold that view. He plans to go ahead with the acreage reduction program, which is financed by processing taxes that ultimately will be paid by the consumer. His reasons are that it is necessary to avert the usual increased plantings that follow a short harvest and that the country still has under cultivation more acreage than it needs. He might have pointed out that some of the benefits of processing taxes will go to farmers who will get little or no return from the increased prices because their crops have been so severely damaged.

TO CRUSH RACKETEERING

Appointment of Mr. Joseph B. Keenan, a Cleveland lawyer, as Assistant Attorney General marks the beginning of the Federal Government's organized movement to curb the activities of racketeers and gunmen. Desperate conditions require heroic remedies and the Government finds justification for assuming a responsibility ordinarily belonging to State and local authorities not only in their apparent inability to cope with the forces of crime but also in what Attorney General Cummings regards as a direct challenge to action in the recent killing of a Federal official by gangsters at Kansas City.

Mr. Cummings announced a few days ago that the first efforts would be directed to disarming the gunmen, especially of machine guns, for which there is no legitimate use except in the hands of soldiers and the police. Mr. Keenan intimates that his attack will be aimed at certain notorious gang leaders in the large cities, whose political affiliations have enabled them to defy the law. The influence they have brought to bear on local authorities will not affect the Federal Government's agencies.

Getting after the racketeers via the income-tax collection route has always seemed a clumsy and anomalous proceeding. There is some hope that the operation of the new industrial control act will help to suppress racketeering. The criminals who prey on certain trades will run up against the Federal authority. The buying and selling of "protection," with threats of sabotage against reluctant purchasers, are practices that will conflict sharply with the letter and spirit of the various codes to be enforced by the Government.

Mr. Keenan has his work cut out for him. But the Federal Government cannot win this battle alone. The State and municipal authorities will have to do much more than they have been doing if this most vicious and insidious form of crime is to be stamped out in this country.

RECOVERY CODES DOMINANT

Frenzied efforts of business groups to prepare and submit to the administration codes of ethics during the week overshadowed the forward surge in commodity prices and the gradual disappearance into temporary oblivion of the World Economic Conference. At the same time figures were published showing June consumption of rubber highest on record, domestic usage of cotton by mills at the best levels since figures were first compiled in 1912, and building permits for June recording their first increase over the preceding year since 1929.

The index of business activity continued to work higher, registering a gain of more than a point, with the automobile series the only one to recede. The peak of production in the industry has now been passed it is felt, and a gradual downward trend for the remainder of the Summer is expected. All of the other components, including steel, car loadings, cotton forwardings, lumber and electric power, registered gains. A seasonal lull in steel activity should be felt shortly.

A high point of the week was the imposition of the tax of 4.2 cents on cotton and of 4.4184 cents on floor stocks, effective Aug. 1. The floor tax has apparently caused a great deal of concern in the trade, and yesterday many executives were wondering how the flow of goods, already at high levels, would be affected by the additional levy. Many were hopeful, however, that the increased returns to the farmer under the working of the bill would sharply lift rural buying power in the South and keep goods moving until the country's purchasing ability would increase sufficiently to absorb the higher prices.

CLOTHING LABEL SPONSORED

In addition to constituting measures designed to meet the current emergency, several of the codes filed under the National Industrial Recovery act stress objectives which will be of lasting benefit to industrial progress. The first code to be approved, that of the cotton textile industry, banned child labor. This epoch-making provision has been copied in numerous other industrial codes.

Now the cloak and suit industry has filed its code and one of its rules provides for the use of an insignia for garments produced under standard conditions. In its way, use of a label of this type is just as important to this industry, and to others, as the edict against child labor.

Properly handled, the "Nira" label should identify to the consumer merchandise which has been made under fair wage and labor treatment standards. It will put into the hands of the consumer a weapon to combat the sweatshop and its undermining influence by affording the opportunity to swing his buying in support of a decent social code.

With this end in view, every effort should be made to carry to every consumer in the country a knowledge of what the label means. An awakened public may be counted upon to back

the movement fully and it is incumbent upon the divisions of the industry to carry on an adequate educational campaign. Former attempts to push the use of a similar label failed for lack of adequate educating of the consumer as to the real significance of the insignia. Retailers have a very real responsibility in giving their complete support.

THE GREATEST BRIDGE

The pressing of a golden telegraph key by President Roosevelt and the wielding of a golden spade by former President Hoover marked the beginning of the largest construction job undertaken in the United States this year. This is the building of a bridge eight miles in length between San Francisco and Oakland, above the waters of Oakland Bay. Both Mr. Roosevelt and Mr. Hoover pointed out that this bridge, of which Californians have dreamed for decades, will be the greatest in the world. But both saw more in it than the construction of a mammoth span which will stand as a monument to engineering skill and which will be used by millions. To Mr. Hoover this undertaking "marks the consummation of that unity of effort for cooperation on the part of the citizens, the municipalities, the State and the Federal Government which is the genius of our countrymen." And to Mr. Roosevelt this project, which will be financed by the Reconstruction Finance Corporation and the State of California at a cost of \$70,000,000, "symbolizes the upturn that has come in our industrial life." It would perhaps be ungracious, after all these fine words by our President and ex-President, to inject a note of recrimination. Yet we would say that no matter what "the greatest bridge" may mean to Messrs. Hoover and Roosevelt, to the rest of us it means that California once more demonstrates that it is the most adroitly agile of all the States in getting local improvements out of the Federal Government.

DROUGHT AND INSECTS

Wheat is not the only crop which is being seriously curtailed in the Midlands and the Southwest by adverse weather conditions. All varieties of small grain are described as being "mighty poor." Corn, potatoes, Northern tobacco and pasturage are also suffering from blistering heat and lack of rain. Moreover, heat and drought are not the only handicaps with which the farmers in the Mississippi Basin are forced to contend. Insects are contributing a serious amount of destructiveness. Chinch bugs, which are to the Middle West what Japanese beetles have become to the East, are moving in masses from field to field through some of the richest corn land in Illinois, and have been observed on the highways in strips 100 feet wide or more. Insects are a perennial plague for the farmer, and in years of normal weather conditions they destroy an untold amount of grain. This season they are joining with the scorching sun and prolonged dry weather to effect a serious curtailment of crops in the principal agricultural States. For this reason if for no other food prices are slated to leap upward.

OUT AROUND

Things Seen and Heard on a Week End Trip

A glance at the cover and title page this week discloses the fact that this is the 2600 issue of the Tradesman, which means that this week rounds out the first fifty years the Tradesman has been published without change of ownership, editorship or business management. I doubt if such a record, under the conditions named, has ever been achieved by any other publication in this country. Whether this is absolutely true or not, I think the record made is one which justly entitles me to a great deal of self satisfaction, especially as I have always kept in mind the clarion note I have carried at the masthead for half a century—"frank, free and fearless for the good that we can do." I have aimed to follow these three conditions with such variations as circumstances might render necessary and with as few lapses from the straight and narrow path of duty as possible. Whether I have succeeded to such an extent as to make the Tradesman a worthwhile publication I leave for my patrons to decide, but I think most of them—past and present—will agree with me that I have succeeded in giving them the most unique, original and didactic trade journal ever published in this country; that I have successfully maintained the paper on an even keel despite the storms and adversities which confront publications of this character, no matter how large a percentage of fair weather may be encountered.

There are some things about the early days of the Tradesman I have never told my readers. Perhaps a few disclosures at this time would not be out of place. I had decided to start a trade paper while working in a general store in Reed City in 1883, fifty years ago. This conclusion was forced on me by the receipt of a copy of the American Grocer, of New York, which I think was the only grocery journal published in the United States at that time. For years I talked with merchants concerning my cherished plan, but received little encouragement. During 1874, 1875 and 1876 I served an apprenticeship in a printing office at Big Rapids. I came to Grand Rapids Jan. 1, 1877, and took up employment in the editorial departments of various daily papers for the next six years as a training for future usefulness on the creature of my dreams. By the middle of 1883 I had saved \$1800, which I thought would be ample to make a start. I soon found I was not a good planner, because merchants had been betrayed so many times by publications which flashed in the pan that most of them declined to pay in advance. The Tradesman was then a four page sheet in newspaper form. Most merchants whom I approached on the subject were willing to enroll their names as subscribers, but few were willing to pay in advance. It cost money to buy paper, set type, pay for presswork, rent, postage and other necessary incidentals. Before the end of three months my \$1800 was all gone; the next months I kept the paper alive by borrowing \$3,100 from my friends.

I could begin to see daylight, but found I would have to have \$300 more to keep away from the sheriff. The banker I knew best in those days was William Widdicomb, who was then cashier of the Grand Rapids National Bank. I told him of my predicament. I remember I told him that I could see over the hill, but could not get my feet over without \$300 more money. He asked me what collateral I had. I told him my only collateral was a resolute heart and a determination to succeed. "Banks don't lend money on that kind of collateral," was Mr. Widdicomb's reply. I turned to leave the bank, when Mr. Widdicomb tapped me on the shoulder and said: "I will let you have the money." I paid the note, which Mr. Widdicomb made out for three months in two months. I will never forget the favor he did me as long as I live.

My first purchase of material was at the auction sale of the effects of the Daily Sun, which had died in the spring of 1883. I stored the material in a small room of the Eagle building on Lyon street. I was then employed on the Daily Eagle as news editor. The only thing I have left to remind me of the transaction is a little black walnut desk, for which a junk dealer might be inclined to pay 25 cents. I would not take \$100 for it, for on that desk the Tradesman was born fifty years ago to-day. It was a tradition of the printing trade in those days that a paper started with the use of type on which another paper had died would not succeed, but I managed to smash the tradition within the next few months and it has stayed smashed ever since.

I planned to retain my position on the Eagle and do the editorial work on the Tradesman out of business hours, but Eli Harrington, business manager of the Eagle, decreed otherwise; so it was a matter of "fish or cut bait." From that time on for many years my work day was from 6 a. m. to 12 p. m. without stoppage for luncheon and only half an hour for dinner at night. As I had learned early in life not to quarrel with my bread and butter, long hours did not stagger me. I worked in the office Monday and Tuesday, and mailed the paper each Tuesday evening and spent four days a week on the road, soliciting subscriptions and organizing associations of retail merchants. I do not think anyone ever worked harder to get a new business on a paying basis than I did in those days.

The career of the Tradesman has had its due share of legal attacks. We have been forced to face sixteen libel suits, some of which were exceedingly exasperating. We have won out in every case, but the cost of defending these suits has aggregated about \$55,000. In no case were the suits personal to myself. They were all based on exposures of wrong doing which would work to the detriment of the retail trade.

I do not now recall any trade journal of similar character which has so large and varied a staff of regular contributors as the Tradesman has. I do not know of any other trade journal

which can draw on so large a list of special contributors for the anniversary editions which are always published the first week in December as the Tradesman enjoys. I certainly owe a debt of gratitude to these good friends whom I can never adequately compensate for their services.

I wish to embrace this opportunity to express my hearty thanks to our patrons—both subscription and advertising—for the generous support they have accorded the Tradesman during the past fifty years and to express the hope that they may deal as generously with us in the future as they have in the past.

William M. Connelly, of Spring Lake, who has devoted eighteen conscientious and consecutive years to the advocacy and construction of cement roads, has retired from the Board of County Road Commissioners of Ottawa county. He was elected shortly after coming to Michigan. His backers proposed him for the office because of his advocacy of concrete roads over the inferior type of gravel roads which were being constructed at that time. He organized a movement at Spring Lake and secured contributions to supplement county funds and built the first one-half mile of concrete rural road in Western Michigan in 1915. This was built at the Easterly limits of the village of Spring Lake. The pavement is now carrying the trunk line trucking traffic over US 16 and looks as good as the day it was built. Soon after this, some additional mileage was built in Ottawa county and it spread to other counties and concrete was given recognition by the State Highway Department and in 1918 he was elected to the Senate to promote legislation for a bond issue for the paving of the trunk lines. This was successfully accomplished. He served another term in the Senate in 1923 and steered the first gas tax bill, which was vetoed by the Governor, but was re-enacted two years later. During his first term in the Senate he put through the bill creating our state park system and, together with Mr. Loutit, he promoted the state parks at Grand Haven and Holland which have proven so very popular. In 1928 he was elected President of the Michigan Goods Roads Association to succeed the late Philip T. Colgrove. During his incumbency, Ottawa county has had all its trunk lines paved and a substantial mileage of the county roads paved and the entire mileage of county roads well graded and graveled. A bridge program, involving nearly \$1,000,000, has been carried on in Ottawa county during his term of office. Last April he came to the conclusion that his work was pretty well completed. The promotional stage of road and bridge building had passed and there appeared to be no longer need for a full time commissioner in Ottawa county. Other business requiring his attention he tendered his resignation effective June 30. He takes an honored position with the Old Heroes of the Road, which includes such stalwart champions as Horatio S. Earl, Frank F. Rogers, Phillip T. Colgrove, Frank Hamilton, Wm. H. Anderson and others.

I like the way the state of Michigan handles the refunding of money paid it illegally, per enclosed letter from the Chief Enforcement Office of the Department of State:

Lansing, July 13 — Your letter of July 11 in which you enclose a reference made in your issue of last week in regard to malt tax refunds, has been received.

You also ask whether it will be necessary for merchants who have paid the \$25 registration fee to apply for the refund of \$20 each. This will not be necessary, as this Department is compiling a list of all retailers who have paid the \$25 fee for the current year and refunds will be sent each one as soon as possible. A complete record is kept of every registered dealer, so there will not be any chance for anyone who has paid the \$25 fee to be overlooked in the payment of this refund.

There are 385 retailers who paid the \$25 fee for the current year prior to July 1 to whom the refunds will be made. Since that time the \$25 fee has not been accepted. Inasmuch as it will not be necessary for the retailers to make application for the refund, I do not believe it will be necessary to furnish you a list of those who have paid.

Hugh E. Lillie,
Chief Enforcement Officer.

This is quite at variance with the gingerly manner in which the Federal Government attaches unfair and irksome conditions to the return of the oleo tax illegally collected by the Treasury Department.

The retail drug and grocery trade of Michigan did not fare very well at the hands of the 1933 legislature, which is conceded to be the greatest aggregation of wild cats, bear cats and non-entities ever assembled in the legislation halls of Lansing. The drug trade, under the able guidance of the new director of drugs and drug stores, Mr. Parr, undertook to place the retail distribution of drugs and foods under state supervision through the enactment of House bill No. 531. It died an ignominious death in the hands of Senator Asselein, who is chairman of the Senate committee to which the bill was referred, and who proved to be about as unfair in his methods and actions as it is possible for any man in authority to be. He ignored the receipts of hundreds of telegrams and thousands of names on petitions from retail grocers and druggists, pleading for the enactment of the bill. When the committee met to consider the measure, Senator Asselein sorted out the telegrams and petitions and left out of his file all of the favorable ones and took the unfavorable ones to the meeting. They were mostly from wholesale grocers and all read alike, as follows: "Serving 200 cities and towns in Michigan, we protest against the passage of House bill No. 531." With the assistance of Mr. Tanner, of Bay City, who acted as lobbyist for the Michigan Wholesale Grocers Association, the bill was smothered in the committee. I have always thought well of the organization named, but in this matter it was certainly badly advised and used its influence to destroy the usefulness of both the drug and grocery trades—solely to enable the members to sell aspirin to the doggeries which handle it unlawfully.

(Continued on page 23)

FINANCIAL

Business is Sharply Upward

Indices of business continue to show an improvement with steel production approximately 59 per cent. of capacity last week, carloadings 30 per cent. above last year and lumber production continuing to gain. Industrial employment was higher so that the general purchasing power has increased inasmuch as the number of wage increases were more than the number of decreases for the first time in three years. However, some unfavorable factors are still on the horizon, such as the possible abandonment of the gold standard by foreign countries and the fear that production and prices have increased faster than purchasing power. This is borne out by the fact that department store sales for June were .8 per cent. below seasonal expectations, leading one to believe that production increase has arisen from anticipatory buying and building up of inventories. However, the building up of inventories is not necessarily unsound inasmuch as such a policy is on a sound basis so long as the recovery has proceeded from a fundamental basis. The reason for this is that inventories are usually reduced during periods of depression.

The wave of enthusiasm and confidence has caused a great deal of publicity and although many old time economists believe that this activity is unsound, it seems it is better to ride with this enthusiasm and obtain the benefits.

Commodity prices have rallied from the low in February to 30 per cent. The actual figures on employment are a ten to fifteen per cent increase. Two million people have been re-employed in the last three months. The Administration stated, without reserve, that inflationary measures will be employed until both industrial and agricultural prices return to a profitable basis. Devaluation of the dollar will undoubtedly follow a rise in commodity prices to 1924-5 levels, after which, naturally, would come management of currency in order to provide price stability.

Most current views of economic authors are that business is sharply upward with improvement to continue during the coming months.

J. H. Petter.

Sherman Law Club Held Over Groups

It would be a remarkable outcome of "industrial planning" if business men, under whip and spur publicly consented to sundry schemes greatly increasing their labor and other costs, and at the same time quietly, without direct official sanction or Government supervision, arranged among themselves for control of their production and selling prices.

Yet as events are now shaping themselves, such is certainly to be reckoned with as a distinct possibility. Understandings of the sort have long existed, but of late have rarely been effectively enforced in American industry and trade. It is an open secret that many producers, when the so-called industrial recovery act was being pushed through Congress, entertained high hopes of being able publicly, officially and effectively to fix, and of course to

raise, their prices by joint agreement.

Such action on their part, however, has been officially frowned upon, although of late perhaps not so severely as formerly. At the same time it is obvious that the co-operative work that has been done and is being done in formulating, agreeing to and enforcing the so-called "codes of fair competition" renders it much less difficult for groups to reach and enforce private agreements as to other matters—always, of course, provided there is no active and aggressive interference from the part of the Government. A good many branches of business are being advised, so it is said, to proceed with such a policy.

Some time ago a veiled threat was issued in Washington of procedure under the Sherman law against such groups as did not co-operate in working out codes under the recovery act. Are we now to conclude that those who work agreeably with the Government agencies in setting up "codes" are in practice to be immune from the penalties of the anti-trust law in respect of supplementary agreements not officially known to the Government? If so, we may rest assured that price and production compacts will quickly spring into real if not conspicuous life.

Plainly such a development would be hazardous in the extreme. It is one thing to permit monopoly or semi-monopoly safe-guarded by adequate public supervision. It is quite another to allow it to flourish, as we have often done in the past, by winking at its existence.

(Copyrighted, 1933)

Proceedings of the Grand Rapids Bankruptcy Court

In the Matter of John J. Rutgers Company a Michigan corporation, Bankrupt No. 5271, first meeting of creditors was held July 6, 1933. Bankrupt present by G. John Rutgers, Secretary-Treasurer and Manager of corporation, and represented by Diekema, Cross & Ten Cate, Attys. No creditors present or represented. G. John Rutgers sworn and examined without reporter. Claims proved and allowed or objected to. Fred G. Timmer, Grand Rapids, Michigan, trustee; bond \$1,000 Meeting adjourned without date.

In the Matter of Floyd Stanley Voelker, Bankrupt No. 5211, first meeting of creditors was held July 6, 1933. The bankrupt was present in person and represented by Corwin & Davidson, Attys. Creditors were represented by Grand Rapids Credit Men's Ass'n. Claims were proved and allowed. Bankrupt was sworn and examined before a reporter. Fred G. Timmer, Grand Rapids, Michigan, trustee; bond \$1,000.00. Meeting adjourned without date.

July 10, 1933. On this day schedules, adjudication and reference in the Matter of Otto E. Dunivan, Bankrupt No. 5304, was received. The bankrupt is a machine operator for National Standard Company, Niles, Michigan. The schedules show total assets of \$100.00 (all of which are claimed exempt), and total liabilities of \$612.00, listing the following creditors:

Arthur F. Eycleshymer, Niles	\$357.00
Roy Rice, Niles	50.00
Consumers Fuel & Ice Co., Niles	60.00
Leonard & Laberteaux, Niles	50.00
Troost Brothers, Niles	75.00
Ambrose Mould, Niles	20.00

July 12, 1933. On this day the involuntary petition, adjudication and reference in the Matter of L. A. Schnaper, Bankrupt No. 5298, were received. The bankrupt has been directed to file schedules within ten days from date, upon such filing, a summary of assets and liabilities will be noted herein.

July 12, 1933. On this day schedules, adjudication and reference in the Matter of Charlie Vanassche, Bankrupt No. 5314, were received. The bankrupt is a farmer of Evart, Michigan. The schedules show total assets of \$2,063.00 (all of which are claimed to be exempt) and total liabilities of \$745.85, listing the following creditors:

Drs. Henry J. Vandenberg and Henry R. Smith, G. R.	\$126.20
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Emelda Deacey, Evart	275.00
Evart Co-Operative Ass'n, Evart	25.00
Evart Co-Operative Ass'n, Evart	70.00
B. F. Shove, Evart	85.00
B. F. Shove, Evart	16.00
First Nat'l Bank of Evart	21.00
Farmer's Mutual Fire Insurance Co., Big Rapids	35.00
Claude Haddix, Evart	30.00
Robert Rossether, Evart	6.00
Harry Tranes, Evart	5.00
George Erbes, Reed City	1.65
Estate of Phillip Orwant and Juuice Watchiz and Juuice Watchiz and Carl Orwant Heirs of Phillip Orwant, G. R.	50.00

July 10, 1933. On this day schedules, adjudication and reference in the Matter of Alex Gordon, Bankrupt No. 5313, were received. The bankrupt is laborer of Clyde Township, R. No. 3 Fennville, Michigan. The schedules show total assets of \$79.00 (all of which are claimed exempt), and total liabilities of \$253.10, listing the following creditors:

Sam W. Miller of Holland, Mich.	\$253.10
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July 12, 1933. On this day schedules, adjudication and reference in the Matter of Jed Grace, Bankrupt No. 5320, were received. The bankrupt is a laborer of the Township of Brady, Michigan. The schedules show total assets of \$100.00 (all of which are claimed exempt), and total liabilities of \$249.57, listing the following creditors:

Dr. Frank Collier, Vicksburg, Mich.	\$110.97
Charles Woodruff, Vicksburg	9.00
J. M. Smeltzer, Vicksburg	1.35
Devilla Borten, Vicksburg	8.00
Neb. Frisbie, Vicksburg	19.00
Mutual Fire Insurance Co., Men-don, Mich.	4.00
Curtis Publishing Co., Philadelphia	11.00
Dr. John McGregor, Kalamazoo	11.25
H. H. Tiefenthal, Vicksburg	5.00
Fred Groat, Battle Creek	30.00
Frank Babelia, Vicksburg	40.00

July 12, 1933. On this day schedules, adjudication and reference in the Matter of Alvin E. alla James E. Neubecker, Bankrupt No. 5314, were received. The bankrupt is a machinist of Grand Rapids, Michigan. The schedules show total assets of \$300.00 (all of which are claimed exempt), and total liabilities of \$1,068.60, listing the following creditors:

Citizens Industrial Bank, G. R.	\$118.75
Industrial Mortgage Co., G. R.	72.25
Herman H. Weber, G. R.	77.85
St. Mary's Hospital, G. R.	75.00
Mayo Clinic, Rochester, Minnesota	70.00
Harm H. Broene, G. R.	262.50
Dr. H. J. Vandenberg and Richard R. Smith, G. R.	155.50
Dr. Fred P. Currier, G. R.	14.00
Houseman & Jones Clothing Co., G. R.	13.00
National Clothing Co., G. R.	27.50
VanDerLaan Fuel Co., Wyom'g Pk.	5.75
Lowman & Anderson, G. R.	15.00
Hattem's Conf. Store, G. R.	12.00
Associates Inv. Co., G. R.	96.00
A. G. Rasch Motor Co., G. R.	53.50

July 12, 1933. On this day schedules, adjudication and reference in the Matter of Virgil Miner, Bankrupt No. 5316, were received. The bankrupt is a laborer of Kalamazoo, Michigan. The schedules show total assets of \$25.00 (all of which are claimed exempt), and total liabilities of \$813.73, listing the following creditors:

Martin Epstein, Kalamazoo	\$ 8.00
Lucas Coal Co., Kalamazoo	8.75
Esther Cecola, Kalamazoo	17.00
Gagnier's Tire Store, Kalamazoo	26.00

Julan Goldman Union Store, Kala.	\$66.00
Moskins Clothing Co., Kalamazoo	47.50
Desenberg's, Kalamazoo	48.00
Costlow's, Kalamazoo	8.75
George J. Pyle, Kalamazoo	8.75
Dr. Horace Cobb, Kalamazoo	16.00
Dr. Edison E. Rogers, Kalamazoo	10.00
Cook Coffee Co., Battle Creek	12.00
C. F. Adams Co., Fort Wayne	9.00
Spiegel May, Stern Co., Chicago	8.98
Claude De France, Kalamazoo	90.00
Orrin B. Hays, Kalamazoo	56.00
Hays & DeFrance, Kalamazoo	56.00
DeHaan & Son Real Estate, Kala.	317.00

July 12, 1933. On this day schedules, adjudication and reference in the Matter of Jay R. Lichty, Bankrupt No. 5317, were received. The bankrupt is a Railroad Man, of Grand Rapids, Michigan. The schedules show total assets of \$350.00 (all of which are claimed exempt), and total liabilities of \$1,017.56, listing the following creditors:

Personal Finance Co., G. R.	\$300.00
Young & Chaffee Furn. Co., G. R.	35.00
Eleanor B. Kline, G. R.	about 80.00
Bob Ruschman, G. R.	91.37
John Kamstra, G. R.	80.00
St. Mary's Hospital, G. R.	20.00
David R. Eason, G. R.	100.00
Dr. Harmon C. Wolfe, G. R.	76.00
John B. Hop, Coopersville	20.00
E. Baragar & Son, G. R.	30.00
Herpolsheimer's, G. R.	17.24
Martha E. Nolan, Edmore	50.00
Samuel Samrick, G. R.	15.00
Young & Chaffee Furn. Co., G. R.	102.95

July 7, 1933. On this day first meeting of creditors in the Matter of Herbert H. Menerey, doing business as Menerey's Drug Store, Bankrupt No. 5276, was held. Bankrupt was present in person and represented by Harry H. Geoghan, Atty. Certain creditors present in person. Bankrupt sworn and examined before a Reporter. Fred G. Timmer, Grand Rapids, Michigan, trustee; bond \$500. Meeting adjourned without date.

July 7, 1933. On this day first meeting of creditors in the Matter of Paper Prod-

(Continued on page 23)

Analysis of any security furnished upon request.

J. H. Petter & Co.
Investment Bankers
343 Michigan Trust Building
Phone 4417

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LOSSES
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LANSING MICHIGAN
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GRAND RAPIDS

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.

Business Is Decidedly "Easier" for the Grocer

Grocers have been looking forward to elimination of "sales below cost" as a great boon, but always under any arbitrary regulation, "planned" or otherwise, unexpected factors come into play and what happens is not what we thought would happen.

In such conditions, as in all other conditions, there is one safe course for the grocer. That is to watch his daily work and perform it to his best ability; to arrange his margins to cover his expenses and leave him a profit; to buy with conservatism and devote himself to the always big job of selling. And this means courage and character. If you have those you will get by; but no legislation ever put ability into any man.

One experienced grocer points the certain way, thus: "It is not easy to raise one's price while competitors continue to sell on the old basis because they still have stock bought on old costs; but I am determined to run my business as I think proper and not be swayed by what my competitors do. If my price mark-up is justified, based on what I now pay, I will mark my goods up, whether I have one case in stock or 100 cases.

"I was compelled to take my loss when things declined, and I am going to compel myself to take the gain as costs advance. Otherwise, I might often sell for less than replacement cost, not mentioning loss of profit."

"We can not hope to keep tab on every advance in a stock like ours. There will be enough losses from such oversights without passing up earnings on things we know about. At that, I do not expect to be caught on many things because I am watching the market closely.

"This inflation is going to be a fine spending spree, a real snappy one, too, plenty of action, while it lasts — and that is what business thinks it craves — but, oh my, what a headache there will be when it is all over!"

Because this merchant is no tyro, what he says is worth listening to. He may be right about the spree, for never yet has any people attempted to guide Supply and Demand and economics without results altogether unlooked for. My own frank opinion is that eternal truth remains: That we can not borrow ourselves into prosperity — and, with all due regard for our fine President, whom I admire as much, I think, as anyone could do, that is the course we have now embarked upon.

In any event, we return to the thought above expressed—that our business is to attend to our affairs with concentrated devotion because, whatever happens otherwise, our own affairs are what we must depend on for our daily bread and whatever of profit we hope for. As another keen observer

—far removed in district from the one observed quoted—says:

"I keep coming back to my firm belief that a grocer's real competition is within the four walls of his store, though most of them take that statement as 'a voice crying in the wilderness.' They want somebody to give them something free—even if it be no more than 'one case in ten!'"

"A lot of grocers associations have gone political," continues this same observer "They are now so interested in getting this or that law passed or the other defeated that they have lost sight of their real function. One of these days they will learn, as other associations have hitherto learned, that playing politics does not pay—especially as you will lose all your membership if you play long enough."

And now comes Representative J. W. Wadsworth, himself surely a politician, expressing fear of projected "regimentation of business" and says:

It cannot get out of my mind that government is politics, and if government controls business, politics controls business, and politicians are still looking for votes. Politicians have never been able to tell people more than they know about earning a living."

That's worth thinking about, especially in the light of the fact that, with the few exceptions such as Senator Capper, who is a large publisher and was a highly successful business man before he entered Congress, our taxes are fixed, appropriations voted, our money spent by men who have never in their lives produced a dollar of wealth.

As a last word on politicians—for this week!—note this from Colonel R. R. McCormick, publisher of the Chicago Tribune:

"Eight months have passed since I issued the challenge 'that there is not a cabinet officer, there is not a member of Congress, who can demonstrate that even one-half of the money appropriated for any department of government is used for the purpose designated.' The challenge has never been taken up. The accused stand mute."

Such is the will-o'-the-wisp we chase after with such childlike hope!

The level headed grocer will read and ponder such items as "Pleasing 500 Women" which recently ran in a prominent trade paper. "If some near-successful grocers would apply themselves to that task," continues my last commentator, "they would have little time for anything else. Incidentally, they would also make a profit and their children could wear shoes again."

Again: "Most grocers have had a decline in dollar volume, and not being too quick on the trigger, have not readjusted expenses downward in keeping with declines in commodity costs. Many have cut salaries, but not enough nor fast enough to keep pace with declining volume. The little fellows have been hard hit and often. The loose thinking they practice is of course at the bottom of the trouble."

And here is a gem pointer: "About 14 per cent of solo grocers are now on a cash-carry basis. Many small ones are changing to cash from necessity. Others with poor credit-handling capacity are feeling the pinch. So the capable credit grocer has never had a

better opportunity to widen his influence, develop new accounts and strengthen his business. Blankton's have added more than 300 new accounts in the past three months. They have two full-time men out beating the bush right now looking for more."

That confirms what I have always experienced and said: That there is no trade like good, reliable family credit business. But that is obtained, fostered, increased and made profitable by the grocer who seeks it out. That means, he goes after the kind he wants. Contrast that process with what happens in the store where every change is made at the request of the customer—generally in need of credit and of dubious responsibility.

Grocers who get the right slant on this have no complaint to make of

credit trade. The right slant is to observe chance customers, follow them up, learn about their circumstances and credit standing, and solicit the accounts of those found to be desirable. Such accounts, got this way and then watched with unremitting care and vigilance, are the real backbone of successful service family business. Grocers who get this thought properly into their systems and follow its guidance are so busy making real profits that they have little time to discuss or even think about what goes on in Washington, Sacramento, Springfield or Boston capitol buildings.

For this is true: The food business is the best, steadiest of trades. It provides well for the man who understands it and grasps its possibilities.

Paul Findlay.

Rademaker-Dooce Grocer Co.

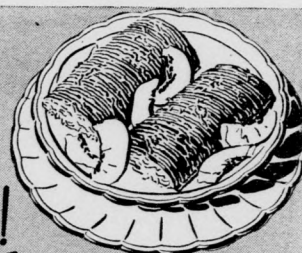
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FREMONT SWEET PEAS
BIG MASTER MALT
BLUE RIBBON MALT
BOUQUET TEA

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HOT WEATHER

Money Maker!



SHREDDED WHEAT is one product you can depend upon to sell in summer. It's ready-cooked, ready-to-serve... keeps women out of hot kitchens. And here's another tip... feature Shredded Wheat with fruit, and you make a double sale. Give it this extra push, and it will pay extra profits, extra FAST!



NATIONAL BISCUIT COMPANY
"Uneeda Bakers"

MEAT DEALER

Rapid Progress Made in Meat Preservation

Since the days when Pharaoh, King of Egypt, saw in a dream seven fat kine come up from the river only to be consumed by seven lean kine that came up from the river and, because of the interpretation made to him gleaned and stored through seven prosperous years to care for seven years of famine that followed, mankind has sought for various and better ways to store and carry food products from seasons of harvest and plenty through winters and planting and growing seasons to the next harvest. The preservation of food by the extraction of heat was known to the ancients, who stored food in caverns and caves. The Romans cooled their wines by immersing in a vessel of cold water to which they added saltpeter. Pioneers and farmers of early days preserved meat by cutting into pieces, freezing in wintertime, and burying in cellars, also by curing with saltpeter and salt and other methods.

As late as 1889 cold storage for meats and other products was mainly by natural ice. Refrigerator cars were comparatively new and were refrigerated by ice and salt in bunkers at the ends of the cars. This system for refrigerating meats for transport was less expensive and superior to the transporting of live stock to eastern centers for slaughter, and because of this and other advantages Chicago became the greatest meat packing center in the world instead of cities on the Atlantic coast. It was also found that the eating quality of meat, especially beef and mutton, was improved by refrigeration. Much good food was wasted until necessity, the mother of invention, produced mechanical refrigeration by evaporation of certain liquids into gas and by the cold absorption and brine systems. This system was used by large packing companies and by ocean going steamers, and became a great factor in moving and exporting beef from the great herds of cattle of the plains to European markets.

It was not, however, until about the beginning of the present century that improvements in mechanical refrigeration and better methods of construction and insulation of plants made possible the advancement of public cold storage as an industry. Packers found it far too costly to build expensive cold storage space to provide for peak requirements and the maintenance of the same was too heavy a burden on slack seasons, and much more economical to use public cold storage at a moderate fixed charge. Also, the ever-growing multiplicity of human needs of higher civilization and greater population made public cold storage an absolute necessity.

In former years turkey at Thanksgiving time and an occasional one through the winter sufficed, but now my lady may have turkey at leading hotels and restaurants or through her purveyor on any day of the year. Likewise, the tender and flavory broiler, for which the taste seems to grow insistent in early spring before broilers are to be had in sufficient number,

may through cold storage be had now, as also the Watertown goose or the Long Island duckling, at any season of the year.

The lowly and all important hen with the first warm days of spring does her best and most prolific work and produces the best product in greatest quantities in April and May. Cold storage is invoked and the products are carried with moderate expense to the fall and winter months when eggs are insufficient in number to meet requirements. Manufacturers of noodles and salad dressings require egg yolks and the baker of angel food cakes, confectioners and others require egg whites, and so during the flush season for eggs they are broken and separated, the yolks from the whites, and put in thirty-pound cans, and millions of pounds are frozen and stored. Bakers with small modern ice machines find it convenient and more economical to buy just the portion of the egg required.

Many people believe the proverb that "an apple a day keeps the doctor away." Anyway, they like their apple with the crispness and flavor of the apple just picked from the orchard: so the orchardist and transporter join hands with cold storage and the want is supplied. Likewise, Mr. Citizen prefers green apple pie, cherry and berry pie, and bakers have found that flavor and color can best be preserved by freezing and cold storage of fruit juices. So the need for public cold storage warehouses has grown.

However, meat is the most important food requiring in large quantities constant refrigeration. Meat curing and storage is approximately 50 per cent. of the total business volume of the United States Cold Storage & Ice Company of Chicago. The installation of equipment to serve the meat packer in curing products while holding them is comparatively a new feature and was first installed by this company to provide facilities for curing which would obviate the necessity of returning products to the packer's plant for cure and at the same time guarantee a uniform, mild, and fresh cured product.

Thus, packers who operate no curing cellars of their own are provided facilities for curing at a specified price which materially simplifies the figuring of costs. Hams and other products are either cured by our own formula or the formula that the packer owner specifies. Equipment of this plant is sufficient to carry in cure ten million pounds of hams and other meat products at one time. Hams, picnics, and square cut and seedless bellies are shipped direct to us by packers or purchased by other packers, through their brokers, who have brokers send to us copies of their purchase confirmation, giving specifications of range, weight, etc., and price, that we may watch for and inspect the product on arrival to see that it equals purchase specifications.

Our curing service has been found especially advantageous to those who have a large trade in fancy, mild, fresh cured hams. They know their requirements and order hams to cure in anticipation of the same, and thus have always at their command a standard,

mild, fresh cured ham of one cure which they could not get so well in the market, where hams would be of different cure and also, being from stocks held for trade, would vary in the age of the hams. Ninety-five per cent. of the hams we cure are shipped within two or three days of the date they are cured. Thus, without a large outlay in expensive curing cellars and refrigeration to care for peak requirements, they have a supply of hams that in ordinary times costs less than those they would get on the general market, as the larger supply of green hams is had during the seasons of heavy hog runs and the supply is lighter during the season of heavy consumption of pickled hams. Also, pickle gains, which go to the curer, go a long way towards paying curing costs.

Not only did packers early find it much more economical to use cold storage at a small fixed charge than to build space to care for peak requirements, but there is also a call for curing service from different sources and for various reasons.

The sausage maker may require a cure for certain products held in storage. He may lack experience or facilities and so require a fancy dry cure for his trimmings for his Holsteiner sausage. He will require pork loins, to be certified by the Government in holding freezer room, for various cuts of pork to be used in sausage or in Canadian bacon. A dealer in Colombia, or other foreign ports may have a taste and a trade for a special cure in pig-tails, pig smoots, spareribs or other

(Continued on page 22)

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

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



A complete line of canned vegetables and fruits

FLEISCHMANN'S YEAST . . . will help YOU!

Eat three cakes of Fleischmann's Yeast every day yourself and see how it tones up your whole system, peps you up and increases your appetite.

It is now doing the same for your customers. Remind them of it. You'll enjoy steady sales of this popular product and get extra chances to sell other products as well. More sales mean bigger profits!



FLEISCHMANN'S YEAST A product of
STANDARD BRANDS INCORPORATED

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.

An Entirely New Philosophy in Business

It was probably because business seemed helpless to help itself that Government took a hand. And whatever our political inclinations, it must be admitted that immediately upon his assumption of office President Roosevelt initiated action and assumed leadership. Now the industrial recovery bill comes as a supplement to other measures which have been proposed and adopted.

Through this, the government says to business, in effect: "For years you have been urging the modification of the anti-trust laws so that groups within an industry might control production, curtail cut-throat competition among themselves and maintain price levels profitable to business.

"Under this act you are going to be given the opportunity to regulate prices within certain limits, but you must also provide more work and better compensation for employees by adopting minimum wage scales and maximum hours of labor, thereby increasing the purchasing power of the consuming public."

In the absence of action and leadership on the part of business it would seem that we are bound to follow the new leadership even though the various proposals, when considered together, indicate a complete new economic philosophy.

The new economy seems to contemplate that instead of the individualistic course of the past in which the iron hand of competition has ruled, we are now entering a period of cooperation which will eliminate much of the present cut-throat procedure and the price-cutter will be considered as the enemy of all.

This means, of course, that most of us will have to entirely revise our business thinking; that we must think not only of getting fair prices for the goods we sell, but that we must be equally willing to pay fair prices for the goods we buy.

Certainly if all merchandise is priced on the basis of reasonable production costs, while the factors entering into those costs are more nearly equalized and profit margins fairly adjusted, all business factors should benefit and the results should be in the interest of the public as well.

In the several pieces of legislation so far promulgated, the administration has worked on the theory that the farmers should have adequate prices for their products; that the wage earners should have a living wage and reasonable continuity of employment; and that, with proper safeguards, these things should make business active and once more profitable.

It is the expressed hope that the industrial recovery act shall bring production and distribution into proper balance; that over-production and the resultant dumping of distress stocks shall be largely eliminated; and that

there will naturally follow an increased flow of fairly priced merchandise through the channels of distribution.

In the new program the application of the anti-trust laws will be sufficiently relaxed to permit the fixing of minimum prices to eliminate some of the worst forms of competition, along with schedules for wages and working hours, which shall be satisfactory to the government. Selling below cost will be one of the prohibitions.

Business is naturally greatly pleased with the opportunity to regulate prices with more freedom, but there is much less enthusiasm for the accompanying demand for higher wages and shorter working hours.

It should be kept in mind, however, that this is a measure for industrial recovery; for an improvement of the business conditions we now have, by giving work to more people and releasing more money with which the public may purchase merchandise to supply accumulated needs; and that the control of prices will be wholly secondary to wage scales and hours of labor.

It may even be that agreements as to resale prices will have the approval of the new administrative body. No one knows just how far-reaching this new theory of business may go, nor the eventual extent of the co-operation between government and business.

As an act to promote industrial recovery, the bill provides for two years of operation, but informed authorities say there is little likelihood of such a termination. Rather it is the thought that an entirely new business procedure will have been developed for continued practice.

Of course it is apparent from this brief synopsis that the application of the law will be much more to the production industries than to distributing groups. It is perhaps natural enough that official thinking should have been largely directed to basic processes. But all business groups are covered by the act. All groups must work in harmony with the measure.

Wholesalers come under its provisions somewhat more than retailers because they are more generally engaged in interstate commerce; but retailers are necessarily concerned with its operation, for distribution practices must be considered as a part and parcel of the whole, if the law is to serve the purpose intended.

Certainly retailers and wholesalers are vitally concerned with the codes which may be set up by producers. It is most essential that they be watchful that such codes shall contain nothing detrimental to their interests.

The right to be heard in such matters is prescribed in an amendment to Section 3 of the bill at the urge of retail organizations, since the effective working of the law requires the same measure of fairness respecting prices and cut-throat competition in distribution as in production.

This makes it most important that trade association structures shall be strengthened, and at the same time emphasizes the fact that the interests of the individual can be protected only through association membership.

Certainly the industrial recovery measure seems to be intended to re-

lieve distribution as well as production from such competitive ills; and as the means to a much desired end, its administration should have the support and cooperation of all classes of retailers and all retail trade organizations."

Herbert P. Sheets,

Managing Director of N. R. H. A.

What Toys Mean To Child

Children need toys the year around. They are much more than mere playthings. From earliest babyhood a child learns from the toys that he handles, and if care is taken to give him suitable playthings at each age, toys help materially in his development.

Every few months during the year the family should provide a few new toys, to give a change and meet the child's widening interests and to encourage skills learned from the playthings he has already, suggests Mrs. Rowena S. Carpenter, child specialist, United States Bureau of Home Economics.

At all ages the aim should be to choose for the child toys with which he can do or make something Mrs. Carpenter points out, rather than toys which are merely to hold, to look at, or to watch other people wind up. The toddler of one and a half to three years needs toys which can be built up and put together easily. His toys should be large, simple, and durable.

For physical development and outdoor play he will like a sandbox and sand toys, a low swing, a large ball, a pail and shovel, a kiddie-car, a wheelbarrow, express wagon, and other toys to roll, push, pull, or ride on. These should all be sturdy and made so as not to tip over easily. One very satisfactory type of small wagon to pull along is reversible—that is, it will roll either side up. One of this type is a "peg cart." Colored pegs fit into holes in the wagon bed, which trains the child's hand and eye in matching shapes and colors.

Imitative play calls for sturdy dolls, unbreakable housekeeping toys and other equipment for make-believe games. Manipulative and creative play requires such toys as a train with interlocking cars, a small-size peg board, colored pyramids, nested blocks, large lightweight building blocks, large beads to string, blackboard and chalk, or an easel, paper, and jumbo crayons.

The child learns rhythm from such toys as a tom-tom, a sweet-toned bell, and from hearing good music played, and learning to keep time. He will like, at first, linen or cardboard books

with short, simply-phrased stories that can be read to him.

A little later the same general needs are met by an expanded list of toys that develop the muscles, that stimulate imaginative and imitative play, and that make pleasant noises.

"Playthings for any age need not be numerous or expensive to make the child happy and to contribute to his development," Mrs. Carpenter points out. "In every home there are pieces of equipment not in use, or waste products that can be turned into toys. Some of these in every home are: Spools, clothespins, a wooden spoon with a pie pan, a firm pasteboard box with a close-fitting lid—perhaps a shoebox or a smaller size, or dessert molds for the sand pile.

"Big wooden boxes are good to stimulate climbing and jumping, or they can be turned into dollhouses or garages for toy vehicles—or even into playhouses, if large enough."

Having the right toys is part of the problem; having a place at which to keep them in orderly fashion, and a suitable place in which they may be enjoyed, is the rest of it.

Resinous House Next?

The idea of building a house with an exterior of porcelain enamel seemed extremely novel when it was first brought forward. What will be said, then, to the possibility that in future we may have houses with exteriors of phenolformaldehyde or other synthetic resins?

I do not know that such a possibility has actually been suggested. But it is a fact that a fiber-coated steel sheet has just been developed with a surface especially designed to be an anchorage for resin adhesives. When this surface is penetrated by the resin, the resulting board is said to be approximately 45 per cent. stronger than boards made by present methods of attachment to etched steel.

Economies both of time and of materials are promised from this new method, because one pressing operation is all that is required to produce a finished veneered steel panel. Since a wide range of colors is possible, the potential results from an artistic standpoint are incalculably varied.

There are three modes of bearing the ills of life: by indifference, which is the most common; by philosophy, which is the most ostentatious; and by religion, which is the most effective.—Colton.

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

GRAND RAPIDS, MICHIGAN

DRY GOODS

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

Dry Goods Merchants Gone To Their Reward

While in a meditative mood recently Jason E. Hammond noted down the names of the members of the Michigan Retail Dry Goods Association who have gone to their reward during the thirteen years he has served as manager of the organization. This list is as follows:

D. M. Christian, Owosso
 Geo. T. Bullen, Albion
 J. B. Sperry, Port Huron
 J. W. Knapp, Lansing
 M. W. Tanner, Saginaw
 Chas. Trankla, Grand Rapids
 A. L. Ballantine, Port Huron
 Edw. C. Priehs, Mt. Clemens
 John Kuhn, Mt. Clemens
 L. H. Field, Jackson
 W. L. Freed, Jackson
 Moses I. Jacobson, Jackson
 Edgar W. Glasgow Jackson,
 J. B. Branch, Coldwater
 Harry Woodward, Coldwater
 W. L. Thoms, Centerville
 Fred Cutler, Jr., Ionia
 T. A. Carter, Ionia
 C. W. Carpenter, Kalamazoo
 Chas. W. Young, Benton Harbor
 E. S. Clark, Greenville
 E. G. Cook, Jackson
 E. L. Pierce, Quincy
 Moses Rosenthal, Flint
 J. W. Ippel, Saginaw
 Guy B. Davis, Ypsilanti
 W. L. Kishler, Ypsilanti
 Edward G. J. Lauer, Monroe
 Willard C. McConnell, Adrian
 H. F. Beese, Petoskey
 D. W. Robinson, Alma
 L. W. Stein, Allegan
 C. P. Lillie, Coopersville
 A. Loeffler, Wyandotte
 C. W. Mellen, Ann Arbor
 J. D. Wagner, Plainwell
 B. F. Simons, Jr., Lansing
 F. Kramer, Gaylord
 C. P. Doyle, Marlette
 S. A. Lockwood, Lapeer
 H. C. Pinkerton, Lapeer
 H. P. Streng, Kalamazoo
 C. L. Ponsford, Northville
 Ed. W. Vogel, Chelsea
 Jacob K. Scherer, Benton Harbor.

Pepperell Withdraws Sheet Prices

The Pepperell Manufacturing Co. has withdrawn prices on its entire line of wide sheeting, sheets and pillowcases as a result of current uncertainty over quotations. A new and higher list will be ready within a few days. The company also marked up prices on Pepperell tubing an additional cent per yard. The leading branded sheet and pillowcase lines, including Pepperell, were placed on a higher basis last week.

Men's Distress Goods Cleaned Up

Men's wear buyers, who have been shopping in the markets for off-price goods for August sales, report that practically no distress merchandise is in evidence. The prices on the small lots that have been uncovered, in most

cases are higher than those prevailing on regular styles a month or two ago. Buyers have been advised to pick up whatever goods they can at prevailing prices, as by the time August promotions are put on quotations will be much higher. Stores are making every effort to get as much Fall merchandise on their shelves as possible as a protection against rising prices.

Advance Curtains 25 Per Cent.

Manufacturers exhibiting Fall lines of curtains at the New York Curtain and Drapery Style Show, quoted prices approximately 25 per cent. above the levels prevailing early this month. The quotations were not official but were made to permit buyers attending the exhibit to cover requirements up to Sept. 1. Most of the producers showing lines are restricting sales to early Fall deliveries and are reserving the right to advance prices later. Buying was heavy yesterday and a number of the leading mills announced that they had sold up their production for the coming six to eight weeks.

\$1.95 Shirt To Be Favored

The rising price tendency in shirts will restore to its former favor the \$1.95 number during the Fall season, according to comment in manufacturing circles. In the last few years, emphasis on cheap goods has put the \$1.95 style in the expensive ranges and taken it out of the volume classification. Higher fabric and labor costs, however, will necessitate sharp increases in prices, with the result that the \$1.95 style will probably become the volume number, as it was before the slump. A large volume of business will continue to be done on \$1.35 and \$1.65 styles, however, it was said.

Electrical Appliance Call Off

A general lull in the demand for electrical household appliances is noted in the industry this week. Producers believe that both wholesalers and retailers purchased such heavy stocks of merchandise before the 10 per cent. price increase went into effect on July 1 that they will not be in the market for goods again until the homewares trade opening is held later in the month. Reports are current that the Fall lines which will be exhibited at the trade show will be priced from 5 to 10 per cent. above prevailing levels, but manufacturers refuse to confirm the rumors.

Boys' Wear Buyers Optimistic

From the standpoint of registration and the volume of orders placed, the Fall buying convention of the Boys' Apparel Buyers Association, which closed last week at the Hotel Astor, was one of the most successful ever held. The registration totaled 360, the heaviest in the organization's history. Orders for all types of goods were very heavy, the novelty styles brought out since initial orders were placed attracting considerable attention. Buyers attending the convention were in an optimistic frame of mind and freely predicted a substantial increase in retail sales during the Autumn.

Knit Sportswear Lines Ready

Lines of both better-grade and popular-price sportswear are being rapidly completed and a brisk Fall season

is anticipated in the trade in New York City. Retailers have already shown interest in angora, chenille and boucle styles, with some attention also accorded tweed-like effects in knitwear. The trend is strongly toward one and two piece effects, with a variety of three-piece styles also being shown. The new styles are featured by peaked shoulder treatments, similar to the trend in Fall dresses. The new grays are favored colors.

Ribbed Silks Gaining Favor

White satins continue to be in active demand in current sales of silks, the trend toward ribbed silks is gaining strong headway for Fall. Fabrics on the order of failles, bengalines, Ottomans and the marocain weave promise to meet with the best demand in several years. Novel surfaced crepes are also gaining in importance from a fashion standpoint. For evening wear considerable interest is already being shown in taffetas. Black leads in the orders placed so far.

Attendance Good at Curtain Show

Heavy attendance of buyers continued at the Fall opening of curtain and drapery lines at the Hotel New Yorker last week, despite the fact that manufacturers refused to quote prices for Fall delivery. The producers, participating in the exhibition which is sponsored by the Curtain and Drapery Style Show, planned to make definite announcements on prices this week. It is understood that the new prices on cotton curtains will be from 20 to 25 per cent. above the levels quoted last week for spot delivery.

We are informed that the farmers of the U. S. A. are refinancing. We are going to consult a good farmer and learn how he does it, so we may go and do likewise.

The bachelor comforts himself with the thought that disappointment in love has one consolation—it may have saved him a greater disappointment in marriage.

MICHIGAN BELL TELEPHONE CO.



TELL THEM OF MICHIGAN'S 5000 LAKES

URGE relatives and friends in other states to vacation in Michigan . . . to enjoy its thousands of unexcelled lakes, streams and beaches; its splendid system of highways; its hotels, resorts and other recreational facilities.

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 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

Is the Hotel man Doing the Tourist Justice?

Bay City, July 17—My visit at Detroit was one of the bright spots of my Michigan sojourn, just as I expected it would be. One couldn't really put up at Hotel Norton without anticipating a full measure of pleasure. C. W. (Charley) Norton, its founder, is one of my oldest and best friends in the great pastime of running hotels and his genial son, Preston D., managing same, has for some dozen years also been very close to the head of my visiting list. Then there is W. H. (Bill) Rademaker, a worthy assistant, who in combination with the other two, helped to make a ship's crew, whose every move gave me a thrill. The Norton is one of a very limited number of institutions in the broad U. S. which never resorts to the utilization of "crepe" in its affairs. It does a good business always and is still very well within the "black" in its operation. The same may be said of the other element, in the Norton chain, the Norton-Palmer, across the river at Windsor. When there is prosperity in evidence there is always a good feeling all around, and certainly in this instance, there was no "sobbing." The Norton is one of those enterprises which is constantly abreast of the times in its "up-keep" and a never failing source of surprise and satisfaction when it comes to a survey of its manifold provisions for the comfort of its patrons. Plenty of traveling men coming and going and all of them breathing optimism. Preston D. is at the managerial head of both institutions, but as a gladiator and entertainer C. W. has lost none of his cunning. Am going back there shortly to instruct them in hotel operation and will consequently reserve for the future mention of abundant details which I will offer for the perusal of their legion of constituents. Many changes have occurred in the personnel of Detroit hotels. I had hoped of catch up with another old standby, W. J. Chittenden, Jr., resident manager of the Book-Cadillac, but he was sojourning at his summer home on Cape Cod. J. A. Frawley, managing director and his assistant, E. J. Bradwell, were good to me and offered me a "rain-check" for utilization on a future visit, when I declined to "check out" from the jurisdiction of the Norton clan. W. J. (Bill) McKay, is now managing the Fort Shelby; A. E. (Bert) Hamilton still presides at the Fort Wayne, where I discovered another old comrade, Seth Frymire, at present unattached. I want John R. Wood, conductor of the Michigan Railway Guide, to understand positively that it was no fault of mine that he was out cultivating cucumbers and picking gooseberries on his "ranch" near Brighton. He is also in for it later.

"Bill" Rademaker, aforesaid, and his good wife "Betty" — she driving — transported me to my next port of entry, Hotel Waldron, Pontiac, where I soon unearthed Howard V. Heldenbrand, who is the "boss" on the job there. Some hotel? Well, I should say, and some individual this self-same Howard. Young, as years go, but surely ripe in hotel experience and going at top speed. The Waldron is one of those ultra-modern affairs, of which no doubt, Pontiac has too many, but it is doing a nice, wholesome business and its manager surely "knows his stuff." Howard was feeling quite elated over the prospects of a constantly increasing patronage, of a most desirable type and a good many of his patrons told me confidentially that his efforts had the right ring to them. He added much to my pleasure by driving me over to the St. James, at Rochester, conducted by Mr. and Mrs. J. W. Smith, the former being well-known to the fraternity by the appellation of William Howard Taft, constant attendants at the conventions of the Michigan Hotel Association until Mr. Smith suffered the loss of one of his limbs several years ago, since which time his absence from these functions has been regretted by a host of friends. He is otherwise looking fit and his hotel is enjoying a satisfactory patronage.

Due, in a large measure, to the kindness of Mr. Heldenbrand, I had the pleasure of renewing acquaintance with Earl Greene, who now conducts the Capitol Hotel, at Flint, a new institution with eighty rooms, modern to the minute. Earl for many years conducted the affairs of Hotel Crystal, Flint, leaving there to conduct hotels in the Southwest, but has returned to his first love, and is making a most satisfactory showing. He will always have a warm reservation in my anatomy because of the fact that several years ago, during the period of my secretarial work for the Michigan Hotel Association, he gave of his time and resources a full measure in securing new members for that body, at a time when new converts were most acceptable. We surely had some reunion and talked about the happenings of the good old days. I sure thinks a heap of him and I think he realizes it.

Speaking of proselyting, who should I run across right here in Bay City but Chas. H. Topps, of Saginaw, who has for many years represented the Continental Steel Co., Kokomo, Indiana, in Michigan. I met him a long time ago and traveled with him for weeks over his territory, and if anybody deserves a medal for services performed in the interest of the Michigan Hotel Association, it is this self-same lad. I am to go out with him again, for a few days, for the purpose, as he says, of renewing the acquaintance of former victims.

Here I am in the Hotel Kimbark, member of the "Hildy" soulless corporation. I just naturally had to come and once more gaze on the remnants of my old "pal" and I'll be goldarned if he isn't looking the picture of reincarnation or words to that effect. H. F. Heldenbrand, dating so far back that oftentimes I have been led to believe that he invented the art of entertaining the unwary traveler and making them like it. After a continuous forty-eight hour session of reminiscing, broken into by a visit to another member of the "gang," A. W. Heldenbrand, operating Hildy's Inn, at Alma, fifty miles away, we have finally declared an armistice and decided to write a book. Here is the spot "I long have sought and mourned because I found it not." Here is a chap who has been at it for a half-century at least, in many climes, and finally consolidated his very best ideas, condensed them into realities and the whole constellation goes by the name of "The Kimbark." Think of anything you would like to have incorporated into hotel operation, and he is there with it, away ahead of you. His hotel is a gem of neatness and convenience and he has already "sold" it to his patrons. One of his, I will say, original ideas, was to have me convey an invitation to the Tradesman editor, suggesting a visit to the Kimbark, with a guaranty of rebating his gasoline expenditure—on the homeward trip. I am acting as messenger only, but my return to Grand Rapids is a "cloudy" prospect. Here, at the Kimbark, I found another of my old constituents, W. H. Filson, who still "peddles" insulation equipment, which surely does agree with him physically, and he expects to continue on his way indefinitely.

W. G. Schindehette's Hotel Republic here, continues to hold its own as a favorite rendezvous for commercial men of all ages and sizes. I am deferring my process of annihilation upon

him until after I make my escape from my present host. He, too, "wheeled me around in backing up my energies collecting glittering simoleons from prospective M. H. A. members. He looks as though he had recovered in a large degree.

During that considerable period of years when I have been trying to make Tradesman readers understand what I have been talking about, I have on many occasions tried to warn my hotel friends against the possible encroachment of "farmhouse" hoteliers on their particular vocation. Recently I have had additional reasons for cogitating over the problem of "rooms for tourists." During a drive of not more than a dozen miles, I counted no less than thirty-six bulletin boards offering these roadside accommodations. I have examined a bunch of them and could say a lot about their physical conditions, but the point with me is to try and elucidate in such a manner as will impress the enormity of the complex on my hotel friends. A recent communication sent out by the A. A. A. brings me back to a consideration of the problem. Recently I treated the subject from the view of our Michigan legislators who considered the proposition of inspecting and licensing these rural offerings. The reason I advanced against the project was that such an inspection would be more or less perfunctory, and that the net result would be the issuance of a license which might not terminate for a long time, and would enable the licensee to operate in any manner he pleased, indefinitely. Now only yesterday I ran across an old traveling friend of mine who spoke about roadside inns in about this substance: "We, my wife and I," approached one of these places recently and decided to investigate it. It had a nice entrance, flowers about, everything shining with fresh paint and everything spotless. However, we decided to go on to the town's hotel where I had frequently stopped. When we approached we discovered that the

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, Asst. Mgr.

New Hotel Elliott

STURGIS, MICH.

50 Baths 50 Running Water European

D. J. GEROW, Prop.

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr. Muskegon -:- Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

HOTEL ROWE

We have a sincere interest in wanting to please you.

ERNEST W. NEIR
MANAGER

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

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CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

Hotel and Restaurant Equipment

H. Leonard & Sons

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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

porch hadn't been painted in several years, the screens on the front door were badly rusted, the linoleum, worn out at the time of my last visit, had the same holes in it, and there was a general air of dilapidation and gloom. So we decided to go back to the 'tourist' offering, where we found everything clean, cheery and wholesome. We liked it first rate, and while there was not so much difference in the cost of the accommodations, it appealed to us more. In fact, I have stopped there on occasions since and enjoyed it." Now here was a combination of circumstances which one might say were unusual. But were they? Isn't it true that a lot of hotel men have been shiftily in preparing for the reception of the approaching guest? Are you sure that your lamps are filled and your wicks trimmed? Why not take a survey yourself and perhaps you may discover some condition, even if seemingly unimportant, which would not appeal to your guests. Of course the abstract facts are that it costs the man who stops at tourist homes just as much for gas, oil, tires and similar commodities as it would if he stopped at hotels, and he frequently saves garage expense. The money spent by those patronizing tourist homes to a certain degree enriches the communities in which it is spent, consequently there is a lack of sentiment favorable to the hotel operator. There is a possibility that at some time even the operators of these wayside lodgings may become guests at regular hotels, but the inference will be that if they do, they will be on the qui vive for ideas in operation. Hence, the suggestion that the hotel man, in making a survey of his own offerings, go a bit farther and discover, if possible, why he cannot hold all of the tourist trade. Of course we hear the constant complaint of the hotel operator to the effect that these competitive establishments represent no capital investment and are not subject to license, inspection or regulation; but is the average hotel? The private home is not the only competition we have to face. Here is the tourist camp! This represents a capital investment, as do expenditures in preparing already constructed homes for the reception of such guests. I would like to see something done for the relief of hotel operators against such competition. But someone must take the initiative and suggest a solution. I do not claim to be strong on philosophy, but why cannot our hotel organizations act in some manner?

Frank S. Verbeck.



Lines of Interest to Grand Rapids Council

Anyone with a developed talent for cussing certainly has plenty of things to use his talent on and for. After cussing out the retail sales tax and the blundering, bigoted governor who has turned his back on the common herd and taken a hand with the monetary faction of politics, one can turn his attention to our local city hall and get plenty of material to really cuss about. The 5 to 2 commission which has pulled such flagrant things has become embarrassed with the utter incompetency of the city manager and are now about to use the number 11's on him and hire another bird to sit on the nest which may be vacated. We don't mind a little "shenanigan work" if it can be done on the quiet—because what we don't know won't give us a head-ache,

but we certainly hate to have dirt thrown into our face and be caught without blinkers to protect our eyes.

Now that our heads are appraised at \$2 we should show the worth of our pates and move in on the marauders and boldly toss them out upon the numerous ant hills and give them a few squirms to remind them that this is a government by the people and for the people instead of a something for any fool to tinker with. If such political antics continue we are not sure but what the Russian cartoonists may get a chance to print our caricatures as children wandering in the wilderness of politics which is infested with political ogres. We predict that cussing out the conditions will do little good and that actions must be indulged in to clear our the festering, foul smelling nest of leeches which are sucking dry the arteries of the common class which has been blind to their depredations.

In another hundred years civilization will have reached all peoples except those that have no resources worth stealing.

Past Counselor E. J. MacMillan, of 1005 Bates street, has recovered from a severe head injury which he suffered when he stepped off backward from his drive on June 24. We must caution Ed. that he must always go forward and to watch his step when under motion.

B. L. VanderKelen and wife are spending their vacation in Wisconsin. After touring the state they will remain in Green Bay for two weeks, while Mr. VanderKelen is visiting the home office of his firm, Morley-Murray Co.

The greatest consolation for many vacationists is that they have found, at least, where to stay away from next time.

H. E. Nash, of the Executive Committee, is to be congratulated upon having arrived at the ripe old age of (?) years. We were surprised to hear that he had attained so many years and he was surprised when a host of well-wishers walked in on him last Friday evening. Those who gathered to wish him many more birthdays were as follows: Mr. and Mrs. W. E. Lypps, Mr. and Mrs. J. E. Allen, Mr. and Mrs. R. E. Groom, Mr. and Mrs. F. L. Kuehne and Mrs. E. A. Taylor, of Grand Rapids. Mrs. M. Hanson, of Los Angeles, and Kern Prentiss, of Muskegon. Council members all wish Harry many returns of the day.

A ripe old age is nothing to brag about. Consider the tomato.

Met the old scribe, Lee Lozier, the other day and he was shuffling along as though his dogs were growling something awful. Upon enquiry we found that his dogs were really bothering him because he and Mrs. Lozier had been looking the Century of Progress over. They spent several days there, comparing notes with things that had happened and were being done a hundred years ago. Lee said it wasn't anything to go wild about because all he could see was just an improvement on what he already had seen and knew. (We'll bet he did not visit the streets of Paris). After doing the fair they journeyed up to Racine, Wisconsin, to pay their respects to Clarence Meyers and wife. Lee reports that the Meyers

family are happy and prosperous and well satisfied with things in general. They admitted that they missed their friends and associations in Grand Rapids, but were content to live where they could do the best for themselves. They asked that their best wishes be conveyed to their many friends in Grand Rapids. After securing this story we parted from our good friend and we heard him mutter as he shuffled away, "Michigan my Michigan, no more fairs for me."

The bigger the summer vacation the harder the fall.

When one recalls the election that put the United States into the dry column, he should know that preparations for a U. S. desert were made as far back as 1857. The following story will attest to the above comment:

Recently an old prospector complained to the sheriff's office in San Diego, Calif., that his burro had been lured off into the desert by a herd of wild camels, led by a huge white beast.

The officers were inclined to believe the old chap had been seeing things, but from time to time the yarn is heard and there may be grounds for it.

In 1857, Jefferson Davis, as Secretary of War, had a herd of camels, of the single hump kind, brought into Texas and thence sent overland to California in charge of Lieut. E. F. Beale. It was believed that these ungainly brutes would compete with the army mules in the Western deserts, and as ships of the desert would soon back the mule off the map.

The camel train was quartered at Fort Tejon during the '50's. They arrived in Los Angeles in November, 1857, and aroused a great deal of comment at that time. There were twenty-two of the creatures at Fort Tejon in the summer of 1858, all from three to nine years of age. In 1860 they were used as express animals between Los Angeles and Fort Mohave. In 1861 they were brought to Los Angeles and quartered in a corral formerly owned by the Overland Mail Co. At this time they numbered thirty-one. Later these poor beasts were said to have been turned loose in the Colorado desert.

So, who knows, perhaps some of these rangy, shaggy descendants of the first camels in the United States are now living in the secluded canyons of the desert hills and only biding their time when the U. S. dries up and we are a desert vast as the Sahara. Waiting until the time when the vote of the people turns the country into a dusty, thirsty nation by declaring 3.2 is a menace to the rising generation and

that bevo shall go the way of all dangerous and threatening concoctions.

It is estimated that the oyster bar at the Grand Central terminal of New York made eight hundred thousand stews in one year. This is almost as many as were made by the eighteenth amendment.

Miss Dorothy Dolson, daughter of our long-time member, R. P. Dolson, was married at Crown Point, Ind., July 15, to Paul S. Johnson, of the Old Kent Bank. They immediately motored into Chicago, where they improved the opportunity to visit the Century of Progress exposition. The happy couple will reside at 224 South James avenue.

Harry Hagy, formerly with the Hazeltine & Perkins Drug Co., who has covered the Coast for the past twenty-five years for the J. B. Williams Co., Glastonbury, Conn., had the pleasure of having his twin daughters—Harriet and Vera—played up in the Sunday rotogravure edition of the Los Angeles Times recently. The other daughter, Margaret, is attending summer school. Mr. Hagy, who resides at Beverly Hills, is also engaged in the manufacture of furniture at Los Angeles in company with two cousins, in a building 150 x 470 feet in dimensions.

Assessment No. 213 has been called and must be paid by July 30 or you will be on the uninsured list. Better be safe than sorry. Pay your assessment now before it slips your memory. The family is deserving of more than sympathy and flowers if you are called beyond because of an accident.

Among the things which enable a man to be self-satisfied is a poor memory.

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

Fifty Years

Fifty years of trouble,
Fifty years of toil,
Fifty years of hard work,
And burning midnight oil.

Fifty years of striving,
Fifty years of care,
Fifty years of worry,
And yet not showing wear.

Fifty years of rushing,
Trying hard to please,
Fifty years of Tradesmans,
Never thoughts of ease.

Fifty years of hustling,
Never failed the daily grind,
May you live another fifty,
And reap joy and peace of mind.
V. L. R. Simmons.

In a city of several million population there are but 12 men who may be interested in a certain type of service which one company is seeking. How to reach those 12? This company plans to interest the exclusive dozen through a local radio campaign.

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

DRUGS

Michigan Board of Pharmacy.

President—J. W. Howard Hurd, Flint.
Vice-Pres.—Duncan Weaver, Fennville.
Director—E. J. Parr, Lansing.
Examination Sessions—Three sessions are held each year, one in Detroit, one in the Upper Peninsula and one at Ferris Institute, Big Rapids.

Michigan State Pharmaceutical Association.

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

For the Public's Health, Can Pharmacy Survive?

Chicago of all places to institute an "Interstate Legislative Reference Board," to assist the various state legislatures to eradicate obsolete laws, worthless laws, duplicate laws, and will I also say impractical pharmacy poison laws, etc., and to recommend such a Board for each state within itself. Certainly this is astounding coming from the Windy City. It has been said that if Congress spent four years in erasing out and revising laws instead of enacting new ones our country would benefit considerably. The same holds true whether statutes or ordinances, as we in Penna. and New Jersey are commencing to realize with the recent "Blue Law" repeals as well as the Volstead federal act repeal of our Nation.

Today pharmacy in the United States is in a bad predicament not only on account of the depression but more so because of the modern trend of the times, first because of the multitude of patent medicine stores not only in transient but now in neighborhood sections of our large cities and growing, growing, growing; second because of physicians dispensing their own medicines, also growing. If we survive at all we are lucky.

As I don't intend to spend much time on physicians dispensing, just let me warn you that I recently was shown dependable figures by a large pharmaceutical and surgical physicians' dispensing supply house to the effect that practically half of the physicians' prescription business is now handled by dispensing of their own method. Alarming increases have been made in this field in the past few years. There is nothing that can be done, is the fighting spirit of pharmaceutical interests toward stamping out or to inhibit this illicit practice. Legislation is as much needed here by pharmacy as is child labor laws by our federal government to banish "sweat shops" in our fair country.

Worse than the dispensing doctor is the opening of the neighborhood patent medicine store that sells everything a pharmacy does but fill prescriptions, and the dispensing doctor does that. This menace is the cause for future thought and worry if pharmacy is to survive at all. In regards to this movement of "taking candy from the baby," I want to say that pharmacy is not even putting up a fight to save itself and just as "God made little green apples" pharmacy cannot sur-

vive unless action, drastic action is taken now—Pronto! and I'll assure you that we are in for a "battle royal" and no pink tea party. Colleges, associations, state boards, etc., will all be among the "Coxey's Army" of unemployed in the not far distant future, unless there is some "united we stand and divided we fall" fighting done, and what we need is a leader, who, whether imbued with the spirit of Roosevelt, Lincoln, or a Pershing will fight for pharmacy and incidentally humanity also. A good job for someone. What can be done, you will ask. Well, quit "crabbing" and complaining and letting events take their course, it won't do here any more than in solving the depression. Mr. Cow Puncher, to "throw the bull" he must be grappled by the horns and the head twisted in ranchman fashion and the trick is easy. First of all these patent dealers can only be reached by practical poison laws and enforcement of them as well as all other pharmacy laws. Let us not "kid" ourselves on being lenient to our destroyers, they must be "nipped in the bud," and now is the time, to protect the public's health.

Our present state poison laws are impractical either through improper enforcement, or loop holes that permit the sale of patent and proprietary poisons which cause thousands of deaths each year. What we need is some statistics on the many poison cases as well as "talkie pictures" of the suffering of numerous poison cases to show the legislatures the seriousness of the jokes they hold so lightly.

In Philadelphia legislation was passed many years ago to keep the names of poisons out of the newspapers causing suffering or death, suicidal, accidental or otherwise so as not to incite others to use them, or produce epidemics as in the past. This law has done a great deal of good, but has led to laxity in regards to poison laws especially in regards to patent and proprietary poisons which have been the chief factor as well as keeping our fellow druggists in the dark because they are not informed of the names of these poisons, and become careless in handling of the same. Our patent friend thinks it amounts to the same thing if he or a pharmacist sells poison that is taken.

Our present poison laws need revision so as to include all the poisons which cause death or human suffering, either taken with suicidal intent, accidental, murder, or by the hands of acid or lye disfigurers, and this is no joke whether it puts the patent dealer out of business, and transfers insecticides from the hardware store to the pharmacist, or the sale of acid, alkali, from the battery dealer or grocery store to the druggist. By survey of medical journals alone we find a large annual death rate of children due to their eating poisonous patent or proprietary pills for candy. This alone should require a pharmacist trained to sell patent poisons properly, as well as being required to pass state exams in not only proper sale of but trained in emergency to handle poison cases. Even should he never be required to apply his knowledge yet he must pass a state exam in toxicology to know should occasion arise.

Why does the state examine persons to regulate the sale of poisons, if it allows anyone to sell the poisons that are actually causing death and suffering, whether it be by suicide, murder or disfiguring for life with acid scars? Escharotic caustic poisons are purchased by the unsuspecting public ignorant of the deadly nature of these poisons when obtained for housecleaning, or other purposes as insecticides or for the arts and trades to do some soldering or battery charging, etc., and whether the poison be a dispensed drug or a put up patent medicine or proprietor should make no difference. For does it make any difference if a man bent on suicide wants strychnine, whether he gets it for medicinal use (who would?) or to kill rats, or if a murderer wants to obtain cyanide whether he wants it medicinally (who would?) or for case-hardening or to kill butterflies? Why nearly all poisons are purchased for technical purposes and not as medicine and then a phar-

macist is not required for anyone may sell them by law. Let us consider a patent. If a person wants sodium fluoride medicinally (who would?) or to kill roaches or if purchased as Pettermans ant, roach, or moth food, does it make it right for anyone to sell same even though a man fired by a restaurant manager used it to put in the powdered sugar shaker for some counter man to dust over pies and kill five persons. Oh of course it doesn't matter who sells it according to the patent store salesman for wouldn't he do it no matter if he bought it from a druggist or a person not licensed? In this regard let me say right here, that pharmacists are trained to sell poisons cautiously and carefully and to register patent poisons, and while he is not infallible and can be fooled by a customer, yet he is there to protect the public's health and is not to sell promiscuously to anyone and without due caution. He is supposed to safeguard the people and if he doesn't the state is

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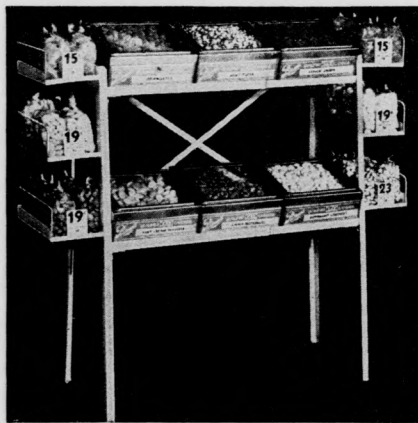
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to blame for they examined him, and if they do not inspect his method of selling poisons and registration from time to time exacting a small fine occasionally, well, they might just as well not be a state board. A poison if a caustic acid or alkali or insecticide or a technical poison as—paris green, poison fly paper, phosphorus rat paste, sodium fluoride roach powder, arsenic for rats, bichloride of mercury for bed bugs, carbolic acid for bed bugs, thallium or barium salts for rats if sold as drugs or in the form of a patent they certainly are the common poisons used by the people, for suicide, murder, etc., and should be kept in pharmacists hands to sell.

New York state laws say paragraph 2, page 68, handbook 11—That the Poison Laws in regards to sale of schedule A (registration poisons) or B (requiring pharmaceutical care) does not refer to quote "To the sale of paris green, white hellebore and other poisons for destroying insects" and "to the sale of any substance for use in the arts" and "To the manufacture and sale of proprietary medicines."

New Jersey has the nearest to what is needed in this regard namely—1. That a patent or proprietary poisonous medicine can only be sold by a registered pharmacist. Poisonous proprietaries usually have the word "poison" on the label. If a person does not know whether a patent of proprietary medicine is a poison the "board of pharmacy" will supply information on request, I hope it is enforced.

We need a Federal law for patents containing poisons whether for internal or external use to state so on the label, also the poisons they contain and the amounts, so that a doctor can treat a poison case intelligently in case a liniment, or a hair tonic is taken by mistake or otherwise. Technical carbon tetrachloride cleaner is a poison. Lysol has caused deaths.

If traffic laws were properly enforced many lives would be saved annually and in like manner poison laws. Now in conclusion I would state that lists of patents and proprietaries, especially those having already caused death and suffering, be restricted to pharmacists' sale and registry whether they are insecticides or for technical use (which is rare) should by all means be put into the hands of trained and conscientious as well as licensed pharmacists if our poison laws are to be practical at all.

I want to say a word in closing upon the manner of selling and registering poisons in which to me many pharmacists in the past certainly were careless and neglectful. If a person wants to buy chloroform to kill a cat or a dog, or strychnine, for rats, or ether to clean spots from clothes, or pure carbolic acid to kill bugs, or to use a disinfectant, or as recently I read a good account of how a druggist sold cyanide-chloride and was proud his registry enabled detectives to catch the murderer. Don't sell them—and neither should this druggist have sold the cyanide. Certainly this is "slip shod" sale of poisons, and just because they can buy it at the next drug store does not excuse you. The state board ought to fine druggists more for careless sales

of poisons, especially during this depression for many deaths are caused by the carefree druggist who mechanically sells a poison and registers it perfectly just to ring up a sale. No one needs chloroform to fill a cat, for the S. P. C. A. can be called on the telephone for a "jitney" and they will dispatch the dumb brute. No one needs ether to clean a grease spot with "ener-gine," carbolic acid and "your own" cleaner on the shelf. Who needs pure carbolic acid when a 2 to 5 per cent solution is the best disinfectant strength, and as a bugicide, well no one needs it with "Flit," Insectine, Petermans, and other commercial preparations around without selling straight carbolic acid to anyone. No one needs strychnine for rats except a farmer and he better buy it close to home from a druggist who lives nearby and knows him. There would be no sale of poisons, and this is true with patents and proprietaries, insecticides and pills containing nux or strychnine, which the child might take for candy.

If we had practical poison laws our schedules for registration of poisons wouldn't include bichloride of mercury, chloride of mercury, chloral hydrate, strychnine, potassium cyanide, hydrocyanic acid, atropine and all poisonous alkaloids, arsenic phosphorous, tartar emetic, etc. There would be no sale of such toxic death dealing drugs as bichloride of mercury, carbolic acid, strychnine and potassium cyanide by the retail trader at all, and I am sure this would save a few lives annually and after all aren't there less toxic substitutes quite as efficient for all of these patent drugs put up in patent form in proper containers etc. e. g.—S. T. 37 tablets, instead of bichloride, etc.

If we had a list of patents—proprietaries requiring registration, and class B care, it wouldn't go amiss of doing a vast amount of good e. g.—Class A—Rough on Rats, poison fly paper, Lysol, Creolin, Roach salt, Alophen Pills, Lapactic Pills, Eskays Neurophosphates, Veronal Tablets, Maureis Rat & Roach Paste, Stearns R & R Paste, Paris green, and all other patents containing arsenic, phosphorus, sodium fluoride, strychnine, mercury compounds, etc., e. g.—class B—Carbona, lye, toothache drops, Sani-flush, certain hair tonics, liniments, etc., adding from time to time poisons from actual cases of poisoning and acid or lye burns. I am sure such lists or a general law as New Jersey has or both both will go a great ways to cutting down the annual death and poison case rate here in U. S. whether for the Public's health or the survival of Pharmacy.

J. G. Ricketts.

A paint and varnish manufacturer is finding a stimulant to sales in dial-like color charts. One is in the form of counter display. When its center disc is turned properly it reveals two recommended trim colors for use with any given color. The other for general distribution, can be dialed to answer 20 such questions as what colors make a room seem larger, give one a glow of warmth, make one feel cool, younger children like, the majority of men prefer, etc. Its reverse side shows 20 colors and lists appropriate household applications.

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. 60	@	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. 31	@	42		Arabic, P'd, lb. 25	@	35		Orange, Sw., lb. 3 00@3 25			
Alcohol				Asafoetida, lb. 47	@	50		Origanum, art, lb. 1 00@1 20			
Denatured, No. 5, Gal. 43	@	60		Asafoetida, Po., lb. 75	@	82		Pennyroyal, lb. 2 75@3 20			
Gal. 40	@	50		Juajac, lb. 70	@	70		Peppermint, lb. 4 25@4 80			
Grain, Gal. 40	@	50		Juajac, powd., lb. 75	@	75		Rose, dr. -----	@2 50		
Wood, Gal. 50	@	60		Kino, lb. 90	@	90		Rose, Geran., ozs. 50@ 95			
Alum-Potash, USP				Kino, lb. 90	@	90		Rosemary Flowers, lb. 1 00@1 50			
Lump, lb. 05	@	13		Kino, powd., lb. 100	@	100		Sandalwood, E. I., lb. 8 00@8 60			
Powd. or Gra., lb. 05 1/2	@	13		Myrrh, lb. 60	@	60		W. I., lb. 4 50@4 70			
Ammonia				Myrrh, Pow., lb. 75	@	75		Sassafras, true, lb. 1 60@2 20			
Concentrated, lb. 06	@	18		Shellac, Orange, lb. 15	@	25		Syn., lb. 85@1 40			
4-F, lb. 05 1/2	@	13		Ground, lb. 15	@	25		Spearment, lb. 2 00@2 40			
3-F, lb. 05 1/2	@	13		Shellac, white, (bone dr'd) lb. 30	@	45		Tansy, lb. 3 50@4 00			
Carbonate, lb. 20	@	25		Tragacanth, No. 1, lbs. 160	@	200		Thyme, Red, lb. 1 50@2 00			
Muriate, Lp., lb. 13	@	30		No. 2, lbs. 150	@	175		Thyme, Whi., lb. 1 75@2 40			
Muriate, Gra., lb. 08	@	18		Pow., lb. 125	@	150		Wintergreen Leaf, true, lb. 5 40@6 00			
Muriate, Po., lb. 20	@	30						Birch, lb. 2 75@3 20			
Arsenic				Honey				Syn. -----	75@1 20		
Pound -----	07	@	20	Pound ----- 25 @ 40				Wormseed, lb. 3 50@4 00			
Balsams				Hops				Wormwood, lb. 4 50@5 00			
Copaiba, lb. 60	@	140		1/2s Loose, Pressed, lb. 125				Oils Heavy			
Fir, Cana., lb. 200	@	240		lb. ----- @1 25				Castor, gal. -- 1 15@1 35			
Fir, Oreg., lb. 50	@	100		Hydrogen Peroxide				Cocoanut, lb. -- 22 1/2 @ 35			
Peru, lb. 170	@	220		Pound, gross 25 00@27 00				Cod Liver, Norwegian, gal. -- 1 00@1 50			
Tolu, lb. 150	@	180		1/2 Lb., gross 15 00@16 00				Cot. Seed Gals. -- 85@1 00			
Barks				1/4 Lb., gross 10 00@10 50				Lard, ex., gal. 1 55@1 65			
Cassia, Ordinary, lb. 30	@	30		Indigo				Lard, No. 1, gal. 1 25@1 40			
Ordin., Po., lb. 25	@	35		Madras, lb. 200@2 25				Linseed, raw, gal. 90@1 05			
Salgon, lb. 50	@	60		Insect Powder				Linseed, boil., gal. 93@1 08			
Salgon, Po., lb. 50	@	60		Pure, lb. 31 @ 41				Neatsfoot, extra, gal. 80@1 00			
Elm, lb. 40	@	50		Lead Acetate				Olive, Malaga, gal. -- 2 50@3 00			
Elm, Powd., lb. 38	@	45		Xtal, lb. 17 @ 25				Pure, gal. -- 3 00@5 00			
Elm, G'd, lb. 38	@	45		Powd. & Gran. 25 @ 35				Sperm, gal. -- 1 25@1 50			
Sassafras (P'd lb. 45)	@	35		Licorice				Tanner, gal. -- 1 75@2 90			
Soap-tree, cut, lb. 20	@	30		Extracts, sticks, per box 150 @ 200				Tar, gal. ----- 50@ 65			
Soap-tree, po., lb. 35	@	40		Lozenges, lb. 40 @ 50				Whale, gal. ----- @2 00			
Berries				Wafers, (24s) box 150 @ 150				Opium			
Cubeb, lb. 65	@	75		Leaves				Gum, ozs., \$1.40;			
Cubeb, po., lb. 75	@	75		Buchu, lb. short 60 @ 60				lb. ----- 17 50@20 00			
Juniper, lb. 10	@	20		Buchu, lb. long 70 @ 70				Powder, ozs., \$1.40;			
Blue Vitriol				Buchu, P'd, lb. 70 @ 70				lb. ----- 17 50@20 00			
Pound -----	06	@	15	Sage, bulk, lb. 25 @ 30				Gran., ozs., \$1.40;			
Borax				Sage, loose pressed, 1/2s, lb. 40 @ 40				lb. ----- 17 50@20 00			
P'd or Xtal, lb. 06	@	13		Sage, ounces 85 @ 85				Paraffine			
Brimstone				Sage, P'd & Grd. 35 @ 35				Pound ----- 06 1/2 @ 15			
Pound -----	04	@	10	Senna, Alexandria, lb. 35 @ 40				Papper			
Camphor				Tinnevela, lb. 20 @ 30				Black, grd., lb. 25 @ 35			
Pound -----	55	@	75	Powd., lb. 25 @ 35				Red, grd., lb. 45 @ 55			
Cantharides				Uva Ursi, lb. 31 @ 31				White, grd., lb. 40 @ 45			
Russian, Powd. --	@3 50			Uva Ursi, P'd, lb. 40 @ 40				Pitch Burgundy			
Chinese, Powd. --	@2 00			Lime				Pound ----- 20 @ 25			
Chalk				Chloride, med., dz. 85 @ 85				Petrolatum			
Crayons, white, dozen --	@3 60			Chloride, large, dz. 145 @ 145				Amber, Plain, lb. 12 @ 17			
dustless, doz. 60	@	60		Lycopodium				Amber, Carb., lb. 14 @ 19			
French Powder				Pound ----- 45 @ 60				Cream Whi., lb. 17 @ 22			
Com'l., lb. 03 1/2	@	10		Magnesia				Lily White, lb. 20 @ 25			
Precipitated, lb. 12	@	15		Carb., 1/2s, lb. 30 @ 30				Snow White, lb. 22 @ 27			
Prepared, lb. 14	@	16		Carb., 1/16s, lb. 32 @ 32				Plaster Paris Dental			
White, lump, lb. 03	@	10		Carb., P'd, lb. 15 @ 25				Barrels ----- @5 75			
Capsicum				oxide, Hea., lb. 75 @ 75				Less, lb. 03 1/2 @ 08			
Pods, lb. 60	@	70		oxide, light, lb. 75 @ 75				Potassa			
Powder, lb. 62	@	75		Menthol				Caustic, st'ks, lb. 55 @ 88			
Cloves				Pound ----- 4 67@5 20				Liquor, lb. ----- @ 40			
Whole, lb. 30	@	40		Mercury				Potassium			
Powdered, lb. 35	@	45		Pound ----- 1 25@1 35				Acetate, lb. 60 @ 96			
Cocaine				Morphine				Bicarbonate, lb. 30 @ 35			
Ounce -----	12 68@14 85			Ounces ----- @11 80				Bichromate, lb. 15 @ 25			
Copperas				1/2s ----- @13 96				Bromide, lb. 51 @ 72			
Xtal, lb. 03 1/2	@	10		Mustard				Carbonate, lb. 30 @ 35			
Powdered, lb. 04	@	15		Bulk, Powd., select, lb. 45 @ 50				Chlorate, Xtal, lb. 17 @ 23			
Cream Tartar				No. 1, lb. 25 @ 35				powd., lb. 17 @ 23			
Pound -----	22 1/2 @ 35			Naphthalene				Gran., lb. 21 @ 28			
Cuttlebone				Balls, lb. 07 @ 12				Iodide, lb. 3 36@3 59			
Pound -----	40 @ 50			Flake, lb. 07 @ 12				Permanganate, lb. 22 1/2 @ 35			
Dextrine				Nutmeg				Prussiate, Red, lb. 80 @ 90			
Yellow Corn, lb. 06 1/2	@	15		Pound ----- @ 40				Yellow, lb. -- 50 @ 60			
White Corn, lb. 07	@	15		Powdered, lb. 50 @ 50				Quassia Chips			
Extract				Pound ----- @ 25				Powd., lb. ----- 35 @ 40			
Witch Hazel, Yellow Lab., gal. 99	@	1 32		Oil Essential				Quinine			
Licorice, P'd, lb. 50	@	60		Almond, Bit., true, ozs. @ 50				5 oz. cans, ozs. -- @ 62			
Flower				Bit., art., ozs. @ 30				Sal			
Arnica, lb. 50	@	55		Sweet, true, lb. 1 25@1 80				Epsom, lb. ----- 03 1/2 @ 10			
Chamomile, German, lb. 35	@	45		Sw't, Art., lbs. 1 00@1 25				Glaubers, Lump, lb. ----- 03 @ 10			
Roman, lb. 90	@	90		Amber, crude, lb. 71@1 40				Gran., lb. ----- 03 1/2 @ 10			
Saffron, American, lb. 50	@	55		Amber, rect., lb. 1 30@2 00				Nitre, Xtal or Powd. 10 @ 16			
Spanish, ozs. 1	@	1 65		Anise, lb. 1 00@1 60				Roan., lb. ----- 09 @ 16			
Formaldehyde, Bulk				Bay, lb. 4 00@4 25				Rochelle, lb. 17 @ 30			
Pound -----	09 @ 20			Bergamot, lb. 3 00@3 60				Soda, lb. ----- 02 1/2 @ 08			
Fuller's Earth				Cajeput, lb. 1 50@2 00				Soda			
Powder, lb. 05	@	10		Caraway S'd, lb. 2 65@3 20				Ash ----- 03 @ 10			
Gelatin				Cassia, USP, lb. 2 10@2 60				Bicarbonate, lb. 03 1/2 @ 10			
Pound -----	55 @ 65			Cedar Leaf, lb. 1 50@2 00				Caustic, Co'l., lb. 08 @ 15			
Glue				Cedar Leaf, Com'l., lb. 1 00@1 25				Hypsulphite, lb. 05 @ 10			
Brok., Bro., lb. 20	@	30		Citronella, lb. 1 05@1 40				Phosphate, lb. 23 @ 28			
Gro'd, Dark, lb. 16	@	22		Cloves, lb. 1 75@2 25				Sulphite, Xtal, lb. ----- 07 @ 12			
Whi. Flake, lb. 27 1/2	@	35		Croton, lbs. 4 00@4 60				Dry, Powd., lb. 12 1/2 @ 20			
White G'd, lb. 25	@	35		Cubeb, lb. 4 25@4 80				Silicate, Sol., gal. 40 @ 50			
White AXX light, lb. 40	@	40		Erigeron, lb. 2 70@3 35				Turpentine			
Ribbon -----	42 1/2 @ 50			Eucalyptus, lb. 95@1 60				Gallons ----- 63 @ 70			
Glycerine				Fennel ----- 2 00@2 60							
Pound -----	14 1/2 @ 35										

Hemlock, Pu., lb. 1 155		Hemlock, Pu., lb. 1 155	
Com'l., lb. 1 00	@ 1 25	Juniper Ber., lb. 3 00	@ 3 20
Juniper W'd, lb. 1 500	@ 1 75	Lav. Flow., lb. 3 50	@ 4 00
Lav. Gard., lb. 1 25	@ 1 50	Lemon, lb. 1 75	@ 2 25
Mustard, true, ozs. 1 50	@ 1 50	Mustard, art., ozs. 35	@ 35
Orange, Sw., lb. 3 00	@ 3 25	Origanum, art, lb. 1 00	@ 1 20
Pennyroyal, lb. 2 75	@ 3 20	Peppermint, lb. 4 25	@ 4 80
Rose, dr. 25	@ 25	Rose, Geran., ozs. 50	@ 95
Rosemary Flowers, lb. 1 00	@ 1 50	Sandalwood, E. I., lb. 8 00	@ 8 60
W. I., lb. 4 50	@ 4 75	Sassafras, true, lb. 1 60	@ 2 20
Syn., lb. 85	@ 1 40	Spearmint, lb. 2 00	@ 2 40
Tansy, lb. 3 50	@ 4 00	Thyme, Red, lb. 1 50	@ 2 00
Thyme, Whi., lb. 1 75	@ 2 40	Wintergreen Leaf, true, lb. 5 40	@ 6 00
Birch, lb. 2 75	@ 3 20	Syn. 75	@ 1 20
Wormseed, lb. 3 50	@ 4 00	Wormwood, lb. 4 50	@ 5 00
Oils Heavy		Castor, gal. 1 15	@ 1 35
Cocoonat, lb. 22 1/2	@ 35	Cod Liver, Norwegian, gal. 1 00	@ 1 50
Cot. Seed Gals. 85	@ 1 00	Lard, ex., gal. 1 55	@ 1 65
Lard, No. 1, gal. 1 25	@ 1 40	Linseed, raw, gal. 90	@ 1 05
Linseed, boil, gal. 93	@ 1 08	Neatsfoot, extra, gal. 80	@ 1 00
Olive, Malaga, gal. 2 50	@ 3 00	Pure, gal. 3 00	@ 3 50
Sperm, gal. 1 25	@ 1 50	Tanner, gal. 75	@ 90
Tar, gal. 50	@ 65	Whale, gal. 2 00	@ 2 00
Opium		Gum, ozs., \$1.40; lb. 17 50	@ 20 00
Powder, ozs., \$1.40; lb. 17 50	@ 20 00	Gran., ozs., \$1.40; lb. 17 50	@ 20 00
Paraffine		Pound -----	06 1/2 @ 15
Papper		Black, grd., lb. 25	@ 35
Red, grd., lb. 45	@ 55	White, grd., lb. 40	@ 45
Pitch Burgundy		Pound -----	20 @ 25
Petrolatum		Amber, Plain, lb. 12	@ 17
Amber, Carb., lb. 14	@ 19	Cream Whi., lb. 17	@ 22
Lily White, lb. 20	@ 25	Snow White, lb. 22	@ 27
Plaster Paris Dental		Barrels -----	@ 5 75
Less, lb. 03 1/2	@ 08	Potassa	
Caustic, st'ks, lb. 55	@ 88	Potassium	
Liquor, lb. 40	@ 40	Acetate, lb. 60	@ 96
Bicarbonate, lb. 30	@ 35	Bichromate, lb. 15	@ 25
Bromide, lb. 51	@ 72	Carbonate, lb. 30	@ 35
Chlorate, Xtal, lb. 17	@ 23	powd., lb. 17	@ 23
Gran., lb. 21	@ 28	Iodide, lb. 3 36	@ 3 59
Permanganate, lb. 22 1/2	@ 35	Prussiate, Red, lb. 80	@ 90
Yellow, lb. 50	@ 60	Quassia Chips	
Pound -----	25 @ 30	Powd., lb. 35	@ 40
Quinine		5 oz. cans, ozs. -----	@ 62
Sal		Epsom, lb. 03 1/2	@ 10
Glaubers, Lump, lb. 03	@ 10	Gran., lb. 03 1/2	@ 10
Nitre, Xtal or Powd. 10	@ 16	Gran., lb. 09	@ 16
Rochelle, lb. 17	@ 30	Soda, lb. 02 1/2	@ 08
Soda		Ash -----	03 @ 10
Bicarbonate, lb. 03 1/2	@ 10	Caustic, Co'l., lb. 08	@ 15
Hyposulphite, lb. 05	@ 10	Phosphate, lb. 23	@ 28
Sulphite, Xtal, lb. 07	@ 12	Dry, Powd., lb. 12 1/2	@ 20
Silicate, Sol., gal. 40	@ 50	Turpentine	
Gallons -----	63 @ 78		

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

Salmon
Safety Matches
Argo Corn Starch

DECLINED

AMMONIA

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

APPLE BUTTER

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

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



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
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 1/2 oz.	1 10
Kaffe Hag, 6 1-lb. cans	2 57
Whole Wheat Fla., 24 1 85	
Whole Wheat Bis., 24 2 30	

Post Brands

Grapenut Flakes, 24s.	2 00
Grape-Nuts, 24s.	3 95
Grape-Nuts, 50s.	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 Chder, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	2 75
Clams, Minced, No. 1/2	2 40
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 35
Lobster, No. 1/4, Star	2 00
Shrimp, 1, wet	1 45
Sard's, 1/4 Oil, Key	4 25
Sardines, 1/4 Oil, Kless	3 35
Salmon, Red Alaska	2 10
Salmon, Med. Alaska	1 70
Salmon, Pink, Alaska	1 45
Sardines, Im. 1/4, ea.	6@11
Sardines, Cal.	97 1/2
Tuna, 1/2 Van Camps.	1 75
doz.	
Tuna, 1/4s, Van Camps.	1 35
doz.	
Tuna, 1s, Van Camps.	3 60
doz.	
Tuna, 1/4s, Chicken Sea.	1 85
doz.	

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.	1 35
Beef, 4 oz. Qua., sli.	2 25
Beefsteak & Onions, s.	2 70
Chili Con Car., 1s	1 05
Deviled Ham, 1/4s	1 15
Deviled Ham, 1/2s	2 85
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	45
Potted Meat, 1/2 Libby	75
Potted Meat, 1/2 Qua.	55
Potted Ham, Gen. 1/4	1 45
Vienna Saus. No. 1/2	1 00
Vienna Sausage, Qua.	80
Veal Loaf, Medium	2 25

Baked Beans

Campbells, 48s	2 25
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CANNED VEGETABLES

Hart Brand

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

Baked Beans

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

Lima Beans

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

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

String Beans

Little 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

Deed, 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
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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
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CATSUP

Sniders, 8 oz.	95
Sniders, 14 oz.	1 55
Sniders, 8 oz. Doz.	1 55
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
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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
Beechhut 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, Prem., 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

McLaughlin's Kept-Fresh



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
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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
Oatman's D'dee, Tall	2 95
Pet, Tall	2 95
Pet, Baby, 4 dozen	1 48
Borden's, Tall, 4 doz.	2 95
Borden's Baby, 4 doz.	1 48

OIGARS

Hemt. Champions	38 50
Webster Cadillac	75 00
Webster Golden Wed.	75 00
Websterettes	38 50
Cincos	38 50
Garcia Grand Babies	38 50
Bradstreets	38 50
La Palena Senators	75 00
Odins	38 50
R G Dun Boquet	75 00
Perfect Garcia Subl.	95 00
Budwiser	19 50
Tango Pantellas	13 00
Hampton Arms Jun'r	37 50

Currants Packages, 11 oz. ----- 11½	Margarine Wilson & Co.'s Brands Oleo Nut ----- 09 Special Roll ----- 11	POTASH Babbitt's, 2 doz. ----- 2 75	HERRING Holland Herring Mixed, Kegs ----- Mixed, half bbls. ----- Mixed, bbls. ----- Milkers, Kegs ----- Milkers, half bbls. ----- Milkers, bbls. -----	SOAP Am. Family, 100 box 5 60 Crystal White, 100 ----- 3 50 F.B., 60s ----- 2 20 Fels Naptha, 100 box 5 00 Flake White, 10 box 2 85 Jap Rose, 100 box ----- 7 40 Fairy, 100 box ----- 3 00 Palm Olive, 144 box ----- 8 00 Lava, 50 box ----- 2 25 Pummo, 100 box ----- 4 85 Sweetheart, 100 box ----- 5 70 Grandpa Tar, 50 sm. 2 10 Grandpa Tar, 50 lge. 3 50 Trilby Soap, 50, 10c 3 15 Williams Barber Bar, 9s 50 Williams Mug, per doz. 48 Lux Toilet, 50 ----- 3 15	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 ----- 18 00 19 in. Butter ----- 25 00 WRAPPING PAPER Fibre, Manila, white ----- 05 No. 1 Fibre ----- 06½ Butchers D F ----- 05½ Kraft ----- 04 Kraft Stripe ----- 09½ YEAST CAKE Magic, 3 doz. ----- 2 70 Sunlight, 3 doz. ----- 2 70 Sunlight, 1½ doz. ----- 1 35 Yeast Foam, 3 doz. ----- 2 70 Yeast Foam, 1½ doz. ----- 1 35 YEAST-COMPRESSED Fleischmann, per doz. 30 Red Star, per doz. ----- 20
Dates Imperial, 12s, pitted 1 35 Imperial, 12s, Regular 1 15	MATCHES Diamond, No. 5, 144 6 15 Searchlight, 144 box 6 15 Swan, 144 ----- 5 20 Diamond, No. 0 ----- 4 90	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 ----- 04½ Medium ----- 03 Poor ----- 02 Pork Loin, med. ----- 08 Butts ----- 08 Shoulders ----- 06½ 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@18-10-09	Lake Herring ½ Bbl., 100 lbs. ----- Mackerel Tubs, 60 Count, fy. fat 6 00 Pails, 10 lb. Fancy fat 1 50 White Fish Med. Fancy, 100 lb. 13 00 Milkers, bbls. ----- 18 50 K K K K Norway ----- 19 50 8 lb. pails ----- 1 40 Cut Lunch ----- 1 50 Boned, 10 lb. boxes ----- 16 SHOE BLACKENING 2 in 1, Paste, doz. ----- 1 30 E. Z. Combination, dz. 1 30 Dri-Foot, doz. ----- 2 00 Bixbys, doz. ----- 1 30 Shinola, doz. ----- 90 STOVE POLISH Blackne, per doz. ----- 1 30 Black Silk Liquid, dz. 1 30 Black Silk Paste, doz. 1 25 Enameline Paste, doz. 1 30 Enameline Liquid, dz. 1 30 E. Z. Liquid, per doz. 1 30 Radium, per doz. ----- 1 30 Rising Sun, per doz. 1 30 654 Stove Enamel, dz. 2 80 Vulcanol, No. 10, doz. 1 30 Stovoil, per doz. ----- 3 00 SALT F. O. B. Grand Rapids Colonial, 24, 2 lb. ----- 95 Colonial, 36-1½ ----- 1 20 Colonial, Iodized, 24-2 1 35 Med. No. 1 Bbls. ----- 2 90 Med. No. 1, 100 lb. bk. 1 00 Farmer Spec., 70 lb. 1 00 Packers Meat, 50 lb. 65 Cream Rock for ice cream, 100 lb., each 85 Butter Salt, 280 lb. bbl. 4 00 Block, 50 lb. ----- 40 Baker Salt, 280 lb. bbl. 3 80 6, 10 lb., per bale ----- 93 20, 3 lb., per bale ----- 1 00 28 lb. bags, Table ----- 40	SPICES Whole Spices Allspice, Jamaica ----- @24 Cloves, Zanzibar ----- @36 Cassia, Canton ----- @24 Cassia, 5c pkg., doz. @40 Ginger, Africa ----- @19 Mixed, No. 1 ----- @30 Mixed, 10c pkgs., doz. @65 Nutmegs, 70@90 ----- @50 Nutmegs, 105-110 ----- @48 Pepper, Black ----- @23 Pure Ground in Bulk Allspice, Jamaica ----- @16 Cloves, Zanzibar ----- @27 Cassia, Canton ----- @21 Ginger, Corkin ----- @18 Mustard ----- @19 Mace Penang ----- @65 Pepper, Black ----- @19 Nutmegs ----- @23 Pepper, White ----- @23 Pepper, Cayenne ----- @25 Paprika, Spanish ----- @30 Seasoning Chili Powder, 1½ oz. ----- 65 Celery Salt, 1½ oz. ----- 80 Sage, 2 oz. ----- 80 Onion Salt ----- 1 35 Garlic ----- 1 35 Penalty, 3½ oz. ----- 3 25 Kitchen Bouquet ----- 4 25 Laurel Leaves ----- 20 Marjoram, 1 oz. ----- 90 Savory, 1 oz. ----- 65 Thyme, 1 oz. ----- 90 Tumerci, 1½ oz. ----- 65 STARCH Corn Kingsford, 24 lbs. ----- 2 30 Powd., bags, per 100 2 65 Argo, 24, 1 lb. pkgs. 1 15 Cream, 24-1 ----- 2 20 Gloss Argo, 24, 1 lb. pkgs. 1 52 Argo, 12, 3 lb. pkgs. 2 17 Argo, 8, 5 lb. pkgs. ----- 2 46 Silver Gloss, 48, 1s ----- 11½ Elastic, 32 pkgs. ----- 2 55 Tiger, 48-1 ----- Tiger, 50 lbs. ----- 2 75 SYRUP Corn Blue Karo, No. 1½ ----- 2 42 Blue Karo, No. 5, 1 dz. 3 24 Blue Karo, No. 10 ----- 3 07 Red Karo, No. 1½ ----- 2 62 Red Karo, No. 5, 1 dz. 3 52 Red Karo, No. 10 ----- 3 37 Imit. Maple Flavor Orange, No. 1½, 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 You, 9 oz., doz. 2 00 A-1, large ----- 4 75 A-1 small ----- 2 85 Caper, 2 oz. ----- 3 30	
Peaches Evap. Choice ----- Fancy -----	Safety Matches Red Top, 5 gross case 5 25 Signal Light, 5 gro. cs 5 00	Californian Prunes 90@100, 25 lb. boxes -- @ 80@90, 25 lb. boxes -- @ 70@80, 25 lb. boxes -- @07½ 60@70, 25 lb. boxes -- @07½ 50@60, 25 lb. boxes -- @08½ 40@50, 25 lb. boxes -- @08½ 30@40, 25 lb. boxes -- @09½ 20@30, 25 lb. boxes -- @12 18@24, 25 lb. boxes -- @14½ 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 ----- 7½ Minute, 8 oz., 3 doz. 4 05 Dromedary Instant ----- 3 50 Jiffy Punch 3 doz. Carton ----- 2 25 Assorted flavors.	NUTS—Whole Almonds, Peerless ----- 15½ Brazil, large ----- 12½ Fancy Mixed ----- 11½ Filberts, Naples ----- 13 Peanuts, Vir. Roasted 6½ Peanuts, Jumbo ----- 7½c Pecans, 3, star ----- 25 Pecans, Jumbo ----- 40 Pecans, Mammoth ----- 50 Walnuts, Cal. ----- 13@21 Hickory ----- 07 Shelled Almonds ----- 39 Peanuts, Spanish ----- 5½ 125 lb. bags ----- 32 Filberts ----- 45 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. 16½ OLIVES 7 oz. Jar, Plain, doz. 1 05 16 oz. Jar, Plain, doz. 1 95 Quart Jars, Plain, doz. 3 25 5 Gal. Kegs, each ----- 6 50 3 oz. Jar, Stuff., doz. 1 15 8 oz. Jar, Stuff., doz. 2 25 10 oz. Jar, Stuff., doz. 2 65 1 Gal. Jugs, Stuff. dz. 1 95 PARIS GREEN ½s ----- 34 1s ----- 32 2s and 5s ----- 30 PICKLES Medium Sour 5 gallon, 400 count -- 4 75 Sweet Small 5 Gallon, 500 ----- 7 25 Banner, 6 oz., doz. ----- 90 Banner, quarts, doz. ----- 2 10 Paw Paw, quarts, doz. 2 80 Dill Pickles Gal., 40 to Tin, doz. ----- 8 15 32 oz. Glass Thrown -- 1 45 Dill Pickles Bulk 5 Gal., 200 ----- 3 65 16 Gal., 650 ----- 11 25 45 Gal., 1300 ----- 30 00 PIPES Job, 3 doz. in bx. 1 00@1 20 PLAYING CARDS Battle Axe, per doz. 2 65 Bicycle, per doz. ----- 4 70 Torpedo, per doz. ----- 2 50 JELLY GLASSES ½ Pint Tall, per doz. 38 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	Smoked Meats Hams, Cer. 14-16 lb. 15 Hams, Cert., Skinned 16-18 lb. @15 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 Calif ----- 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, 18-2½ lb. packages ----- 1 10 COD FISH Peerless, 1 lb. boxes 18 Old Kent, 1 lb. Pure 25	

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.

A New Sportsmanship in Business

Thomas A. Edison was of the belief that "the causes of depression might never be found because they sank deep into human nature." Business is reviving now because of forces that are equally as unsolvable.

Take a look at your own store. It is pretty much the same as it was in '29 and on May 1, 1933. Seats for the customers, the lights in the ceiling and the carpet on the floor are familiarly common-place. You get just as angry with the errand boy for coming in late in the morning and shirking his work in midday. You have the same old problems digging up the money to pay the bills, while retail customers continue to charge and forget to pay. In a hundred ways, from the opening of the store to its close you are doing the self-same things in the self-same way as you did in 1929, on May 1, 1933, and today.

But there has been a change. One of the greatest changes in your business life. A change that you could almost see and feel and hear and it has all come in ninety days. Who is there to say that emotions cannot move mountains while facts are barely able to lift molehills?

The depression hit a mean low March 1, 1933. In a paragraph the story is told:

"What Edison meant was that this fixed rise and fall in affairs is a matter of the human will—not the will of a group or a generation but the will of enduring humanity itself. That it is a force of nature. The gooseflesh of a depression is derived from a chilling of this 'will underneath.' In good times human will functions well. It surges on to make times better. From surge it passes to splurge. It stages a balloon ascension. The balloon always bursts and down drops the national will to a period of paralysis. Then it dusts itself off and goes on."

Business is reviving now because this inherent will to live is reviving. The will of the public to move forward and upward has changed the entire mood of your store, every business in America and the very nation itself. One great thing has come to all of us—a mental profit. Here we are in early July and even though most of us are not a dollar better off than we were on March 1, we are "rarin' to go."

Today the shoe store may be just the same. But you face eagerly something which is not yet on paper nor even action but which you feel will be the spirit of new business.

You sense that perhaps things will be sold for their selection and their worth and that you can make a profit in so doing. You know that the term for value is going to be a true term hereafter—value is capacity for profitable use. You have a feeling that the difference between expenditure and retail price is going to give you a return for the amount of capital and work that you put into your business. You

feel that you are not going to be as harassed by the unscrupulous competitor who has been favored in his buying and who is ruthless in his selling.

All these are possibilities that may come through intelligent group action. Group action, to make the rules of the game equal for all men, will be the greatest step forward made in business. Only a few simple rules are needed in the new game—such as the assurance that no goods are sold below cost; that no loss leaders are permitted at a price below cost and that all statements must be measured by the rule of truth.

It is the hope of these things that speeds recovery. There will be less opportunity for the mischievous percentage in business to take smart advantage. Instead of pointing with pride to the operator who has been able to "put over a fast one," the new rules of the game may be such as to make him almost industrially ostracized.

If the rules of the game are to have penalties behind them, they are all the more positive of enforcement. But even without the penalty of \$500 fine and six months imprisonment—trade scorn will correct chiseling and cunning, secret concessions and all the festerous deals that make business so cowardly.

You and your store and its policy and purposes may not show outward change but there has been a glorious internal change which we can all hope will create a new sportsmanship in business. Let us approach all codes with this high purpose. — Boot and Shoe Recorder.

Rapid Progress Made in Meat Preservation

(Continued from page 13)

cuts, and why shouldn't he have just what he likes if he furnishes us the formula and sends us the product? It adds to the value of the pig and helps the farmer and packer make both ends meet, and also helps make this a great and glorious country.

A few years ago there was a much larger call for freezing and holding carcasses of beef, mutton, veal, hogs than at present. The U. S. Cold Storage & Ice Co.'s Chicago plant is equipped with some seventeen miles of overhead rails to provide such service. Some of it was used especially for quick freezing of carcasses for export. Now there is a growing call for cold storage for various cuts and for various reasons. Not all of the carcass goes to market at one time. Hotels and restaurants will have their beef loins, beef ribs, and beef tenderloins. Winter resorts require them in quantities in winter, and summer resorts in summer. City dwellers in large centers will have their pork roast and pork chops fresh, but there is often an over supply at packing centers and low prices attract those who cater to trade at centers who prefer their pork chops and pork loins frozen. These are wrapped in special paper manufactured for the purpose, packed in boxes and frozen, and stored in quantities in anticipation of future needs. Hams and picnics are wrapped separately; square cut and seedless bellies are wrapped in pairs or bundles according to size; all in parchment paper especially manufactured for the purpose to preserve

moisture, color and flavor, and are frozen. American bellies and rib bellies are frozen and later ordered to dry salt or to the red cure, which is liked very much in some sections of the South, or ordered returned to packer's plant. Boston, also boneless cellar trimmed, butts, trimmings, both beef and pork, boneless chucks, boneless beef and veal, pork and beef hearts, livers, shank meat, spareribs, pig tails, dry sausage, and so on through a long list of cuts too numerous to mention in this article, are frozen and stored to meet the requirements of a various trade. When green products are received at the plant they are transported by rail or truck to sharp freezers and frozen in a temperature of 10 below zero, and are then repiled in lots in holding rooms at temperatures from zero to 10 above.

Shrinkage in freezing and storage will run from 1 to 3 per cent., according to the size of the pieces, whether the same are handled loose or in boxes and barrels. Slow freezing, or holding green meat too long before sending to the freezer, are the chief causes of discoloration. Less trouble is experienced from discoloration if meats are wrapped. Humidifiers are in use in this plant, as many as thirty-two in the sharp freezer rooms, which are 100 x 180 feet each. This equipment is simple in construction. The base is merely an insulated metal box holding a small quantity of water, in the box is a pontoon equipped with a mercury switch, so that if the water evaporates to a certain point the pontoon tips forward and mercury passes down to one end of the tube, shutting off the power and putting the humidifier out of action. The boxes are small and portable. Through this method it is possible to maintain a relative humidity of 96 per cent. in a 20 below zero temperature in the freezer during time of active loading. Two sharp freezers of the same dimensions, 100 x 180 feet, are maintained on each of the six floors of this warehouse. The plant has been laid out so that walls of these rooms have no outside exposure. The freezers are piped with one linear foot of 2-inch pipe to every 3 cubic feet of space. Holding freezers are located at each end of the building. These rooms are 60 x 220 feet and run the entire length of the building. The rooms are accessible from either end, facilitating loading and unloading from each end of the

warehouse. In the engine room five 250-ton compressors driven by 500 h.p. motors are in service. In the ice tank room tanks have a capacity for 1800 cans, each holding enough water to produce a 400-pound cake of ice. When the plant is running to capacity there are from 225 to 250 tons of ice pulled every twenty-four hours.

Ira A. Newman.

Practical Way to Fight the Chains

Traverse City, July 17—I have not found a merchant here who filed a claim for the oleo refund. Practically all of them could have had double the amount they will now receive if they had read the Tradesman carefully. I am making a special effort to get merchants to read the Tradesman scrupulously each week. Most of them are working short handed and they think they have little time to read. They miss many good things by doing this, and in the above case they have lost over one hundred dollars. The jobbers did not neglect filing their claims as did the retailers. One jobber here got a check for \$400 and interest, and the merchants are hearing about it. I believe the orders enclosed herewith will result in permanent readers of the paper. Close money makes \$3 look rather large to some merchants now who have lost so much trade going to the chains, together with banks closing and so many out of work. However, the cherry harvest will help many to jobs for a time. John W. Clark, West Bay road, wished to be remembered to the editor. I, too, wish to congratulate him on reaching his goal of fifty years as editor of the Tradesman, which will be completed this week. It is a record of which you can well be proud. In my hundreds of interviews with merchants, I find you stand high in their estimation. I see plainly wherein the chain store monopoly has cut into your list of subscribers by taking their home trade to that extent they are compelled to cut every possible cost, which has too often included the Tradesman. I believe there is a practical way to fight them.

E. B. Stebbins.

Raising garden truck and peddling it from door to door proved unsatisfactory to a New York state farmer, so he evolved a plan that brought his customers to him. He organized a club of 100 members, and planted rows of peas, sweet corn or whatever the individual members desired. He charged them a dollar a row to fertilize, plant and cultivate their gardens, and the members have the pleasure of driving out to the farm and gathering their own fresh vegetables. While they're on the spot, the thrifty farmer sells them fresh butter, eggs, honey, etc.

Positive protection
plus profitable investment
is the policy of the

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

OUT AROUND

(Continued from page 9)

To show what is very likely to take place and what Mr. Parr and the best type of retail druggists and grocers are undertaking to head off, the Attorney General recently received a telegram from Boston, asking if Michigan was enforcing the 25 per cent drug ownership. Investigation conducted by Mr. Parr and the Federal office at Detroit disclosed that a firm of "gyps" is already planning on opening up stores in Michigan to sell everything. This is a similar outfit to the Big Bear outfits now operating in the East. If they come—and I cannot see how we can stop them unless the Control of Industry can do it—it means the absolute demoralization of the independent grocer and druggist. And God knows they cannot stand much more.

I am sorry to record this black mark against the Michigan Wholesale Grocers Association, which I have championed the best way I knew how for over forty years because of its progressiveness and fairness. In the meantime I have done all I could to bring the two great interests of the food and drug trades closer together and began to feel that I was accomplishing something along that line, especially when Mr. Parr was placed at the head of the drug department of the state. Why my friends of the wholesale grocery trade step in and undertake to impair these cordial relations is more than I can understand.

Some years ago the retail druggists were impressed with the idea that they ought to have the assistance of the legislature in giving them some special legislation which would put a crimp in the grocers. Under the guidance of a man who knew more about politics than drugs the druggists elected six or seven pharmacists to the legislature, and, with the co-operation of Gov. Groesbeck, put some laws in the statute books which were manifestly unfair and selfish. I condemned these enactments at the time and the sober sense of the drug trade has stepped in and prevented any concerted attempt to enforce the unfair restrictions. Now we have a man at the head of the enforcing department who actually bends backward in his effort to bring about friendly and co-operative relations between the grocers and druggists. In view of this situation I am just as free to condemn the unwise action of the wholesale grocers now as I was to condemn the unfairness of the druggists a half dozen years or more ago. I wish Mr. Parr would arrange a joint meeting of representative retail grocers and druggists at an early date and, after a thorough discussion, reach a sane and sensible conclusion over the matter of future legislation. Neither trade can ever get anywhere by fighting each other.

One of the most unique birth announcements I have ever received came in last week from the Secretary of the Michigan Retail Hardware Association. It was printed in ordinary type on the same shade of paper used in the regular monthly bulletin. It read as follows:

EXTRA EXTRA

This miniature edition of The Michigan Merchandiser announces the arrival of a miniature addition to the Secretary's family.

Ruth Isabel Bervig

Born at Sparrow Hospital, Lansing, July 11th, weight 7 pounds.

Mother and baby are well and will soon be home at 600 Rosewood, East Lansing.

H. W. Bervig.

To the welcome message I replied as follows:

"Hearty congratulations over the recent addition to your family.

"May she write a noble poem or paint a great picture or enthral vast audiences with her musical ability or oratory or lead mighty armies to victory. I mean, of course, armies dedicated to peace and the accomplishment of some social reform.

"Best regards to the madam. May she soon be able to resume her duties of presiding over your happy home."

Albert Clement, of Traverse City, President of the Northwestern Michigan Retail Druggists Association, requests me to state that the druggists of Kalkaska county are also members of his organization. I gladly make this correction.

The Tradesman possesses a most distinguished roll of honor, of which it is exceedingly proud. It comprises the names of business houses which have been on the subscription list of the Michigan Tradesman ever since the first issue, fifty years ago. The Tradesman very much doubts whether any other trade publication can present such a collection of faithful followers as the following:

Amberg & Murphy, Battle Creek
Frederick C. Beard, Grand Rapids
O. P. DeWitt, St. Johns
J. L. Norris, Casnovia
Charles G. Phelps, Alma
Thompson Grocery, Newaygo
Walter Walsh, Holland
M. V. Wilson, Sand Lake
O. A. Wolbrink & Sons, Ganges.

I have written these Old Heroes as follows:

If I live until next Wednesday, I will have rounded out fifty years as editor and publisher of the Michigan Tradesman.

You are one of nine who have been with us continuously from the first issue put out in 1883. A tenth subscriber—Wm. J. Clarke—passed away two weeks ago at Harbor Springs.

Brief reference will be made to the birthday next week, and the regular anniversary paper will be issued the first week in December as usual.

When the weather gets a little cooler I am going to ask you to come to Grand Rapids as my guests, when I will endeavor to entertain you as a small token of the deep appreciation I feel for your loyal support and hearty encouragement for a half century.

Will a Thursday or a Friday be entirely convenient for you?

The election of Gerrit VanderHooing, of Grand Rapids, as a director of the National Association of Retail Grocers, at the recent annual convention

at Atlantic City, is a worthy honor, worthily bestowed. Mr. VanderHooing started in the grocery business here about twenty years ago under very meager circumstances. His success has been rapid and substantial. He is evidently destined to take rank among the leading grocers of the Nation.

Since writing the article concerning Wm. M. Connolly on page 9 I note by the daily papers he has been engaged as manager by the Holland Chamber of Commerce. I heartily congratulate the good people of Holland on their remarkable acquisition. No stronger man could possibly be found for the position. With the vision of a seer, the experience of seventeen years in planning and executing the remarkable cement road development of Ottawa county, with broad, comprehensive and progressive ideas on how a city can be expanded to the greatest possible extent with the least expenditure of money, Mr. Connolly is in a class by himself. Included in his mental equipment is a charming personality which is simply irresistible. The Holland people have always had the reputation of recognizing a bargain when they see it. By securing a \$15,000 man for \$3,600 per year they have lived up to their long-time reputation.

E. A. Stowe.

Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 10)

ucts Manufacturing Co., a corporation, Bankrupt No. 5273, was held. The bankruptcy was presented by H. D. Schrier, President, and represented by Clair S. Beebe, Attorney. Certain creditors present in person and represented by R. G. Goemmel and Fred G. Stanley, Attorneys. H. D. Schrier and Christian Schrier each sworn and examined before reporter. M. N. Kennedy, Kalamazoo, Michigan, trustee; bond \$2,000. Meeting adjourned without date.

July 17, 1933. On this day schedules, adjudication and reference in the Matter of Edmund P. Halley, Bankrupt No. 5323 were received. The bankrupt is a doctor of Three Oaks, Michigan. The schedules show total assets of \$2158.75 (of which \$135.00 is claimed exempt), and total liabilities of \$6,257.11, listing the following creditors:

Village of Three Oaks, pref. taxes	\$21.00
Tshp. of Three Oaks, pref. taxes	93.12
Village of Three Oaks, pref. taxes	25.00
Tshp. of Three Oaks, pref. taxes	63.05
Morris G. and Gertrude M. McGawn, Three Oaks	unknown
Dowagiac Steel Furnace Co., Dowagiac	150.00
Three Oaks Lumber & Coal Co., Three Oaks	593.48
Three Oaks Dept. Store, Three Oaks	224.28
Redding Hotel, New Buffalo	342.00
George Grosse, Three Oaks	61.67
Klockner Grocery, Three Oaks	59.71
John Hass, Three Oaks	53.00
Drier's Market, Three Oaks	40.30
Heckathorne Dary, Three Oaks	30.90
Charles Topp, New Buffalo	23.50
Jones Surgical Co., Columbus, O.	73.12
G. P. Maloy, Three Oaks	147.01
G. P. Maloy, Three Oaks	42.45
G. A. Ingram Co., Detroit	138.34
A. S. Aloe Co., St. Louis	16.76
Blue Line Chemical Co., St. Louis	9.19
Nat'l Drug Co., Germantown, Pa.	45.47
Harold Surgical Corp., New York	31.74
Wolverine Typewriter Service Co., Detroit	20.00
South Bend Clean Towel Service	7.32
Indiana Water Works, Three Oaks	20.00
Ind. & Mich. Elec. Co., Buchanan	23.00
Mich. Bell Tel. Co., Three Oaks	53.70
Arnolds Garage, Three Oaks	11.50
Lee's Service Station, Three Oaks	18.31
Temple Garage, Three Oaks	21.00
Upjohn Co., Kalamazoo	65.00
S. E. Massengill Co., Bristol, Tenn.	25.00
Walker, Corp. & Co., Inc., Syracuse	35.00
Columbus Pharmacal Co., Columbus, O.	18.00
Westerfield Pharmacal Co., Dayton	5.50
G. H. Sherman, M. D. Inc., Detroit	4.00
Kopp's Pharmacy, Grosse Pointe	49.99
Notre Dame Pharmacy, Grosse Pointe	76.08
Physicians Stationery Co., Detroit	22.00
A. L. Trowbridge Co., Detroit	17.65
C. V. Mosby Co., St. Louis, Mo.	75.50
F. A. Davis Co., Philadelphia, Pa.	10.00
W. F. Prior Co., Hagerstown, Md.	138.00

M. Fredericks Co., Minneapolis	51.22
Lochmoors Laundry, Detroit	45.00
Mich. Bell Tele. Co., Detroit	unknown
Detroit City Gas Co., Detroit	unknown
Detroit Edison Co., Detroit	unknown
James S. Holden Co., Detroit	1,711.50
C. H. Anderson, Chicago	550.75
E. K. Warren & Co., Inc., Three Oaks	848.00

Peoples Wayne County Bank, Detroit .49
 July 15, 1933. On this day schedules, adjudication and reference in the Matter of Homer J. Provonche, Sr., Bankrupt No. 5322, were received. The bankrupt is a salesman of Grand Rapids, Michigan. The schedules show total assets of \$300.00 (all of which are claimed exempt), and total liabilities of \$1,435.25 listing the following creditors:

Industrial Mortgage Co., G. R.	\$160.00
L. Horton	240.00
W. J. Warren, Lowell	95.00
Mrs. F. Welch, G. R.	96.00
Mrs. M. Ceolleton, G. R.	218.00
Mr. Daining	21.93
Mr. Maltmaker	65.00
Breen & Halladay Fuel Co., G. R.	46.50
Regal Coal Co., G. R.	53.00
Ford Blake Fuel Co., G. R.	29.75
De Young Bros. Fuel Co., G. R.	10.00
Wurzburg's, G. R.	18.45
Herpolsheimer's, G. R.	26.73
Dr. R. V. Gladieux, G. R.	21.00
Dr. W. M. Burling, G. R.	66.50
Certified Service Oil Co., G. R.	5.00
Joppies Dairy, G. R.	28.37
G. R. Savings Bank, G. R.	234.02

Questions For Some People to Answer

Whitehall, July 17 — Have we no more men of courage and conviction in this state? Campaign promises by two former governors and now steps in the third and dominated by rotten politicians and capitalists. Are these men so poor, both morally and financially, that they must sell themselves to unscrupulous leeches in Wall street? Did Hitler miss it or hit it when he encountered like conditions prevailing in Berlin and other centers in Germany? We may well ponder. Our country had already been well drained by Rockefeller, Mellon, Ford and the McCormacks and then we permit these pernicious chains to come along and complete the ruin.

If Comstock lacks the backbone, let him step out or else enact a law so he can be impeached. Why should Wall street get all of our money and the extra burden put on Michigan tax payers?

C. C. Kern.

No one ever would have crossed the ocean if he could have gotten off the ship in the storm.

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

For Sale—A fully equipped meat market, doing good business, in good manufacturing town. Address No. 581, c/o Michigan Tradesman. 581

FOR SALE—Stock of hardware, free and clear of all encumbrance. Is clean, not a lot of dead stock. Rent reasonable (\$20 per month). Store building 21 ft. by 75 ft. full basement, cemented. Large storeroom back of store. Stock and fixtures invoice around \$6,500. We don't owe anyone a dollar and have about \$75 standing out on book accounts. I. D. Fleisher, Athens, Mich. 582

Hardware Stock For Sale—Inventory about \$6,000. Up-to-date stock. Right price for quick sale. Muir, Mich., Box 277. 283

How Disputes on Spelling May Be Settled

How are place names of the United States officially chosen? What official body rules on questions of proper spelling, and pronunciation of the names of lakes, mountains, streams, towns, or other places in this country? Where can information as to the geographic names in the different States be secured?

The United States Geographic Board has as its function the deciding of all disputes over geographic names which may rise in the various departments of the Federal Government. Its decisions are binding on all the Government departments and consequently are generally recognized throughout the country.

How can a dispute over the spelling of the name of a lake, mountain, or other natural feature be decided?

Such disputes arise most frequently in connection with the spelling of Indian names. In cases where there is a marked difference in the spelling of the name of some natural feature the persons interested should submit the question to their State Geographic Board. In States in which there is no State Geographic Board the dispute may be submitted to the United States Geographic Board.

The final decision as to the correct spelling of a name is determined by the Board usually on the basis of local usage. When the decision is made it is published in the monthly report of decisions made by the Board and becomes the official form for the Government agencies and is generally accepted as authoritative by the whole country.

Another question in regard to proper spelling which is sometimes submitted to the United States Geographic Board is that of whether a name should be written as one word or two. The practice of the Board is to simplify names wherever possible. Therefore, where local usage permits, it customarily rules that names should be written as one word when a dispute of this sort arises.

The Board is able to furnish information as to the correct adjectival form of a name. It has drawn up uniform regulations which it followed in such cases.

When there are two or more names in common usage for a river or other natural feature how may the correct name be determined?

The names in use may be submitted to the United States Geographic Board. The Board makes a study of the names, consulting all available maps and publications which may pertain to the subject and also the local authorities in order to determine the name in most common usage.

The data gathered by the Board is sent to the State Geographic Board if there is such a Board in the State and the State Board's viewpoints are considered in making the final decision. This decision becomes operative in the same manner as the decisions in regard to spelling.

What form of a foreign name is correct? The spelling used in the country concerned or the English spelling? Is the spelling of a German city Munich or Munchen?

To supply the need for information of this sort the Board has compiled a general list of foreign geographic names. This list is contained in a 113-page bulletin which is sold for 10 cents by the Superintendent of Public Documents. All foreign names which are likely to be used by persons in this country have been included in the bulletin, which is entitled "First Reports on Foreign Geographic Names."

In the bulletin the local usage in foreign countries is placed first. This spelling is followed by the customary English usage. The publication is cross-referenced so that any foreign name can be easily found.

The bulletin includes a complete discussion of the rules which the Board followed in compiling the list. It discusses means of insuring the delivery of mail in foreign countries and trade and business considerations involved in proper use of foreign names.

In states where there is a State Geographic Board the individual or group concerned in the dispute over pronunciation of a place name should first submit their dispute to the State Board. After the State Board rules on the pronunciation, the ruling becomes official for the State and upon its submission to the Federal Board and publication among the Federal Board's decisions it becomes official for the entire country.

How can commercial firms, organizations interested in correct spellings and pronunciations of place names, and individuals secure reports on the decisions of the United States Geographic Board?

A monthly bulletin, listing the decisions made during the month prior to publication, is issued by the Board. This bulletin is sent to persons who wish to make arrangements to receive it. It is particularly valuable to libraries.

Only one State—Rhode Island—has completed an official gazetteer, containing a list of the names of lakes, mountains, and other natural features, and names of all unincorporated as well as incorporated towns.

John J. Cameron.

[Copyright, 1933, United States News]

Chain Stores Tax Is Voted Over Governor's Veto

The Legislature Monday night enacted the chain store tax over Gov. Comstock's veto after accepting his refusal to sign the measure reducing the interest on small loans from 42 per cent. a year to 21 per cent.

Only two vetoes were overridden. Besides the chain store fee, the lawmakers enacted a bill reducing the cost of advertising tax sales.

The levy on chain ownerships passed the House by a vote of 91 to 4 and the Senate concurred unanimously.

In failing to override the veto of the Small Loan Bill, the House disregarded the wretched scandal that has centered around the small loan lobby through much of the session.

The movement to pass the Small Loan bill gained strength as a result of the sensational admission by Rep. Frank J. Berka, of Saginaw, and Rep. George C. Watson, of Capac, that they were offered \$5,000 each to kill the measure when they were members of

the conference committee that decided its fate.

But nine votes needed to overcome the veto were lacking when the roll was completed. Fifty-eight members voted to override the Governor and 36 agreed to his action. It requires 67 votes in the House and 22 in the Senate to upset a veto.

The debate was short, with Rep. Ate Dykstra, of Grand Rapids, and Rep. Harvey H. Jarvis, of Benton Harbor, leading the fight to force through the proposed law.

"Our present statute permitting these companies to charge 3½ per cent. a month interest is legalized robbery," Rep. Jarvis declared. "The Governor's veto is a fatal blunder. If you vote to sustain this action you will be refusing to carry out the mandate of the Democratic campaign platform and you will be repudiating Democratic principles."

Rep. Berka told on the floor about the attempt to bribe him.

"The story in the Detroit Free Press Monday morning was absolutely true," he said. "I was offered \$5,000 to kill this bill."

Cadillac Merchants Took Strong Stand

Cadillac, July 17—I hand you herewith a copy of the resolution put out by our merchants in Cadillac in asking our legislators to return to Lansing to pass the chain store tax bill over the governor's veto and I see by to-day's paper that they did a good job, too. You can use the resolution if you think it contains any thoughts which should come before the people.

One more thought. The wheat tax, as I understand it. The farmer is to receive money back where his wheat was sold too cheap. Who was out buying cheap wheat and almost giving flour away at least for 35c per sack in Cadillac? Who was trying to sell a bigger and cheaper loaf of bread than anybody else? I believe in the way this is being handled, for I believe there should be a bottom to every commodity, but it looked to me as though all the people are having to have a part in the cheap bread and flour that the choppers at the chain store used. It is too bad, but you can't get something for nothing and keep it up. I could give you many ideas along this train of thought if you think them worth while.

George E. Leutzinger.

The Right Ring

The chain store system has and is taking independence from our state. It has stopped the chance of any young man from school ever becoming a merchant. It has placed every mother in a position so that all she can expect for her son is a slave job at small wages. Any mother cannot expect her daughter to do better than to get one of these week wage earners.

It has cut out the local insurance man, the local real estate man, the local automobile dealer, all local interest in the upkeep and further building of our community, the local church and all clubs, the local bank.

It has further made our legitimate merchants hazardous to the bank, thereby reducing the chances of the come-back of the bank for lack of a chance for business from main street.

They never pay any interest to the local bank to be turned back to the people who have money on deposit.

They take in and send more out of our state every day than there is coming in, thereby causing depression. Their one and only aim is to make money and more money at any cost. They raise hell in general.

With this indictment charged against them, be it resolved that our legislators again assemble at Lansing on July

17 with all the other legislators of the state and pass over the governor's veto the chain store license bill No. 128, and thereby curbing some of their prehistoric activities.

Gabby Gleanings From Grand Rapids

A letter from Wm. R. Roach, written in the Shakespeare country, states that the Roaches and their associates have covered England pretty thoroughly and were then en route for Ireland. They expected to sail for home from Belfast on July 13. If they were able to do that they ought to be with their many friends in Michigan about Saturday of this week.

Albert Bunning, the Poo Bah of Falmouth, was in town yesterday on his way home from Lansing, where he placed the wool from his 500 sheep with the co-op. He reports a marked improvement in business conditions in Missaukee county.

Strong Call For Summer Games

Toy manufacturers report an exceptionally active demand this season for lawn and beach games of all types. Re-orders on croquet sets and lawn golf sets have been numerous. One producer reports exceptional success in the introduction of a new type of game combining elements of bowling and of dart throwing. The game, made to retail around \$3.50 and \$4 complete, consists of an easel and target against which small darts resembling bowling balls are thrown. The game is being promoted by several metropolitan stores and has been in demand also at New England Summer resorts.

Big business and little business will never again be exactly the same as they were in the booming '20s. Reactions may come, but we shall never swing back to where we were in business methods and the philosophy of business, exemplified by the old idea of every man for himself and the devil take the hindmost. Thinking men by now must see that neither cut-throat competition between business men nor ruthless disregard of the economic welfare of 90 per cent of our people can be conducive to the welfare of business itself.—Senator Capper.

Received Thirteen Dollars From Uncle Sam

De Witt, July 17—The past two years my subscription to the Tradesman has expired when I didn't feel that I could spare the money. You always kept it coming just the same. This year, while my subscription does not expire until No. 2612, I have the money now and am sending it right along.

Due to the timely notice in your valuable paper I received better than \$13 from the Government as oleo tax refund and have always received more than the cost of the Tradesman by taking it.

Trusting you will get over this way before cold weather, I am, your friend and booster for the Tradesman.

C. Harry Moon.

Has Taken Tradesman Since First Issue

Holland, July 18—Let me extend to you my sincere congratulations on your reaching the fiftieth milestone as editor and publisher of the Michigan Tradesman and to express the wish that you may live many more years in the same capacity. I have always enjoyed reading the Tradesman and consider it an honest indicator of our business and industrial life in Michigan.

Walter C. Walsh.

Three Tests

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

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

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

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

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

GRAND RAPIDS TRUST COMPANY

FREE YOURSELF FOREVER FROM "WORK SHOE FOOT"!

Wear **WOLVERINE**
Shell Horsehide..

ORDINARY LEATHER
DRIES STIFF..
WASHBOARD
RIDGES BURN
AND TIRE



SOFT AS BUCKSKIN..
PLIABLE AS BAMBOO
WEARS LIKE IRON



We Tan Glove-Soft Comfort Into This Armor-Plate Shell Horsehide.. *A Secret Way!*

STOP forcing your feet into stiff-as-a-board work shoes—shoes that dry out with hard unyielding ridges that rub, pinch and gouge your feet. You can be kind to your feet and save money too.

Wolverine is one work shoe that combines slipper softness with Shell Horsehide.

This shoe is made from shell horsehide throughout, tanned by a secret triple-tanning process, known only to Wolverine. This makes the uppers as soft and pliable as buckskin. It makes the soles as flexible as willow twigs. And due to this exclusive tanning process, they stay that way till the last day of their long, long life. Drown them in water. Smother them in mud. They dry out just as soft as the first time you wore them.

Enjoy this wonderful ease. Free yourself from "work shoe foot." Switch to Wolverines. See how different

from stiff, unyielding work shoes that chafe, burn and tire your feet.

And remember, if you insist on genuine Wolverines you will get shell horsehide—scuff-proof, sweat-resisting, reinforced with an "armor-plate" inner shell—yet tanned soft... to stay soft.

WOLVERINE SHOE & TANNING CORP.

Dept. 000

ROCKFORD, MICH.

FREE

An interesting illustrated booklet on the causes of "Work Shoe" foot and how they are relieved. A valuable aid to foot comfort. Mail coupon.



SEE THAT SHELL?

It's found only in that part of the hide that lays over the horse's hips. In that portion only is hidden the tough inner shell, a substance like your finger nail. That explains the extra wear and service for which Wolverines are famous. Only Wolverine make work shoes with BOTH soles and uppers of this Shell Horsehide.

DEALERS:

Wolverine sales are booming now. Wolverine shoes do satisfy. They do repeat. They build good will for you. Our retail plan explains the many advantages of handling these unique work shoes. Write for it.

WOLVERINE SHOE & TANNING CORP.

Dept. 000, Rockford, Michigan

Kindly send me the name of the nearest store handling Wolverine Shoes. Include a copy of your booklet "Work Shoe" foot.

Name.....

Address.....

Town..... State.....

WOLVERINE
SHELL HORSEHIDE WORK SHOES