

## S U C C E S S

It's doing your job the best you can  
And being just to your fellowman;  
It's making money, but holding friends,  
And staying true to your aims and ends;  
It's figuring how and learning why,  
And looking forward and thinking high,  
And dreaming a little and doing much:  
It's keeping always in closest touch  
With what is finest in word and deed;  
It's being thorough, yet making speed;  
It's daring blithely the field of chance  
While making labor a brave romance;  
It's going onward despite defeat  
And fighting staunchly, but keeping sweet;  
It's being clean and it's playing fair;  
It's laughing lightly at Dame Despair;  
It's looking up at the stars that glow —  
Yet not overlooking the work below.  
It's struggling on with the will to win,  
But taking loss with a cheerful grin;  
It's sharing sorrow and work and mirth,  
And making better this good old earth;  
It's serving, striving through strain and stress,  
It's doing your noblest — that's Success.

# ***He Knew What He Was Worth***

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

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

## **BE SENSIBLE BROTHER AND GET BUSY**

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

# ***Grand Rapids Safe Co.***

## ***Grand Rapids, Michigan***



# MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, AUGUST 2, 1933

Number 2602

## MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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**DEVOTED TO** the best interests of business men.

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**JAMES M. GOLDING**  
Detroit Representative  
507 Kerr Bldg.

### URGES SIMPLE CODES

#### To Meet Existing Conditions in America

Whatever new problems we have, that is, problems which are different from the usual ones we face at this time of the year, are the result of our having embarked on an uncharted sea. For three years we have been facing conditions resulting from reduced buying power, increasing unemployment, fall in the price of merchandise and an overhead based on a volume of pre-depression days.

When President Roosevelt and his advisers determined that the cause of our difficulties was the continuing rapidity of the deflationary process, he logically concluded that reflation, if not controlled inflation, was the cure. Then followed our going off the gold standard, with the unprecedented fluctuation in the value of the dollar in its relation to other currencies. The result is that in this uncharted sailing, we must steer between the rocks of inflation, the shoals of higher prices, and the breakers of unsettled foreign exchange.

These various dangers which block our course make it difficult to determine whether it is wise to load our ships now with only enough merchandise for the fall, or enough to carry us into the winter, or whether it is possible to reach a port so much sooner as to justify our embarking now with only the cargo we usually carry at this season of the year. Some of us may decide that what we require are supplies for a long voyage; others may conclude that the chances of reaching an intermediate port are sufficiently good to take the risk of starting with only a small cargo. Either decision is as apt to be right as to be wrong, so that the final determination is purely a question of the immediate judgment of each captain. All of these dangers which block our progress result from

the uncertain duration of present conditions.

The administration has given us the implements for avoiding these dangers in the national industrial recovery act. I believe I can best discuss the subject that has been given me by devoting my time to indicating how that act can be used by us to promote national recovery, and why the use of that act to increase consumer income necessitates the loyal cooperation of all business.

The purpose of the national industrial recovery act is obvious, and if it were not, its purpose has been restated sufficiently clearly both by the president and by General Johnson. Its purpose is to increase employment by decreasing hours of labor, and increasing wages that are now below a minimum standard, to be set in each code. The objectives, however, have been completely misconceived by many business men, both manufacturers and merchants.

This is no time for petty arguments. All must quickly realize the implications of the act, and its possibilities for overcoming most of the difficulties that stand in the way of the return of prosperity. There is urgent need for wholehearted cooperation by large and small businesses if industrial recovery is to be achieved. We are at war against depression. There is no place for the slacker industry.

Both manufacturers and merchants have thought they saw in the act the opportunity for agreements raising prices, and have considered that more important than formulating simple codes that could be quickly accepted.

Prices must rise, but should not rise so fast that consumer incomes are not able to pay the increases. We have heard before of consumer strikes. We do not want to be faced by one now as a result of our lack of foresight.

The retail distributor should face his responsibility of representing the consumer in the wholesale markets. The act specifically prohibits monopoly and monopolistic practices. The retailer should protest against provisions in manufacturing codes that tend to destroy rational competition and foster monopoly. Some such provisions have already been introduced into preliminary codes under guises that appear in the public interest. We, as distributors, should not hesitate to expose to the administration such provisions, purpose of which might not otherwise be readily realized by men not in close touch with the realities of the situation. We should be wise enough to know that price fixing, under whatever guise, will ultimately foster monopoly and that provisions that play into the hands of an influential group in any industry inevitably tend to price fixing. Above

all things, we should realize that higher wages mean greater buying power, which, in turn implies better business.

I have seen letters from groups asking attendance at meetings to raise prices of this or that commodity. I have seen notices for that purpose. Our buyers have been informed of inordinate increases in the prices of merchandise far beyond those justified by present conditions. By such action, the entire purpose of the Industrial Recovery Act can be destroyed.

We are handicapped by conditions of our own making, conditions which are the result of the lack of realization on the part of all of us—merchant, banker, manufacturer, or producer, that inordinate expansion cannot be continuous. These conditions can only be remedied by starting at the base, and the Industrial Recovery act gives us this opportunity.

I have heard business men say that they cannot afford to pay higher wages, and work less hours unless competition is so regulated that profits will be assured. To me, that seems a contradiction. Competition, whether or not it be the life of trade, is the mother of efficiency. If ever that virtue was a necessity, today is that time. Without it neither higher wages nor more profits will be possible. Without competition we fall into the self-satisfied state of mind of monopoly in which efficiency ceases to be an important factor. And the consumer must pay the bill.

We need no clauses in our codes to cover unfair competition if hours of labor are limited and a minimum wage set.

I have heard employers say, in agreeing to maximum hours and minimum wages, "we are making a sacrifice to labor; we must not do it without getting something in return," and then force the introduction into the codes of inhibitions of all the pet phobias of each individual group. I say to you—we employers have sacrificed nothing in agreeing to maximum hours and minimum wages. Insofar as the code controls every unit in every industry, no one suffers by comparison with his neighbor or competitor. Wages and hours are not absolute factors, they are purely comparative. If I pay no lower wages, and work my employees no longer hours than others in my occupation, I gain nothing, and I lose nothing, by agreeing to such limitations. Therefore, wherein lies the justification of employers in asking for something in return for that which they claim to have conceded, but which, in actual fact, means no material concession at all?

To overcome the new merchandising problems, and to understand their relation to fall operations, we need

merely to formulate codes as simple as possible, and to formulate them with the least possible delay. Price uncertainty now menaces all business. Under cooperative codes, promptly adopted, this can be removed. Then industry can proceed with full steam ahead.

Percy S. Straus,

President R. H. Macy & Co.

#### Forty-Four New Readers of the Tradesman

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

Merchants Service Bureau, Grand Rapids

L. E. Huber, Remus

Mrs. H. C. McGregor, Barryton  
Barryton Grain Co., Barryton

J. E. Wood, Farwell

K. B. Potter, Coleman

Mrs. George Ehrhardt, North Bradley

F. H. Wellington, South Bend, Ind.

Fred G. Timmer, Grand Rapids

Arthur J. Wendt, East Detroit

C. W. Siechert, Midland

Francis Brownell, Sanford

Leroy Thomas, Beaverton

G. Markle & Son, Gladwin

Don Kigar, Gladwin

Albert Erdman, Gladwin

F. G. Reithel, Oberlin

C. R. Snover, Gladwin

Homer J. Allen, Prudenville

Wm. H. Parks, Houghton Heights

Everett McCredie, Roscommon

J. T. Loughray, Roscommon

R. G. Reid, South Haven

A. S. Burrows, Grayling

Connine Grocery, Grayling

C. J. McNamara, Grayling

Nickolin Schlotz, Grayling

L. A. Tatro, Grayling

J. J. Higgins, Frederic

Ace L. Leroy, Frederic

Farrand Vincent, Gaylord

Golden Rule Grocery, Gaylord

Frank O. Rockwell, Gaylord

C. F. Rogers, Gaylord

Frank Noa, Gaylord

Otsego County Co-op. Assn., Gaylord

Harold Guggisberg, Gaylord

O. M. Karlsake, Vanderbilt

Yuill Bros., Vanderbilt

C. M. Fails, Wolverine

J. M. McEachran, Wolverine

C. J. Everest Co., Palo

H. J. Cuddie, Gladwin

R. C. Robbins, Gladwin

#### Wall Paper Association Disbands

Dissolution of the trade organization called the Wall Paper Association of the United States, which has represented manufacturers in this industry for the past fifteen years, was recently announced by the President of the Association.

A temporary organization has been formed, however, to form operating plans for the industry to comply with the provisions of the National Industrial Recovery Act.



## CHALLENGE TO INDUSTRY

### Recovery Act To Put More People To Work

The objects of the National Industrial Recovery act are well understood and universally approved. They are: to put more people to work; to give them more buying power; to insure just rewards for both capital and labor in sound business enterprises, by eliminating unfair competition. To accomplish these high purposes the National Recovery Administration is being organized in Washington as a machinery of cooperation between industries and the government.

If this adventure should fail, it will not be a failure of government; it will be the failure of an industrial system which the Industrial Recovery act seeks to improve in order that its values may be preserved. It will mean, either that the system is fundamentally unsound, or that the present managers of private industry are incapable of operating it successfully.

In his statement of June 16, the President said that this law is a challenge to industry and to labor. That challenge must be met in the next sixty days. If the organized groups of either management or labor fail to meet that challenge they will be indicted for incompetence by the suffering millions who are now giving to industrial leadership one more chance—perhaps the last—to justify its authority.

This is no time for men who have positions of power and large influence in shaping the policies of commercial, financial or labor organizations to hold back, either to placate hesitant minorities or to serve selfish special interests. The forces of the depression have not been conquered merely by a rise in commodity prices or in the market quotations of stocks and bonds. We have still millions of men and women out of work; we are spending millions of dollars every day to keep these unemployed masses and their dependents from starvation.

In this great emergency—when the whole power of the federal government is being exerted to give business men an opportunity to organize for a united drive to re-employ the workers, and to pay wages sufficient to provide a market for industrial and agricultural products; when protection against the unfair competition of overworked, underpaid labor is assured; when the legality of co-operative action is assured—there can be no honorable excuse for the slacker who wastes these precious moments with doubting and debate—who palsies the national purpose with legalistic arguments and appeals to prejudice.

As the legal adviser of the National Recovery Administration let me indicate in a brief space the futility of a debate over questions of constitutional law in this critical situation.

First, there is no change of any provision of the Constitution attempted in this law. Therefore, all the time-honored constitutional rights of the individual remain unmodified by this law.

Second, there exists no constitutional right to do anything which is forbidden by this law. There is no constitutional right to compete unfairly; and there is no business competition which

is more unfair or more harmful to all the people than the competition of low wages and long hours, which the National Recovery act seeks particularly to eliminate.

The welfare of all the people and the prosperity of all business is undermined by such competition, out of which only a small minority can make a temporary profit. If the Constitution protected the right of a few to profit in such a manner at the expense of all the people, it would be a charter of anarchy and not a bulwark of law and order. In truth, the Supreme Court has repeatedly held that the Constitution does not authorize any such minority veto upon a code of business morality approved by the overwhelming majority of the people.

Third, if any man fears that, in the establishment of a law of fair competition, he may be deprived of some constitutionally protected freedom of action, his present course should be clear. Let him first join with his fellows in writing the rules of the game before protesting that he is sure the rules will be unfair. Let him then try to play the game according to the rules, which may be a novel but perhaps an educational experience for many who have been accustomed to dignify lawless self-assertion and disregard for the rights of others with such noble words as "individualism" and "liberty."

Finally, constitutional rights are not invaded by proclamations, or statements of public policy, or even by grants of extraordinary power to meet extraordinary needs. They are invaded only by the exercise of force to take from a man a liberty or a property right, of which he may not be lawfully deprived. Let me say now and emphatically that the National Recovery Administration expects to operate so far inside the boundaries of constitutional power that judicial determination, even of borderline cases, will not be necessary. But, if the learned members of my profession (in which two opinions can always be obtained) feel at any time that the Administration has erred, the courts, zealous to protect liberty and property, are always open—and they are the final arbiters of what may or may not be lawfully done. Why bring that up now?

Returning to the question propounded at the outset—let me summarize what the National Recovery Administration is trying to do today.

Every substantial industry in the country is being urged to prepare and to submit promptly a basic code of fair competition. This code should provide for such a shortening of the hours of labor as will bring about the immediate re-employment of the number of men normally attached to the industry. This code should establish minimum wages for the hours of work as limited, so that a decent living may be assured to the humblest worker. This code should contain also the mandatory provisions of Section 7a of the Act, protecting the rights of self-organization and collective bargaining for all employees.

This basic code may contain other provisions, regarded by the sponsors as essential to eliminate unfair prac-

tices and to increase the stability and security of sound enterprises operating in conformity with the code. But it is highly desirable to avoid submitting immediately those comprehensive codes which will deal eventually in greater detail with trade practices and competitive methods and relations. Speed and mass action are essential to meet the far-reaching needs of the immediate future.

We cannot wait to hold adequate hearings upon complicated codes concerned with the intimate problems of particular industries. The ability of each industry to increase employment, to add to its payrolls, depends in large measure upon concerted action. There must be a united attack of all industries upon low wages and long hours, a simultaneous rise of purchasing power all along the line. The new buying power created by the increased payrolls of each industry will help to absorb the products of all the others.

Faced by this demand for speed, we must follow the President's policy of doing the first thing first.

The recent public hearings on the code submitted by the Cotton Textile Industry have helped to make plain the method and objectives of the Administration. A basic code, simple in form and comparatively brief, was presented; and in it was laid the groundwork for a future more comprehensive code. The schedule of maximum hours of work for men and for machines, and the schedule of minimum wages, did not provide precedents for any other industry. But the method of arriving at these schedules was significant.

Here is an industry which has been historically operating long hours on a low wage level. Naturally low prices for its products have followed upon the competition in low operating costs. Any revolutionary increase in costs would require a revolutionary increase in prices, with drastic and uncertain consequences to an industry markedly competitive within itself and with other industries. All these factors had to be weighed by the industrial representatives assisted by the impartial services of our government agency. In the end, a brief basic code drafted by the Textile operators offered four changes in industrial practice which are of startling consequences: (1) Abolition of child labor, (2) Substantial reduction of the hours of labor in this industry to two shifts of 40 hours per week, (3) Increase of minimum wages to the purchasing power level of wages for the longer hours of 1929, (4) Limitation of machine hours to 80 hours per week, checking overproduction, eliminating the "graveyard" shift at night and giving to rural enterprises some protection against excessive operations in the urban mills.

The Administrator, who may suggest further revisions, has not yet recommended this Code to the President, whose approval must be finally obtained. But it should be very clear that the code to be ultimately adopted will not be in any sense the product of a dictatorship. It will represent the uncoerced desire of this industry to govern itself wisely and in the public interest. Enough has been accomplished already, in thus dealing with one industrial problem of exceptional diffi-

culty, to demonstrate both that this job can be done and that it should be done. The Cotton Textile Code, approved as written, marks a great forward step in this industry.

Guided by its experience with this first code, the National Recovery Administration can assure other industries of early and practically simultaneous action. Several separate public hearings can be conducted at once—now that our procedure has been established and found serviceable. Consolidated hearings may well be held upon codes affecting related industries.

But all that can be done depends right now upon the whole-hearted co-operative efforts of the industries themselves. The Administration cannot and should not undertake to prepare codes. Our field of service is definitely limited until a code is brought in. We should not be expected to arbitrate differences or to seek to bring about the adoption of a code in such a manner as to commit the Administrator to approval of its provisions before the opportunity has been given for public criticism and expression of the views of the various affected interests.

Above all things, the letter and spirit of the law lays down the function of the government; and it is not that of a dictator or controller of industrial policies; not even that of an arbitrator between parties in conflict. It is the purpose of the Administration; first, to aid the representatives of a single industry to achieve the immediate objective of all industry—to put people back to work at decent wages and reasonable hours; second, to co-ordinate the programs of the various industries for the accomplishment of this common objective; third, to protect the general welfare in all phases of this industrial self-government; and fourth, to maintain such a supervision over the future use of those co-operative powers which may now be exercised for the benefit of industry, as will make sure that those powers will not be abused but will be utilized in a manner consistent with the public interest.

We must all recognize and sympathize with the profound difficulty of adjusting the habits and prejudices of a lifetime to the requirements of a national emergency. The times demand not only courage and sacrifice but also intelligent action.

The National Industry Recovery act was written in the confident belief that the great majority of business men are ready to take intelligent action, to accept their responsibilities courageously, and to co-operate with their fellows and with their government in accomplishing the purpose of this recovery law.

One of the primary purposes of the law is to avoid any necessity for government control of business; to encourage private initiative to rely on self-discipline; to put faith in voluntary, collective agreements as the means of fixing and stabilizing human relations in and between units of industry. It will be only the failure of our industrial leadership to accept its great opportunity for self-service combined with public service, which may bring into play and make necessary the exercise of those reserved powers



of government which are described as dictatorial, but which are in fact only powers of self-preservation.

If my brethren of the bar will read again certain opinions of the Supreme Court, they will find there written down that the supreme law of government, as of the individual, is the law of self-preservation. A government sworn to protect and to defend the Constitution cannot permit that Constitution to be used as a shield for the enemies of constitutional government. The constitutional right of individual liberty cannot be made a shield of anarchy. The constitutional right of private property cannot be made a shield of tyranny and oppression.

There is no choice presented to American business between intelligently planned and controlled industrial operations and a return to the gold plated anarchy that masqueraded as "rugged individualism." There is only the choice presented between private and public election of the directors of industry. If the privately elected boards of directors and the privately chosen managers of industry undertake their task and fulfill their responsibility, they will end all talk of dictatorships and governmental control of business. But if they hold back and waste these precious hours, if they take counsel with prejudice and doubt, if they fumble their great opportunity, they may suddenly find that it has gone forever.

It is not my faith that the managers of industry should be chosen by popular ballot. No man to my knowledge who had an active part in drafting the National Recovery act, or will play an active part in its administration, is seeking the political socialization of industry. But unless industry is sufficiently socialized by its private owners and managers so that great essential industries are operated under public obligations appropriate to the public interest in them—the advance of political control over private industry is inevitable.

The great adventure of the Recovery act lies in this effort to find a democratic and a truly American solution of the problem that has produced dictatorships in at least three great nations since the World War.

In this great adventure the Administration has invited, and will seek to merit the confidence and co-operation of leaders of industry and of every phase of American life. We have no panaceas that must be accepted, no patent medicines that must be swallowed, no rigid theories that must be adopted. We have only the earnest desire to carry forward the program of the President in the light of his vision and under his guidance, to the end that the institutions of democratic control may be preserved in government and in business—each in its separate sphere—and each in co-operation with the other.

Donald R. Richberg,  
General Counsel, National  
Recovery Administration.

The chap who asked for exemption from paying an income tax because he had fallen arches reminds us of the fellow who stopped going to church because the electric lights were taken off the wall and suspended from the ceiling.

#### Items From the Cloverland of Michigan

Sault Ste. Marie, Aug. 1.—The American spirit in the co-operation with the Recovery drive is manifested here. All of our factories, merchants, and employers are figuring on the code, as requested by our President. It has encouraged the Sooites, especially the Cadillac-Soo Lumber and Chemical Co., which was our only big industry which has been idle for the past year, to announce that the entire plant will resume operation in October; in fact, the plant is doing business now amounting to 80 per cent. of normal. Now that lumber prices are higher, so that the possibility of operating at a profit is near, the refining plant, which burned last year, will be rebuilt. All over the Nation come similar reports of industrial activity. From indications there will be a big increase in employment and if the programs of the Government and business work out, this fall should show an unusual degree of returning confidence. Inasmuch as the re-opening of the Cadillac-Soo plant affects between 300 and 400 men next October will find the local unemployment problem greatly improved.

The Wayside Inn, a new store, restaurant and tourist camp park, was opened on the new Dollarville curve last Saturday by Lee Bettes, of Newberry. The business has been purchased by Mr. Bettes from Andrew Westin, of Newberry. There are three modern tourist cabins completely equipped and more will be added later. Water is being supplied from Dollarville's famous flowing well. A standpipe about ten feet high and made of four inch pipe, furnishes enough pressure to make the water flow to the store, 500 feet away.

Paralleling the old story of the chap who spent his last dollar for a billfold comes a story from Wisconsin, where a farmer traded his only cow for a milking machine.

The new booklet on the Big Spring, "Kitch-iti-ki-pi Namesake," published by John I. Bellaire, of Manistique, and John G. Baner of Ironwood, is getting much favorable publicity throughout the country. Both men are listed in a recent guide published on leading American authors. Mr. Bellaire is listed as "the Indianologist of Manistique." During the past few years the Big Spring has received wide publicity through the efforts of Mr. Bellaire.

This reviving prosperity will give a lot of shoestring salesmen a fine chance to tell how they started on a shoestring.

Jimmie Mattern, unsuccessful Globe girdler, who flew from Winnipeg to Toronto Saturday, stopped here to refuel en route.

The Bonifas Lumber Co. has announced that starting next week it is opening its camp 19, East of Newberry, on M28 and will also operate a new camp near the Hendricks quarry, with the intention of cutting and removing about 20,000 cords of pulpwood between now and next spring from that vicinity. About 100 men will be employed at the two camps and the wood will be trucked to Newberry and other nearby spurs for shipping to the paper mills. The camps North of McMillan are still in operation.

The body of Dick Houston, who has been missing for more than a week, was discovered at the head of the waterpower canal. Mr. Houston had been in business for himself only a few months, but was not very successful in his new venture. He was a good groceryman, but ill health for the past year was largely to account for his action. He leaves many friends who extend their sympathy to his bereaved family.

James McDonald, the well-known grocer of the firm of Goetz & McDonald, and a good Democrat, has been picked for acting Postmaster of DeTour. Jim, as he is known by his many friends, will make a good post-

master, being fully qualified and popular as well as a good home booster.

Clarence Hill, of Albany Island, has announced that the hotel at Albany Island is being re-opened for the season, and it will be possible to serve the public with the famous fish and chicken dinners again. Albany Island is one of the most comfortable resorts in Michigan, being situated on the edge of the water on the Straits of Mackinac, where a cool spot can be found at any time of the season. Good fishing, boating and solid comfort is the motto applied to that resort, which has enjoyed a large patronage for the past twenty years under Mrs. Hill, mother of the present owner. Clarence says it is his intention to keep up the past reputation and service.

We are proud of our popular sheriff, Willard Welch, who returned last week after attending the Michigan sheriffs' convention at Holland, where he was awarded a beautiful silver plate for being the champion marksman of Michigan's sheriffs. And besides being the best marksman, he is one of the best sheriffs that Chippewa county ever had, giving everybody a square deal and not playing politics or favoritism.

The rule of the majority is the rule of the land. Not a bad thought when there are so many cross-currents of opinion as to proper procedure on any subject.

The Les Cheneaux Chamber of Commerce held their annual meeting at the Islington Hotel last week with an attendance of ninety. A number of Hiawathaland Publicity Bureau officials from the Sault also attended the meeting. Hon. Prentiss Brown, congressman for the eleventh congressional district, Stanley D. Newton, and Clyde Saunders were the principal speakers. Mr. Brown's address was an eloquent tribute to Les Cheneaux's beauty and historical significance and an exposition of the efforts of the present National administration to bring prosperity to the American Nation. Mr. Newton also lauded the Les Cheneaux as one of the marvelously beautiful spots on the Great Lakes and urged the members of the Chamber to get ready for better times and take advantage of the spirit of co-operation which is evident throughout the resort country. Mr. Saunders expressed warm greetings from the Sault Chamber of Commerce, congratulating the Les Cheneaux on its accomplishments and pledged the support of the Sault in its many laudable efforts for advancing the welfare of the North country. Alvin Hossack, of Cedarville, was elected president, John W. Beach, vice-president, and Ross Patrick, Secretary and treasurer. The officers are all live wires and are sure of support to put the Les Cheneaux Islands on the map.

To-day beauty is only skin deep and often only powdered on.

A glowing tribute was paid to Mr. Stowe by the Hon. Chase S. Osborn in the Sault Evening news July 27 on the Tradesman which was published for the first time fifty years ago, as an event in Michigan has just occurred that is entitled to state and National consideration and recognition. A history of fifty years of service was reviewed in detail as only Mr. Osborn

can describe it, which should make Mr. Stowe justly proud of a record made by him in the fifty years of service, not only to the merchants, but to the country at large, and we all hope that Mr. Stowe may be spared for years to come to enjoy the reward of his efforts.

William G. Tapert

#### Glimpses Here and There by Stebbins

Don Kigar, of Gladwin, has one of the busy food stores of that town. He worked for some time in one of the big chain stores, where he gathered some good ideas on merchandising, which, together with his own initiative, is drawing many into his store. Don is assisted by two of his brothers, also at times by his father, who was a traveling salesman for many years.

The A. & P. chain store system seems to see a great business opportunity in selling beer. Under the regulations controlling the sale of beer, the city council of Grayling adopted a resolution that no beer should be sold in food stores. This chain contested this action and have brought suit in the circuit court, where the matter is now awaiting the decision of the judge. The state liquor control commission has informed the council they are within their rights. This is said to be the first case of this kind in the state, although other cases are now before the courts.

The big chains have violated law and honest merchandising methods so long they become very much offended when they are asked to respect the law. They seem to think the vast wealth behind them makes them immune against acts of Congress and the legislatures.

N. Schlotz is the leading food merchant at Grayling. He has been in business fourteen years. For many years he was manager of the Salling-Hanson Lumber Co.'s store. He planned a unique form of letterhead for the local business men's organization, which is used by nearly all the business houses of Grayling. His store is in keeping with the best practices of food merchandising.

#### Lucky Penny as Sales Getter

In connection with its anniversary sale a Pennsylvania store, founded in 1913, recently drew additional business by featuring the 1913 penny as a lucky coin. For two months before the sale this store advertised advising people to "watch for 1913 pennies—they will be valuable at this store." A variety of premiums was assembled, any one of which could be bought on the opening day of the sale with a 1913 penny. The idea can be used by other stores with nickels or dimes, or even dollars.

Raising a garden makes easy belief in God.



M. E. Davenport  
President.

## BUSINESS EDUCATION

At the DAVENPORT-McLACHLAN INSTITUTE is of higher grade because this school is Chartered by the State as a Class A College with power to grant degrees.

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Fall terms start September 5 and October 1.

DAVENPORT-McLACHLAN INSTITUTE  
215 Sheldon Avenue, Grand Rapids, Michigan



## MOVEMENTS OF MERCHANTS

Kalamazoo—The J. B. Baking Co., 2109 Portage street, has changed its name to Peter Pan Bakers, Inc.

Gladwin—The Cedar River Silver Black Fox Co., has decreased its capital stock from \$13,200 to \$4,998.84.

Detroit—The Buhl Stamping Co., 2730 Scotten avenue, has decreased its capital stock from \$750,000 to \$150,000.

Escanaba—The Escanaba Power & Traction Co. has changed its name to the Upper Michigan Power & Light Co.

Lansing—The Acceptance Storage Co., has been organized with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The David Stott Flour Mills, Inc., 1041 Grand River, has decreased its capital stock from \$750,000 to \$7,500.

Detroit—The Grace Harbor Lumber Co., 169 Vinewood avenue, has decreased its capital stock from \$500,000 to \$300,000.

Detroit—The Gairing Tool Co., 1629 West Lafayette street, has decreased its capital stock from 25,000 shares no par value to \$100,000.

Pontiac—The Pontiac Brewing Co., Dixie Highway, has been organized with a capital stock of \$350,000, \$50,000 being subscribed and paid in.

Hamtramck—The Auto City Brewing Co., of Hamtramck, 8214 McDougal avenue, has increased its capital stock from \$100,000 to \$400,000.

Detroit—The Oakman Brewing Co., 2537 Book Tower, has been incorporated with a capital stock of \$1,250,000, \$90,000 being subscribed and paid in.

Holland—The Holland Motor Express, Inc., has been organized with a capital stock of \$20,000, \$12,000 of which has been subscribed and paid in.

Detroit—The Richards Sales Co., 1900 East Milwaukee avenue, has been organized to deal in furniture, with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The business of Alfred R. Boerner, shoe merchant at 5626 West Fort street, who died lately, is now being carried on for his family by John R. Klatt, store manager.

Lansing—William L. Russell has engaged in the ice cream, cigar and cigarette business at 414 West Michigan avenue, under the style of the "Mickey Mouse" Cone Shop.

Flint—Hardy & Sons Bread Co., 1402 Chippewa street, has merged its business into a stock company under the same style with a capital stock of \$40,000, all subscribed and paid in.

Highland Park—State Cleaners & Dyers, Inc., 12605 Hamilton avenue, has been incorporated with a capital stock of \$12,000, \$6,400 of which has been subscribed and \$4,900 paid in.

Grand Rapids—The Mid-West Refineries, Inc., 643 Thomas street, S. E., has been organized with a capital stock of \$150,000, \$10,000 being subscribed and \$1,000 subscribed and paid in.

Hamtramck—Lasky-Fried, Inc., 9410 Jos. Campau street, has been incorporated to deal in wearing apparel for women and children with a capital stock of \$4,000, all subscribed and paid in.

Saginaw—The Acme Meat Products Co., 320 South Franklin street, has been organized to deal in foods, meats and meat products with a capital stock of \$25,000, \$5,800 being subscribed and paid in.

Detroit—The Mohawk Tool & Supply Co., 2039 Book Tower, has been organized to deal in tools, metal and equipment of various kinds, with a capital stock of \$5,000, all subscribed and paid in.

Flint—Finest Products, Inc., 301 Paterson Bldg., has been incorporated to conduct a general warehouse distributing business with a capital stock of \$2,000, \$1,000 of which has been subscribed and paid in.

Detroit—L. H. Zittel, Inc., 910 Majestic Bldg., has been organized to deal in soaps, sweeping compounds, brooms, brushes, etc., with a capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Lansing—Frederic H. Stirling and Harry Penfil have purchased the Hunt drug stock located at 517 West Ionia street and will continue the business at the same location under the style of the Penfil-Stirling Drug Store.

Detroit—Harry Barr, operator of a shoe store at 5022 West Warren avenue, has sold his stock to Marcia Kroll, who has been associated with the store management for several years. Barr remains in an advisory capacity.

Buchanan—Business ceased here Tuesday during the funeral of William F. Runner, 83 years old, pioneer druggist. As a boy he walked twelve miles from the stage line to Shelby as his first mail carrier. He taught school in

Saginaw—The Atlas Fuel & Supply Co., 320 Hoyt street, has been incorporated to deal in fuels of all kinds, lumber and builders' supplies, with a capital stock of 5,000 shares at \$1 a share, \$5,000 being subscribed and \$3,000 paid in.

Bellevue—The defunct United Stone Co. plant, now the property of the People's State bank, has been rented to Ernest Pasztor, of this place and Julius Kennedy and Martin Hoffman of Detroit, who will rebuild the business which failed about two years ago.

Benton Harbor—The Producers Service Corporation, 10th and Lake streets, dealer in fruits and vegetables at wholesale and retail, has been incorporated with a capital stock of \$2,000 preferred and 100 shares at \$1 a share, \$2,100 being subscribed and paid in.

Mears and came here in 1886 as a druggist, spending the remainder of his life here except for twelve years in Chicago and Montana. Five years ago Mr. and Mrs. Runner and Mr. and Mrs. Louis C. Ropp, of Vicksburg, celebrated the fiftieth anniversary of their double wedding ceremony which occurred in Kalamazoo in 1878.

Iron Mountain—John Caduto, 23, of Iron Mountain, formerly of Ishpeming, faces a serious charge in the Dickinson county circuit court here, along with three other young men for attacking and robbing Caesar Manicor, who owns a small store in Iron Mountain. All are held to \$3,000 bail and

all waived examination when in justice court. They have admitted their guilt to officers. It is said that Caduto and Joe Baravetto hatched up the plot to rob Manico, believing that the storeowner had between \$5,000 and \$6,000 in his store. They failed to get any money, but beat Manico up badly. The fact that one of the youths carried a pistol will probably result in a long sentence. The assault happened on March 29, but no arrests were made until last Friday. The finding of the gun gave the first clues. Caduto was arrested Saturday in Marquette as he was about to enter the Marquette prison with his father to visit his brother. Nebo, an inmate.

## Manufacturing Matters

Detroit—The Detroit Hardware Manufacturing Co., 1320 Mt. Elliott avenue, has decreased its capital stock from \$50,000 to \$22,100.

Pontiac—The Parsons & Lamb Mfg., Co., Inc., has been organized to do a general manufacturing business with a capital stock of \$50,000, all subscribed and paid in.

Hamtramck—The Nut-O-Pep Candy Co., Inc., 11824 Jos. Campau avenue, has been organized to manufacture and deal in candy with a capital stock of \$2,500, all subscribed and paid in.

Midland—The Midland Brewing Co., has been organized to manufacture and deal in beer and other beverages with a capital stock of \$150,000, \$61,000 being subscribed and paid in.

Ann Arbor—The A. A. Brewing Co., 416 Fourth street, has been organized to manufacture and deal in beer and other legal beverages with a capital stock of \$100,000, \$25,000 of which has been subscribed and paid in.

Kalamazoo—The American Signs Corporation, 314 Parkwood street, manufacturer of illuminated signs, has merged the business into a stock company under the same style with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The C. H. Gaylord Chemical Co., 3000 Union Guardian Bldg., has been organized to manufacture and deal in chemicals of all kinds with a capital stock of 600 shares at \$10 a share, \$6,000 being subscribed and paid in.

Detroit—The P. X. Products Co., 2751 East Jefferson avenue, has been organized to manufacture and deal in pharmaceutical products, with a capital stock of 1,000 shares at \$10 a share, \$10,000 being subscribed and paid in.

Ann Arbor—The University Brewing Co., with business offices at 515 Barlum Tower, Detroit, has been organized to manufacture and deal in beer and other beverages, with a capital stock of \$200,000, \$1,000 being subscribed and paid in.

Kalamazoo—The Fuller & Sons Mfg., Co., North Pitcher street, auto transmissions, and auto parts, has merged the business into a stock company under the style of the Fuller Manufacturing Co., with a capital stock of \$250,000 preferred and 250 shares at \$600, all subscribed and \$1,000 paid in.

## Selection of Wash Goods for Summer Garments

When the housewife selects a design for a Summer wash dress, she may overlook some of the most important points if she is not careful, the United States Bureau of Home Economics says.

How will it launder? Will a dress made by this pattern be easy to iron? How will that trimming look after it is washed and ironed? How will those irregular parts wear when subjected to frequent washing? The kind of fabric makes a difference here, of course, and the workmanship, as well as the actual design.

Wash garments have to be sturdily built everywhere. Washing and ironing are hard on seams. A good pattern for a wash dress, has therefore, simple lines, and few seams or joinings. Those that are necessary to the construction and particularly those that are part of the design or effect of the dress, should be in such places that they will not readily weaken or pull out when the dress is worn and washed. It goes without saying that all the seams in a wash dress should be finished to stand washing.

## The Power of the Advertising Dollar

Several years ago in one of the larger cities of Southern Michigan nineteen arrests were made for selling short weight packages. If I remember correctly all those arrested were chain store manager but one. This surely was real news, but not one line about it appeared in any of the daily papers of that section. The names of those arrested and locations were published in an independent community paper of that city.

Of course, the chain stores spend huge sums for advertising, but such news was not the kind of advertising they paid for. Their copy must come from the hands of experts.

Some time ago we read in the Michigan Tradesman an article describing some practices of the chain stores as related by a young man who had been in the employ of a large grocery chain. Here was real enlightenment for chain store customers, but this young man would have been laughed to scorn had he attempted to insert his story in a daily paper. Why?

The power of the advertising dollar extends beyond the mere space it pays for. The censorship of news during the world war was no more effective than the censorship controlled by the advertising dollar of the big syndicates to-day. The press is muzzled by the twine from the opened money bags. Any news reflecting in the least upon the methods or merits of the chain store is omitted from publication.

Silence is golden.

The chains can do no wrong.

Sam Sugarsax.

## Tires Re-treaded

A bus company in Northern New Jersey has a small portable machine which cuts new grooves in non-skid tires when the original tread has become worn. The tire does not have to be removed from the bus for the operation.



## Essential Features of the Grocery Staples

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

**Tea**—For some time the first hands tea business has been quite active and on a very firm basis with several advances having been marked. Business during the past week has not been so good, but prices are still steady to firm and some grades of Indias and Javas have been slightly higher in primary markets. Consumptive demand for tea fairly good.

**Coffee**—The future market for Rio and Santos, green and in a large way, during the week lost most of the strength that it had shown during the week before, due to the slump that occurred in the financial situation. At the present writing, although the financial situation has improved, future Rio and Santos continues sluggish. Spot Rio and Santos has not completely followed the decline in futures, although it has declined a little since the last report. Demand from first hands is quiet. Milds just about where they were a week ago. The jobbing market for roasted coffee shows no material change from last week, but no doubt it will if the weakness of the past week is maintained or gets worse. The experience of the coffee market during the past week appears to indicate that nothing can more than temporarily block the inevitable result of an over-supply. In spite of everything that has been done, there is still far too much Brazil coffee for the demand.

**Canned Fruits**—The canned fruit market is working through a period of uncertainty, which can be well understood. The buyers are faced on all sides by higher prices on new pack goods without any certainty that these higher prices can be passed on to the consuming public and that the consuming public will be able to bear them because of larger employment and better wages. In other times, depressions ended by a general cleanout and recovery started from the bottom, the unemployed being drawn into industry gradually, and prices and wages rising in a natural way. This freed the distributor of the gamble which he faces today, when he is asked to assume the burden of higher prices in advance of industrial recovery. It is particularly so in New York, where unemployment has not diminished as it has in other markets, such as Detroit, textile New England and the South.

**Canned Vegetables**—It is estimated that the pea pack will be the smallest this country has put up for the last dozen years. Competent authorities insist it will not exceed ten million cases. The packs for the past five years have been as follows:

1932	10,366,000
1931	13,285,000
1930	22,035,000
1929	18,530,000
1928	17,923,000

The corn pack is also estimated at ten million cases. The packs for five previous years have been as follows:

1932	9,357,000
1931	19,414,000
1930	15,692,000
1929	17,486,000
1928	14,497,000

There were 3,000,000 cases of 1932 peas on hand July 1. It is estimated that this stock will be reduced to a million cases by Sept. 1. In Central Illinois the pack will be a complete failure, due to the dry weather and the chinch bug, which attacks the leaves on the stalk and thus destroys the vitality of the stalk. No corn borer is reported to have been found in any Michigan corn thus far this season. Widespread damage to growing crops has forced packers in many sections to withdraw. Maine and New York State have been hard hit by long dryness. Wisconsin and other Middle Western States have gone through arid periods which played havoc with their crops. There will undoubtedly be a lot of prorating on business booked earlier in the season.

**Dried Fruits**—Dried fruits again move in heavy volume on the local market, large factors reporting in some instances that business is better than at any time since the days of the recent war. Prices have been generally advanced, but this seems to have little effect on the host of smaller buyers who are now in the market. One factor ascribed this heavy movement to the increasing propaganda for fruits generally, with the accent on the dried varieties, plus the fact that dried fruits have not shown as much of a climb in price as have the fresh varieties. This may or may not be true. But a factor that will have some consideration in the future is the regulation of shipments of fresh fruits into the local markets and the better grading that will have to be part of the new deal marketing. This will advance the fresh fruits and will give the dried fruits a better chance than even now in the off summer season. On the Coast conditions are described as especially satisfactory, several powerful factors there expressing favorable opinions. The prune pool, too, is out of the market for the moment and will make no new offerings for sometime at least. This will tend to push old stocks even faster than they have been going.

**Beans and Peas**—The entire market for dried beans is dull without material change in price. California limas are perhaps a little firmer for the week, and so are blackeye peas. Business in the entire line of dried beans and peas is poor.

**Cheese**—Cheese has ruled steady during the last week, but the demand has been only moderate.

**Nuts**—The shelled nut market continues to drag. The hot spell is expected to have a further retarding effect on it. While stocks are quite moderate, buyers are limiting their purchases to immediate needs only. New crop prices on pecans have been named.

**Olive Oil**—The European markets remain inactive with fluctuating exchange tending to check trading. In some directions it is said that spot business this week has been in fair volume but orders for future delivery are at a standstill, consumers covering immediate needs only. Prices are reported as unchanged in some directions but in other quarters they are quoted about 5 points below the level prevailing at the beginning of the week.

**Pickles**—No change marks pickle prices, but the situation is decidedly firm. Salt stocks are very low and dills are only available in scattering quantity. The demand for all lines of pickles both in bulk and in glass jars has been active. A smaller crop of pickles than last year is anticipated, some putting the reduction at as much as 50 per cent. This plus next to no carryover should keep the market on a very firm basis.

**Rice**—The market held very firm. Advices from the South indicated that very heavy rains would hold back the new crop about five days more, hurting the prospect of early rice. Offerings light on account of small stocks in sellers hands.

**Salt Fish**—The demand for mackerel and other salt fish continues quiet. The pack of domestic shore mackerel has been slow to get under way. Prices are about unchanged for the week. New pack Alaska salmon is now offered in markets and some low price Portuguese sardines have come into the market. Demand for salmon has been good with some interest being taken in the new pack at comparatively high prices. Other tinned fish unchanged, except that imported sardines, outside of the shading of some Portuguese stock, are higher.

**Syrup and Molasses**—Demand for sugar syrup continues fair and steady on account of restricted production. Prices are steady to firm. The market for compound syrup, made mostly of corn, advanced 15 cents 100 pounds to take care of previous advances in corn, but declined the same amount when corn broke. The situation is therefore about unchanged from last week. Demand quiet. The better grades of molasses show considerable firmness, but without advance since the last report. Demand fair.

## Review of the Produce Market

**Apples**—No. 1 Transparents command \$1.25 per bu.; No. 2, 75c per bu. Duchess, ditto.

**Bananas**—5½ @ 6c per lb.

**Beets**—New, 40c a dozen bunches or \$1 per bu.

**Black Berries**—\$1.75 @ \$2 per crate of 16 quarts.

**Butter**—The market is 1½c lower than a week ago. Jobbers hold plain wrapped prints at 21½c and tub butter at 20½c.

**Cabbage**—Home grown, \$1.25 per bushel.

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

45s	\$2.75
54s	2.50
Flats	1.60
Indiana, 25c less.	

**Carrots**—Home grown, 40c per doz. bunches or \$1 per bu.

**Cauliflower**—\$2.25 per crate containing 6 @ 9 from Arizona.

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

**Cherries**—Sour, \$1.50 per crate of 16 qts.; dark sweet, \$2.25.

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

**Cucumbers**—No. 1 hot house, 60c per doz.; No. 2, 40c per doz; Southern or home grown, \$1.50 per bu.

**Gurrants**—\$1.50 per crate of 16 qts. Dewberries—\$2 per crate of 16 qts.

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

C. H. Pea from farmer	\$3.20
Light Red Kidney from farmer	4.00
Dark Red Kidney from farmer	3.25

**Eggs**—Jobbers pay 7c per lb. for mixed eggs and 8c per lb. for heavy white eggs. They hold candled hen's eggs at 14c per doz., pullets at 12c and X seconds at 12c.

**Gooseberries**—\$1.50 per 16-qt. crate.

**Grape Fruit**—Present prices are as follows

Florida Mor Juice	\$3.50
Florida Sealed Sweet	3.75
Texas, Choice	4.00
Texas, Fancy	4.50

**Green Beans**—\$1.25 per bu. for home grown.

**Green Corn**—20c per doz. for Yellow Bantam.

**Green Peas**—\$1.25 per bu. for home grown.

**Green Onions**—Home grown, 25c per dozen.

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

**Lettuce**—In good demand on the following basis:

Imperial Valley, 6s, per crate	\$4.00
Imperial Valley, 4s and 5s, crate	4.25
Hot house, per bushel	.75

**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, \$1.50 per 50-lb. bag; home grown, \$1.25 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**—Elbertas from Georgia, \$2 @ \$2.25.

**Potatoes**—Home grown new sold on the Grand Rapids market to-day at \$2 per bu. White Cobblers from the Carolinas and Oklahoma, \$3.25 per 100 lb. sack or \$6 per bbl.

**Radishes**—12c per doz. bunches hot house.

**Spinach**—90c per bushel for home grown.

**Tomatoes**—Out door grown, 7 lb. basket, 65 cents.

**Veal Calves**—Wilson & Company pay as follows:

Fancy	7@7½c
Good	5@6c

**Poultry**—Wilson & Company pay as follows:

Heavy fowls	10c
Light fowls	8½c
Ducks	8c
Turkeys	11c
Geese	7c

**Water Melons**—35 @ 45c for Florida.

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

**Whortleberries**—\$2.75 per 16 qt. crate.



## MUTUAL FIRE INSURANCE

### Spontaneous Ignition and Summer Fires

Pointing out that summer is the season for awning fires due to office men flipping cigarette butts through open windows; for lightning fires in buildings not rodged or rodged improperly, and for fires due to spontaneous ignition of oily rags and waste, and of hay in barns, a bulletin just issued by the fire prevention division of the Industrial Commission of Wisconsin emphasizes the fact that all such fires can be prevented through the exercise of care.

The bulletin further points out that this is the season of repairs and renovations in schools, churches and residences, as also in shops and factories during the present revival of business, and asserts that if oily waste, paint rags, or oily mops are left in contact with woodwork or other combustible material, the building may become a prey of a "mysterious" flame, resulting from spontaneous ignition.

Explaining that spontaneous combustion is the ignition of a substance by internal development of heat, without external contact with spark or flame, the bulletin stresses the point that substances impregnated with linseed or other vegetable oils, or animal oils and fats, absorb oxygen quite rapidly and gradually sufficient internal heat is produced to reach the ignition point. Such fires often occur in cellars, attics, closets, haylofts, warehouses, shops, and other out-of-the-way places not under constant observation, and spread rapidly, fed by highly combustible materials usually present.

To avert the danger of spontaneous ignition fires, the Wisconsin officials say that oily waste and paint rags when not in use during the day should be kept in standard, self-closing metal waste cans, and should be burned or otherwise destroyed at the close of the day's work. It is further pointed out that the stairway closet, particularly, is not the place for the floor mop; that sawdust or shavings must not be used to absorb oil on floors; that oily metal filings, borings and cuttings, leather dust and scraps, and waste, cloths or excelsior used for rubbing or varnishing furniture should never be left in contact with combustible materials, but should be cleaned up and removed or destroyed. Workmen's oily clothing should be hung on a masonry wall or in a well-ventilated metal locker. Ink rags and cloths used to wipe rollers in print shops and lithograph establishments should be destroyed after use.

Special attention is directed to the fact that many sweeping compounds and dust preventives contain oil and that the only safe storage for them is in covered metal containers, and their removal after use.

### Of The Old School

Fifty years an editor is a record few men can boast. Yet Ernest A. Stowe, who has just completed half a century with the Michigan Tradesman, still wields his pen with accustomed vigor. He is still carrying on in his craft after covering a span which has seen most of those of the old school of journal-

ists that Grand Rapids once knew pass from view.

Names that have been forgotten by the present generation still are fresh in his mind. Albert Baxter, Ernest B. Fisher and Alpha Child of the staff of the old Grand Rapids Eagle, and Aaron B. Turner, its founder, are alive in his memory. Theodore M. Carpenter, A. B. Tozer, David R. Waters, Lewis G. Stuart, Lloyd Brezee, Hugh McDowell, Thomas K. Hunt, Frank W. Ball—all names which loomed large in the old days of journalistic endeavor in this city, were associates and friends of Mr. Stowe. He can recall the old Daily Times, the Evening Leader, the Telegram Herald and other publications which helped mold the opinion of this community in days gone by.

Mr. Stowe probably remembers the old Press club whose first officers were Henry M. Rose, Andrew Fyfe and George W. Locke. The length of his service may be realized by the fact most residents of Grand Rapids probably do not know there ever was a Press club in the city.

Virtually all the old-timers are gone. The recent passing of At White and William Aldred Smith removed two more from the ranks of the veterans of the print shops. When Mr. Stowe gathers the remnants of the old time journalists about him for his annual dinner his earliest reminiscences are shared only by a few who won their newspaper spurs in the nineteenth century. Mr. Stowe now stands virtually alone as an active editor. He and his Tradesman, fifty years together, have become almost an institution and a tradition to Grand Rapids.

Grand Rapids Press.

### Outstanding Accomplishments of Fifty Years

Plainwell, July 26—So the Tradesman is fifty years old.

Well, most of us had to be informed of the fact because of the very aggressiveness of this unusually active, fearless, serviceable trade paper. It seems to us the Tradesman is fifty years young, and improving with age.

We congratulate you not alone for these years of unselfish service, but also for the type of invaluable service rendered thousands of merchants; for the thousands of dollars saved them and for the fear with which you have inoculated crooks, preying on business men and the public in one way and another, that has proven the most effective deterrent possible to such conscienceless activities.

We thank you for the example set; for the demonstration that many crooks can be forced to stop despoiling us; for the proof that law and order can prevail when supported by an honest, energetic, enterprising man possessing an unselfish and constant devotion to the cause of fair dealing and sound business practice.

Long may you live; may your strong, courageous policies continue.

May others follow in your footsteps; then unbridled greed and legalized thieving be replaced by energized honesty, wise policies and an unselfish devotion to sound practices and high ethical standards in the business world, the lack of which is largely responsible for the present demoralized condition of business, as well as grievous suffering, and staggering financial losses, of millions of people.

Keep on, Mr. Stowe, keep on.

Lloyd E. Smith.

## OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

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

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

**WILLIAM N. SENF, Secretary-Treasurer**

## The GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE CO.

A LEGAL RESERVE MUTUAL COMPANY

**23 YEARS**

OF DIVIDENDS TO POLICYHOLDERS

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**THE MICHIGAN RETAIL DRY GOODS ASSOCIATION**

320 Houseman Bldg., Grand Rapids, Mich.

## LICENSED and doing business in every STATE



The Federal Mutuals are the only mutual fire insurance companies licensed and doing business in every state. This means that every State Insurance Department has approved of the soundness of the companies in addition to their plan of operation. Insurance buyers in Michigan can entrust the protection of their property to the Federal Mutuals with the fullest confidence. Confidence backed by the approval of not just one

state insurance department, but forty-eight. Three companies, with combined assets of almost 13 million dollars, back every Federal policy. This large amount has been built up in addition to saving policyholders substantial amounts every year. What could be greater proof of the soundness of the Federal plan?

### Federal Hardware & Implement Mutuals

Retail Hardware Mutual Fire Ins. Co. Hardware Dealers Mutual Fire Ins. Co.  
Minneapolis, Minnesota Stevens Point, Wisconsin  
Minnesota Implement Mutual Fire Ins. Co.  
Owatonna, Minnesota



## MORE ENCOURAGING WORDS

## Concerning the Tradesman's Fiftieth Birthday Anniversary

Rockford, July 28—I wish to congratulate you upon attaining the ideal you set out to attain in your early manhood. Many are tempted and will not resist the temptation of a quick financial achievement to the detriment of their moral success.

Having embarked in business the same year you did, I know how you felt when the first morning you opened the doors of your business establishment and when you took to the road to lay before the merchants of Michigan your publication, assuring them of the benefits that would accrue to them from the pursuing of its pages. Then to watch the plant grow by your efforts and eventually see the plant bring forth the cherished fruit, namely the publication of a journal that ranks high in the estimation of all who are acquainted with same. I am aware that you must draw a well earned contentment and happiness from your achievement for all time. I particularly enjoy Out Around and the poems on the front cover. The former are entertaining and informative; the latter always inspiring. G. A. Krause.

Lowell, July 27—Congratulations on your fifty years of success as publisher of the Michigan Tradesman. Also for your exposure of all the fakes, quacks and crooks who have tried to swindle the merchants. You have courageously carried on without fear or favor in behalf of others and for what you thought was right. The first issue of the fifty-first year shows all the old time pep, and, as they say, the first fifty years are the hardest in any business. I am sure the Tradesman will carry on to even more glorious achievements under your faithful guidance. M. Norton Henry.

Grand Rapids, July 27—Congratulations! You have won the position of being one of the best known, most respected, most temperant workers and most fearless man in Grand Rapids and you certainly believe that "He who splits his own wood is twice warmed," for you yourself have furnished the fuel which has made the Tradesman so intensely interesting. I just hope the Good Lord will keep you grinding the mill for many years. Glendon A. Richards.

Petoskey, July 26—Congratulations on the fiftieth birthday of the Tradesman. It has led a long useful life. May it always continue with the same honesty, force, vigor and vision that has made it such an outspoken friend of the people's interest as has so marked its past.

The vote in the House and Senate on the chain store bill shows that our people are awakening at last. John A. Lake.

Stronach, July 29—I wish to greet you and the Tradesman on the fiftieth anniversary, the same as a birthday. It must give you a wonderful feeling, for fifty years ago I was just three years old. I feel that I have made many times its cost in my life already. Charles Wissner.

Howard City, July 26—I feel that I did not congratulate you as I should when in your office the other day, perhaps owing to our mutual aural handicap, upon your remarkable fifty year record in building up and maintaining one of the outstanding journals of the state if not the nation.

On my way home, having quieted down and having time for reflection, I thought it over and wondered why I had been so inarticulate on the matter, decided it was easier to write it than to speak it and planned to do that. However, as day after day brought its usual routine of work, crowding out this among other matters, I had not done so. But when I read last eve-

ning's editorial in the Grand Rapids Press, it brought back to me so many associations of the past that I am taking the time before breakfast and before the day's activities start to offer my very sincerest congratulations and not only applaud your survival of the years, but also to reminisce a little.

Of course, among the names mentioned in the article that of Uncle Albert Baxter stands out with me. But associated with him in my mind is E. B. Fisher, whom I knew so well. I went to school with the daughters of Aaron B. Turner.

At the time the Times merged in the Democrat I was keeping the books of the Times. I so well remember the kindly Theo. M. Carpenter on the editorial staff. A. B. Tozer was also connected with the office.

Later I won a \$5.00 prize in a contest for the best display advertisement offered by some local house, (Herpolsheimers or Springs, I think) in the short lived Star published by A. B. Tozer.

Lewis G. Stuart was on the Democrat at the time of the aforementioned merger of the two dailies.

I followed the course of Henry M. Rose after he went to Washington with much interest. I remember him perhaps best because of a New Year's greeting from his pen, which came to our door by the carrier.

As I have this incorporated in a Press Banquet feature at which I acted as toastmaster and used it in introducing Mr. Stace, speaker of the evening, (then with the Press) I will save writing it out by enclosing this, for I thought it very clever. Wish I had preserved it for reference. Can only remember that much of it. I have so many demands for similar features I recently prepared it for distribution, as you will see.

Well, Mr. Stowe, again let me congratulate you and hope I will still be here to congratulate you when you arrive at your seventy-fifth or possibly centennial anniversary.

The Howard City Hummer was the only paper I every edited or published and it had but one issue.

Carrie Baxter Jennings.

Last week's absence from our desk—and from the state—was responsible for a much regretted omission—paying tribute to what is, in our mind, the most triumphant editorial and publication career during the last half century in Michigan. This is said of the fifty years of existence of the Michigan Tradesman and its publication under the direction of its founder and continuous editor, Ernest A. Stowe. Many kindly and appreciative remarks have preceded ours, but no one can with greater appreciation and affection pay tribute to the great and honest effort of this purposeful man, who for half a century has traveled along the path of journalism, lighted by the torch of high ideals emanating from his own lofty purpose. No one person has accomplished more for the practice of square dealing and an honest code of business practice in Michigan than E. A. Stowe. While not in at the initial issue of the Tradesman, yet more than forty-nine years ago now, this writer was humbly associated with its publication and, for four years of its early struggle for existence, divided up with the publisher the meagre income of the enterprise and became forever enthused with the spirit of that association. Oceana Herald.

Grand Rapids, July 31—A very sweet editorial in the G. R. Press dedicated to you and to your half-century of constructive service was well earned. The unique fact is that it appears at a time that you can enjoy it.

Ed. Weir, Mgr. Grand Rapids Furniture Makers Guild.

Hon. Chase S. Osborn writes our Soo correspondent, Mr. Tapert, as follows concerning himself and the

Tradesman: "You never forget. Your capacity for friendship must make you happy, as it does all your friends. Your allusion to me in your correspondence of June 12, as published in the Michigan Tradesman June 14, touches my heart. I note your use of the tender adjective beloved. To you I return all your finest sentiments with my gratitude and appreciation. What a splendid publication the Tradesman is and you help a lot to make it what it is. I know that Editor Stowe appreciates you. All your friends wish you the choicest rewards of life."

Mancelona, July 29—Please accept my congratulations on reaching your fiftieth anniversary as publisher of the Michigan Tradesman. It is needless for me to try to express to you our appreciation of the good that you have done and are doing for the merchants of Michigan and we are all hoping that your health will be such that the Tradesman can be printed under your direction for many years to come.

Sidney Medalie.

## How Things Looked to Stebbins at Gaylord

Gaylord, July 30—One of the hottest days, also hot again to-day—Sunday. Saw a forest fire north of Grayling. Some 7000 acres near here burned over last week. Crops needing rain badly. The above nine subscribers are among the best merchants in these towns. Arrived here this evening, placed sample copy with merchants, upon whom I will call Monday. The mills here are closed for good. Shipping out the last stock of shoe lasts, same going to Australia. A new shoe last has been invented, made from sawdust and glue cement, which is pressed into the various forms. Sells for less, so sounds the death of the maple wood lasts. The town has grown much since my last call, nearly thirty-five years ago. With the mills gone, it will be difficult to retain former volume of business here, as it will have to rely upon the farmers. The A. & P. and Woolworth chains are here to get the lion's share of trade.

I see Bay City merchants are active in backing up the president's plan for greater co-operation. They will have a procession through the principal business section of the city, everyone on foot. Riding is barred. Their slogan is, "Help get the business of the Nation on its feet." Most merchants and all the clerks will welcome shorter hours, although I talked with one old merchant who said he would be lost if his store was not open later. Said he did not know what he could do with his time at home. I do not know of greater slaves to business than the food merchants, who work early and late, wearing themselves out too early in life.

Called upon a merchant to-day who, seeing me with a bundle of the Tradesman, came forward to greet me with outstretched hand. Said he had long read the Tradesman and knew he would recognize the editor when he saw him, and was glad I had called. I used my stock of diplomacy to inform him of his error. Then we both had a good laugh together. I am pleased to see the kindly letters coming to you with greetings for your half century of service to Michigan business men and women.

In my sojourn about the state, meeting many subscribers to the Tradesman, I find most all of them read its pages carefully for business helps. I notice, as a rule, these are the more prosperous men in business. I cannot help thinking of a few who give the Tradesman scanty reading. One merchant showed me copies he had not taken from the wrapper, as he said he was too busy to read, but hoped to look them over later. Such a merchant is not getting the profit on his subscription investment that it would give if he read each number carefully.

It is my observation that the business men or women, who think they are too busy to read a good trade paper each week are missing a whole lot of knowledge they need. There is an old saying, that "one who uses his head saves much work for his hands and feet." This was never more true than with the merchant. A good trade paper tells him what others are doing successfully in his own line. It interprets laws and regulations made to govern business. It carries valuable advice from the editor, who in his position is a watchman upon the tower and warns of approaching dangers. Not heeding the messages he sends out from week to week has cost many merchants a loss of money. I call attention to just one instance—the loss of thousands of dollars food merchants might have saved if they had read and acted upon the warnings sent out each week, of refunds available on the oleo tax. Many of these losses fell upon Tradesman subscribers, who were too busy to read or at least to read carefully. Many of them, who are now getting a one year refund of this tax, were entitled to a two year refund, or double what they will receive. This loss represents the profit on a large amount of merchandise. It is such a rare thing for Uncle Sam to return tax money and pay interest for the use of it that every merchant should have his hat off to catch the plums as they fall from the tree. No doubt that hereafter many will read the Tradesman more carefully and, if so, this loss will turn into a gain later on. In meeting many merchants who tell me they have no time to read, they list the daily paper and magazines of amusement, which take up their reading time. While everyone needs these, there should be time reserved for reading a good trade paper covering the business in which one is engaged. Well posted merchants are the most successful because they buy their trade paper as an adjunct to their business. They buy it to pay a profit on the investment, the same as they buy merchandise. I do not know of a small cash investment which gives so great returns as a good trade paper. It gives you the ideas and plans garnered from the experience of thousands of successful men and women in your own line of business. In this important reconstruction era, which is being led by the president, for greater co-operation in business, every merchant should watch his trade paper for the advice he needs at this time. E. B. Stebbins.

## Not a State Plum

Lowell, Aug. 1—I send you herewith a clipping from the Detroit News regarding the new President of the Michigan Board of Pharmacy. I would not call it a state plum under existing circumstances with the present administration. I was the first man who worked for Mr. Durham after he became a registered pharmacist. He conducted a very nice store at Corunna; in fact, the only up-to-date store of any kind in the town. Mrs. Durham is also a registered pharmacist and they are fine people. Mr. Allen, who just left the Board, served his apprenticeship with Mr. Durham. Thought perhaps you would like this and I am sure it would please Mr. Durham. He is a self-made man and deserves a lot of credit. M. N. Henry.

A Western grocer, a packer, and telegraph company messenger boys are joining hands to bring hot baked hams to consumers' kitchens. Housewives who do not wish to prepare and cook meet for a dinner can place an order for a baked ham with their grocer and have it delivered hot, ready for the table, directly from the packer's plant at the appointed time.

Praise stimulates some men and demoralizes others.



### PRICES AND PROFITS

The effect of higher labor costs on the price of merchandise was revealed during the week when a number of industries announced the increases necessary under the Recovery act. The Association of Cotton Textile Merchants published the fair differentials on various lines of goods to be paid on contracts carrying labor clauses, underwear differentials were sent out and other lines prepared for price advances due primarily to higher labor expenses.

On denims, for instance, the differential is 1-4/5 cents, bringing the prices on 2.20s to 14 1/2 cents; on cotton blankets the advance is about 18 per cent.; on sheets and pillowcases, about 13 per cent. On heavy cotton-ribbed underwear the rise in some styles is as high as 25 per cent. Sweater mills were reported preparing to advance their lines as much as \$3 to \$5 per dozen, an average of about 20 per cent. on the cheaper goods.

These increases are tangible but some of the price being quoted in the various markets are much higher than the added labor costs would seem to warrant. It is unquestionably true that after the last few lean years many manufacturers have decided to try to include a profit in their new price lists.

They can hardly be blamed for this, but the manner in which prices are skyrocketing leads many observers to question the immediate advisability of attempting to make a profit. It is felt that manufacturers should endeavor to keep quotations as low as possible at the present time and if necessary forego any immediate profit. Some of the present quotations sound fantastic in relation to what they were a few months ago, and unquestionably it will not be easy for the consumer to pay these quotations. Many prices have doubled, and it is not logical to expect that consumers will pay them without some degree of reluctance.

### SHAPE BLUE EAGLE PLANS

Preparations are being rushed in retail and wholesale circles for widespread adherence to President Roosevelt's recovery program to be indicated by display of the Blue Eagle insignia at the earliest convenient period.

A number of retailers have already signed the blanket code and are featuring the emblem, and with the competition of distribution to employers of the certificates and insignia the wheels of an industrial campaign unparalleled in this country or elsewhere will be put into active motion. Advertising copy designed to develop full consumer support has been prepared for the use of merchants throughout the country and will be distributed by local committees in the various cities and towns.

Signifying the establishment of minimum wage standards, shorter working hours and the elimination of unethical and sweatshop methods, the Blue Eagle campaign, backed by tremendous publicity and co-operative action, is hailed by trade leaders generally as a vital step in the raising of purchasing power to absorb goods at the higher prices next Fall.

The campaign, it is pointed out, will carry a consumer appeal and an educational momentum, lacking in former

smaller-scale efforts featuring industrial insignia typifying higher standards. Unlike the union labels, which are designed to indicate merchandise made under arbitrary union rules of the most despicable character, the new insignia has the immense advantage of being carried through in a cohesive effort from manufacturer through wholesaler and retailer to the consumer.

The consumer, in fact, is expected to become an active partner in the program through the signing of an agreement to patronize only those establishments which display the Blue Eagle emblem. This, of itself, it is pointed out, will be a marked force in the success of the program, the support of the consumer being buttressed by the realization that his own pay check depends upon the plan's success.

Steps for adequate surveillance and prevention of misuse of the emblem, it is also brought out, will also insure that degree of control essential to preserving the meaning of the insignia and which is lacking or applied in a comparatively feeble manner in the use of the union labels. It was also pointed out that the employees themselves constitute an effective check on whether their employer, using the Blue Eagle, is living up to the provisions of the agreement.

While the program brings some difficulties and higher operating costs to retailers, there is no question but that the rank and file of retailers will be found strongly back of the campaign. While individual action has been retarded by the delay in the filing of the revised code for the retail industry, the emblem will within a comparatively short time be in general use by small and large stores of the country.

### DRY GOODS CONDITION

Early launching of August sales during the week by some stores served to check the midsummer decline usually experienced in retail trade. These promotions will be featured on a much wider scale than in recent years by many stores, beginning this week. There is general expectation that the sales events will meet with active consumer response.

Based on the sales volume last week, there is said to be no occasion to revise the estimate that the July figures covering department-store trade will probably approximate the decline of 5 per cent. shown for June. Chain-store sales have been holding up well, with gains predicted over a year for some of the leading systems, particularly those operating in the agricultural areas.

While some disappointment has been expressed that retail trade generally has failed to show increases comparable to those in production, perhaps there has been too much of a tendency to expect retail volume to forge ahead rapidly. A time lag has inevitably featured recovery in all previous depressions and it appears normal for such a development to have taken place. Of course, from this point on, it is highly essential that increased buying power come into play to offset price rises and to prevent the threatened accumulation of goods in wholesale channels.

Resistance to higher prices appears to have grown in the wholesale markets. Orders, however, continued to be placed actively.

### THAT SAME OLD SCHEME

The National Education Association, meeting at Chicago, was disappointed at the failure of the mission of the four schoolboys who asked the Reconstruction Finance Corporation to lend money for paying teachers' salaries—it was reported that application had previously been made for loans to help poor youths through college—but it still clings to the hope that a Federal Department of Education will be established. Then, in the opinion of these professional educators, there will be no need to worry over the future of the American public school system. The centralizing and bureaucratizing of the schools will be complete. Subsidies will flow from the Federal Treasury in a steady stream. The burden of elementary and secondary education will be shifted from the States and cities and rural districts to the shoulders of the Federal Government. Professor Strayer of Columbia announced that a bill for such a department would be reintroduced at the next session of Congress and "the goal to which this association is pledged will at last be attained." In these days of centralizing so many government activities at Washington it would seem that at least education might be spared from the strengthening grip of bureaucracy. Eternal vigilance has been unable to keep local politics out of our school systems, although progressive movements in some States have helped to combat political influences. All that has been gained would be lost with the extension of Federal control over the schools.

### THE BLUE EAGLE INSIGNIA

Symbolizing the joint co-operation of employers and consumers with the National Recovery Administration, the Blue Eagle emblem is significant.

More than a year ago the need for such an insignia with all that it connotes was suggested in these columns as a major step in business recovery. With the depression at its worst last March, attention was again drawn to the fundamental necessities for action along these lines:

"Teach every citizen that his job and what he earns depends upon buying only products which are honestly priced, and efficiently and honestly made by labor that gets a fair wage. To identify such products an emblem should be adopted."

That, in brief, is the compelling lesson of President Roosevelt's campaign.

To achieve the goal, consumer co-operation is vital. It is now very definitely the responsibility of producer and retailer to bend every effort to carry the message to the ordinary citizen that his pay check depends upon his support of the Blue Eagle emblem and what it stands for.

Difficulties may be encountered, but they will be infinitely small in comparison to the objectives sought. Nothing should be permitted to stand in the way of what to date is one of the outstanding phases of the New Deal, both for industry and trade and for the every-day citizen and worker.

### BUSINESS ADVANCE HALTED

Definite indications that the sharp upward climb of industry and business since the end of the bank holiday has been temporarily halted and that a sea-

sonal lull can now be expected were given during the week. The advance was the most sensational in the economic history of the country and resulted in industry recovering close to 50 per cent. of the decline since 1929.

The opinion appears prevalent that the reaction will not be a severe one. The lull will give the Government and industry an opportunity to appraise the progress made and to lay sound plans for consolidation of the gains. In line with the halt, the weekly index of business dropped back several points for the first time since the week ended March 26. During that period it advanced 39 points. All of the series, with the exception of automobile production, showed a decline from the previous week. Electric power was curtailed in the South, where the cotton textile code forced a reduction in production. The steel industry barely maintained its pace of the previous week. Lumber orders have fallen below production for the second consecutive week. The sharp drop in cotton forwarding reflected the standstill to which new textile business in recent weeks has come and the reduced rate of output.

### ECONOMIC PLANNING

It would be interesting to know more about the proposed course in economic planning which Harvard University is to offer to its students in the fall. Ever since Russia set out on its Five-Year Plan economists of one sort or another have urged the adoption of something similar in the United States. They have insisted that periods of plenty and of scarcity would thus be avoided and that production would always be equal to the demand.

The Russian experiment has not yet been brilliantly successful. The shoe factories, for example, are turning out one shoe a year for each inhabitant of the country. This is hardly enough to meet the demand, even of those who have money enough to pay for two shoes. On the other hand, it is said that the American shoe factories, running on full time, could make shoes enough in one year to meet the demand for two years.

The status of the mother-in-law has risen to the dignity of a place on the program of the American Society for the Advancement of Science. It was discussed by a University of Chicago professor who, in association with a colleague, has been gathering statistics in an effort to discover her relation to the happiness of married couples. It is not necessary to fall back on statistics to discover that there are mothers-in-law and mothers-in-law, or to conclude that their relation to the happiness of their married children depends not on being mothers-in-law, but on their general human wisdom. Women who cannot realize that their daughters have grown up make both their married and unmarried daughters unhappy. And women who recognize the right of their adult children to live their own lives in their own way have become the best friends of their sons-in-law and daughters-in-law.

Economy is sometimes not economy but waste in that it will cost more than is saved.



## OUT AROUND

## Things Seen and Heard on a Week End Trip

The past week has been a very exasperating one to employers of labor who come under the jurisdiction of the new plan of President Roosevelt to shorten the hours of labor and to precipitate a corresponding increase in the hourly wage. Some of the literature sent out from Washington is not quite so clear as it might be, necessitating the use of much discussion and some speculation as to its exact meaning. Since the President admits that the plan has never been tried out before, people generally are inclined to take him at his word and work in harmony with him, realizing that if the plan is not found to be workable, it will be set aside and replaced by some other plan.

Merchants who are located in towns containing less than 2500 population are practically immune from the operations of the President's New Deal, as he designates it, because they are obliged to increase all wages by not less than 20 per cent., provided that this shall not require wages to be in excess of \$12 per week.

While the President's New Deal will be wholeheartedly supported by the rank and file of the people, without any exception, because any plan having for its object the betterment of business and the increased employment of labor is good, it is very evident that in many cases the New Deal will prove to be a severe hardship for employers without bringing any compensating advantage to employees or to the cause of more extensive employment.

John Hekman (Hekman Biscuit Co.) was in Traverse City one day last week. He happened to think he had an engagement at the Soo and started for that city at 10 o'clock in an eight cylinder ford car. He covered the fifty-nine miles between St. Ignace and the Soo in sixty minutes, and, returning, reached Grand Rapids at 10 o'clock the same night. I doubt if any man has ever equaled this record.

Jacob Dornbos, the Grand Haven fish jobber, is a very popular man these days. He recently purchased a gasoline launch from the estate of the late Claude Hopkins, which he keeps in the rear of his residence, in readiness to use, on Spring Lake, on short notice. Regularly every evening some group of his many friends park in front of his house and announce themselves in readiness to accept an invitation to make a trip around the lake. Jake is one of the most accommodating men in the world and never turns down a suggestion of this kind.

Henry Judge, who has been engaged in the jewelry business at Adrian about forty years, died unexpectedly last Saturday. The funeral was held Monday forenoon. Mr. Judge was highly regarded by all who knew him. He was a man of sterling integrity and never failed to keep any engagement he ever entered into. His widow—who is the only living cousin of whom I have any knowledge—and three stal-

wart sons will receive the condolence of may lifelong friends.

About twenty years ago the wholesale dealers of Grand Rapids conducted a Merchant's Congress during the winter months. It was abandoned after two attempts to make it a success, because of small attendance and lack of interest on the part of those who should have taken active interest in the undertaking. By all means the most outstanding attractions at one of these gatherings was Paul H. Nystrom, who was Western born and Western educated, but is now connected with the merchandising educational department of Columbia university, New York. Mr. Nystrom spoke twice during the day he was with us. If he had been the only speaker for the day, it would have been worth \$100 to any good merchant to hear his talks. In the evening he began talking at 8 o'clock, intending to close his programme at 9 p.m., but the audience was so interested in his subject that they insisted on his holding the platform until midnight. Mr. Nystrom recently wrote a book on the Economics of Retailing, which every progressive merchant should own and re-read every year at least. I have uttered this statement many times during the past dozen years and every merchant who acted on my advice has written me one or more letters, thanking me for bringing the book to his attention. Mr. Nystrom is one of the best authorities in the country on figuring costs and profits. His conclusions on this subject, which are as follows, are endorsed by the National Association of Credit Men:

1. Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.
2. Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.
3. Charge in addition to what you pay for hired help an amount equal to what your services would be worth to others; also treat in like manner the services of any member of your family employed in the business not on the regular payroll.
4. Charge depreciation on all goods carried over on which you may have to make a less price because of change in style, damage or any other cause.
5. Charge depreciation on building, tools, fixtures or anything else from age or wear and tear.
6. Charge amounts donated or subscriptions paid.
7. Charge all fixed expenses, such as taxes, insurance, water, light, fuel, etc.
8. Charge all incidental expenses such as drayage, postage, office supplies, livery, or expenses of horses and wagons, telegrams, and telephone, advertising, canvassing, etc.
9. Charge losses of every character, including goods stolen or sent out and not charged, allowance made customers, bad debts, etc.
10. Charge collection expense.
11. Charge any other expense not enumerated above.
12. When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books,

and you will have your total expense for the year; then divide this figure by the total of your sales, and it will show you the per cent. which it has cost you to do business.

13. Take this per cent. and deduct it from the prices of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

14. Go over the selling prices of the various articles you handle and see where you stand as to profits, then get busy in putting your selling figures on a profitable basis—and talk it over with your competitor as well.

Mr. Nystrom's summarization of the ideal retailers system is as follows:

One of the most noteworthy ideas that results from a study of the present retailing system with all its complexities is that it is a product of an evolution extending back over a great many years and that during all the intervening time there has gone on a steady, relentless elimination of all forms of distribution found uneconomical. In view of this, if for no other reason, it is to be presumed that there is a proper economic place for each form of retail distribution now in existence. Department stores, specialty stores, and mail order houses, all perform economic functions. Each serves in a part of the field of distribution not entirely covered by the other types of institutions. So long as the general problem of distribution remains the same as it is at present, each of these classes is here to stay. It is even likely that new types not yet developed will also find their way into the system. The difficulties that exist among them are probably due to lack of adjustment of each type to its proper field, rather than to anything more fundamental. Much of the friction may be reduced in the course of time.

Changes in retailing methods must proceed slowly, for no change can be made without the co-operation, or at least the acquiescence, of the people. The people are the final arbiters, and no system of distribution can succeed unless the people are in favor of it in both conscious thought and unconscious habit. Whatever there is of value in past experience, therefore, should be saved and put to use in present and future practice. It is probable that the most substantial progress in retailing in the future will be the result of gradual changes and careful adaptations of one thing at a time to suit new needs, rather than the result of rapid evolutions from old into new and entirely untried plans.

The fact that the present system is a product of evolution is presumptive proof that it is far from perfect. Evolutionary movement is always preceded by necessity. Conditions demand a readjustment long before the readjustment takes place and it is only at times that are relatively stable or unprogressive that it may be said that the necessary readjustments actually or approximately catch up with the needs. Since the distributive system is conditioned on the one hand by the methods of production, and on the other by the

standards of living of the consumers, it is only during long periods of relatively fixed methods of production and relatively fixed standards of living that distributing systems work smoothly and satisfactorily. But at the present time and during the years just past neither methods of production nor standards of living have been fixed or stable. Consequently, the system of distribution has been and is under the necessity of change. Not that any particular form of retailing is foreordained to succeed over others, but the new conditions demand readjustments of some kind, and those which fit the conditions most adequately are destined to the greatest development.

There is demand, potential at least, at the present time for a retailing system which will supply each community with what the people want, in the way that they want it, when they want it and at the lowest possible cost. What is demanded is that the retailer and his employees must be wholehearted servants of the people. Upon this ground only can the retailer's wage, called his profit, be justified. Profit or wage of any kind without service in return is graft. This is a fundamental principle to which all business must sooner or later conform.

In an ideal system of retail distribution, the salesman must be able to perform an expert service; in other words, the salesman must be a specialist in his field. It does not seem too much to say that the grocery salesman must be a food specialist, well versed in dietetics, food values and food preparation. The dry goods and clothing salesman must be a textile and style expert. The shoe salesman must be a specialist on fitting feet for comfort, for service and for appearance.

The store equipment must be such as to facilitate the best service; and by best service is meant speed, cleanliness, correct weights and measures, the saving of labor, and the elimination of leaks and wastes. People are coming to expect that the corner grocer shall not only be honest and intelligent concerning his goods, but that he shall make his place of business accord with the best standards of the community as to architecture and sanitary arrangements. Light, air and cleanliness are modern demands for every structure used by people and must not be neglected by modern store owners. Fixtures which are not only useful in every way but also artistically appropriate in line and design add to the customer's satisfaction.

Either every store should have its own laboratory or testing room with full equipment for making tests of all goods handled, so that what is told to the customers about the goods may be the results of personal observation or knowledge; or such a laboratory should be supplied by each municipality in which the necessary tests could be made for all stores. Every salesman should be well versed in all known tests applicable to his particular line.

(Continued on page 23)



## FINANCIAL

### Positive Steps, Which Covered Whole Economic System

One of the most amusing, and unjustified arguments to the defense of the Roosevelt regime is that at least it is better than the "do-nothing" policy of Hoover. Those who fall back upon this type of reasoning reveal themselves either as possessed of very short memories or as willing to disregard the actual facts in order to get on the bandwagon of the "new deal."

The difference between the two regimes is not that one was characterized by a policy of inaction and the other by a policy of action. In fact, it is at least possible that had Hoover really been a "do-nothing" we would have no "new deal" to-day, because the depression might have been over before election. One may accuse Hoover of having had a misconception of the nature of the depression and having been slow, superficial and unsound in the policies he followed, but in the interest of accuracy one must grant that his was not a "do-nothing" Administration.

Take, for example, the open market operations of the Federal Reserve System. These banks, it will be recalled, purchased during the spring and summer of 1932 \$1,100,000,000 of United States Government obligations. This, it was said at the time, could support a credit expansion of \$11,000,000,000, or an amount greater than the entire volume of loans and discounts in the national banking system. It was obvious from the first that this policy would be a failure, but certainly one must be very blase, financially, to maintain that it was an evidence of "do-nothingness."

Alongside of this open market policy of the Reserve banks came the Reconstruction Finance Corporation. This organization pumped over \$2,000,000,000 into the American economic and financial system. It came to the rescue of over 25 per cent of all the banks in the country and in other ways engaged in a socialization of losses on a scale without comparability in the history of this or any other country. Here again the plan was unsound and incapable of conferring any lasting benefits, but one must admit that the Hoover regime was taking action.

While the above two were perhaps the most dramatic aspects of the Hoover recovery program, the list of positive steps taken by Hoover could be extended almost indefinitely. There was the Federal Farm Board, the Government building program, the "honorary pallbearers" committees, the National Credit Corporation, the Home Mortgage Banks, the Railroad Credit Corporation and so on from one end of the economic system to the other. All of the above, too, were aside from the innumerable conferences with business leaders urging them to keep wages high and the direct pleading with the public to spend money in the interest of pulling the country out of the throes of the depression.

In the face of this record one can scarcely say that Hoover was a "do-nothing." In fact, in view of the number of people who still must be able

to remember the way their hair stood on end and chills ran up and down their spines as a result of the things that Hoover was doing, it is rather extraordinary that Roosevelt supporters have the nerve to make such an accusation at this early date.

Ralph West Robey.

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### Slight Readjustment Makes for Greater Stability

During the first part of July residential building was 20 per cent. higher than a year ago. Carloadings continued to increase more than usual for this time of the year, reaching new high levels for both 1932 and 1933. In the textile group buying was very heavy. Automobile plants were very active and retail sales were 50 per cent. ahead of a year ago.

The effect of the break in security and commodity prices, which occurred recently, has had a quieting result on the speculative price recovery. Business is proceeding on an even scale with slight signs of a recession. Price changes in the various markets were less drastic than a few weeks ago. The stock market was erratic but volume was small with industrial averages higher for the week.

With fall months at hand, when strength in the Dollar could logically occur, the Administration maybe inclined to depend on industrial recovery plans with stability in the Dollar. The policy of distributing much purchasing power through wages contains much merit. Practically, however, the danger of forcing this program might result in less employment through strained financial circumstances of those concerns who are unable to absorb this additional burden, which would lead one to believe that too drastic a program cannot be followed.

The country is now proceeding on the policy which originated in the belief that recovery must be engineered and could not be left to natural sources. Developments indicate that a planned economy breeds emergencies and actions. In order to relieve the debtor problem, high commodity prices were desired. Abandonment of the gold standard and threat of inflation caused flight from the Dollar, resulting in speculative security and commodity markets. Higher prices and a rapid increase in production caused fear that production had outstripped purchasing power. Then followed the National Recovery Act, providing for codes which would raise wages and decrease hours of labor as well as other factors. Details of these codes meant delay so a temporary blanket agreement was then submitted to industry for a so-called voluntary acceptance. We are now at this point of development and the results of the plan over the near term should be indicated. If it doesn't work out to the satisfaction of those in authority, Congress has delegated other powers. This should make for greater stability in all markets, after a slight readjustment.

J. H. Petter.

### Earning Reports Stabilize Market

Striking improvement in corporate earning power, revealed in second-quarter statements, contributed strong-

ly this week to the quick restoration of orderliness in the stock market.

Trading volume at the close of this week, even allowing for the three-hour sessions on the New York Stock Exchange, had fallen abruptly to the lowest point in months. Prices were holding in a narrow range, virtually unaffected by erratic movements in commodities and foreign currencies.

Wall Street's attention, released at last from the spectacle of a boiling market, was devoted almost entirely to the earnings results for the second quarter and for the six months. The week was one of reappraisal of the ground covered and of the recovery program which is taking shape rapidly.

Aside from the realization that the practical phase of the recovery program is just beginning, and that vigorous efforts to promote business improvement lie just ahead, the principal deterrent to a further market decline was the revelation that corporate earning power can expand with utmost rapidity, given a reasonable expansion of volume.

Sensational improvement in railway net operating income in response to a modest gain in traffic was the first tangible sign of restored earning power.

Chartwise, the railroad stocks have reflected such gains. Unlike the industrial group, rails stopped short of the June lows on last week's reaction, this indicating a more clearly defined uptrend.

### Proceedings of the Grand Rapids Bankruptcy Court

In the Matter of Abe Miller, individually and doing business as The Gold Mine Loan Office, Bankrupt No. 5267. The first meeting of creditors has been called for August 7, 1933, at 10 A. M.

In the Matter of Charles Ouendag, Bankrupt No. 5283. The first meeting of creditors has been called for August 7, 1933, at 10 A. M.

In the Matter of Carlton M. Robson, Bankrupt No. 5307. The first meeting of creditors has been called for August 7, 1933, at 11 A. M.

In the Matter of J. Warren Jones, Bankrupt No. 5301. The first meeting of creditors has been called for August 7, 1933, at 11 A. M.

In the Matter of Fred F. Schaefer, Bankrupt No. 5288. The first meeting of creditors has been called for August 7, 1933, at 2 P. M.

In the Matter of Charlie Vanassche, Bankrupt No. 5314. The first meeting of creditors has been called for August 7, 1933, at 2 P. M.

In the Matter of Lulu Chamberlin, Bankrupt No. 5263. The first meeting of creditors has been called for August 8, 1933, at 10 A. M.

In the Matter of Louis J. Victor, Bankrupt No. 5129. The first meeting of creditors has been called for August 8, 1933, at 10 A. M.

In the Matter of Philip H. Vinkemulder, Bankrupt No. 5306. The first meeting of creditors has been called for August 8, 1933, at 11 A. M.

In the Matter of George R. Jennings, Bankrupt No. 5296. The first meeting of creditors has been called for August 8, 1933, at 11 A. M.

In the Matter of L. A. Shnaper, Bankrupt No. 5298. The first meeting of creditors has been called for August 8, 1933, at 2 P. M.

In the Matter of Alvin E. alias James E. Neubecker, Bankrupt No. 5215. The first meeting of creditors has been called for August 9, 1933, at 10 A. M.

In the Matter of Alex Gordon, Bankrupt No. 5313. The first meeting of creditors has been called for August 9, 1933, at 11 A. M.

In the Matter of Clair G. Walters, Bankrupt No. 5324. The first meeting of creditors has been called for August 9, 1933, at 11 A. M.

In the Matter of Floyd Dillon Mason, Bankrupt No. 5083. The first meeting of creditors has been called for August 9, 1933, at 2 P. M.

In the Matter of Aulsbrook, Jones, Grobhiser Corporation, Bankrupt No. 5231. The first meeting of creditors has been called for August 9, 1933, at 2 P. M.

In the Matter of Otto E. Dunivan, Bankrupt No. 5304. The first meeting of creditors has been called for August 11, 1933, at 2 P. M.

In the Matter of Edmund P. Halley, Bankrupt No. 5323. The first meeting of creditors has been called for August 16, 1933, at 2 P. M.

Analysis of any security furnished upon request.

2

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July 24, 1933. On this day the schedules, reference and adjudication in the Matter of Carl D. Cole, Bankrupt No. 5344, were received. The bankrupt is a paper maker of Kalamazoo, Michigan. The schedules show total assets of \$200.00 (of which \$30.00 is claimed exempt), and total liabilities of \$831.55 listing the following creditors:

Moskins Clothing Co., Kalamazoo	\$ 32.00
Budd Jewelry Co., Kalamazoo	8.00
Spiegel, May Stern Co., Chicago	31.00
Kalamazoo Loan Co., Kalamazoo	170.00
Home Furnishing Co., Kalamazoo	2.95
Dr. C. E. Boys, Kalamazoo	275.00
Dr. A. Pullon, Kalamazoo	92.00
Bronson Methodist Hospital, Kalamazoo	65.00
Frank Mastenbrook, Kalamazoo	7.50
Dr. Clayton H. Kaser, Parchment, Mich.	2.50
Mr. Charles Snyder, Cloverdale, Mich.	65.00
Sam Lesterhouse, Kalamazoo	7.00
Mr. William Todd, Kalamazoo	18.00
M. & T. Battery & Electric Co., Kalamazoo	6.00
Standard Oil Co., Kalamazoo	7.60
Meyer Music Store, Kalamazoo	30.00
Ritsem & Co., Kalamazoo	4.00
Mr. Ted Maury, Kalamazoo	8.00

July 24, 1933. On this day the schedules, reference and adjudication in the Matter of Cornelius E. Tanis, Bankrupt No. 5346, were received. The bankrupt is a salesman of Big Rapids, Michigan. The schedules show total assets of \$350.00 (all of which are claimed exempt), and total liabilities of \$1,551.42, listing the following creditors:

City Treas., G. R., pref. taxes	\$ 112.35
H. J. Schuiling, G. R., pref. labor	20.00
Frank Klynsm, G. R., Pref. labor	4.57
Frank Farrington, G. R.	2.50
Jordan & Jordan, G. R.	184.00
De Young Bros. Fuel Co., G. R.	9.75
The Grand Rapids Press, G. R.	3.15
The Herald Publishing Co., G. R.	3.00
Mich. Bell Telephone Co., G. R.	7.80
Native Growers, G. R.	12.45
Laug Bros., G. R.	41.42
Commercial Milling Co., Detroit	3.68
Valley City Milling Co., G. R.	7.00
D. A. Butth & Butth's Dairy, G. R.	22.06
Johnson Candy Co., G. R.	4.04
Folgers, G. R.	3.65
Robert A. Johnston, Milwaukee, Wis.	11.53
Flint L. Curtis, G. R.	77.12
Ferry-Morse Seed Co., Detroit	1.84
Mrs. A. Adams, G. R.	60.00
Ellis Bros. Co., G. R.	56.65
W. F. McLaughlin & Co., Chicago	19.26
Swift & Co., G. R.	12.57
Consumers Power Co., G. R.	100.00
Muskegon Candy Corp., Muskegon	2.00
Colgate-Palmolive-Peet Co., Chicago	13.70
Jennings Mfg. Co., G. R.	5.29
G. R. Paint & Enamel Co., G. R.	9.60
Ferris Coffee & Nut Co., G. R.	15.00
Smith's Flavoring Extract Co., G. R., Mich.	1.50
Lee & Cady, G. R.	352.00
Zuiderhoek Coffee Co., G. R.	6.23
The Voigt Milling Co., G. R.	23.54
Postma Biscuit Co., G. R.	20.63
Cornelius Nieuwsen, G. R.	35.00
The Schust Co., Saginaw	18.62
Hekman Biscuit Co., G. R.	62.54
Harry Meyer, G. R.	1.67
The Karavan Coffee Co., G. R.	41.23
Hecht Produce Co., G. R.	24.49
Francis L. Liggett Co., Detroit	38.61
Plough, Inc., Memphis, Tenn.	47.35
D. L. Cavera & Co., G. R.	12.95
C. W. Stehouwer, G. R.	7.38
Abe Schefman & Co., G. R.	23.70

#### An Ever Present Help in Times of Trouble

Centerville, July 27—Sometime ago I wrote you with reference to a refund on oleo tax. You were very kind in sending me a blank for filling out and by so doing I received my refund tax. I am taking this opportunity of thanking you for your kind help and want to tell you how much your paper means to me. I have taken it several years now and will keep on doing so, because I should feel lost without the Tradesman. I have found it to be an ever present help in times of trouble, as well as at every other time. I again thank you and hope for you best of everything. H. N. Smoll.

Latest manifestation of the "store within a store" arrangement is a Chicago department store's "Chintz House." Here are featured chintz and wall paper ensembles, chintz window drapes, chintz upholstered furniture, pillows, etc.

Working hard and breaking records seems to be the aim of every red-blooded, sporting American.

#### IN THE REALM OF RASCALITY

##### Questionable Schemes Which Are Under Suspicion

Twenty commodities of various household and personal uses are involved in a series of sixteen stipulation proceedings made public by the Federal Trade Commission. These commodities indicate the class of business carried on by the sixteen respondents although, as is customary in cases of this character, the Commission does not reveal the names of the individuals or companies involved. Taken alphabetically, the commodities are as follows: Automobile accessories, animal remedies, beverages, correspondence course, dental amalgam alloys, floor coverings, food flavors, gift articles, hosiery, jewelry, paints, pens, pencils, shoes, soaps, soap products, sound devices, stationery, tonic, and window shades. Details of these cases are as follows:

A corporation manufacturing hosiery agrees to cease using statements in its advertisements, either independently or in connection with photographs or pictorial representations of or referring to persons, which tend to deceive purchasers into believing that the persons represented and to whom such statements refer are disassociated with the corporation and are not "paid" employees of the company. However, when the advertisements shall contain statements and photographs of persons employed by the company, they are to be immediately accompanied by a statement to the effect that the persons are employees and are receiving compensation from the corporation.

Use of the word "Manufacturers" or any other word of similar meaning on letterheads or other printed matter, will no longer be used by a corporation distributing fabrics employed in the manufacture of women's shoes, or in any way which would deceive buyers into believing the respondent is the manufacturer of the products it sells, when such is not the fact.

An individual selling dental amalgam alloys agrees that he will not directly or indirectly represent that any of his dental amalgam alloys are of the same quality as any offered for sale by his competitors, unless and until his dental amalgam alloys contain the same definite parts by weight, the same proportions of the same physical ingredients, and actually do possess the same characteristics and quality as that of the particular competitive dental amalgam alloys with which it is being compared.

A corporation manufacturing paints, shellac and putty will no longer use the words "Zinc-Lead Combination" or any other words of similar import on its brands or labels to designate its product, unless such product actually contains carbonate of lead or sulphate of lead as the lead ingredient, and oxide of zinc as the zinc ingredient each in such substantial quantity as to be properly designated "Zinc-Lead Combination."

An individual selling window shades and floor coverings agrees to stop exhibiting to customers and prospective customers, samples of linoleum different from an inferior to those which he intends to use in filling the contracts.

He will also discontinue stating to customers that he intends to use a grade of linoleum in filling his contracts superior to and of substantially higher cost than the linoleum which he actually uses, and substituting for the linoleum which he has represented to customers would be used in filling his contract, linoleum of an inferior grade and of lower cost.

He further agrees to stop removing from the backs of any linoleum which he uses the words "Mill Ends" or any other words or legends placed thereon for the protection of the purchasing public, with the purpose and effect to deceive such purchasers in respect to the value of such linoleum.

The words "Silver" or "Silver Alloy" will no longer be used by a corporation manufacturing automobile parts and accessories, and gift articles including clock frames, vases, frames for photographs, cigarette boxes and the like, so as to imply that the material out of which its products are made is composed of silver or is a silver alloy, nor will it use the words "Silver" or "Silver Alloy" in any way which would deceive buyers into believing its products are fabricated from silver or material composed in substantial part of silver or silver alloy, when such is not true.

A corporation manufacturing a product for improving acoustic properties of interiors, agrees to cease making or circulating any purported reproduction or reproductions, copy or copies of any letter received by it from the Bureau of Standards of the Department of Commerce of the United States Government, which do not accurately and fully reproduce and represent the actual contents of such letter.

False and exaggerated statements in advertising respecting the price or selling value of his products, will be discontinued by an individual manufacturing food flavors.

An individual selling imitation jewelry, pens and pencils will cease use in advertisements of the word "diamond" either independently or in connection with other words, as descriptive of the ring settings in a way which would have the tendency to deceive purchasers into believing his rings to be ornamented with diamonds, when such is not the fact. He will also stop using the word "Manufactured" in any way which would mislead buyers into believing he is the manufacturer of the merchandise or that he owns, operates or controls a factory wherein such merchandise is made, when such is not true.

An individual manufacturing an elleged tonic agrees to cease use on labels affixed to his products of the words "Marca Italia Marcata" or the word "Italia" or "Marcata," either independently or in connection with other words, pictorial representation, insignia or the national colors of Italy, so as to imply or mislead purchasers into the belief that his product is manufactured in Marcata, Province of Sicily, Italy, or elsewhere in that country from ingredients obtained from Marcata, Province of Sicily, Italy. He will also cease use of the word "importers" on labels or in advertising, so as to deceive buyers into believing his product, designated "Marcata Tonic" or

"Italia Marcata," is imported from Italy, when such is not the fact. He further agreed to stop use in advertising or on labels of designations of alleged "honors" awarded to manufacturers" which would deceive buyers into believing the "Honors" were awarded in connection with the product designated "Marcata Tonic" or "Italia Marcata," when this is not true.

A corporation manufacturing beverages, including ginger ale, will no longer use the words "Hull House," "London" or "Dublin," either independently or in conjunction each with the others, or with the pictorial representation of the coat of arms of Great Britain, or in any way which would deceive buyers into believing its product is of foreign origin; nor will it use the coat of arms of Great Britain as part of a brand or label affixed to a product which would imply that the product was manufactured in or imported from England.

False or misleading brands or labels of the value or selling price of his products, will no longer be used by an individual manufacturing soaps.

A corporation selling stationery and office equipment and supplies, agrees to discontinue use of the words "Rodgers Special Erasers" in catalogs or other advertising matter either alone or in connection with the listing of genuine Joseph Rodgers & Sons, Ltd., products to describe products not made by Joseph Rodgers & Sons, Ltd., of Sheffield; or unless in case the word "Rodgers" is used to describe products other than those made by Rodgers & Sons, such words shall be accompanied by other words in type equally as conspicuous, clearly stating that such products are not the products of Joseph Rodgers & Sons, Ltd., Sheffield, England. The corporation also agrees to cease use of the word "Rodgers" in any way which would tend to deceive buyers into believing that the product to which such words are applied are the products of Joseph Rodgers & Sons, Ltd., of Sheffield, England, when such is not the fact.

A corporation compounding a product composed in part of imported pine needle essence and in part of liquid soap agrees to cease advertising that its product contains over fifty per cent of imported pine needle essence, when such is not the fact, and from making exaggerated statements which would deceive purchasers respecting the actual pine needle essence content of its product.

The word "University" will no longer be used as part of its corporate name by a corporation selling correspondence courses of instruction.

A corporation selling seeds and various preparations for dogs, livestock, poultry and the like, agrees to stop use in advertising of all statements which would mislead buyers into believing its product is effective as a cure or treatment for, or preventative of worms or distemper in animals, when such is not the fact. It also agrees to cease use of statements concerning the therapy or medicinal properties of its product which are in excess of what can be accomplished by its use and do not truthfully describe the capabilities

(Continued on page 22)



## 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.

### The Facts of Daily Life Go On

"Listen to this," says one deep student of grocery merchandising; "of all food sold in complete markets, these subdivisions are representative:

Fresh meats-----25 @ 30%  
Fruits & Vegetables----20 @ 25%  
Dairy products-----10 @ 15%  
Bakery goods-----10 @ 12%  
Delicatessen -----8 @ 15%  
Dry groceries-----27 @ 35%

"This is a roughly accurate picture of to-day. If the wholesale grocer were to supply any retailer with every item he could supply advantageously, that would equal only about 35 per cent of the retail grocer's requirements."

These are not new facts, but—surely in food retailing—"there's nothing new under the sun," essentially. And these facts and factors are with us every day, regardless of NIRA or anything else. For whatever else may happen, the store must be opened at the regular time and be prepared for the routine business of furnishing what the consumer needs—humdrum, everyday stuff, not changed to speak of from any time in the past.

The value of such figures as I tabulate above will be great to any grocer who compares them with his own performance. If he has not his own facts at hand, this should stimulate him to get them. The more he knows of what he is doing contrasted with what he should do and can do, the better for him.

These thoughts are timely—always timely. We need them now because, as another report I have indicates, grocers—particularly associated grocers—are paying too much attention to politics. They are devoting for more time to enacting this law or blocking that one than to promoting better merchandising.

Politics hits all of us, but that comes more through tax burdens than otherwise. It is proper for every citizen to watch public enterprises and the squandering of public money—because it is his money, every cent of it. It is every man's duty to protest and otherwise block undertakings which may appeal to local pride and cupidity—as all of them do in some connection—but which are not economic just the same. But after all, the main business of the grocer is to handle groceries for a moderate profit.

The boys in Atlantic City, for instance, were all pepped up with the idea that NIRA would abolish the loss leaders and allow the fixing of minimum resale prices. Then Gen. Johnson shouts "No price fixing" and indicates that higher prices are to benefit the producer by according him a larger share of what the consumer pays. What it all means nobody knows yet; but we all know this: that NIRA or no NIRA, we shall have to run our own business so that we shall make

expenses and a profit. That's the same old story, new every day of the grocer's life, just like "Love's Young Dream!"

Just because the large general market has become a prominent feature in many sections, let us not get wrong slants on our own situation. What may do for one may not do for all. This from Chain Store Age is in point:

The operators of former F. & W. Grand stores found that fifteen of the 104 stores had too large floor space. Without giving up any space permanently as, perhaps they could not, they cut the stores down by 200 to 300 square feet average, walling off rear extensions, covering stairways, closing basements and otherwise. Aisles were narrowed, departments curtailed. Stores can be restored to former size as and when wanted. In some instances excess space has been rented. Obviously, this makes for economy of operation, but the principal benefit is this:

That customers are drawn into stores that look crowded and busy.

This harks back to my own experiences. My own first store was a big, rambling, old-fashioned place, in which we sold \$33,000 of grocery staples. We moved into not more than half the space in 1901. It was a far better location, but also its one front window showed a store always filled with people and busy looking. Sales increased to \$60,000 in four months. In 1912 we curtailed space another quarter and sales jumped to \$90,000.

Small stores have these advantages: Salaries are less because fewer people can handle more trade; less space to light and heat; pilfering reduced because salespeople nearer to all merchandise; smaller stocks—rapider stock turn; hence less invested capital.

If history teaches anything, one thing is certain: That no man can be granted irresponsible power. Every mother's son among us will grab for more if and when we get—or think we get—the chance. And it boots nothing whatever that history also teaches that grabbers inevitably overreach themselves, hence miss benefits they had attained.

The grocery code provides against sales below cost and defines that as market replacement value, f.o.b. store plus a minimum of 10 per cent. How sloppy thinking continues to prevail appears in the inclusion of: "To partly cover cost of operation" or words to that effect. Trade leaders worthy of the name would have inserted the 10 per cent. and let it go at that, because plus 10 per cent. provides a riotously liberal margin on most goods affected. The chain grocers know this so well that they rest simply on the bald provision.

But now come the Baltimore grocers seeking to amend that provision so that not 10 per cent., but "cost of doing business" be added to the f.o.b. market cost.

What, now, do they mean? If they mean the accepted old-time average expense of 16⅓ per cent., they are far behind 1933, since able grocers long ago have reduced expense to a ratio of around 13 per cent. Probably they mean a figure higher than 16⅓ per cent, on the ground that many of their members labor under an expense of

18 per cent. or so. But economics will stand for neither of those figures—even if Gen. Johnson would do it; nor is there any justification anywhere for a provision which would enable sub-standard grocers to continue in business.

The story is long—too long for this article. There are able grocers, men not only fit to survive but who will survive regardless, whose expense is higher than 18 per cent.; but the fit among them have never needed and do not now need NIRA or any other outside agency to protect them. The point is that the mere fact that a man has 18 per cent. expense in no way vouches for his being worth 18 per cent. plus a profit to the community. And no association can get away with stuff like that.

The Baltimore boys better go back to the literature of childhood and re-read the fable of the boy with the jam jar. You remember, he grabbed a handful so large that he could not withdraw his fist. If the Baltimore association does not want to be frowned out of court by the Administration—or worse than that, laughed out—it better do two things: Withdraw from its untenable position and then go back and make a study of grocery margins on a scientific basis. That can be found in the chain analysis quoted by

A. A. Celler in Atlantic City—enough for a fine beginning. Paul Findlay.

When fifty-one per cent. of all the people want to give instead of to grab, I'll believe in Socialism.—Elbert Hubbard.



do so many mothers say:

"CARNATION MILK for babies"?

In your own neighborhood baby doctors are prescribing Carnation Milk. Babies are thriving on it. Mothers are singing its praises to their friends. To countless mothers Carnation is the evaporated milk. . . . You'll do your business a good turn by giving this accepted milk a prominent place in your store.

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TOMATO JUICE  
TOMATO JUICE COCKTAIL  
and other foods  
of exceptionally fine flavor

BEECH-NUT PACKING CO., CANAJOHARIE, N.Y.

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Portland — Grand Rapids — Kalamazoo — Traverse City

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PETER PAN GOLDEN BANTAM CORN  
MISS MICHIGAN SWEET PEAS  
FREMONT SWEET PEAS  
BIG MASTER MALT  
BLUE RIBBON MALT  
BOUQUET TEA

The House of Quality and Service



## MEAT DEALER

### How To Select and Cook Choice Meat

The proof of the pudding—or the meat, as we prefer to put it on this occasion—is in the eating thereof. But before the eating comes the cooking; and before that comes the raising of the animal that provides the meat.

Production factors—including breed, sex, age, food, and methods of handling—which, why, and how much do they affect the tenderness and flavor of the steak, the lamb chops, or the roast of pork as it comes to the table? This is something both the producer and the consumer would like to know and the Department of Agriculture is trying to find out.

For almost eight years the Bureau of Home Economics has cooperated with Federal and State agricultural experiment stations in a study of this kind, and about 4,500 cuts of meat have been cooked in the laboratories of the Bureau for tasting by a board of judges. Never before has such an extensive study been made of any one food, following through every step from origin to final consumption in an attempt to find what makes for palatability.

It is easy to see that the results of this study would give the livestock industry exact information on the qualities consumers desire in meats. The results are no less important to the housekeeper, for she buys for a family of consumers. But these studies have yielded also new and improved methods of cooking meat.

By the use of a thermometer inserted in a rib roast of beef, a ham, or a leg of lamb while it is in the oven, we find that the cook can tell the exact stage of "doneness" of the meat, and at the same time can effect considerable saving in the weight of cooked meat. For when meat is roasted longer than is necessary it shrinks excessively and loses weight and flavor.

More appetizing ways of serving the lower-priced cuts have also been devised. This means better utilization of all parts of the meat carcass.

The first principle of scientific meat cookery is to know the cuts, and cook according to the cut. In a beef side there are tender cuts in the loin and rib; there are the less tender chuck and rump. Lamb and pork as marketed nowadays are so young that all the cuts are tender.

Roasting and broiling are the best ways to cook the tender cuts. For the less tender cuts we recommend braising, or some other method of long, slow cooking in a covered utensil that holds in the steam and softens the connective tissue. Meat is a protein food, and the minute heat is applied to protein certain changes take place. Long cooking at intense heat toughens and hardens protein foods. Moderate heat keeps them tender.

These studies have exploded two common theories about meat cookery. We find that searing does not seal in the juice, as we used to think. It sometimes has quite the opposite effect, and makes the meat lose weight.

If the oven is of a kind that can be changed quickly from very hot to moderate, a constant moderate tempera-

ture is better. In that case the roast will be browned sufficiently by the time it is cooked well done.

An open roasting pan with a rack is best for tender meats. We used to think that a cover on the roasting pan kept meat from drying out, but all experiments show that this method tends to draw juice out of the meat rather than keep it in. This is rather surprising, but we now know that the steamy atmosphere under the cover causes the meat to give up its juice, and with it a lot of flavor.

These and other recommendations have been published in a series of leaflets on meat cookery. Specific directions and recipes exemplifying general principles are given in Department of Agriculture Leaflet No. 17, "Cooking beef according to the cut"; Leaflet 28, "Lamb as you like it"; Leaflet 45, "Pork in preferred ways"; and Leaflet 81, "Cooking cured pork." All these publications are available through the Superintendent of Documents, Washington, D. C., at 5 cents a copy.

Lucy M. Alexander.

### The Michigan Chain Store Law

Lansing, July 31—Our members have all observed in the Michigan newspapers that the chain store bill, as above designated, was passed by an almost unanimous vote in the Michigan Legislature over Governor Comstock's veto. In the Senate the vote was unanimous and in the House only four members voted to sustain the veto.

We believe the best way to communicate information is to make an abstract of the law, omitting the paragraphs which pertain to the definition of chain stores, the method of collecting money and the penalties attached for non-compliance.

Copies of the bill can be procured by writing to Frank D. Fitzgerald, Secretary of State, Lansing, or by communicating with this office direct. The Secretary of State has charge of the collecting of the chain store license fee. It is estimated that the money secured from this license fee will aggregate about two million dollars.

We quote from the law as follows: Section 1. From and after thirty days after this act shall take effect.

Section 2. The term "branch or chain store," as used in this act shall be construed to mean and include any store or stores, or any mercantile establishment or establishments in excess of one which are owned, operated, maintained or controlled by the same person, firm, corporation, copartnership or association.

Section 3. Every person, firm, corporation, copartnership or association establishing, opening, maintaining or operating within this state under the same general management, supervision, ownership or control, two or more stores or mercantile establishments where any goods, wares or merchandise are sold or offered for sale at retail, shall be deemed a branch or chain store operator. The license fee to be paid by operators of branch or chain stores shall be as follows:

1. Upon two stores or more, but not to exceed three stores, the annual license fee shall be ten dollars for each such store in excess of one.

2. Upon four stores or more but not to exceed five stores the annual license fee shall be twenty-five dollars for each such store in excess of three.

3. Upon six stores or more but not to exceed ten stores the annual license fee shall be fifty dollars for each such store in excess of five.

4. Upon eleven stores or more but not to exceed fifteen stores the annual license fee shall be one hundred dol-

lars for each such store in excess of ten.

5. Upon sixteen stores or more but not to exceed twenty stores the annual license fee shall be one hundred fifty dollars for each such store in excess of fifteen.

6. Upon twenty-one stores or more but not to exceed twenty-five stores the annual license fee shall be two hundred dollars for each such store in excess of twenty.

7. Upon each store in excess of twenty-five the annual license fee shall be two hundred fifty dollars for each such store in excess of twenty-five.

Section 6. All licenses expire March 31, following the date upon which they are issued.

Section 7. Every license issued prior to the first day of October of the year in which such license shall expire shall be charged for at the full rate and every license issued on or after the first day of October of the year in which such license shall expire shall be charged for at one-half of the full rate.

Section 10. All money collected is paid into the state treasury monthly by the secretary of state and credited to the general fund and appropriated from the general fund for the following purposes:

(a) Payment of the necessary expenses incurred in the administration of this act.

(b) Apportionment by the superintendent of public instruction to the several school districts of the state in proportion to the number of teachers employed in the elementary schools. Elementary schools as herein provided shall include grades one to eight, inclusive, in all school districts of the state.

The Strong Sales Service is the name of a firm of so called advertising specialists located at 407 Dearborn street, Chicago. The letterheads of this company read: "J. D. Strong and Associates—Advertising Specialists. Complete Sales Service for Retail Stores."

This company entered into a contract with a certain dry goods and department store in this state, agreeing to put on a sale extending through eight days for a fee of \$100, to be paid at the end of the first week, and an additional fee paid later on the basis of the amount of merchandise sold.

Our member fulfilled all of the terms of the contract agreement, furnishing advertising matter as required. A salesman came Monday morning and got ready for the sale, which began Friday morning. He received his check for \$109 late Saturday evening.

When the next Monday morning arrived no salesman appeared and it was afterwards found that he stealthily removed all of his belongings from the store on Saturday evening, after receiving his check, and he hasn't been heard from since.

We are giving this information to our members as a warning against

making any contracts with this company.

On June 16 a bill was signed legalizing two cent local postage, and authorizing the President to regulate all other postage rates as the need arises.

Accordingly on July 1 local first-class mail for other than local delivery remains at the old rate of three cents per ounce.

The Post Office Department interprets "local" mail to mean, "Letters mailed at the post office which are addressed for local delivery at the same post office."

Under the new regulations, it is permissible for the sender or his regular salaried employee to take bulk mailings to a post office in another district, and if the stamps are purchased in that post office, such mailings will be entitled to the 2 cent postal rate. Letters returned to the sender as undeliverable, however, will be subject to 1 cent postage due.

About a month ago the United States Treasury Department approved the regulations relating to the tax on floor stocks under the Agricultural Adjustment Act. Persons desiring to receive copies of this act will write to the Superintendent of Documents, Washington, D.C., and ask for "Regulations 82—Tax on Floor Stocks." There is a nominal charge of 5c each for copies of this pamphlet.

The Secretary of Agriculture is authorized to levy a compensatory duty on competitive fabrics, such as silk, rayon, linen, etc., if he finds that the consumption of cotton goods is retarded by the tax levied on that commodity (cotton). The amount of the tax on cotton has not as yet been proclaimed by the Secretary of Agriculture, neither has the conversion rate for levying this tax on finished cotton goods yet been made known. The process tax will be sufficient in amount to raise the price of cotton goods on a parity with the prices of 1909 and 1914.

Thirty days after the processing tax has been proclaimed, the so-called floor tax will be levied on all stocks in the hands of retailers. Inasmuch as these taxes represent a new feature of government, we advise our members to write direct to the Superintendent of Documents, Washington, D. C., for pamphlets descriptive of these taxes.

Jason E. Hammond,

Mgr., Mich. Retail Dry Goods Ass'n.

Experience proves that laws solve nothing in themselves. Which probably explains why so many people are disappointed with the operation of a law which was designed to rectify ills from which people thought they were suffering.

Unless a capacity for thinking be accompanied by a capacity for action, a superior mind exists in torture.

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

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



A complete line of canned vegetables and fruits



## HARDWARE

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

### Suggestions for the Hardware Dealer in August

As a normal thing, it is sound policy to turn your seasonable lines into cash rather than to carry them over for another year. The money you realize from them is very useful in connection with fall and Christmas trade; and a certain loss or risk of loss through depreciation and interest on money tied up is involved in carrying over lines which will not be in demand for eight or ten months.

Right now, the outlook is not entirely normal. The upward trend of prices may make it worth while to carry over some lines. Dealers experienced this phenomenon in the early years of the great war, when goods bought and stocked at pre-war prices were re-sold at fabulous profits.

However, though the price trend is likely to be upward, it is hardly likely to duplicate the very marked advances that resulted from war-time scarcity. The world to-day is equipped to meet almost any demands on production. So, while it may be worth while to carry over some items, the general rule that it pays to turn the goods into cash is still sound. The hardware dealer should, however, watch market and price developments very closely in the next few months.

Some time in August the dealer normally puts on a midsummer clearing sale. In this he offers the buyer of hot-weather lines a double inducement: on the one hand, substantial price concessions, and on the other, the prospect of getting a fair amount of use out of the article in the far end of summer. The latter inducement is very important; and to wait till the hot weather is absolutely through before staging your sale of hot-weather lines is a mistake.

Now is a good time to look over your stock, and size up the probable extent of left overs, odd lines and broken lots. Then comes your sale.

In your sale you must make certain price concessions. In return for the actual cash sacrifice involved—both price concessions and advertising outlay—you should aim to secure from the sale as much good publicity as possible. Use your sale, in other words, not merely to turn some odds and ends of stock into cash, but to give the public generally a favorable impression of your store, your goods, your salespeople and your business methods.

In regard to newspaper advertising, take extra space and lots of it. Get out dodgers. Put on some special window displays. Use circular letters, and, if necessary, the telephone. Play up the sale as a big merchandising event.

It is important to make your advertising sound genuine. To this end, talk specific values and prices. Instead of quoting a 20 per cent. reduction all around, select sales features, give a few descriptive words about each item, tell

the regular price and quote the special price.

For such features, pick items that are popular; and make the price concessions so drastic as to be positively arresting. Do this with a number of carefully selected items. Slighter price concessions can be made on the rest of the stock; and fall lines should be shown at regular retail prices.

It is a good stunt to couple with your midsummer clearing sale an advance showing of some at least of your fall lines. The sale, if properly advertised and managed, will bring a lot of people into the store. It is good business to see to it that these people have a look at what you are going to offer a month hence. Thus the midsummer sale serves the double purpose of clearing out hot weather odds and ends and attracting attention to the fall stock. In this way you can make the sale a stimulus to business in everyday lines on which no price concessions are made, and can get a line on numerous prospects who can be canvassed later in the fall.

With the sale bringing unusually large crowds into the store, a fine opportunity presents itself to demonstrate some of your big lines—washing machines, vacuum cleaners, ranges, etc. It is also a good opportunity to line up your fall stove prospects and to display your new line of ranges and heaters.

In your sale advertising, feature price quotations. It is the specific price that carries conviction. Offer "25 per cent off" and the offer convinces nobody. But "Regular \$1, special 79 cents" looks convincing—though, actually, the price saving is less. Quote specific price concessions in your printed matter and window display and price-ticket every article on sale. Show both regular and special prices.

Between the end of July and the opening of the fall trade, the hardware dealer should prepare for his fall stove campaign, his fall paint selling and other seasonal fall activities. The stock should be gone over carefully, the prospect lists revised, advertising copy outlined in advance, circular letters drafted, window display ideas worked out, and every task of a preparatory nature attended to. This sort of preliminary work, done in the slack summer months, will save time and avoid confusion when the fall selling campaign is in full swing.

Now is a good time to determine what changes you will make in the arrangement of your store and stock to facilitate fall business. For instance, in late summer or early fall the stoves and paints should be moved forward to a prominent position.

Now is a good time, also, to glance over your buying and selling methods, to study your salespeople and yourself, and to determine where improvement is possible and how it can be achieved. Indications point to an upturn in business, with probable expansion in the not distant future; and it will be worth while to have your business in the best possible shape to take advantage of any new and favorable developments.

No organization is ever so efficient that it can't be improved; and you will find it more profitable to coldly examine your store and your organization

for flaws than to allow the hot weather to overwhelm you and paralyze your initiative. Determine right now to put forth bigger efforts this coming season to secure new business and new customers.

Victor Lauriston.

### Recent Activities of the State Department of Agriculture

During the month of June the orchard and nursery inspectors of the State Department of Agriculture visited one thousand premises, inspecting 1,973 acres. In addition to this they condemned as a source of plant supply two hundred acres of bramble fruits, because of the fact that the stock contained too high a percentage of disease. The inspectors further made 242 other calls in the interest of inspection work.

June 28 the State Department of Agriculture sent out its traveling laboratory, which will be stationed successively at South Haven, Grand Rapids, Shelby, Ludington, Beulah and Traverse City. Until about the first week in August the laboratory will be used for the purpose inspecting cherries. In the case of the first eighteen samples tested in South Haven, maggots were detected, one pint sample containing as many as sixty-seven.

The Bureau of Dairying of the Department of Agriculture for several weeks has been making a campaign to get all butter sold in Michigan to conform to the standards set by the Michigan laws, both that made by the Michigan creameries and the butter sent into the state from other states.

There are three important standards set by law to protect the consumer which are as follows:

1. Net weight must be marked on wrapper.
2. Shall not contain over 16 per cent moisture.
3. Shall not contain less than 80 per cent butter fat.

Early in the year we put on a campaign to bring all butters sold in Michigan within the legal standards. The first one hundred thirty pounds of butter from as many dealers disclosed the fact that 51.2 per cent. did not conform to the standards set by law. Of the 51.2 per cent. of condemned pounds 61.2 per cent. were short in weight. The remainder of the 51.2 per cent. had excessive moisture or was too low in milk fat, generally both. For illustration, we recently had a pound of butter purchased from a creamery that had the following analysis from the State Analyst:

Net weight, 15-7/32 ounces

Moisture, 24.45 per cent.

Milk Fat, 71.9 per cent.

at a retail price of thirty cents a pound, taking into account the shortage in weight and the butter fat content, the consumer was beaten out of \$.04356 a pound or \$4.35 on one hundred pounds. The creamery cut the price of the butter 2c per pound and still made a good profit on butter that was not as represented. The buttermaker is allowed 16 pounds of moisture and an additional 4 pounds of salt and casein making the 100 pounds of butter or 25 per cent. overrun on the 80 pounds of butter fat. A good buttermaker will keep very close to all three standards but there seem to be several classes of buttermakers, as follows:

1. The one who allows his creamery's profit to get away by not keeping close to the standards and not getting the full overrun.

2. The good buttermaker who shaves the standards close and gets all he can for the creamery and the community and still keeps within the law.

3. The overly ambitious buttermaker whose chief aim is to beat any other buttermaker in the percentage of overrun by using short weight, high moisture and low butterfat.

4. The careless buttermaker, who lacks knowledge of the fine points of buttermaking.

### The Doer

Some salesmen are thinkers; but every salesman must be a doer.

Doing clears the mind.

Physical activity has a peculiar effect upon the judgment.

What we thresh out with our own hands—

What we suffer in our own hearts—

What we find out with our own visions creates faith. That is, doing creates faith.

Those who believe the world is growing better, are they who are trying to make it grow better.

The sweetest of joys is the joy of accomplishment.

Be kind steadily, persistently, and you will believe in kindness.

Be mean and you will cease to believe there is any goodness in the world.

So a man has his own destiny, his own creed, his own nobility in his hands—literally, in his hands.

Get things done!

Many people admit that honesty is the best policy, but the sad commentary is that it often takes an enquiry to make them realize it.

## ASSOCIATED TRUCK LINES, INC

Nelson-Carmody Motor Freight Division

DIRECT DAILY SERVICE OVER OUR OWN LINES

**GRAND RAPIDS — CHICAGO**

**GRAND RAPIDS — CADILLAC — TRAVERSE CITY**

**PETOSKEY — MANISTEE — LUDINGTON**

Offices at—

15 Market Ave.  
 GRAND RAPIDS, MICH.  
 Phone 4-5571

1152 W. Austin Ave.  
 CHICAGO, ILL.  
 Phone, Haymarket 4431

## GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN



## DRY GOODS

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

### Fall Rug Levels Unsettled

Manufacturers of floor coverings are encountering considerable difficulty in establishing their price lines on Fall merchandise because of uncertainty over their industry's code and the prospect of additional price increases on raw materials. The new Fall lines of goods will be opened to buyers a week from Monday, but to date only a few of the producers are in position to determine a price on their goods. It is generally believed that the new quotations will be around 10 per cent. above current levels, but both buyers and manufacturers admit that the estimate is only guesswork and that prices may show a much greater advance.

### Pepperell Blankets Advanced

Sharp advances, ranging from 20 to 30 per cent. on cotton and part-wool blankets, featured the new price lists sent out last week by the Pepperell Manufacturing Co. The cotton styles are 20 to 25 per cent. above the June 9 lists, while the part-wools are 25 to 30 per cent. higher. The new quotations apply to November and December deliveries. The advances were made necessary by the increased cost of production under the National Industrial Recovery act, according to the company. Labor clauses are eliminated from contracts under the new quotations.

### Early Orders Placed for Cutlery

Orders for cutlery sets for Fall delivery have been placed in the market by jobbers. The orders are smaller than those usually placed at this time, but buyers announce that they will be in the market again next month to complete their purchases. Carving sets to retail around \$7.50 are favored in the present buying, but manufacturers believe that \$5 sets will prove the best volume sellers later in the season. Sets decorated with white composition handles and those with handles of bone and imitation bone are in best demand.

### Meet on Trade Practice Changes

The question of shortened discounts and terms promises to become a sore spot in merchandising in the period directly ahead. A number of industries have incorporated such changes in trade practices in their codes and opposition to some of them is expected to be voiced by retailers. Four group meetings dealing with manufacturers' code provisions have been held at the offices of the National Retail Dry Goods Association, the list including accessories, men's and boys' wear, floor coverings and electrical products.

### Shoe Price Advances Halted

The steadily rising trend in shoe prices has been halted temporarily, manufacturers report. Quotations on the average are now about 20 to 25 per cent. higher than they were earlier in the year, as a result of the sharp climb in hides. For the time being,

demand for Fall styles has fallen off and stocks are beginning to accumulate. With the record production of the last few months and indications that the present month will show a high rate, fear is growing in the trade that goods are being turned out too fast and that wholesalers and retailers will have some difficulty in moving their large stocks.

### Eliminate Extra Dress Discounts

Elimination of "inside" discounts or "confidential" prices is proving a major step forward in the stabilization of the industry, manufacturers of \$3.75 dresses said at a meeting held at the Garment Credit Conference Club last week. The producers, comprising a group of the National Association of Dress Manufacturers, is standing firmly on the \$3.75 price, it was reported. The major percentage of manufacturers in this price class, it was also brought out, have added in-between prices because of higher costs of fabrics and production. This was said to be particularly the case with tunic styles.

### Seek to Stagger Cotton Tax

With the cotton-processing tax causing a great deal of confusion and threatening to increase prices to abnormal levels, a move has started in the primary markets to have the tax staggered rather than imposed in one lump. It was reported yesterday that representations to this effect have been made to Washington, but what reception they received is not yet known. The market fears prices under the processing tax will go so high that buyers will refuse to accept them and that mills will have to absorb the levy.

### Glass Output Shows Little Change

Production in the various divisions of the glass manufacturing industry showed comparatively little change during the week. There have been indications in the wholesale market that a general price increase averaging from 10 to 20 per cent may go into effect on practically all lines of stemware by the first of the month. A slight decrease in consignments of plate glass to the automotive trade has developed. The demand for beer bottles remains on a steady footing, with large orders from the brewery trade still in evidence.

### Sharp Underwear Rise Seen

Predictions are made in the underwear market that when heavyweight cotton ribs are reopened for sale, prices will be almost double those prevailing when they were withdrawn some months ago. One mill was reported to have advised customers that the 12-pound sub-standard union suit would probably be priced at \$8.25 a dozen, compared with the last price of around \$4.50. This would be the highest price on these goods in several years. Higher material and labor costs and shorter hours under the Recovery act were said to be responsible for the advance.

### Silk Employment Has Big Gain

June employment in the silk industry was 65.6 per cent. higher than for the same month last year and 9.2 per cent. higher than employment in May.

the Silk Association reports. Broad silk loom employment increased 8 per cent. during the month, with narrow silk employment unchanged. As compared with May, spinning spindle employment rose 11.8 per cent. Machinery operations during June decreased 0.8 per cent. for broad looms, but increased 15.2 per cent. for narrow looms and 20.1 per cent. for spinning spindles, as compared with the previous month.

### Anticipating Profits

Some druggists begin to count their profits as soon as the goods are on the shelf, evidently never having heard that ancient one about not counting your chickens before the eggs are hatched. If putting goods in stock was all there was to it, most anybody could make Croesus look like a pauper; but the cold, hard fact is that you make no profit on goods until they are sold, and not then if you are afflicted with "cut-rateitis."

You cannot corner a square man.

### Examine Your Lease

Look your lease over carefully before signing. Unfavorable terms may retard or affect a sale of your store. Must you make all repairs? Can you assign or sublet without consent of the landlord? What about water, heat, repair of heating plant, etc? If your street is closed to traffic, do you get a rebate? If you have a fire and your store is closed for a time, or perhaps your prescription department cannot be used, do you still pay the same rent? Suppose you violate a law—does that affect your lease?

If the privately elected boards of directors and the privately chosen managers of industry undertake their task and fulfill their responsibility, they will end all talk of dictatorships and governmental control of business. But if they hold back and waste these precious hours, if they take counsel with prejudice and doubt, if they fumble their great opportunity, they may suddenly find that it has gone forever.

## MICHIGAN BELL TELEPHONE CO.



## THEY'LL NEVER FORGET A VACATION IN MICHIGAN

**PEOPLE** living in other states who spend a summer in Michigan come back again and again. For this land of lakes and sunshine, modern highways and progressive cities, offers summer pleasures in greater variety than any other section.

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

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





## HOTEL DEPARTMENT

### Low Down on the Wayside Tourist's Rooms

St. Joseph, July 31—Recently in one of my weekly communications I touched briefly on the subject of wayside tourist's rooms and, naturally, rapped a sore spot with some of my hotel friends who are sufferers from this sort of competition but take issue with me on a program suggested for overcoming the difficulty. I certainly protest against any attempt to remove this class of competition by state regulation, licensing, etc. It is all very well to allow the state board of health to inspect them for sanitary reasons, but issuing state licenses to legitimize their operation is yet another proposition. I favor the inspection idea, as I have always done in connection with regular hotel operation, but I want the inspection to be a thorough and not a perfunctory affair. But the moment you issue a license, no matter what the cost—which cannot legally be discriminatory—then you have another hotel right in your midst and you are helpless. Some time ago the A. A. A. issued a bulletin in which they stated they had found the tourist home quite as much of a problem as have the hotels. "We didn't like to recommend uninspected places and we felt that hotels with large capital invested should be protected. We said so in a national news release sent to hundreds of newspapers. We were promptly attacked by a chain of newspapers which scolded us roundly for advocating hotel accommodations of a kind that thousands of travelers couldn't afford. That, at least, showed us one side of important public opinion. Several million people a year come to us for every conceivable kind of travel information. Whether we like it or not we know that an increasing number ask about tourist homes and camps. Possibly depressed times cause this, but the important fact for hotel proprietors to remember is that the taste for such accommodations developed now may linger even when times are better." My personal observation satisfies me that the type of accommodations offered by the tourist home makes it possible for a vast number of low salaried workers to enjoy a vacation which they otherwise could not afford. It is no doubt true that a lot of people own cars which they cannot afford so far as expense is concerned, but they are in possession of them and feel that they should be privileged to have a play spell of some kind, and touring the rural districts and resort sections appeals to them. They never would patronize the regular commercial hotel for the one specific reason that they cannot afford to do so. The food tablet, of which I wrote in the Saturday Evening Post, has not yet reached a state of perfection; they cannot carry a fortnight's supply of home-cooked food with them and they cannot comfortably use their model "T" for lodging purposes. As a consequence the tourist's camps and lodgings appeal to them, and with this element there is no encroachment on the real domain of the regular innkeeper. Quite likely the tourist home and camps are a negligible element in the difficulties of the ordinary hotel. There are many communities which are over-hoted. As most of us know, a building spree in the hotel field started at least a decade ago. The late E. M. Statler fully ten years ago discovered this danger, which was the prime reason why a second Statler hotel was never erected in Detroit. In numerous, and I might say, most communities in the country more hotels were built than could ever be, under the most favorable circumstances, used profitably in the next quarter-century. May be if there were no tourist roadside accommodations many of the hotels would be more prosperous, but the invasion of the farmer and urban resi-

dents into the hotel field is not responsible for these ills. Also in this country there are many hotels, which through their lack of satisfactory service, and rates entirely out of keeping for the type of accommodations offered, have contributed to the alienation of the auto tourist from hotel patronage. Some of the hotel men who have complained most about tourist rooms have failed to set their own houses in order. They have not improved their service or accommodations, nor have they attempted to give the public full value for rates charged. Now it seems to me—and I have discussed the subject on various previous occasions—there is a debatable question as to whether the well-run, well-managed hotel would be better served by putting the tourist homes and camps under state regulation, or the public better served if the questionable hotels were compelled to subside, because of indifferent service and unsatisfactory accommodations. I never spent a night in a tourist camp, but in twenty-four years of service as a commercial traveler I certainly was compelled, through necessity, to patronize institutions which were but a few laps ahead of abandonment through the intervention of local boards of health and other authorities. In my recent trip from Los Angeles to Chicago, which consumed two weeks by bus transportation, I stopped every night at some desirable hotel, but many of my fellow passengers regaled me with recitals of their experiences in camps and lodgings which, in the main were quite interesting, with most satisfactory impressions. I have visited these camps, however, and inspected many of the other lodgings and they looked quite satisfactory to me. In California, in many instances, they are most wonderful. Now, the poor hotel, or contact with it, has a psychic effect on the traveling public. One poor hotel will light up the powder train and tourists will scurry through the territory under the impression that all hotels in that particular section are just alike. Of course, this habit does both the hotel operators and possible guests a grave injustice. A universal offering of well-run, comfortable hotels, and a like offering of undesirable tourist lodgings in the same section, would unquestionably bring about a result quite satisfactory to the legitimate operator. The other morning, at breakfast, it was my good fortune, through the good offices of Charley Renner, "big chief" at Hotel Whitcomb, here, to meet up with a much traveled group of tourists, who interested me with a recital of their experiences. (I might say they were not stingy in their praise of Mr. Renner's offerings.) One of the party regaled me with a recital of their experiences of the night before: "We arrived at a certain hotel late in the day, possessed of the notion that we were to be taken care of in a highly satisfactory manner, as the hotel was featured in our travelers' guides as well as by conspicuous bill-boards en route. The outward appearance seemed satisfactory, but when we went into the hotel there seemed to be a very unpromising atmosphere. After walking to the third floor to our room, we found the furnishings very poor and particularly the bed, so we turned and walked out and stopped at a tourist place. The manager of the hotel did not seem at all surprised because we were displeased with the room. Evidently it was a common experience. It was an embarrassing experience, particularly in having to go out after dark in search of a comfortable place to stay. Fortunately the home we went to was a beautiful place, with a well furnished room, at a most reasonable charge. Similar experiences have made us somewhat wary of patronizing regular hotels." It seems to me it is very important to recall that thousands of motor tourists spend their lives living in apartments or hotels and when they go upon their travels they desire to

### 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



### CODY HOTEL

IN THE HEART OF THE CITY OF GRAND RAPIDS

Division and Fulton

#### RATES

\$1 up without bath

\$2.50 up with bath

CODY CAFETERIA IN CONNECTION

### 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

The

## MORTON HOTEL

Grand Rapids, Michigan

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

GRAND RAPIDS'

FRIENDLY HOTEL

Philip A. Jordan, Manager



## The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

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

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



come as close as possible to nature. It is a thrill to these people to stay at an old farm-house or an attractive camp. The experience delights the cooped-up children and tugs at the memories of the fathers and mothers, many of whom originally came from a small town. Can any law-making body remove this impression by legislation?

The other day while under the jurisdiction of Mine Host Jordan, of the Morton Hotel, I was absolutely kidnapped, in broad daylight, by a most charming feminine individual, who turned me loose at Reed Inn, Ionia, and informed me that the place, with its entire entourage, was mine, so long as I could restrain the wanderlust propensities I have developed since coming back to Michigan. Now, you may have guessed it, but this wonderful personage was none other than Mrs. George H. Snow, who with her late husband (who passed on some months ago) had conducted the inn for a good many years. They were good friends of mine and this particular hotel will always look "homey" to me, although I will confess I prefer it should not be operated by strangers. Mrs. Snow would be, on account of her interesting personality, a success, in any walk of life, but she is particularly fitted for the position of "Mistress of the Inn." She is making a success of the operation of one of the tidiest modern-sized hotels of any I know of in Michigan or anywhere, so far as my knowledge leads me. It is still the favored spot for the commercial traveler and the tourist. Modern conveniences, combined with a service which is noticeable in every department, are in a large sense responsible for the success of this institution, but as an added measure here is a most delightful hostess who adds the finishing touches to the happy hours you are sure to enjoy in her establishment. I like her work and I am telling her so thus secretly. Besides offering the public everything required for their mental and physical requirements, there is the catering department, operated from one of the neatest kitchens I know of, and I do claim I have been in more hotel kitchens than any other hotel man you know of. Just imagine, at the end of a perfect day, fraught with some physical exertion, what it means to have offered to you an evening dinner, at most reasonable cost, something like this:

Split Pea Soup  
Radishes Green Onions  
Breaded Veal Chops  
Fried Liver and Bacon  
Grilled Ham Steak, with Pineapple  
Roast Loin of Pork, with Jelly  
Scalloped Potatoes Stewed Tomatoes  
Orange and Pineapple Salad  
Lemon Pie Cherry Pie  
Iced Watermelon  
Beverages

If I am ever to repeat my thrilling connection with a kidnaping episode, allow me to confess that the ensemble of "Time, Place and Girl" in the home city of ex-Governor Fred Green, appeal to me strongly.

Had a nice visit with Mr. and Mrs. Arthur A. Frost, my old friends from the Morton Hotel, who are now established in supreme control of Hotel Vincent, Benton Harbor, which they re-opened to the public about two weeks ago, newly equipped, refurnished and redecorated, and already have the enterprise fully in hand, with a patronage quite satisfactory; more so, in fact, than had been anticipated. The Vincent, quite new, is wonderfully equipped, with an exceptional executive force, combined with accommodations and food offerings which will meet the requirements of every type of clientele. The Frosts are not, by any means, making a debut in Michigan hotel affairs. They know all about the game, not only from experience in other states, but have been in full charge of Hotel Morton, Grand Rapids, for a long time. The Schroeder

interests have discovered a live asset in these folks and I predict success for their future.

Here I am with an old friend, Charley Renner, who has had more experience with hotels and restaurants than any individual outside of Epictitus. They have him chained up here to prevent a possible stampede. The Harvey system, which used to put up with his eccentricities forty years ago, always had to post a "look-out" over him to keep him from running a lot of hotels on the side, but at last he has landed into a real engagement—the operation of Hotel Whitcomb. It looks to me as though he will get away with it. If I elicit any information about him, worth publishing, you will get it next week. This is only preliminary to my mention of a little dinner party which Mr. and Mrs. Renner gave to Mr. and Mrs. Arthur Frost, Hotel Vincent, Benton Harbor; Mrs. Meta Jennings, manager of Four Flags Hotel, Niles, and your humble servant. I would publish the menu, but Charley intimates that it would be impossible to get up another meal like it. Right, to a dead moral certainty. One of those instances where "a good time was had by all."

Mrs. Meta Jennings, another of my prime favorites in the Michigan hotel field, operator and manager of the Four Flags Hotel, Niles, is going strong. Of course she has the advantage of everybody being fond of her, which, coupled with giving patrons their money's worth, works out all right, and demonstrates what an important asset in hotel operation is making your guests like what you give them. Mrs. Jennings has been affiliated with the Niles establishment ever since its inauguration, I believe, and in addition to being a prime hostess, possesses as well, a real business trend, which we all know goes toward success in the intricate handling of hotels in these troublous times. She is a success in every sense and is bound to make a record.

Hotel Stearns, Ludington, has opened an attractive coffee shop, in which lunches, sandwiches, hot and cold drinks will be served from morning until midnight. Heretofore only formal dining room service was offered.

C. J. Bellows, of Detroit, has leased Hotel Roselawn, Bay View, from George W. Childs, well-known operator of same for some time and has already opened it for service.

The observance of my "Century of Progress" anniversary, is carded for August 2 at the home of Mr. and Mrs. A. B. Flagg, at Pentwater. If my rumblings should taper off during the coming fortnight, charge it up to my hosts. I have seen everything anyhow, so why should I become unnecessarily perturbed over the future?

Frank S. Verbeck.

#### Rules Governing the Use of New Recovery Emblem

Regulations governing the use of the N. R. A. emblem were announced July 27 by the National Recovery Administration. They follow:

The N. R. A. official emblem is the property of the United States Government. It may not be used or reproduced without authority of the N. R. A. Regulations permit the use of this emblem by all employers who sign the President's re-employment agreement, and (in the form authorized for consumers, but only in such form) by consumers who sign a statement of co-operation.

By application to the N. R. A. any responsible manufacturer will be au-

thorized to make an offer for sale hangers, cards and stickers provided (a) he agrees to conform to regulations to prevent the emblem coming into the hands of employers not authorized to use it; (b) he himself has signed the President's agreement and is authorized to use the emblem, and (c) he will sell at a reasonable price. Information regarding manufacturers authorized to supply the emblem will be issued by the N. R. A. from time to time. For purposes of reproduction the N. R. A. will be glad to furnish original drawings to such manufacturers to the extent they are available but cannot undertake to do so if the demand should prove large.

Every such manufacturer shall require of every employer ordering such emblems that he affix to his order one of the 1½-inch stickers.

Any newspaper, magazine or other publication is authorized to reproduce the emblem in the advertisement of any employer, provided such employer files with the newspaper, magazine or other publication a written statement that he has signed the President's agreement and affixes the sticker thereto.

Any manufacturer of stationery or advertising literature, including labels, is authorized to reproduce the emblem on behalf of any employer who files with such manufacturer a written statement that he has signed the President's re-employment agreement and affixes the sticker thereto.

Employers desiring to make other uses of the emblem may consult the N. R. A.

#### Printed Matter Ready

The Administration announced July 27 that initially more than 70,000,000 pieces of printed matter, all featuring the campaign insignia of the blue eagle, are either on their way or soon will be on the way to local committees.

This material includes window cards, half-sheet posters and stickers. The window cards and posters will be given to business concerns which accept the President's recovery plan, and the stickers, which may be used either on windows of houses or on windshields of automobiles, will be awarded to consumers who patronize business concerns having the emblem.

There has also been prepared a press book containing 40 advertisements to be underwritten locally, prepared interviews and news suggestions for use in any community. These are to be supplied to all local committees participating in the campaign to enlist business houses in the campaign against unemployment.

#### Praise From a Greatly Respected Source

Ionia, August 1—Mrs. Keister and the writer were in Indiana visiting the grandchildren when the issue of the Tradesman marking fifty years of continuous publication reached my desk.

For several years I have waited for this opportunity—to write congratulating you upon reaching the fiftieth milestone as editor and publisher. And now that that moment has arrived I seem to hesitate; to grope for words that will adequately say the things I have in my heart to say; to tell you of my personal happiness because you have been spared to reach the long coveted goal.

Fifty years is a long time, either in the life of an institution or an indi-

vidual, but to be able to devote half a century to constructive journalism is, indeed, a most notable achievement. You have fought the good fight and yours has been the victory.

It is fine to contemplate that through your entire editorial career you have clung to the side of righteousness, regardless of consequences, fighting the bitter battles for a better to-morrow, rather than the compromised victories of the present.

You have been a credit to the great membership of the Fourth Estate, past and present. You have written enduringly of your day and generation. I can only hope you may be spared to give many more years of fruitful service to your fellowmen.

Fred D. Keister.

#### Kind Words From a Generous Competitor

New York, July 31—This is to add my word to your legion of friends who extend congratulations and good wishes upon the completion of fifty years' work as a trade magazine editor.

You have done a splendid job of work and have furnished your trades with wise leadership and inspiration. I want to extend every good wish for your happiness in the remaining years ahead.

W. L. Butler,  
Associate Editor Progressive Grocer.



#### Lines of Interest to Grand Rapids Council

Mr. Pilkington and I, at a conference this morning, decided to take a vacation on the publicity work for Grand Rapids Council.

With the resumption of activity this Fall, when there is really something to write, we will "be on our toes again."

We want to assure you that your splendid co-operation with United Commercial Travelers of America is much appreciated by all of them. We thank you.

L. L. Lozier.

ALL GOOD ROADS LEAD TO  
IONIA AND  
**THE REED INN**  
Excellent Dining Room  
Rooms \$1.50 and up  
MRS. GEO. SNOW, Mgr.

Store, Offices & Restaurant  
Equipment  
**G.R. STORE FIXTURE CO.**  
7 Ionia Ave., N. W. Phone 86027

Hotel and Restaurant  
Equipment  
**H. Leonard & Sons**  
38-44 Fulton St., W.  
GRAND RAPIDS, MICH.

#### Warm Friend Tavern Holland, Mich.

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

JAMES HOEKSEMA, Manager



## DRUGS

**Michigan Board of Pharmacy**  
 President—Earl Durham, Corunna.  
 Vice-Pres.—M. N. Henry, Lowell.  
 Other members of the Board—Norman Weess, Ewart; A. W. Murphy, Battle Creek; V. C. Plasonski, Detroit.  
 Director—E. J. Parr, Lansing.  
 Examination Sessions—Three sessions are held each year, one in Detroit, one in the Upper Peninsula and one at Ferris Institute, Big Rapids.

**Michigan State Pharmaceutical Association.**  
 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.

### The Drug Institute of America

The Drug Institute of America, Inc., in its latest statement announces that it has taken the stand that retailers and wholesalers should be given, in codes of fair competition sanctioned under the National Industrial Recovery act, equal protection with manufacturers against price cutting below the actual cost of their products. In stating this position, the committee urged that the costs upon which retailers and wholesalers will be permitted to base their prices include rent, wages, taxes and overhead items in addition to the invoice prices paid to the manufacturer, just as manufacturers' production costs include all of these expenses.

Steps have been taken by the Institute to make immediate representations on this point to Washington and it is announced that a complete code will not be submitted to the various branches of the drug industry for their approval until the Institute is confident that trade terms will not be applied differently to different branches of industry.

This is good as far as it goes, but as it was well said at the discussion on this at the recent convention of the New York State Pharmaceutical Association at Stamford, the National Association of Retail Druggists is the only authorized national representative of the drug retailers of America and, as such, should write our trade practice code. Drug Institute, however, assumes this exclusive prerogative and it is asserted will not accept the code proposed by the N. A. R. D., but will write the code and then submit it to the National Association of Retail Druggists.

We are unable to understand the position of the Drug Institute nor the logic of permitting manufacturers, wholesalers, and other interests, who dominate the Executive Committee, to write a code of trade practices for retail druggists. It seems to us that the N. A. R. D. is the only organization through which the membership should be turned over to the Institute. If retail druggists abandon their own associations they will be caught in a trap. No other institutions ever did nor ever will fight their battles for them.

Let us get a near hundred per cent. membership in our own associations, then we can demand an even break; that is all we want. As soon as we

have been definitely assured that we will have an even break in drafting our codes, it should take only a few weeks at the most to secure a membership large enough to represent the majority of the trade.

And this brings us to the vital point of representative membership. The Wagner bill states, that to become effective or to receive federal sanction, any industry must represent in its program, a major percentage of all engaged in that industry. And if this places upon the Drug Institute the obligation to enroll as members a majority of the retail druggists of America, what a gigantic job lies ahead even at the nominal sum of two dollars a year.

Roy S. Warnack, secretary of the California Pharmaceutical Association, suggests in this connection, that as large and complete membership is essential to the program and as that large retailer membership is only present in the N. A. R. D. he would use this organization as the nucleus of the new organization, calling the new association by some name descriptive of its scope of membership.

For instance: The alliance of drug industries groups—or, Institute of Drug Industry Groups.

By blanketing in all present members of N. A. R. D. for the nominal sum of twenty-five or not over fifty cents, the membership problem would at once be solved and it should be possible for N. A. R. D. to bring in thousands of new members because of the added value of membership in the alliance without extra cost to the individual druggist.

In turn all other trade groups could follow the same plan. They could thereby greatly strengthen their own associations and help to create a tremendous enrollment for the Institute. Each trade group could nominate its own selection to serve on the directorate of the alliance and some headquarters already established could be used as headquarters. The A. Ph. A. building in Washington would be logical headquarters for this group if quarters could be secured there. This is the proper place for N. A. R. D. headquarters.

As the plan is at present the manufacturing and wholesale industry so outweigh the independent retailer in representation on the board of directors that truly they will require a loud voice to be heard to the end that independent retailers get a square deal in the final plan that is to be presented for government sanction. Three independent retailers on a board of twenty-nine is the present set-up.

Distribution is the final need of all allied in the industry of manufacturing. Manufacturing itself is not an involved process. The retailer distributor then is the dog that wags the tail, and as such must be admitted to the directorate with a number that is really representative of the dominant position he occupies.—Practical Druggist.

He who reveals to me what is in me and helps me to externalize it in fuller terms of self-trust, is my real helper, for he assists me in the birth of those things which he knows are in me and in all men.

### The New Food and Drug Bill

Certain harmful and deceptive practices that injure or cheat consumers of foods and drugs are still prevalent because they are not prohibited by the terms of the Federal food and drugs act now in effect, says W. G. Campbell, Chief, Federal Food and Drug Administration.

The new food and drug bill will make the harmful and deceptive practices illegal and will enable the Department to control them.

When a Pittsburgh man died several months ago after consuming medicine heavily impregnated with radium, two pertinent questions were asked: Why was the indiscriminate sale of this highly dangerous medicine permitted? Why was the manufacturer of it not prosecuted under the Federal food and drugs act? The answer is simply that the terms of that act give the Department no control whatever over the sale of dangerous medicines provided they are not adulterated or falsely or fraud-

ulently labeled. It so happened that the medicine which was fatal to this Pittsburgh resident was not adulterated or falsely labeled in any particular and, therefore, met the limited requirements of the Federal food and drugs act.

The bill would give to the Department authority to surround the sale of dangerously potent medicines with such safeguards as would prevent their indiscriminate use to the detriment of consumers.

Under the operations of the Federal food and drugs act manufacturers of proprietary medicines have been required to remove from the labels of their various concoctions the false and fraudulent claims regarding curative potency. In many instances the manufacturer continues to make the same false and fraudulent claims in advertising matter in the press, on billboards, over the radio, and by other means. The Federal food and drugs act has no jurisdiction over advertis-

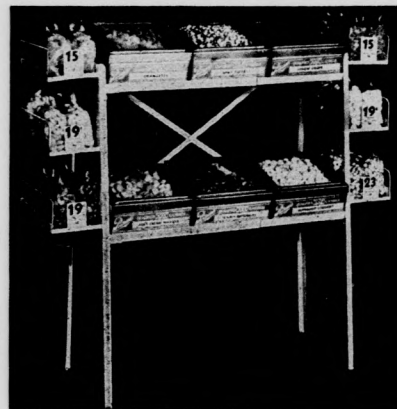
### JUST WHAT YOU HAVE BEEN LOOKING FOR

PUTNAM'S  
ADJUSTABLE  
CANDY  
DISPLAY  
RACK

Strong, Light,  
Attractive

Occupies only  
15x34 inches of  
Floor Space

Six Hinged Lid  
Glass Top Metal  
Display Covers  
With Each  
Rack



The Up-to-date  
Way to Sell  
Bulk Candy

20 Varieties of  
Fast Selling  
Items to Select  
From

Average Weight  
of Candies,  
12 Pounds

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

Jobbers  
Supplied by

**PUTNAM FACTORY**  
National Candy Co., Inc.  
Grand Rapids, Mich.

Makers of  
**GOOD CANDY**  
for 65 years

## SPRING AND SUMMER SPECIALTIES

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

**Hazeltine & Perkins Drug Co.**  
Grand Rapids  
Michigan



ing which does not accompany the package, although it is apparent that more people are influenced by advertising than by label statements. The bill would correct this defect in the law and would penalize the manufacturer for false advertising as well as for false labeling.

The bill applies to cosmetics as well as to foods and drugs. It would require more informative labeling so that consumers may know more about the composition of the foods and drugs they buy. It authorizes the establishment of legal definitions and standards for food products which will enable the Department more readily to check various forms of adulteration and misbranding. The bill contains provisions which will make it possible for the Government to obtain at less cost conclusive evidence of violations of the act. The Secretary of Agriculture would have authority to disseminate such information regarding any food, drug or cosmetic as he deems necessary in the interests of public health and for the protection of the consumer against fraud.

The Federal food and drugs act has been in operation for more than a quarter of a century, and has brought about a marked improvement in the food and drug supply of the nation. That it does not cover all practices, in the manufacture and sale of foods and drugs, that are inimical to consumers has long been apparent, and efforts have been made from time to time to have it strengthened by amendments. Some five or six amendments have been enacted, but a complete revision of the act has been found highly desirable in order that consumers may have that degree of protection they have a right to expect.

#### Successful Candidates in June Pharmaceutical Examination

##### First Examination

Arthur Anderson, Manistee  
Richard Beissel, Chelsea  
George Bizer, Benton Harbor  
Harold Bordman, Detroit  
Donald Cartwright, Flint  
Perry Converse, Lansing  
Gerald De Haan, Grand Rapids  
Ruth Dawson, Wyandotte  
Darwin Donner, Sutton's Bay  
John Ettinger, Detroit  
Kenneth Field, Detroit  
Edward Fisher, Detroit  
William Friedman, Detroit  
Gerald Gould, Greenville  
Irving Greenberg, Detroit  
James Hall, Detroit  
Walter Hoffman, Grand Rapids  
Milo Houghton, Detroit  
Ralph Hoy, Auburn  
Lawrence James, Belding  
Erling Johnson, Jackson  
Roger Johnson, Grand Rapids  
Morris Kroll, Detroit  
Louis Landau, Detroit  
Helen Linsky, Detroit  
Dewey Mains, Homer  
David Millstein, Detroit  
Bella Moskowitz, Detroit  
Harry McLaughlin, Grand Rapids  
Clarence Neinas, Romeo  
James McUmber, Trenton  
D. A. O'Dell, Fenton  
Garald O'Dell, Fenton  
Joseph Pinkham, Belding  
Marvin Renaud, River Rouge  
Lee Rocksien, Big Rapids

Leighton Schwalm, Mt. Clemens  
Austin Snyder, Grand Rapids  
Henry Stabler, Center Line  
Neil Stirling, Clare—high mark for the state.

Harold Stowell, Detroit  
Ralph Swinehart, Gladwin  
Charles Truscon, Highland Park  
Otter Watson, Lake Orion  
Milton Weise, Detroit  
George Yeotis, Cadillac  
Andrew Zamaria, Grand Rapids

#### Re-examination

Kenneth Acker, Detroit  
Harry Adler, Detroit  
Kenneth Allen, Big Rapids  
Morris Averbuch, Detroit  
John Comover, Flint  
Devon Davis, Detroit  
Abraham Kaftan, Detroit  
Stephen Kasprzak, Detroit  
Joseph Kaweck, Hamtramck  
Harry Magadini, Detroit  
Joseph Nishamkin, Detroit  
Stanley Paterson, Detroit  
Willard Poole, Flint  
Paul Remer, Flint  
Samuel Robiner, Detroit  
Robert Snyder, Houghton Heights  
Marvin Witt, Detroit  
Henry Zacarian, Detroit  
John Kuster, Detroit  
Stella Grych, Detroit

#### Doctor Argues with a Vegetarian

Dr. Logan Clendenning, noted authority on diet and health, tells about being visited by a vegetarian who undertook to convert him to his faith.

"There are, as you know, two kinds of vegetarians," the doctor said in relating the incident. "The first kind are those who refrain from meat for purely selfish reason, i. e., because they believe it will injure their chances of staying upon this planet a long time. The other kind are those who deplore the eating of meat because it involves the slaughter of animals."

"Of this second sort was my visitor. He was a fundamentalist vegetarian. He described with graphic detail the sufferings which animals endure during death, despite the fact that he and I were both undoubtedly doomed to endure the same sort of unpleasant experience."

"During his argument I had an opportunity to observe him and when he was finished I asked:

"What are the frames of your spectacles made of?"

"He removed them and superciliously replied, 'They are hornrims.'"

"Where," I asked, 'do they get the horns?'

"I do not know."

"Well, not off trees"—I suggested. "And then your shoes—they appear to be of leather?"

"He gazed upon them and admitted that was possible."

"Must have killed a cow to furnish them," I said. "And your hat—that felt hat—I believe rabbits are slaughtered to make that material. At least you don't suppose they clip rabbits to get the fur do you?"

"My visitor rose in considerable dudgeon and picked up his brief case."

"By the way," I said, "that brief case appears to be made of pig skin."

"But he had gone before I had a chance to warn him not to sit on my leather-covered chair."

## WHOLESALE DRUG PRICE CURRENT

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

ACID		GUM		Hemlock, Pu., lb.	
Acetic, No. 8, lb.	06 @ 10	Aloes, Barbadoes, so called, lb. gourds	@ 60	Hemlock Com., lb.	1 00 @ 1 25
Boric, Powd., or		Powd., lb.	35 @ 45	Juniper Ber., lb.	3 00 @ 3 20
Xtal, lb.	08 1/2 @ 20	Aloes, Socotrine, lb.	@ 75	Juniper W'd, lb.	1 50 @ 1 75
Carbolic, Xtal, lb.	36 @ 43	Powd., lb.	@ 80	Lav. Flow., lb.	3 50 @ 4 00
Citric, lb.	35 @ 45	Arabic, first, lb.	@ 40	Lav. Gard., lb.	1 25 @ 1 50
Muriatic, Com'l., lb.	03 1/2 @ 10	Arabic, sec., lb.	@ 30	Lemon, lb.	1 75 @ 2 25
Nitric, lb.	09 @ 15	Arabic, sorts, lb.	15 @ 25	Mustard, true, ozs.	@ 1 50
Oxalic, lb.	15 @ 25	Arabic, Gran., lb.	@ 35	Mustard art., ozs.	@ 35
Sulphuric, lb.	03 1/2 @ 10	Arabic, P'd, lb.	25 @ 35	Orange, Sw., lb.	3 00 @ 3 25
Tartaric, lb.	33 @ 45	Asafoetida, lb.	47 @ 50	Origanum, art., lb.	1 00 @ 1 20
ALCOHOL		Asafoetida, Po., lb.	75 @ 82	Pennyroyal, lb.	2 75 @ 3 20
Denatured, No. 5		Guaiac, lb.	@ 70	Peppermint, lb.	4 75 @ 5 40
gal., lb.	44 @ 55	Guaiac, powd., lb.	@ 75	Rose, dr.	@ 2 50
Grain, gal.	4 00 @ 5 00	Kino, lb.	@ 90	Rose, Geran., ozs.	50 @ 95
3-F, gal.	50 @ 60	Kino, powd., lb.	@ 1 00	Rosemary	
ALUM-POTASH, USP		Myrrh, lb.	@ 60	Flowers, lb.	1 00 @ 1 50
Lump, lb.	05 @ 13	Myrrh Pow., lb.	@ 75	Sandalwood	
Powd. or Gra., lb.	05 1/4 @ 13	Shellac, Orange, lb.	15 @ 25	E. I., lb.	8 00 @ 8 60
AMMONIA		Ground, lb.	15 @ 25	W. I., lb.	4 50 @ 4 75
Concentrated, lb.	06 @ 18	Shellac, white, (bone dr'd) lb.	30 @ 45	Sassafras, true, lb.	1 60 @ 2 20
4-F, lb.	05 1/2 @ 13	Tragacanth, No. 1, bbls.	1 60 @ 2 00	Syn., lb.	85 @ 1 40
3-F, lb.	05 1/2 @ 13	No. 2, lbs.	1 50 @ 1 75	Spearment, lb.	2 00 @ 2 40
Carbonate, lb.	20 @ 25	Pow., lb.	1 25 @ 1 50	Tansy, lb.	3 50 @ 4 00
Muriate, Lp., lb.	18 @ 30	HONEY		Thyme, Red, lb.	1 50 @ 2 00
Muriate, Gra., lb.	08 @ 18	1/2 lb., gross	25 @ 40	Thyme, Whl., lb.	1 75 @ 2 40
Muriate, Po., lb.	20 @ 30	HOPS		Wintergreen	
ARSENIC		1/4 lb., gross	10 00 @ 10 50	Leaf, true, lb.	5 40 @ 6 00
Pound	07 @ 20	HYDROGEN PEROXIDE		Birch, lb.	3 50 @ 4 00
BALSAMS		Pound, gross	25 00 @ 27 00	Syn.	75 @ 1 20
Copaiba, lb.	60 @ 1 40	1/2 lb., gross	15 00 @ 16 00	Wormseed, lb.	3 50 @ 4 00
Fir, Cana., lb.	2 00 @ 2 40	1/4 lb., gross	10 00 @ 10 50	Wormwood, lb.	4 50 @ 5 00
Fir, Oreg., lb.	50 @ 1 00	INDIGO		OILS HEAVY	
Peru, lb.	1 70 @ 2 20	Madras, lb.	2 00 @ 2 25	Castor, gal.	1 15 @ 1 35
Tolu, lb.	1 50 @ 1 80	INSECT POWDER		Cocoonut, lb.	22 1/2 @ 35
BARKS		Pure, lb.	31 @ 41	Cod Liver, Norwegian, gal.	1 00 @ 1 50
Cassia		Xtal, lb.	17 @ 25	Cot. Seed, gal.	85 @ 1 00
Ordinary, lb.	@ 39	Powd. & Gran.	25 @ 35	Lard, ex., gal.	1 55 @ 1 65
Ordin., Po., lb.	25 @ 35	LICORICE		Lard No. 1, gal.	1 25 @ 1 40
Saigon, lb.	@ 40	Extracts, sticks, per box	1 50 @ 2 00	Linseed, raw, gal.	90 @ 1 05
Saigon, Po., lb.	50 @ 60	Lozenges, lb.	40 @ 50	Linseed, boil., gal.	93 @ 1 08
Elm, lb.	40 @ 50	Wafers, (24s) box	@ 1 50	Neatsfoot, extra, gal.	80 @ 1 00
Elm, Powd., lb.	38 @ 45	LEAVES		Olive	
Elm, G'd, lb.	38 @ 45	Buchu, lb., short	@ 60	Malaga, gal.	2 50 @ 3 00
Sassafras (P'd lb.)	45 @ 35	Buchu, lb., long	@ 70	Pure, gal.	3 00 @ 3 00
Soapree, cut, lb.	20 @ 30	Buchu, P'd, lb.	@ 70	Sperm, gal.	1 25 @ 1 50
Soapree, po., lb.	35 @ 40	Sage, bulk, lb.	25 @ 30	Tanner, gal.	75 @ 90
BERRIES		Sage, loose	@ 30	Tar gal.	50 @ 65
Cubeb, lb.	@ 65	pressed 1/4s, lb.	@ 40	Whale, gal.	@ 2 00
Cubeb, po., lb.	@ 75	Sage, ounces	@ 85	OPIUM	
Juniper, lb.	10 @ 20	Sage, P'd & Grd.	@ 35	Gum, ozs., \$1.40;	
BLUE VITRIOL		Senna	@ 40	lb.	17 50 @ 20 00
Pound	06 @ 15	Alexandria, lb.	35 @ 40	Powder, ozs., \$1.40;	
BORAX		Tinnevelia, lb.	20 @ 30	lb.	17 50 @ 20 00
P'd or Xtal, lb.	06 @ 13	Powd., lb.	25 @ 35	Gran., ozs., \$1.40;	
BRIMSTONE		Uva Ursi, lb.	@ 31	lb.	17 50 @ 20 00
Pound	04 @ 10	Uva Ursi, P'd, lb.	@ 45	PARAFFINE	
CAMPOR		LIME		Pound	06 1/2 @ 15
Pound	55 @ 75	Chloride, med., dz.	@ 85	PEPPER	
CANTHARIDES		Chloride large, dz.	@ 1 45	Black, grd., lb.	25 @ 35
Russian, Powd.	@ 3 50	LYCOPodium		Red, grd., lb.	45 @ 55
Chinese, Powd.	@ 2 00	Pound	45 @ 60	White, grd., lb.	40 @ 45
CHALK		MAGNESIA		PITCH BURGUNDY	
Crayons, White, dozen	@ 3 60	Carb., 1/4s, lb.	@ 30	Pound	20 @ 25
Dustless, doz.	@ 6 00	Carb., 1/16s, lb.	@ 32	PETROLATUM	
French Powder, Com'l., lb.	03 1/2 @ 10	Carb., P'd, lb.	15 @ 25	Amber, Plain, lb.	12 @ 17
Precipitated, lb.	12 @ 15	Oxide, Hea., lb.	@ 75	Amber, Carb., lb.	14 @ 19
Prepared, lb.	14 @ 16	Oxide, light, lb.	@ 75	Cream Whl., lb.	17 @ 22
White, lump, lb.	03 @ 10	MENTHOL		Lily White, lb.	20 @ 25
CAPSICUM		Pound	4 67 @ 5 20	Snow White, lb.	22 @ 27
Pods, lb.	60 @ 70	MERCURY		PLASTER PARIS DENT'L	
Powder, lb.	62 @ 75	Pound	1 25 @ 1 35	Barrels	@ 5 75
CLOVES		MORPHINE		Less, lb.	03 1/2 @ 08
Whole, lb.	30 @ 40	Ounces	@ 11 80	POTASSA	
Powdered, lb.	35 @ 45	1/4s	@ 13 96	Caustic, st'ks, lb.	55 @ 88
COCAINE		MUSTARD		Liquor, lb.	@ 40
Ounce	12 68 @ 14 85	Bulk, Powd.	@ 50	POTASSIUM	
COPPERAS		select, lb.	45 @ 50	Acetate, lb.	60 @ 56
Xtal, lb.	03 1/4 @ 10	No. 1, lb.	25 @ 35	Bicarbonate, lb.	30 @ 35
Powdered, lb.	04 @ 15	NAPHTHALINE		Bichromate, lb.	15 @ 25
CREAM TARTAR		Balls, lb.	07 @ 12	Bromide, lb.	51 @ 72
Pound	22 1/2 @ 35	Flake, lb.	07 @ 12	Carbonate, lb.	30 @ 35
CUTTLEBONE		NUTMEG		Chlorate, Xtal, lb.	17 @ 23
Pound	40 @ 50	Pound	@ 40	Powd., lb.	17 @ 23
DEXTRINE		Powdered, lb.	@ 50	Gran., lb.	21 @ 28
Yellow Corn, lb.	06 1/2 @ 15	NUX VOMICA		Iodide, lb.	3 36 @ 3 59
White Corn, lb.	07 @ 15	Pound	@ 25	Permanganate, lb.	22 1/2 @ 35
EXTRACT		Powdered, lb.	@ 25	Prussiate, Red lb.	80 @ 90
Witch Hazel, Yel-low Lab., gal.	99 @ 1 82	OIL ESSENTIAL		Yellow, lb.	50 @ 60
Licorice, P'd, lb.	50 @ 60	Almond, Bit., true, ozs.	@ 50	QUASSIA CHIPS	
FLOWER		Bit., art., ozs.	@ 30	Pound	25 @ 30
Arnica, lb.	50 @ 55	Sweet, true, lb.	1 25 @ 1 80	Powd., lb.	35 @ 40
Chamomile, German, lb.	35 @ 45	Sw't, art., lbs.	1 00 @ 1 25	QUININE	
Roman, lb.	@ 90	Amber, crude, lb.	71 @ 1 40	5 oz. cans, ozs.	@ 66
Saffron, American, lb.	50 @ 55	Amber, rect., lb.	1 30 @ 2 00	Epsom, lb.	03 1/4 @ 10
FORMALDEHYDE, BULK		Anise, lb.	1 00 @ 1 60	Glaucous, Lump, lb.	03 @ 10
Pound	09 @ 20	Bay, lb.	4 00 @ 4 25	Gran., lb.	03 1/2 @ 10
FULLER'S EARTH		Bergamot, lb.	3 00 @ 3 60	Xtal or Powd., lb.	10 @ 16
Powder, lb.	05 @ 10	Cajeput, lb.	1 50 @ 2 00	Gran., lb.	09 @ 16
GELATIN		Saraway S'd, lb.	2 80 @ 3 40	Rochelle, lb.	17 @ 30
Pound	55 @ 65	Cassia, USP, lb.	2 10 @ 2 60	Soda, lb.	02 1/2 @ 08
GLUE		Cedar Leaf, lb.	1 50 @ 2 00	SODA	
Brok., Bro., lb.	20 @ 30	Cedar Leaf, Com'l., lb.	1 00 @ 1 25	Ash	03 @ 10
Gr'd, Dark, lb.	16 @ 22	Citronella, lb.	1 05 @ 1 40	Bicarbonate, lb.	03 1/2 @ 10
Whl. Flake, lb.	27 1/2 @ 35	Cloves, lb.	1 75 @ 2 25	Caustic, Co'l., lb.	08 @ 15
White G'd, lb.	25 @ 35	Croton, lbs.	4 00 @ 4 60	Hyposulphite, lb.	05 @ 10
White AXX light, lb.	@ 40	Cubeb, lb.	4 25 @ 4 80	Phosphate, lb.	23 @ 28
Ribbon	42 1/2 @ 50	Erigeron, lb.	2 70 @ 3 35	Sulphite, Xtal, lb.	07 @ 12
GLYCERINE		Eucalytus, lb.	95 @ 1 60	Dry, Powd., lb.	12 1/2 @ 20
Pound	1 1/2 @ 35	Fennel	2 00 @ 2 60	Silicate, Sol., gal.	40 @ 50



# 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

Tea	Wesson Oil
Macaroni	Clothes Lines
Twine	Sauerkraut
Cherries	Whole Green Beans

## 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



10 oz., 4 doz. in case	3 40
15 oz., 4 doz. in case	5 00
25 oz., 4 doz. in case	8 40
50 oz., 2 doz. in case	7 00
5 lb., 1 doz. in case	6 00
10 lb., 1/2 doz. in case	5 75

## BLEACHER CLEANSER

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

## BLUING

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

## BEANS and PEAS

100 lb. bag	
Dry Lima Beans, 100 lb.	7 50
White H'd P. Beans	4 35
Split Peas, Yell., 60 lb.	3 95
Split Peas, Gr'n., 60 lb.	5 00
Scotch Peas, 100 lb.	7 50

## BURNERS

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

## BOTTLE CAPS

Dbl. Lacquer, 1 gross pkg., per gross	15
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## BREAKFAST FOODS

<b>Kellogg's Brands</b>	
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., 24s	1 85
Whole Wheat Bis., 24s	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 6-1 lb.	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
Winnier, 5 sewed	4 50
Whisk, No. 3	2 25

## BRUSHES

<b>Scrub</b>	
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

<b>Hart Brand</b>	
Apples	
No. 10	4 75
<b>Blackberries</b>	
Pride of Michigan	2 55
<b>Cherries</b>	
Mich. red, No. 10	6 25
Pride of Mich., No. 2	2 60
Marcellus Red	2 10
Special Pie	1 35
Whole White	2 80
<b>Gooseberries</b>	
No. 10	

## Pears

Pride of Mich. No. 2 1/2	2 25
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## Black Raspberries

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

## Red Raspberries

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

## Strawberries

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

## CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	2 75
Clams, Minced, No. 1/2	2 40
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, Star	2 00
Sard's, 1/4 Oil, k'less	1 45
Sardines, 1/4 Oil, k'less	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, doz.	1 75
Tuna, 1/4s, Van Camps, doz.	1 35
Tuna, 1s, Van Camps, doz.	3 60
Tuna, 1/2s, Chicken Sea, doz.	1 85

## CANNED MEAT

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

## Baked Beans

Campbells 48s	2 35
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## CANNED VEGETABLES

<b>Hart Brand</b>	
Asparagus	
Natural, No. 2	3 00
Tips & Cuts, No. 2	2 25
Tips & Cuts, 8 oz.	1 35
<b>Baked Beans</b>	
1 lb. Sacc, 36s, cs.	1 70
No. 2 1/2 Size, doz.	1 00
No. 10 Sauce	3 90
<b>Lima Beans</b>	
Little Quaker, No. 10	8 25
Baby, No. 2	1 60
Pride of Mich. No. 2	1 35
Marcellus, No. 10	6 50

## Red Kidney Beans

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

## String Beans

Choice, Whole, No. 2	1 55
Cut, No. 10	7 25
Cut, No. 2	1 35
Pride of Michigan	1 15
Marcellus Cut, No. 10	6 00

## Wax Beans

Choice, Whole, No. 2	1 55
Cut, No. 10	7 25
Cut, No. 2	1 35
Pride of Mich., No. 2	1 15
Marcellus Cut, No. 10	5 50

## Beets

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

## Carrots

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

## Corn

Golden Ban., No. 2	1 25
Golden Ban., No. 10	10 00
Little Quaker, No. 1	90
Country Gen., No. 2	1 20
Pride of Mich., No. 1	80
Marcellus, No. 2	95
Fancy Crosby, No. 2	1 15
Fancy Crosby, No. 10	6 50
Whole Grain, 6 Ban-tam, No. 2	1 45

## Peas

Little Dot, No. 2	2 00
Sifted E. June, No. 10	9 50
Sifted E. June, No. 2	1 75
Marcel., Sw. W. No. 2	1 45
Marcel., E. June, No. 2	1 35
Marcel., E. Ju., No. 10	7 50

## Pumpkin

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

## Sauerkraut

No. 10	4 00
No. 2 1/2	1 10
No. 2	90

## 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	1 75
Hart, No. 2	1 55
Pride of Michigan	1 15

## 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.	95
Sniders, 14 oz.	1 55
Quaker, 8 oz.	90
Quaker, 14 oz.	1 20
Ruby, 14 oz.	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
Beechnut Peppermint	66
Doublemint	66
Peppermint, Wrigleys	66
Spearmint, Wrigleys	66
Juicy Fruit	66
Wrigley's P-K	66
Teaberry	66

## CHOCOLATE

Baker, Prem., 6 lb. 1/2	2 50
Baker, Pre., 6 lb. 3 oz.	2 42

## CLOTHES LINE

Riverside, 50 ft.	2 20
Cupples Cord	2 90

## COFFEE ROASTED

### Lee & Cady

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



<b>Coffee Extracts</b>	
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
Matman's D'dee, Tall	2 95
Matman's D'dee, Baby	1 48
et, Tall	2 95
et, Baby, 4 dozen	1 45
orden's, Tall, 4 doz.	2 95
orden's, Baby, 4 doz.	1 48



<b>Currents</b>		<b>MATCHES</b>		<b>FRESH MEATS</b>		<b>HERRING</b>		<b>SOAP</b>		<b>TEA</b>	
Packages, 11 oz.	11 1/2	Diamond, No. 5, 144	6 15	<b>Beef</b>		<b>Holland Herring</b>		Am. Family, 100 box	5 60	<b>Japan</b>	
<b>Dates</b>		Searchlight, 144 box	6 15	Top Steers & Heif.	11	Mixed, Kegs		Crystal White, 100	3 50	Medium	18
Imperial, 12s, pitted	1 35	Swan, 144	5 20	Good Steers & Heif.	09	Mixed, half bbls.		F.B., 60s	2 20	Choice	21@28
Imperial, 12s, regular	1 15	Diamond, No. 0	4 90	Med. Steers & Heif.	08	Mixed, bbls.		Fels Naptha, 100 box	5 00	Fancy	30@32
<b>Peaches</b>		<b>Safety Matches</b>		Com. Steers & Heif.	07	Milkers, kegs		Flake White, 10 box	2 85	No. 1 Nibbs	31
Evap. Choice		Red Top, 5 gross case	5 25	<b>Veal</b>		Milkers, half bbls.		Jap Rose, 100 box	7 40	<b>Gunpowder</b>	
Fancy		Signal Light, 5 gro. cs	5 00	Top	09	Milkers, bbls.		Fairy, 100 box	3 00	Choice	32
<b>Peel</b>		<b>MUELLER'S PRODUCTS</b>		Good	08	<b>Lake Herring</b>		Palm Olive, 144 box	8 00	Fancy	40
Lemon, American	24	Macaroni, 9 oz.	2 10	Medium	07	1/2 bbl., 100 lbs.		Pummo, 100 box	4 85	<b>Ceylon</b>	
Orange, American	24	Spaghetti, 9 oz.	2 10	<b>Lamb</b>		<b>Mackerel</b>		Sweetheart, 100 box	5 70	Pekoe, medium	41
<b>Raisins</b>		Elbow Macaroni, 9 oz.	2 10	Spring Lamb	18	Tubs, 60 Count, fy. fat	6 00	Grandpa Tar, 50 sm.	2 10	<b>English Breakfast</b>	
Seeded, bulk	6 1/4	Egg Noodles, 6 oz.	2 10	Good	16	Pails, 10 lb. Fancy fat	1 50	Grandpa Tar, 50 lge.	3 50	Congou, medium	28
Thompson's S'dless blk.	6 1/2	Egg Vermicelli, 6 oz.	2 10	Medium	12	<b>White Fish</b>		Trilby Soap, 50, 10c.	3 15	Congou, choice	35@36
Quaker s'dless blk.	7	Egg Alphabets, 6 oz.	2 10	Poor	05	Med. Fancy, 100 lb.	13 00	Williams Barber Bar, 9s	50	Congou, fancy	42@43
15 oz.	7	Cooked Spaghetti, 24c.	2 20	<b>Mutton</b>		Milkers, bbls.	18 50	Lux Toilet, 50	3 15	<b>Oolong</b>	
Quaker Seeded, 15 oz.	7	17 oz.	2 20	Good	04 1/2	K K K K Norway	19 50	<b>SPICES</b>		Medium	39
<b>California Prunes</b>		<b>NUTS</b>		Medium	03	8 lb. pails.	1 40	<b>Whole Spices</b>		Choice	45
90@100, 25 lb. boxes	@	<b>Whole</b>		Poor	02	Cut Lunch	1 50	Allspice Jamaica	@24	Fancy	50
80@90, 25 lb. boxes	@	Almonds, Peerless	15 1/2	<b>Pork</b>		Boned, 10 lb. boxes	16	Cloves, Zanzibar	@26	<b>TWINE</b>	
70@80, 25 lb. boxes	@07 1/2	Fancy Mixed	11 1/2	Loin, med.	08	<b>SHOE BLACKENING</b>		Cassia, Canton	@24	Cotton, 3 ply cone	35
60@70, 25 lb. boxes	@08	Filberts, Naples	13	Butts	08	2 in 1, Paste, doz.	1 30	Cassia, 5c pkg., doz.	@19	Cotton, 3 ply balls	35
50@60, 25 lb. boxes	@08 1/2	Peanuts, Vir. Roasted	6 1/2	Shoulders	06 1/2	E. Z. Combination, dz.	1 30	Ginger, Africa	@30	<b>VINEGAR</b>	
40@50, 25 lb. boxes	@09	Peanuts, Jumbo	7 1/2	Spareribs	05	Dri-Foot, doz.	2 00	Mixed, No. 1	@30	F. O. B. Grand Rapids	
30@40, 25 lb. boxes	@10	Pecans, 3, star	25	Neck bones	03	Bixbys, doz.	1 30	Mixed, 10c pkgs., doz.	@65	Cider, 40 grain	15
20@30, 25 lb. boxes	@12	Pecans, Jumbo	40	Trimnings	05	Shinola, doz.	90	Nutmegs, 70@90	@50	White Wine, 40 grain	20
18@24, 25 lb. boxes	@14 1/2	Pecans, Mammoth	50	<b>PROVISIONS</b>		<b>STOVE POLISH</b>		Nutmegs, 105-110	@48	White Wine, 80 grain	25
<b>Hominy</b>		Walnuts, Cal.	13@21	<b>Barreled Pork</b>		Blackne, per doz.	1 30	Pepper, Black	@23	<b>WICKING</b>	
Pearl, 100 lb. sacks	3 50	Hickory	07	Clear Back	16 00@18 00	Black Silk Liquid, doz.	1 30	Mace Penang	@65	No. 9, per gross	80
<b>Bulk Goods</b>		<b>Salted Peanuts</b>		Short Cut, Clear	12 00	Black Silk Paste, doz.	1 25	Pepper, White	@23	No. 1, per gross	1 25
Elb. Macaroni, 20 lb. bx.	1 05	Fancy, No. 1	09	<b>Dry Salt Meats</b>		Enameline Paste, doz.	1 30	Nutmegs	@23	No. 2, per gross	1 50
Egg Noodle, 10 lbs.	12	12-1 lb. Cellophane case	1 30	D S Belles	18-29@18-10-09	Enameline Liquid, doz.	1 30	Pepper, Cayenne	@25	No. 3, per gross	2 30
<b>Pearl Barley</b>		<b>Shelled</b>		<b>Lard</b>		E. Z. Liquid, per doz.	1 30	Paprika, Spanish	@30	Peerless Rolls, per doz.	90
0000	7 00	Almonds	39	Pure in tierces	7 1/2	Radium, per doz.	1 30	<b>Seasoning</b>		Rochester, No. 2, doz.	50
Barley Grits	5 00	Peanuts, Spanish, 125	5 1/2	60 lb. tubs	advance 1/4	Rising Sun, per doz.	1 30	Chili Powder, 1 1/2 oz.	65	Rochester, No. 3, doz.	2 00
Chester	4 50	lb. bags	5 1/2	50 lb. tubs	advance 1/4	654 Stove Enamel, dz.	2 80	Celery Salt, 1 1/2 oz.	80	Rayo, per doz.	75
<b>Sage</b>		Filberts	45	20 lb. pails	advance 3/4	Vulcanol, No. 10, doz.	1 30	Sage, 2 oz.	80	<b>WOODENWARE</b>	
East India	10	Pecans, salted	45	10 lb. pails	advance 7/8	Stovoil, per doz.	3 00	Onion Salt	1 35	<b>Baskets</b>	
<b>Tapioca</b>		Walnut California	45	5 lb. pails	advance 1	<b>SALT</b>		Garlic	1 35	Bushels, Wide Band,	
Pearl, 100 lb. sacks	7 1/2	<b>MINCE MEAT</b>		3 lb. pails	advance 1	F. O. B. Grand Rapids		Ponelly, 3 1/2 oz.	3 25	wood handles	2 00
Minute, 8 oz., 3 doz.	4 05	None Such, 4 doz.	6 20	Compound tierces	8 1/2	Colonial, 24, 2 lb.	95	Kitchen Bouquet	4 25	Market, drop handle	90
Dromedary Instant	3 50	Quaker, 3 doz. case	2 65	Compound, tubs	09	Colonial, 36-1 1/2	1 20	Laurel Leaves	26	Market, single handle	95
<b>Jiffy Punch</b>		Yo Ho, Kegs, wet, lb.	16 1/2	<b>Sausages</b>		Colonial, Iodized, 24-2	1 35	Marjoram, 1 oz.	50	Market, extra	1 60
3 doz. Carton	2 25	<b>OLIVES</b>		Bologna	10	Med. No. 1, bbls.	2 90	Thyme, 1 oz.	90	Splint, large	8 50
Assorted flavors		7 oz. Jar, Plain, doz.	1 05	Liver	13	Med. No. 1, 100 lb. bk.	1 00	Tumeric, 1 1/2 oz.	65	Splint, medium	7 50
<b>FRUIT CANS</b>		16 oz. Jar, Plain, doz.	1 95	Frankfort	12	Farmer Spec., 70 lb.	1 00	<b>STARCH</b>		Splint, small	6 50
Presto Mason		5 Gal. Kegs, each	6 50	Pork	15	Packers Meat, 50 lb.	65	<b>Corn</b>		<b>Churns</b>	
F. O. B. Grand Rapids		3 oz. Jar, Stuff., doz.	1 15	Tongue, Jellied	21	Cream Rock for ice		Kingsford, 24 lbs.	2 50	Barrel, 5 gal., each	2 40
Half pint	7 15	8 oz. Jar, Stuff., doz.	2 25	Headcheese	13	cream, 100 lb., each	85	Powd., bags, per 100	2 65	Barrel, 10 gal., each	2 55
One pint	7 40	10 oz. Jar, Stuff., doz.	2 65	<b>Smoked Meats</b>		Butter Salt, 280 lb. bbl.	4 00	Argo, 24, 1 lb. pkgs.	1 52	3 to 6 gal., per gal.	16
One quart	8 65	1 Gal. Jugs, Stuff., dz.	1 95	Hams, Cert., 14-16 lb.	15	Block, 50 lb.	40	Argo, 8, 5 lb. pkgs.	2 56	<b>Pails</b>	
Half gallon	11 55	<b>PARIS GREEN</b>		Hams, Cert., Skinned	@15	Baker Salt, 280 lb. bbl.	3 80	Silver Gloss, 48, 1s.	11 1/4	10 qt. Galvanized	2 60
<b>FRUIT CAN RUBBERS</b>		1/2 s	34	Ham, dried beef	@24	6, 10 lb., per bale	93	Elastic, 32 pkgs.	2 55	12 qt. Galvanized	2 85
Presto Red Lip, 2 gro.		1s	32	Knuckles	@24	28 lb. bags, table	40	Tiger, 48-1		14 qt. Galvanized	3 10
carton	70	2s and 5s	30	California Hams	@09	<b>Beef</b>		Tiger, 50 lbs.	2 75	12 qt. Flaring Gal. Jr.	5 00
Presto White Lip, 2		<b>PICKLES</b>		Picnic Boiled Hams	@16	Boneless, rump	@19 00	<b>SYRUP</b>		10 qt. Tin Dairy	4 00
gro. carton	76	<b>Medium Sour</b>		Boiled Hams	@18	<b>Liver</b>		<b>Corn</b>		<b>Traps</b>	
<b>Sweet Small</b>		5 gallon, 400 count	4 75	Mince Hams	@12	Beef		Blue Kara, No. 1 1/2	2 42	Mouse, wood, 4 holes	60
5 gallon, 500	7 25	<b>Dill Pickles</b>		Bacon 4/6 Cert.	@14	Calf	35	Blue Kara, No. 5, 1 dz.	3 24	Mouse, wood, 6 holes	70
Banner, 6 oz., doz.	90	Gal., 40 to Tin, doz.	8 15	<b>Beef</b>		Pork	05	Red Kara, No. 10	3 07	Mouse, tin, 5 holes	65
Banner, quarts, doz.	2 10	32 oz. Glass Thrown	1 45	<b>RICE</b>		<b>RICE</b>		Red Kara, No. 5, 1 dz.	3 52	Rat, wood	1 00
Paw Paw, quarts, doz.	2 80	<b>Dill Pickles, Bulk</b>		Fancy Blue Rose	4 05	Free Run's, 32, 26 oz.	2 40	Red Kara, No. 10	3 37	Rat, spring	1 00
<b>GELATINE</b>		5 Gal., 200	3 65	Fancy Head	5 30	Five case lots	2 30	<b>IMIT. Maple Flavor</b>		Mouse, spring	20
Jell-o, 3 doz.	2 50	16 Gal., 650	11 25	<b>RUSKS</b>		Iodized, 32, 26 oz.	2 40	Orange, No. 1 1/2 2 dz.	2 98	<b>Tubs</b>	
Minute, 3 doz.	4 05	45 Gal., 1300	30 00	Postma Biscuit Co.		Five case lots	2 30	Orange, No. 3, 20 cans.	4 39	Large Galvanized	8 75
Plymouth, White	1 55	<b>PIPES</b>		18 rolls, per case	2 10	<b>WASHING POWDERS</b>		<b>Maple and Cane</b>		Medium Galvanized	7 75
Jelsert, 3 doz.	1 40	Cob, 3 doz. in bx.	1 00@1 20	12 rolls, per case	1 39	Bon Ami Pd., 18s, box	1 90	Kanuck, per gal.	1 50	Small Galvanized	6 75
<b>JELLY AND PRESERVES</b>		<b>PLAYING CARDS</b>		18 cartons, per case	2 35	Bon Ami Cake, 18s	1 65	Kanuck, 5 gal. can	5 50	<b>Washboards</b>	
Pure, 30 lb. pails	2 60	Battle Axe, per doz.	2 65	12 cartons, per case	1 57	Brillo	85	<b>Grape Juice</b>		Banner, Globe	5 50
Imitation, 30 lb. pails	1 60	Bicycle, per doz.	4 70	<b>SALERATUS</b>		Chipso, large	3 85	Welch, 12 quart case	4 40	Brass, single	6 25
Pure, 6 oz., Asst., doz.	90	Torpedo, per doz.	2 50	Arm and Hammer 24s.	1 50	Climaline, 4 doz.	3 60	Welch, 12 pint case	2 25	Glass, single	6 00
Pure Pres., 16 oz., dz.	1 40	<b>MARGARINE</b>		<b>SAL SODA</b>		Grandma, 100, 5c	3 50	Welch, 26-4 oz. case	2 30	Double Peerless	8 50
<b>JELLY GLASSES</b>		Wilson & Co.'s Brands		Granulated, 60 lbs. cs.	1 35	Grandma, 24 large	3 50	<b>COOKING OIL</b>		Single Peerless	7 50
1/2 Pint Tall, per doz.	38	Oleo		Granulated, 18-2 1/2 lb. packages	1 10	Snowboy, 12 large	1 80	Mazola		Northern Queen	5 50
<b>POTASH</b>		Nut	09	<b>COD FISH</b>		Gold Dust, 12 large	1 80	Pints, 2 doz.	4 60	Universal	7 25
Special Roll	11	Babbitt's, 2 doz.	2 75	Peerless, 1 lb. boxes	18	Golden Rod, 24	4 25	Quarts, 1 doz.	4 30	<b>YEAST CAKE</b>	
<b>OLD KENT, 1 lb. pure</b>		<b>YEAST-COMPRESSED</b>		Old Kent, 1 lb. pure	25	La France Laun, 4 dz.	3 65	Half Gallons, 1 doz.	5 40	Magic, 3 doz.	2 70
<b>WYANDOT, Cleaner, 24s</b>		Fleischmann, per doz.	30	<b>TABLE SAUCES</b>		Old Dutch Clean, 4 dz.	3 40	Pepper	1 60	Sunlight, 3 doz.	2 70
<b>WYANDOT, Cleaner, 24s</b>		Red Star, per doz.	20	Lee & Perrin, large	5 75	Octagon, 96s	3 90	Royal Mint	2 40	Sunlight, 1 1/2 doz.	1 35
<b>WYANDOT, Cleaner, 24s</b>		<b>YEAST-COMPRESSED</b>		Lee & Perrin, small	3 35	Rinsol, 24s	4 80	Pepper	1 60	Yeast Foam, 3 doz.	2 70
<b>WYANDOT, Cleaner, 24s</b>		<b>YEAST-COMPRESSED</b>		Spotless Cleanser, 48,	2 25	Rinsol, 40s	2 95	Sho You, 9 oz., doz.	2 00	Yeast Foam, 1 1/2 doz.	1 35
<b>WYANDOT, Cleaner, 24s</b>		<b>YEAST-COMPRESSED</b>		Sani Flush, 1 doz.	2 25	Speedee, 3 doz.	7 20	A-1, large	4 75	<b>YEAST-COMPRESSED</b>	
<b>WYANDOT, Cleaner, 24s</b>		<b>YEAST-COMPRESSED</b>		Sapolio, 3 doz.	3 15	Sunbrite, 50s	2 10	A-1, small	2 85	<b>YEAST-COMPRESSED</b>	
<b>WYANDOT, Cleaner, 24s</b>		<b>YEAST-COMPRESSED</b>		Wyandot, Cleaner, 24s	1 85	<b>WYANDOT, Cleaner, 24s</b>		Caper, 2 oz.	3 30	<b>YEAST-COMPRESSED</b>	





## 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.

### Increased Retail Costs Inevitable

Get your house in order. The present surplus of labor—fourteen million unemployed—is going to be reduced by the demand of Washington. No statement from any source has made a deeper impression than the goad and whip in the hands of Counsel Richberg of the National Industrial Recovery Administration before the Merchants Association of New York.

"The challenge must be made in the next 60 days. If the organized groups of either management or labor fail to meet that challenge, they will be indicted for incompetence by the suffering millions who are now giving to industrial leadership one more chance—perhaps the last—to justify its authority.

"In this great emergency—when the whole power of the Federal government is being exerted to give business men an opportunity to organize for a united drive to re-employ the workers, and to pay wages sufficient to provide a market for industrial and agricultural products; when protection against the unfair competition of over-worked, underpaid labor is assured; when the legality of co-operative action is assured—there can be no honorable excuse for the slacker who wastes these precious moments with doubting and debate—who palsies the national purpose with legalistic arguments and appeals to prejudice."

Many a manufacturer and merchant had hoped that the natural law of supply and demand would be sufficient impetus to re-employment, thereby making null and void the Industrial Recovery Act. But the present boom in business has been interpreted by Washington as a stunt to pile up huge low-cost inventories to be sold at higher prices later.

Not in one trade but in all trades has this happened. It is true wages have been in the making through this mid-Summer burst of business, but the problem next Fall is—purchasing power.

Washington is beginning to look at the greatest industry in the country—retail distribution. Channing E. Sweitzer, managing director of the National Retail Dry Goods Association, offered a 48-hour code and hoped that it would satisfy the administration, because it was his guess that more than 60 per cent. of department store employees are now working 56 hours a week or better. He offered this as an argument for the 48-hour-week code.

After his retail code was spread before the nation, came the deluge of protests. The national "woman's party" and Mme. Secretary Perkins let it be known in no uncertain terms that a 48-hour week in the department stores, as against a 40-hour week in textile mills was "no go" at all. In the textile mills the workers were guaranteed a larger minimum wage. It was brought out that factory girls can work in cover-all aprons, whereas department

store girls must dress neatly, keep their hair waved, finger nails manicured, and pay the cost of a presentable front at the retail counter.

So is it any wonder that at the meeting of shoe retailers in Boston it was hinted that a 48-hour week at retail may not be acceptable to the administration?

A shorter store week and a higher minimum wage means an inevitable higher price for goods. More people employed may mean more money spread over the country, but at the same time it may mean less money for skilled workers though pegging up the higher cost of minimum wage workers.

But, all in all, every person in business in America is standing by the administration—come what may. One great authority says if the codes work successfully we will see a shortage of labor within 18 months. Every man and woman willing to work will find through the arbitrary level of work hours a job assured in some line, either in industry or at retail.

The topic of the hour is how to artificially make shortages so that higher prices will be commanded by commodities as well as by workers. If we are in a planned era of civilization, we must take this as one of its first foundations. It's a great experiment.

Boot and Shoe Recorder.

### IN THE REALM OF RASCALITY

(Continued from page 11)

of the product or results obtained from its use.

The Federal Trade Commission has ordered Howard B. Drollinger, New York, to cease representing in the sale of a solenoid belt known as "Ion-i-zer," that this belt or any similar device designed to operate through exposure of a human subject to a low-frequency alternating magnetic field, without physical conductive connection in the circuit, has physical therapeutic effect upon the subject by reason of the magnetic field. Drollinger also is not to represent that the device is calculated to aid in preventing, treating or curing illness through application of a low-frequency alternating magnetic field. Drollinger had withdrawn his answer to the Commission's complaint in this proceeding and consented that an order be entered.

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

E. E. Paddock, Kansas City, Mo.; advertiser-vendor of an alleged cure for gallstones.

Health Appliance Co., Cleveland; advertising-vendor of an appliance for drooping chins.

G. F. Willis, Inc., Atlanta; advertiser-vendor of pills.

Johnston Chemical Co., Fort Bragg,

Cal.; advertiser-vendor of a remedy for stomach ailments.

S. S. Russell, St. Louis, trading as The Drysorb Co.; advertiser-vendor of a pile treatment.

T. Hilgendorf and L. Timmerman, Milwaukee, trading as Mimeostyle Press; advertiser-vendor of an advertising plan.

Ulticur Company, Inc., Chicago; advertiser-vendor of an alleged cure for stomach ulcers.

Lee Manufacturing Co., Chicago; advertiser-vendor of bargain merchandise.

C. W. Cook, trustee, Chicago, operating as a common law trust under the trade name Dr. Clason Viscose Co.; advertiser-vendor of a treatment for varicose veins.

W. D. Smith and Thomas Baden, Kalamazoo, trading as the Midwest Products Co.; advertiser-vendor of an appliance for treatment of the prostate gland.

Jacob Gilbert and Joseph Gilbert, Nashville, trading as American Feather and Pillow Co.; advertiser-vendors of feathers, pillows and bedding.

Raymond Doyle, Long Island City, N. Y., doing business as Lecithin Co.; advertiser-vendor of an alleged stimulant.

Conley Ointment Corporation, Muncie, Ind., trading as Conley Ointment Co.; advertiser-vendor of a treatment for eczema.

Mary E. Boyer and Floyd R. Perkins, Battle Creek, trading as Gadurette Co.; advertiser-vendor of an alleged strength and weight builder.

Beauty Research Corporation, Brooklyn, advertising also as Dr. Harris H. Luntz; advertiser-vendor of a treatment for age lines, wrinkles and blemished skin.

The Helmet Co., Cincinnati; advertiser-vendor of chewing gum and candy mints.

Clifford Fears, Kansas City, Mo., trading as Margaret G. Stanley; advertiser-vendor of an alleged tonic.

A. C. Haysler, Jr., Kansas City, Mo., doing business as Dr. Southington Remedy Co.; advertiser-vendor of various treatments for women's diseases.

Natural Body Brace Co., Salina, Kan.; advertiser-vendor of a body brace.

The Federal Trade Commission has ordered B. Bruce Bessemer, Holyoke,

Mass., trading as American Academic Research Society, to discontinue unauthorized use of the name of a college in advertising a set of books called "Progressive Reference Library Encyclopedia."

Bessemer is directed to cease operating under the name "Mount Holyoke Research Society" unless purchasers are clearly informed that the books sold are not sponsored by Mount Holyoke College. He is not to represent that he or the American Academic Research Society has any connection with Mount Holyoke College or that the encyclopedia sold by him is compiled or edited by this college or its faculty members.

Other advertising representations to be discontinued are: That a set of books will be given free to the purchaser; that a limited number of sets has been reserved to be given away to a selected number of persons; that purchasers are only paying for loose leaf supplements intended to keep the set of books up-to-date or are only buying services to be rendered by way of research for a period of ten years; and that a special price is being made to the prospective customer.

Bessemer is no longer to represent that a regular staff of educational experts or research workers is maintained by him to supply requested information to purchasers, or that prominent educators or Government officials are connected with his editorial staff or are contributors to his publication, unless he has obtained authority for such statements.

Bessemer had waived proceedings further than the complaint and answer in this case and consented that the Commission serve upon him an order to cease and desist from the methods of competition charged.

### Women Harder To Sell To Than Men

That it takes more time to sell merchandise to women than it does to men is susceptible to statistical proof, the Bureau of the Census points out in "Employment and Wages in the Retail Industry," recently published.

The results of the Census of Distribution show that the sales volume per sales person is materially higher in men's stores than in those catering to women. For illustration, in men's shoe stores the sales per worker in 1929 averaged \$18,366 whereas in women's shoe stores the average was \$14,496.

**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)

The interest of the public in the distribution of goods is such that a certain amount of supervision and regulation seems necessary, as for example, the setting of standards for, and the inspection of foods, drugs, food stores, weights and measures, and so on. In some states legislation has been specifically enacted against untruthful advertising. Such laws seem desirable and it is probable that other states will take similar action. The rule "caveat emptor" is passing. In its stead the seller is coming to be held responsible for all of his statements. Competition forces this in the long run, but the difficulty arises with the short-sighted dealers and with fly-by-night concerns which expect to sell a customer only once. Dishonesty in such quarters must be checked, and to this end, a good "truthful-advertising law" will be found helpful. The administration, or the responsibility for the administration, of such a law should rest with the retailers themselves. No one is hurt by dishonest advertising any more than the dealer who is trying to do business on honest lines, and who hopes for continued patronage from the same customers. Retailers as a class would be more interested to see such laws carefully enforced than any other group of citizens. In the matter of truthful advertising as well as in every other reform, the motive for progress should come from within the group rather than from without. Supported by the good opinion of the more influential members of the group of retailers, the law will be effectually observed. Without this support, it is likely to be evaded if not neglected entirely.

It has been proposed in various quarters that retailers should be licensed, their numbers regulated and their standards defined publicly. There are many legal objections to such a course and no precedents exist for such a regulation of ordinary retail business in this country. Aside from the practical difficulties of carrying out such a plan, there is not yet a sufficient amount of general knowledge about the problems of retail distribution to warrant the public in taking a decided stand upon any point that might be affected by regulation. Obviously the public should know where it is going before it starts. Regulation may be very desirable, and undoubtedly is, but at the present stage of our knowledge about the work of retailing, it is far from clear that any satisfactory method of regulation could be devised without a great many preliminary trials and errors. The problems of distribution are too big and too complex to be solved by simple formulas. Unless wisely administered, public regulation would be as likely to prove harmful as helpful. Establishing regulation without sufficient preliminary, impartial investigation might result in too expensive experimentation.

There has been a decidedly great development of chain stores of various kinds in this country during the last score of years. A number of these

chain systems have been established solely because of friction in the regular channels of distribution. Manufacturers who have had trouble with retailers and jobbers over such problems as price cutting, substitution and refusals to handle the goods at all have felt obliged to establish outlets of their own. Thus, there have grown up in this country, as well as in the European countries, a number of manufacturers and jobbers' chain store systems, of exclusive agencies, of "tied shops," and of various other complex arrangements in which the distribution of goods from the producers to the consumers is carried out of its regular channels. If occasion for such friction is to continue, it seems certain that these independents and special distributive agencies must multiply. It is even possible that in the course of time these special agencies may take the place of the regular stores entirely.

Whatever the future may bring, it does not seem that this development of multitudes of special distributive systems is to be desired. In the first place, the most obvious result is a duplication of distributive agencies that are already in existence. In so far as the present agencies are inadequate to handle any given type of business, the establishment of the special type is socially justifiable. But where the special distributive system is established in the face of the fact that present systems are quite sufficient, one may well pause, before giving an unqualified approval. Such duplication means waste that in many cases consumes all, and more than all, of the gains made through the new arrangement. Wealth dissipated in duplicating distributive systems already in existence is lost not only to the individual who advances it, but also to society; since if it were otherwise productively employed there would be an increase of useful products or services for society.

A second reason for doubting the good of the movement towards chain stores and other special distributive agencies is that such systems, although established in many cases in self-defense, have a tendency after they reach large proportions to become aggressive, to dominate the retail markets, to drive smaller concerns out of business and, in short, to do in the field of distribution what the great trusts have done in certain productive industries.

The former, a duplication of existing distributive systems, constitutes social waste; the latter, a tendency to gain control of large sections of the retail business, is a menace. But present conditions of retail trade encourage the organization and development of just such special systems. Until something shall have been done to eliminate the friction now so common between producers and distributors, the present tendency towards large and special retailing aggregations must go on. The remedy, if such it may be called, is to remove the causes of friction.

If a remedy is to be applied, it would seem wise, in view of our experience with the great industrial trusts, to ap-

ply it now as a preventive rather than wait until the development has gone on so far as to demand a cure.

The greatest causes of friction between producers and retailers at the present time are as follows:

1. Price discriminations, in which some dealers are favored at the expense of others.
2. Price cutting on standard goods resulting in injury to the producer's markets.
3. The difficulty producers experience in getting and keeping their goods in the hands of dealers so that they may be obtained by the consumers.

The first steps aimed at reducing such friction must seek to prevent unfair price discrimination between buyers and must grant to the producer, who desires to make a standardized article, the right to name the prices at which it is to be sold by all dealers. The elimination of the system of granting price favors to preferred customers and of unauthorized price cutting of standard goods would go far towards removing many of the present serious causes of controversy.

The third great source of friction in the distributive machine, mentioned above, is the difficulty experienced by producers in getting their goods into the hands of retailers and in keeping them there. The expense for traveling men and for advertising campaigns that have for their sole purpose the cultivation of trade relations with dealers, getting trade away from other concerns, and preventing other concerns from retaliating is enormous. Under present methods of competition this waste seems unavoidable. Business men everywhere frankly admit that this is one of the big problems of present-day industry. Into this competition all of the forces of business are brought into play. Far from stopping with perfecting the character of the goods offered for sale or reducing the price to the lowest possible point to secure markets through the regular channels, much baser methods—amounting virtually to bribery and graft—are often resorted to. To reduce the friction arising from these causes something must be done to open the regular distributive channels to all producers on the same terms.

It does not seem beyond the bounds of practical thinking to suggest that all dealers of a certain class of goods should be required to admit to their stores the products of all manufacturers or jobbers who might desire to employ their services upon being guaranteed a reasonable, fair remuneration therefor.

This plan might be entirely impracticable in some lines. But among the specialties in groceries, dry goods, drugs and hardware, certainly much waste could be eliminated if the manufacturer could freely send a sample or a small lot of his goods to the retailer, together with his guarantee to pay the retailer for his expense for a given period of time, whether sales were made or not. The retailer would then serve the manufacturer or the producer in

much the same capacity and under the same principle as the transportation companies now serve shippers. Each manufacturer would at least get a chance to have his goods displayed where customers are, just as shippers are now all given the privilege of having their goods transported.

This plan would mean a great saving to the manufacturer in selling and advertising expense. The problem of the manufacturer under this plan would not be how to get retail dealers to agree to take his goods or how to keep their custom after they had once begun to order, that is, to keep other manufacturers from taking the trade away; but the problem would be how to make the goods so attractive in quality, appearance and price as to cause them all to be sold to consumers in competition with other like goods from other producers, all on the same counter, or in the same show case. The real demand for an article could soon be determined by this method and at much less expense for most goods than by sending out traveling salesmen and spending large sums on advertising. There would still be some need for commercial travelers and certainly for advertising, but both forms of sales promotion would become very much more effective than at present.

The retailer would be confronted by a number of problems quite different from those he has to meet now. One of these would be to provide suitable space for all of the goods that might be sent to him by producers. But since the retailer would be paid for his service, including rent for the space occupied by the goods, it does not seem that the problem would prove unsolvable. There would also be difficulty, though not insurmountable, in provid-

Phone 89574  
**John L. Lynch Sales Co.**  
 SPECIAL SALE EXPERTS  
 Expert Advertising  
 Expert Merchandising  
 209-210-211 Murray Bldg.  
 Grand Rapids, Michigan

## Business Wants Department

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

For Sale—ROAD HOUSE—HIGH CLASS. Between Lansing and Battle Creek. Harry Robinson, Tee-Off Inn, Charlotte, Mich. 585

For Sale—Stock of clothing, furnishings, and shoes. Wm. Parry, Millington, Mich. 586

FOR RENT—New corner store. Best location, headquarters of Michigan's oil field. Suitable for most any line. N. D. Gover, Mt. Pleasant, Mich. 587

FOR RENT—Beautiful basement store 30 x 70, 8-foot 6-inch ceiling. Here's a chance to get located,—right for life. N. D. Gover, Mt. Pleasant, Mich. 588

FOR SALE—On account of the death of my husband I am obliged to sell my drug stock, fixtures, building, and land. Building has living rooms above consisting of six rooms and bath, with water system and steam heat throughout. Is old established business. Great opportunity for young man. Mrs. E. A. Webb, Casnovia, Mich. 589

For Sale—General store and gas station, on U.S.-31, Northern Michigan. In good farming community. Well established business. Address No. 590, c/o Michigan Tradesman. 590



ing fair display space and prorating the various rental charges for the various classes of goods consigned to the store. The capital of a dealer would be his store room, fixtures and equipment. The risks of marketing would fall where they belong—on the producer. Accumulation of dead or unsalable stock in any community could be obviated by this method of distribution. Goods not sold within a certain time could simply be returned to the manufacturer or sent on his order to some other store where sales were being made.

I do not often refer to sales of business properties in this department, but I am going to make an exception to the general rule this week by hoping we may be useful in assisting Mrs. Webb to find a purchaser for her drug stock at Casnovia. Her husband died about a month ago, leaving her a drug stock and store building. She is an invalid, and cannot give the business the attention it requires. She should not be asked to take anything in exchange for the properties but the coin of the realm.

No code for conducting the retail grocery business under the Industrial Recovery act has, as yet, been accepted by the United States Government. Codes have been drawn tentatively, and submitted, but have apparently not been acceptable to Uncle Sam for many good reasons. To take care of this situation in the grocery business and in other codeless businesses, the President has suggested a blanket code which he asks all employers of labor, grocers, of course, included, to adopt for their own business. The President makes it plain that nobody can be compelled to accept this; acceptance must be voluntary, but he hopes to ballyhoo everybody into doing it, and no doubt he will have considerable, though not 100 per cent. success.

One fifty year subscriber to the Tradesman writes me as follows:

Am asking for a little information in regard to our President's New Deal. We have been in business over fifty years and have always tried to live up to the Government requirements. We keep our store open from 6:30 a.m. to 6 p.m. My wife and I run our little business, never having taken any salary. We employ one delivery man. I could get along without him. After September 1 his hours—now 9:30 until noon; 3:30 to 5 p.m.—four hours, at 35 cents per hour and he not working hard at that.

Now as a friend, Mr. Stowe, what are our requirements to come under the N. R. A.? With the sales tax, etc., we are having troubles of our own and not making at present time any money in the grocery business. If any one can help us out I am sure you can.

I do not think my friend need worry any over the situation because he evidently comes under the last sentence of paragraph 5 of the President's re-employment agreement, which reads as follows

"and in towns of less than 2,500 population to increase all wages by not less than 20 per cent., provided that this shall not require wages in excess of \$12 per week."

How he is going to increase his wages and the wages of his wife 20 per cent., when the store is not making any money is more than I can understand, but he certainly need meet with no difficulty in reducing his working hours, because he will be on the same basis as the other stores in his town.

E. A. Stowe.

#### Plowing-Under Cotton on Ten Million Acres

Summer plowing of a kind seldom seen in the history of this country is under way through the Cotton Belt of the South.

Before the last ground has been turned, more than 10,000,000 acres of ripening cotton plants will have been returned to the soil. This destruction involves bolls that would have produced an estimated 3,500,000 bales in a crop that promised to total about 14,000,000 bales.

For turning the plow into their growing fields, 950,000 southern farmers will be paid approximately \$100,000,000 in cash and will receive options to purchase at 6 cents a pound more than 2,000,000 bales of Government-owned cotton.

Thus through crop destruction, producers expect to reap rewards. The rest of the country is expected to share in the returns by giving back to southern agriculture a profitable price for its basic farm product, in this way enabling the farmers to return to the markets as customers for manufactured products.

The process is one that the Department of Agriculture describes as "removal of acreage under contract."

It will be paid for by the levy of a tax on cotton at the rate of 4.2 cents per pound, to take effect Aug. 1, 1933. This tax will be levied on the net quantity of lint cotton, or cotton which has been ginned, at the time it is put into processing or manufacture.

Not since Civil War days has the South seen such crop removal. But this time the purpose is described by the Department of Agriculture as economically beneficial, instead of destructive.

Only on rare occasions has the world witnessed programs similar to the present. Brazil utilized the method in recent months when the government financed burning of surplus coffee in an effort to adjust supply to demand. Fruit growers of the West have at times achieved a like end by leaving on the trees and vines portions of crops that threaten to glut markets.

But the scale of the present effort is described as unprecedented.

At the rate of 40,000 a day, signed acceptances are going out of the offices of the Agricultural Adjustment Administration in Washington, authorizing growers to plow under the portion of their acreage that they contracted to destroy.

"Estimates from the field have reported that some 950,000 producers signed contracts in the 16 cotton-producing States," the Department of Agriculture said. "All of the officers should be in Washington within a few days."

"Meantime, acting under the emergency permits, which may be issued by county agents, many producers were beginning to plow up the cotton acreage they have agreed to take out of production."

As recognition of the definite influence of the cotton reduction program on production, the Crop Reporting Board of the Department of Agriculture in its Aug. 8 monthly condition report, will make allowance for the probable removal of acreage. The Board said:

"The area for harvest which will be used in the preparation of the report will be the area in cultivation July 1, less the probable removal of acreage under contract as indicated by data from the Agricultural Adjustment Administration, less 10-year average abandonment on the area not under contract. Attention is directed to the fact that the actual removal of acreage will not be completed Aug. 1, and, therefore, the number of acres of cotton actually to be removed as a result of the adjustment program will not be known definitely until later in the season."

The attitude of Henry A. Wallace, Secretary of Agriculture, toward production control and price-fixing plans was expressed by him in a speech delivered July 24 at Raleigh, N. C.

"The centralizing power of the Federal Government, it seems to me, offers a far greater prospect of success than control by cooperative groups," he said. "It then becomes possible to offer producers a plan which appeals alike to their individual and to their group interests. It becomes possible to reach all the major producing areas of the Nation. It is not only possible, but mandatory, under the Adjustment Act, to strive for prices that maintain a fair exchange basis with the prices of the things the farmer buys."

"This last point is of the utmost importance. If the machinery of the Farm Act can prevent them, the dangers of extreme prices in either direction will be avoided. There ought not to be anything comparable to rubber at a dollar a pound. It will be genuine progress if we can drive home the concept of prices that enable fair exchange."

"Certainly the people of this country long, above all, for an economic machine that will keep an even keel, and I believe they would quickly relinquish their hope of spasmodic speculative profits in return for some assurance of moderate but well-maintained incomes."

#### Announcement From the Franklin Sugar Refining Co.

After forty-six years of continuous service, W. W. Frazier, Jr., Vice-President and Sales Manager of this Company, acting upon the advice of his physician, has asked to be relieved of his active duties and it is accordingly with deep and sincere regret that we accede to his request.

The Frazier name has been identified with the sugar refining industry of this country for almost half a century, the firm of Harrison, Frazier & Co., formed in 1885, being succeeded in 1890 by the Franklin Sugar Refining

Co. Mr. Frazier's host of friends within the industry itself and among food manufacturers, wholesale grocers and brokers, with whom he has been intimately associated for so many years, will share our profound regret that the condition of Mr. Frazier's health prevents the continuance of his active duties.

Mr. Frazier will be succeeded as manager of the Franklin Sugar Refining Co. by Walter E. Beard, who has been connected with various food product lines for fifteen years and for the past five years in charge of the sales promotion activities of the American and Franklin Sugar Refining companies. William F. Jetter is promoted to the position of sales manager and E. Vaughn Gordy is appointed assistant sales manager. Mr. Jetter entered the employ of the Franklin Co. in 1893 and Mr. Gordy has been identified with the sales department of the American and Franklin companies for almost ten years.

#### Soda Fountain Plan To Be Presented

A newly devised plan designed to raise both gross sales and net profits of soda fountains will be presented by W. H. Meserole of the Bureau of Foreign and Domestic Commerce at the mid-September convention of the International Association of Ice Cream Manufacturers at Chicago.

The plan will outline methods by which the drug store soda fountain may be made to yield higher gross sales, by which unwise practices and futile effort may be eliminated, and by which net profits may thus be increased. Efforts are to be made to put the plan into operation in retail outlets as a preliminary to improvements in the manufacturers' distribution of ice cream.

#### Move to Hold Premium Volume

Sentiment against the use of premiums in promoting the sale of goods is growing up as a result of the codes being formulated by grocery and other producers, premium manufacturers report. Several industries recently adopted regulations intended to restrict the use of premiums. In order to meet the situation producers are working out sales programs in which their products will be offered in conjunction with consumer goods. A manufacturer of flour under the plan will sell his product at a certain price and offer the consumer a baking tin or other utility article at cost of the item is purchased in conjunction with the flour.

#### Gabby Gleanings from Grand Rapids

Lawrence J. Beaudoin, of 56 Mayfield avenue, salesman for the Corn Products Sales Co., suffered a fracture of the jaw, a fractured rib and deep lacerations about the head, face and body when his car nosed under the rear of a truck, demolishing the front end of his car, on U. S. 131 at the North village limits of Cedar Springs on the night of July 14. He was removed to his home from Butterworth hospital on Wednesday night. His condition at this time is greatly improved and he expects to be back at work sometime during the next two or three weeks.

The President should be grateful for Washington's weather. It's the only bad thing he won't get the blame for.



# SLOW BUT SURE STARVATION

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

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

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

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

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

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

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

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

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



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