

## THE POWER OF WILL

If you think you are beaten, you are,  
If you think you dare not, you don't,  
If you like to win, but think you can't,  
It is almost a cinch you won't.

If you think you'll lose, you've lost,  
For out in the world you'll find,  
Success begins with a person's will.  
It is all in the state of mind.

Think big and your deeds will grow.  
Think small and you fall behind.  
Think that you can and you will,  
It is all in the state of mind.

If you think you are outclassed, you are;  
You've got to think big to rise,  
You've got to be sure of yourself before  
You ever can win a prize.

Life's battles don't always go  
To the stronger or faster man,  
But sooner or later the man who wins  
Is the fellow who thinks he can.



One of the great crimes which shorten life is indifference. As one loses interest in his church, in his political party, in his club, in his friends and acquaintances, he dries up and the grave claims one whom no one wants nor laments. The two most fatal phrases are: "What's the use?" and "Why should I?"

CHAUNCEY M. DEPEW.



# He started a one-day sale-

AND IT HASN'T STOPPED YET!

PUXICO, MISSOURI, has a population of only about 700 . . . but look what a General Foods salesman did there recently. He conducted a sale in the Puxico Mercantile Company's store . . . and sold 689 items *in one day!*

The General Foods salesman did it with a newspaper ad . . . and several floor and counter displays.

*The best is yet to come*

"And," writes Miss Sutter, manager of the store, "the best is yet to come!"

"We feel that the greatest benefit of the General Foods salesman's work comes afterward. Customers may not be in a position to buy on the day of the sale, but it makes a lasting impression. And when the time comes to buy . . . they think of our store!"

Wouldn't you like to have the people of your neighborhood always think first of your store? You can make them do it, every time they buy . . . if you ask the General Foods salesman.

*It pays to ask his help*

Ask the General Foods salesman to help you with your advertising for newspapers, handbills and mailing pieces. Ask him to help you arrange window, floor and counter displays. Ask him to conduct special sales and stage store demonstrations.

You'll find him eager to help build up your business. And behind his suggestions are the experience of the entire General Foods sales force . . . the practical results of years of studying the best methods of thousands of successful grocer-merchandisers.

THAT'S WHY IT WILL PAY YOU TOO, TO...

*"Ask the General Foods Salesman"*

## PRINCIPAL PRODUCTS DISTRIBUTED BY GENERAL FOODS SALES COMPANY, INC.

POSTUM CEREAL	POST'S BRAN FLAKES	WALTER BAKER'S COCOA	MINUTE TAPIOCA
INSTANT POSTUM	POST'S WHOLE BRAN	WALTER BAKER'S CHOCOLATE	SANKA COFFEE
GRAPE-NUTS	DIAMOND CRYSTAL SALT	FRANKLIN BAKER'S COCONUT	CERTO
GRAPE-NUTS FLAKES	JELL-O	CALUMET BAKING POWDER	LA FRANCE
POST TOASTIES	LOG CABIN SYRUP	SWANS DOWN CAKE FLOUR	SATINA

MAXWELL HOUSE COFFEE AND TEA



# MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, AUGUST 9, 1933

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## MICHIGAN TRADESMAN

E. A. Stowe, Editor

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DEVOTED TO the best interests of business men.

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JAMES M. GOLDING  
Detroit Representative  
507 Kerr Bldg.

### SOME TRENDS IN TRADE

#### Sidelights on the General Business Situation

The first real test of the recovery program lies immediately ahead. Production and prices have gone up since March as rapidly as anyone could wish, but we have to buy new goods and pay old debts with income and not with prices. It is probable that a belated recognition of this truism had a lot to do with bringing about the panicky drop in security and speculative commodity prices, and yet within the very near future, if the recovery medicine works, prices are almost sure to go much higher. Everything hinges now on raising the national income, and spreading it out more evenly. The machinery to accomplish this has been oiled and primed, and the wheels have started to turn.

The ultimate aim of the Administration is exemplified in the cotton textile industry. If consumption permits a continuance of the present rate of operations the new code will require the factories to employ 530,000 workers, which is 83,000 more than the average employed in 1929. Consumption cannot keep up with production in this or any other industry unless wages go up and employment increases in all industries—and so the attack on a united front.

The French and the English, who saw the 1929 break coming long before we saw it here, regard the recent spill in our speculative markets as a healthy but temporary break. They believe that in the long run it will benefit this country to have stock prices brought to a sane level now rather than have the country risk a more serious relapse next August or Winter. Up to the point of the relapse the rising prices were in the main anticipatory—of better profits in business and of general inflation. Now our markets are in a position to rise healthily, as a result of a steady and lasting increase in production, sales and profits.

Aside from the speculative markets there has been no appreciable Summer slackening. The distribution index, as measured by carloadings and bank debits, has increased its gain over last year, and production figures have not shown normal hot-weather recessions. Steel and automobile output are down only a point or so. There are no published figures which indicate unhealthy inventories in any lines which are traceable to current production. They were down to such a low, abnormally low, point in almost every line that it was perfectly healthy to see production proceed during the last two months at a rate considerably higher than consumption. But if purchasing power does not pick up by the early Fall we shall be in a critical state.

We think purchasing power will improve, and that the net results of the Recovery act will be beneficial. Planned economy certainly deserves a trial, after the miserable failure we have made of every man for himself. During the transitional period there will be many who will be harmed. That is inevitable. But if the program does bring about a large national income, and if that income is distributed in a more widespread fashion, it will be a boon to all sales organizations. For example, we know of a certain man whose income did not fall below \$250,000 during any year of the depression. He is a manufacturer and his business was hurt—hurt to such an extent that he closed down his plant and fired most of his employees—one hundred of them—while he sat back and lived on the return from his investments. His erstwhile employees lived on meagre savings for a while, then on borrowings from friends and relatives, then on a dole or other forms of charity. His purchasings went on as before; theirs were almost nil.

We are not preaching Socialism, and we do not begrudge our friend his quarter of a million income, but we do maintain that it is A-B-C economics to argue that if the hundred fired workers had annual incomes of \$2,500 each it would be far better for business—looking at it from a pragmatic and thoroughly selfish viewpoint. Our wealthy friend was a market for perhaps six tubes of toothpaste a year, ditto for shaving cream, perhaps one automobile, no new house because he already had a good one. He couldn't eat up or dress up his income. But if that same amount of money were available to the hundred workers, manufacturers of the products mentioned above would have had a market nearly a hundred times as large to shoot at. The present trend toward decentralization of wealth strikes us as being a blessing to private capitalism, rather than the reverse.

A news commentator said the other day that in Coolidge's time it was not

considered necessary that the Administration do any thinking, that Hoover made the mistake of trying to do all the thinking himself, and that Roosevelt's success is due in a large measure to his associating himself with other brainy men and listening with an open mind to their opinions. One of the men whose opinions command attention and respect is Dr. Rexford G. Tugwell, Assistant Secretary of Agriculture. His philosophy of government was expressed in an address, he delivered on June 24 at the Eighth Annual Meeting of the Federation of Bar Associations of Western New York. We recommend it to those of our readers who want a clear exposition of the goal towards which the administration's policies are directed. A copy may be secured by writing to the Department of Agriculture. He sums up his conception of what government should be in these words:

"At the center of this constitutional law was the conception of government as policeman. Government was to stop flagrant abuses, and no more. It should be negative and arresting, not positive and stimulating. Its role was minor and peripheral. It was important in this one sense: It was to prevent interferences with the competitive system. Behind that system (so it was said and thoroughly believed) was an invisible hand which beneficently guided warring business men to the promotion of the general welfare.

"The jig is up. The cat is out of the bag. There is no invisible hand. There never was. If the depression has not taught us that, we are incapable of education. Time was when the anarchy of the competitive struggle was not too costly. To-day it is tragically wasteful. It leads to disaster. We must now supply a real and visible guiding hand to do the tasks which that mythical, non-existent invisible agency was supposed to perform, but never did.

"Men are, by impulse, predominantly co-operative. They have their competitive impulses, to be sure; but these are normally subordinate. Laissez-faire exalted the competitive and maimed the co-operative impulses. It deluded men with the false notion that the sum of many petty struggles was aggregate co-operation. Men were taught to believe that they were, paradoxically, advancing co-operation when they were defying it. That was a viciously false paradox. Of that, to-day, most of us are convinced, and, as a consequence, the co-operative impulse is asserting itself openly and forcibly, no longer content to achieve its ends obliquely and by stealth. We are openly and notoriously on the way to mutual endeavors."

Everyone knows that production has increased sharply; this is a good sign if retail sales pick up soon. Dun & Bradstreet's summary of wired reports

from correspondents in all sections says: "Retail sales have continued steadily upward with new records for the current season being made in agricultural districts where early crops have been marketed. In fact, buying appears to be increasing more rapidly than it decreased during some stages of the period of economic readjustment, with the peak of the movement becoming removed further each week."

Contrary to normal seasonal volume, dollar sales of household refrigerators in June showed an increase over May, the month in which peak volume has been reached in former years.

The various communication divisions provide a good index of business improvement. For eleven consecutive weeks freight car loadings have bettered the same week last year, with the totals now running more than 100,000 cars ahead. For the first time since 1930 the American Telephone & Telegraph Company is handling a greater number of long distance calls than in the same period of the previous year, and for four consecutive months there has been a betterment in the net loss of telephones in use. In the second quarter of this year gross revenues and net income of the system were better than in the first quarter—the first time since 1930 that this has happened. Air travel is breaking all records, American Airways set an all-time record for any American air line in June by carrying 14,405 passengers, and in the same month established a new high in air express poundage for the second consecutive month.

June newspaper advertising, according to the record of 52 cities, as compiled by Media Records, Inc., ran at the rate of 93 per cent. of the same month last year. Retail advertising was 97 per cent.; general, 89.6 per cent.; automotive, 100.6 per cent.; financial, 100.9 per cent.; department store, 99.3 per cent.

Construction contracts in June, as tabulated by the F. W. Dodge Corporation, gained 34 per cent. over May, and were practically up to last June's figures. Privately financed undertakings awarded 74 million dollars worth of business in June, as against 48.8 millions last year.

Cotton consumption (by mills) during June was the largest for any month since the Census Bureau began keeping monthly records in 1912.

Publishers are anticipating higher costs and higher advertising rates. Current purchases of paper are costing as much as 50 per cent. more than the cost three months ago. Large magazine publishers such as Curtis and McCall's notified agencies and advertisers that owing to the uncertainty as to future costs, it has been deemed advisable to defer acceptance of any orders beyond periods which average about one year from present closing dates.



## ENGLAND AND IRELAND

## Graphic Description of Recent Tour of the Roaches

As you know, Mr. Roach and I left Grand Rapids June 6 for a trip to the British Isles. In Jackson we were joined by Mr. and Mrs. John Roney and Mrs. Thomas Duffy, of Chicago, which made a very happy party of five.

We reached Quebec at noon, the seventh, and went aboard our steamship, the Empress of Australia, one of the Canadian Pacific's floating palaces. Our staterooms were spacious and we found them filled with baskets of flowers and fruit from our kind and solicitous friends. The letters and telegrams were so numerous it took us most of the afternoon to absorb them. All this attention reminded us of the old woman who lived in Northern New York and was such a town nuisance that the citizens raised enough money to send her to a home elsewhere. At the last moment she decided she had better not go because she didn't know she had so many friends in her own town.

Have you ever sailed from Montreal or Quebec, out past the majestic Chateau Frontenac, and for a day and a night through that most gorgeous of all rivers, the St. Lawrence? One wonders why one ever takes any other route. As we passed Anticosti Island, we wished William Gilbert could be with us to see its beauty. We hope some day to go back and visit this magic island, which is under the government of no country whatever.

As we neared Cape Race we found ourselves in fogs and an occasional iceberg was sighted. We enjoyed our hot salt baths and the food and service were par excellence. Our Mr. Roney visited the chef each day and our dinners were veritable banquets—such marvelous fish, such daily surprises. This ship has a beautiful swimming pool, which was used constantly by the young people on board. We soon found ourselves walking four and five miles a day and storing up flesh and weight like nobody's business. Crossing the gulf stream gave us a few more fogs, aside from which we had a perfect crossing. Sunday morning we attended church of English services and every morning mass was read for our Roman Catholic passengers.

The Empress of Australia was built by Germany during the war and was named the Kaiser. After the war it fell into the hands of Great Britain, was rebuilt and re-named. It was used in the Pacific for a few years and did heroic service in Yokohama at the time of the earthquake there, for which its captain and crew were awarded a bronze tablet.

A marconigram was a novelty, coming from our good friend, Mrs. Wm. Monroe, of Muskegon, who was crossing at that time on the new steamship Washington. We enjoyed our Captain Griffith. He is a rare Welshman with the American accent. The ship movies, the concerts and all the games were much enjoyed. We really became quite proud of ourselves when the ponies ran. We sighted the Europa and majestic as we were unloading passengers and mail at Cherbourg and had one of

the almost unheard of smooth crossings of the English Channel to Southampton. As one of the deck stewards said, "Well, really, old top, this has been quite right, don't you know?" I have since learned he was using the vernacular of the average Britisher. I have said nothing of the sunsets on the ocean, but my vocabulary is not voluminous enough for that. The two hours consumed in floating up the harbor to Southampton gave us just an idea of the beauties of England which we were to enjoy.

We were met at Southampton by a very dear old Scotch friend, John Badenoeh, and his charming American wife and they whisked us through miles and miles of gorgeous rhododendrons in a perfectly good American Buick. We were just thrilled with the beauty of

country residence of the court during several reigns and retains the royal traditions of four centuries. We started right in with a Rolls-Royce (it took a large car for our party) seeing England. We enjoyed the flowers, particularly at the Hampton Court mammoth gardens. This gorgeous old palace was built in 1567 by Cardinal Woolsey and confiscated by Henry VIII for Anne Boleyn, another of his wives. It is occupied to-day by near relatives of the royal family. Such roses, such delphiniums and Canterbury bells—I have never hoped to see—the rose trees were beautiful and the fuchsia trees, a perfect marvel to me, who had always supposed them mere house plants. At four each day we followed the custom and stopped at some attractive "Teas and Horis" place for tea and it doesn't

is the wine card—menu card comes later.

I love London. I guess everyone does. We enjoyed the fine restaurants and the very nice shops. Everyone has time to be courteous and tell you the story connected with the particular institution you are visiting. Like all other visitors, we naturally saw Westminster Abbey, the tower of London, St. Paul's Cathedral, the Houses of Parliament, Big Ben and the London Bridge, Old Curiosity Shop, Buckingham Palace, and the flag being out we knew the king and queen were home. We were sorry we hadn't time to go in and have tea with them. All England seems to revere and love their royal family. The Prince of Wales is very popular with his subjects and seems to be such a democratic chap, always mixing with his constituents and never too busy to do their bidding.

Everyone picnics in England and we found many attractive spots like the Devil's punch bowl, Cawdry Park and any corner among the South Downs. Whitley village just intrigued me. It is a philanthropic project, marvelously thought out and managed. One day's trip took us to Eton, through Windsor and past Windsor Castle, through Staines and Maidenhead. At Maidenhead we were delightfully entertained by Mr. and Mrs. Forest Mars, formerly of Chicago, and the manufacturer of "Milky Way" in England.

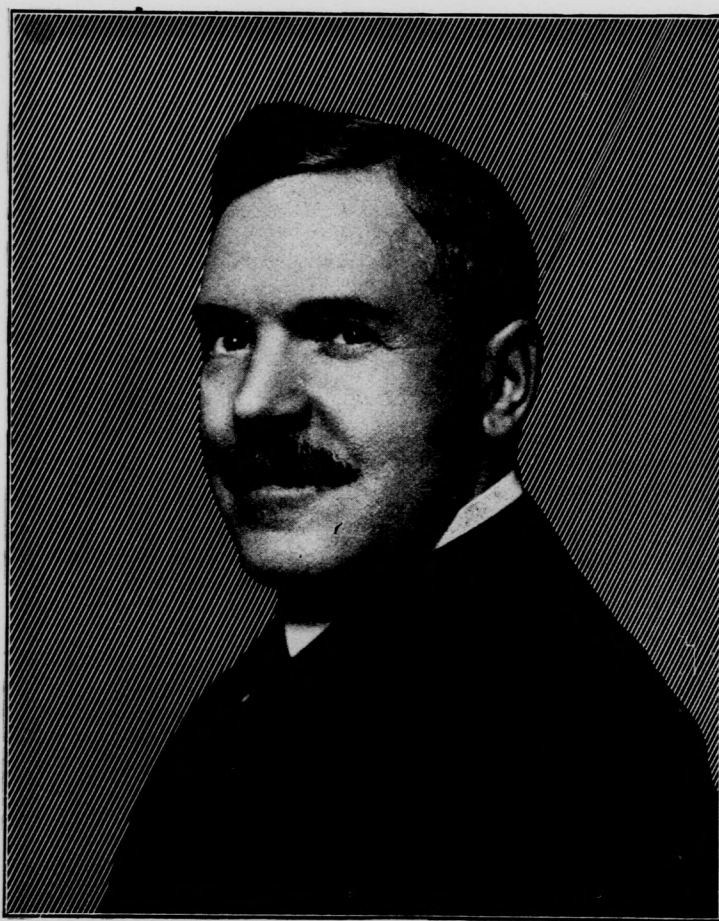
The climate is cool in all the British Isles. There is a bit of rain nearly every day, but it doesn't seem to ever interrupt anything one wants to do. I found a wool dress was very comfortable. Of course, I was glad I hadn't one. It afforded me an excuse to buy a London frock. Wool is the only cheap commodity in England and Scotland and linen is the thing to purchase in Ireland.

Eton College is just as I had pictured it in my mind—very ancient. The young boys going about in their silk hats and Eton coats was a picture to remember.

We were a week late at Epsom Downs for the Derby races, but the caretaker was most kind, taking us all about into the royal box and dining room and telling us how he adored the Prince of Wales. We drove each day through marvelous agricultural country, with millions of sheep and beef cattle. Every little cottage, no matter how humble, has a delightful garden of roses, delphiniums, Canterbury bells and that delightful Scotch Broom which fascinated me in old Victoria in our Canadian Northwest. Another day's trip took us through Oxford, where every corner in that old town has a different college or university. We went through Christ College, built in 1100, and marveled at the ancient buildings still in fine condition. Many of the stones are worn nearly through.

We drove through Ascot, saw the immense grandstands—through Henley on the Thames where the rowing boat races are held.

I wouldn't like to seem to be neglectful of the English strawberry, which to my way of thinking is really something to talk about and gaze upon and devour. The English farmer, along the country roads, knows just how to appeal to the traveler's taste. They are



William R. Roach

England—its majestic and immense old trees of all kinds and from all countries, its holly hedges here, there and everywhere, which the daily few drops of rain keep clean and newly varnished as it were. The old Thames river we crossed and re-crossed in the eighty mile drive to Walton on Thames, where our friends live. The roads twist and turn, seem almost to go in circles, are narrow but oh! so fascinating.

Mr. Badenoeh had reserved quarters for our party at Oatlands Park Hotel at Weybridge, which is in Surrey and only thirty minutes drive from London.

This magnificent old country palace, in surroundings steeped in royal traditions and historic associations, was built by Henry VIII as a wedding present to Anne of Cleves—one of his many wives—and was the favorite

take long to acquire the tea habit. We soon found that Horis is the most wonderful whole wheat bread, which is served cut very thin and buttered.

On June 16 we motored in a nine passenger Daimler to Aldershot to see the annual searchlight tattoo, which is a magnificent spectacle using over 5,000 troops and thirty-nine searchlights. There seemed no limit to the bands and horses used. We were fortunate in having a box above the royal box, which gave us a good view of King George when he acknowledged the different regiments and I hope he didn't hear me singing America when the bands played for their final offering (as always in England) God Save the King. Every one laughed at me because I always wanted a glass of water and it is never served you unless you ask for it. The first card you receive



large, luscious berries, arranged usually in a single tray open basket, stems and hulls left on, and you can purchase a small bag of sugar to dip them in as you eat. We were all raving about them. We had baskets of them always in our car, and one day W. R. had heard quite enough of it, so he informed us we were all wrong—Michigan could and did produce every bit as fine a berry, but the farmer forgot to capitalize on them, which we exclaimed was "just too bad" for the Michigan farmer, for the Englishman makes big money on his strawberries. In fact, we found everywhere through England no rackets. Every man or merchant intends to make some profit on his merchandise and want you to do likewise, but he is honest, reliable and runs his own show, with no cut-throat methods. The pure food laws, or lack of them, worried me, for everywhere the grocer and butcher had his meats and fish all displayed in the open, right on the sidewalk, as it were, no glass or screens protecting his wares—very few flies but there is bound to be dust. Very few housewives have ice, but it is never very hot there.

Each Sunday we found a different cathedral and thoroughly enjoyed the Church of England services. I hadn't realized how far North England is and was much amused at retiring in daylight—no need for lights much before midnight—very few flies in England and I saw no screens or shades at windows, heavy portieres to pull and keep out light at night.

When we left London we motored for days through old historic country, touching at Salisbury and seeing the old cathedral built in the eleventh century, in marvelous preservation. At Exeter we were fortunate to find a place to sleep, for the town was celebrating the anniversary of the Cathedral of St. Peter's—eight hundredth birthday. Our hotel was across from the church and we heard a choir of 300 voices give Mendelssohn's *Elijah*. The old pipe organ had been rebuilt this past year for the occasion. Harold Tower would have enjoyed that week. The next day found us at Wells and looking over St. Andrew's Cathedral, which was pictured in our *Grand Rapids Herald* of last Sunday. We sat for thirty minutes waiting for the famous old clock to strike, but it was well worth it.

At Bath, we felt glad we lived in the twentieth century when we visited the old Roman baths. This town is England's most famous spa and is situated on the river Avon amid beautiful hilly country. The baths were built by the old Romans—the tubs being hewed by hand out of solid stone and arranged in huge cellars up a step and down a step with no more privacy than a canary. The old Romans could not take their well built roads with them, either, when they left England: and everywhere we were marveling at the wonderful roads which had been built originally by the Roman soldiers and still maintained and used.

No one ever goes to England without spending at least one day in the Shakespeare country. So we made good. We enjoyed going through Ann Hathaway's cottage and the garden, which is just as beautiful as the card

I sent you from there, Shakespeare's mother's home in Stratford on Avon and the old Haward home: and we lunched in Warwick after exploring its castle, one of the finest and best preserved in England.

The first Earl of Warwick, (Arthgal) is reputed to be one of the knights of King Arthur's Round Table. We spent a night in Shrewsbury at the quaint Old Raven Hotel, which was built originally by the monks six hundred years ago. This interesting old building was used by England as a hospital during the late war to care for her wounded soldiers. We crossed the Welsh bridge over the Severn river at Shrewsbury and found ourselves in Wales. Right away the scenery became very picturesque—mountains and valleys, mountain streams and falls all day. The other members of our party say it is as beautiful as Switzerland. We lunched on the mountain side at delightful Bettswy-Coed and gazed at Mt. Snowden, the highest mountain in England. I can recommend this earthly paradise as a most restful, peaceful spot for depression ridden nerves and guarantee you will leave there, feeling that you have been in an entirely different world. Our route took us along the sea for hours and we had tea in the shadow of Queen Eleanor's gateway to Caernarvon Castle, built in 1100. It is a fortress now. At Holyhead we left Wales and our comfortable Daimler car and chauffeur and took the Irish mail packet across the Irish Sea for Dublin.

'Twas a breezy night and misty,  
And the fog horns were a fright  
So old Dublin in the sunrise was a very  
welcome sight  
Have you ever seen old Ireland  
When the sun rose, or it set?  
If you haven't, I'm just telling you,  
It's the most beautiful country yet.

The harbor town where one lands for Dublin is called Dun Laoghaire and Mrs. Roney and Mrs. Duffy were reminded of the Bay of Naples, saying it is every bit as beautiful. We were in the Irish Free State. The new flag is green, white and orange and is everywhere present. They are trying hard to revive their old gaelic language. It is compulsory in the schools, all street signs are given in both gaelic and English and their newspapers are printed with a sheet of English and the opposite page in the gaelic. We were met by Mr. John O'Leary, a friend of John Roney's, in a big Rolls Royce and taken to our hotel where we found mail from Michigan which made us happy for days. W. R.'s father was born in Wicklow county and we started out that very afternoon looking for Roaches and we found many families, some we were sure were cousins, and we were happy to find them good representative Irish subjects that we could be proud of. We dined in the evening at Bahana in Enniskerry, Mr. O'Leary's country home, high on a terrace overlooking hills and dales across to the beautiful Irish Sea. They call the house Bahana, set in a magic frame of glorious pines and heather hills what Scots men call a "hame."

From the terrace by the farm house  
You can watch the darkling sea  
Through the hills of purple heather  
As you deal with home-made tea  
Rhododendrons pink and crimson  
Lent their colors to the scene,  
The fir trees bowed like ladies

Clad in grey, green crinoline.  
The tall pines stood as sentinels  
To guide us on our way,  
And brown trout, in the Dargle  
Leaped to give us time o'day.

Our faithful Michael with the Rolls Royce found the best shops, the horticultural gardens, which, by the way, Dublin has a right to be very proud of, and is, the very nicest places to have tea, and the loveliest drives everywhere. We drove for hours along the sea and over Mt. Howth. A unique isle at the entrance to the harbor is called Ireland's Eye. On the fourth of July we drove all day through Wicklow, Wexford and Kilkenny counties, calling on numerous Roaches and relatives of Mrs. Roney. We had tea in Innistagne with a cousin of Mrs. Roney's in a home built over 300 years ago and always occupied by the same family. One never meets such hospitality in the world as in Ireland. If you call to ask a question you are invited to have tea (and what tea!) and little cakes—and even though the home may be humble the china and tea are perfect. Ireland's farms are a treat for the eye. Such hay and potato crops and everywhere the grass is just a bit greener than anywhere else. It is well named the Emerald Isle. The finest horses in the world are raised in Ireland and you find races going on everywhere. The hospitals are maintained by the proceeds of the Irish Sweepstakes, but that is a story by itself. The men in our party met the Irish Free State President, Mr. DeValera and the Lord Mayor of Dublin, while the girls went shopping for Carrickma-Cross lace and other linens. Mr. Roach and I took the Irish Express to Enniskillen, the land of the lakes, to locate his mother's birthplace, which we did in the little hamlet of Ballina Mallard. We found the little parish church, the Armstrong pew and tablets, and the English minister very kindly opened the safe and took out the church records, so we found where W. R.'s grandfather, William Armstrong, died at the age of 98 and was buried in the church yard. We discovered this town is full of Armstrongs with the true Irish genuineness and hospitality which so becomes them and endears them to you, and we left them reluctantly, promising to go back some day and I hope we may.

Dublin is like Brooklyn, a city of churches. We accompanied our good friend, John Roney, on Sunday to St. Peter's Cathedral for mass. We learned that at least ten thousand people attend the services there. The people are very religious and take marvelous care of their unfortunates. As we journeyed North to Belfast we went through scenery that is too much for my feeble efforts to describe. The mountains are always a brilliant green, the rivers and often a glimpse of the sea. All through Meads Down and Belfast counties we noted what marvelous crops the farmers had. You glimpse a purple field and you think perhaps they are raising heather, for their neighbors, the Scotch, but a second glance assures you it is the Irish potato with a royal blossom all its own. At Balleek a very frail beautiful china is manufactured and at Carrickma-Cross the women do excellent hand work on linen furnished by the gov-

ernment for them. In Ireland one finds the finest linen in the world and cheaper than cotton because flax is grown everywhere there. Belfast is a very fine old town, lovely homes, beautiful parks and a harbor that just fascinates you. Lough Erne, near Enniskillen, is a magnificent lake with 365 islands, reminding one of the Thousand Islands in the St. Lawrence River. We happened to be in Belfast on the 12th of July, which is the anniversary of the Battle of the Boyne when William III, Prince of Orange, defeated and unseated James the First, the Irish king. This seems to be quite a day in Ulster. All stores and factories were closed and all day long men and horses and bands were parading, never allowing you to forget that Ulster, the Northern six counties of Ireland, are proud of their allegiance to the crown and the English government. These Irishmen and Scotchmen call themselves the fighting Irish, and are principally of Methodist and Presbyterian religious faith. I counted over fifty kiltie bands in the parade. How those Scotchmen can handle the bag-pipes and drums! Queen's university is in Belfast and the shipbuilding yards, where many of our big ships, including the ill-fated Titanic, were built. We went to Downpatrick, because it was the birthplace of John Roney's paternal grandfather. We climbed the hill to St. Patrick's cathedral which has the most interesting history of any of the English cathedrals. It was built first in 400 A. D. and five times destroyed—once by Cromwell. It was the second Christian church built in the British Isles and once rebuilt by St. Patrick himself, whose grave is in its church yard, also St. Bridget, a wonderful woman saint. The old cathedral is in splendid condition. Services are held there and we felt it a distinct privilege to be there for prayers and meditation.

We left the British Isles with many happy memories and a great deal of respect and admiration for our English speaking cousins, also a great many examples of loyalty and perseverance and patience which we could well copy in America.

We took a tender out through the Belfast Lough and met our ship, the *Dutches of Bedford*, at midnight somewhere in the North channel of the Irish Sea. In the morning we were off the coast of Scotland in the Firth of Clyde and took on mail and passengers from Glasgow. We were again most happy to have letters and telegrams from home. This ship gave us the same fine service and food that you will always find on the Canadian Pacific liners and our Captain Gibbons was a very genial companion. Our return trip took us five hundred miles farther North and for two days we were sighting icebergs, which were beautiful to gaze upon, but gave us rather a nervous feeling when it became foggy. Along the coast of Labrador and as we were about to enter the Straits of Belle Isle, we were in a dense fog, traveling only about two and a half miles an hour when we met an iceberg head on. Our captain had not left the bridge for twenty-four hours and knew we were close to one,

(Continued on page 22)



## MOVEMENTS OF MERCHANTS

Escanaba—The Delta Brewing Co. has decreased its capital stock from \$125,000 to \$75,000.

Battle Creek—The Ashley Dairy Co., R. R. 2, has increased its capital stock from \$25,000 to \$26,000.

Port Huron—Krug & Co., Bard and Michigan streets, has changed its name to the Consolidated Breweries Co.

Detroit—The Economical Variety Co., 14410 Mack avenue, has decreased its capital stock from \$20,000 to \$15,000.

Detroit—The Jefferson Brewing Co., 425 Clinton street, has increased its capital stock from \$1,000,000 to \$1,250,000.

Detroit—The Lincoln Park Lumber Co., 12680 Greenfield avenue, has decreased its capital stock from \$50,000 to \$5,000.

Detroit—The Brake Equipment Co., 970 East Vernor Highway, has decreased its capital stock from \$75,000 to \$37,500.

Detroit—Block & Co., Inc., 11633 Linwood, wholesale dealer in candy, has changed its name to the Block Candy Co.

Detroit—The Freeze-No-More Laboratories, 2152 East Grand Blvd., has changed its name to Electro-Chemical Laboratories.

Detroit—H. Dryfoos & Son, 2417 Riopelle street, wholesale meat dealers has decreased its capital stock from \$100,000 to \$50,000.

Detroit—The General Merchandise & Equipment Co., 3946 Woodward avenue, has changed its name to the General Fixture Co.

Detroit—The Michigan Cooperage Co., Inc., 200 South Rademacher avenue, has changed its name to the McKenzie Cooperage Co.

Muskegon—The Muskegon Bennett Corporation, pumps, has changed its name to the Petroleum Marketers Equipment Corporation.

Detroit—The Ekhardt & Becker Brewing Co., Inc., 1551 Winder street, has changed its capitalization from \$300,000 to 400,000 shares no par value.

Munising — Hotel Williams, on Grand Island, closed Aug. 1, by order of the Cleveland-Cliffs Iron Co. Lack of patronage during July caused the order.

Detroit—Kaine & Co., 1900 East Jefferson avenue, dealer in wiping cloths, sanitary supplies, etc., has decreased its capital stock from \$20,000 to \$4,000.

Saginaw—The Frutchey Bean Co., 404 Congress street, has been incorporated with a capital stock of 12,000 shares no par value, \$168,000 being subscribed and paid in.

Lansing—The Scientific Packers Associates, Inc., has been organized to deal in pastry flour and other grain products, with a capital stock of \$25,000, all subscribed and paid in.

Detroit—H. P. Henry & Co., 7201 West Fort street, has been organized to deal in fruits and produce at wholesale with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Hamtramck—The Standard Linoleum & Rug Co., 9809 Jos. Campau street, has been incorporated to deal

in floor coverings with a capital stock of \$2,000, all subscribed and paid in.

Detroit—Biggins, Inc., 70 West Michigan avenue, has been organized to deal in merchandise with a capital stock of 2,000 shares at \$10 a share, \$12,000 being subscribed and paid in.

Detroit—The Ace Drill Co., 13835 Jennings avenue, has been incorporated with a capital stock of \$30,000 preferred and 3,000 shares at \$1 a share, \$14,221 being subscribed and paid in.

Detroit—The Harper Furniture Co., 7330 Harper street, has been organized to deal in furniture, rugs, etc., at retail, with a capital stock of \$50,000, \$5,000 of which has been subscribed and paid in.

Battle Creek—The Kapp Clothing Co., has merged its business into a stock company under the same style with a capital stock of 2,000 shares at \$10 a share, \$18,547.83 being subscribed and paid in.

Detroit—The Michigan Cooperage Co., 200 Rademacher avenue, South, has merged its business into a stock company under the same style with a capital stock of \$250,000, \$1,000 being subscribed and paid in.

Grand Rapids—The annual picnic of the Grand Rapids Retail Grocers and Meat Dealers Association is being held at Silver Lake to-day. The parade this forenoon was one of the finest ever given by that organization.

Detroit—The Paint Stores, Inc., 8782 Grand River avenue, has been incorporated to deal in paints, varnishes, shellac, cleaners, etc., with a capital stock of \$10,000, \$3,000 of which has been subscribed and paid in.

Grand Rapids—The Grand Rapids Fuel Co., 300 Mich. Trust Bldg., has been organized to deal in fuel at wholesale and retail on a co-operative basis with a capital stock of \$50,000, \$1,000 being subscribed and paid in.

Wyandotte—The Universal Petroleum Corporation, 3507 Biddle street, has been organized to deal in petroleum products at wholesale and retail with a capital stock of 120 shares at \$10 a share, \$1,200 being subscribed and paid in.

Highland Park—The Bird Coal & Minerals Co., 15141 Hamilton avenue, has been organized to conduct a wholesale and retail business in fuel, ice, building materials, etc., with a capital stock of \$50,000, \$5,000 being subscribed and paid in.

Cheboygan—Stanley Meggitt has engaged in business at 201 East State street under the style of the Cash Grocery Co. Associated with him in the business will be his two sons. Mr. Meggitt formerly conducted a grocery store here, selling out about five years ago.

Kalamazoo—Mrs. Marie Barrett, dealer in groceries, baked goods, etc., under the style of the B. & G. Store, North Burdick and Bush streets, has sold the stock and fixtures to Robert A. Weaver, an experienced man in the grocery and meat business, who has taken possession. A modern meat department will be added.

Scottville—The drug store which for 40 years has been under the management of the late C. F. Meads and his

son, Curtiss, has been sold by Mrs. C. F. Meads, to Ellis R. Jibson, of Pontiac, who has taken possession. Seven years ago Mr. Meads answered death's call and Mrs. Meads took up the management of the drug store, continuing until her son, Curtiss had completed a course in pharmacy and was able to take over the store.

Bay City—Marvin Clarence Empey, 910 North Monroe street, died recently, following a stroke of apoplexy, suffered at Oscoda. Stricken suddenly in the Northern town, Mr. Empey was removed to his home here by ambulance. He was born in Syracuse, N.Y., December 25, 1859. He was a member of Portsmouth lodge No. 190 F. and A. M., B. P. O. Elks, No. 88, and the United Commercial Travelers. Surviving are his widow, Harriet M., and two sisters, Hattie Empey, Philadelphia, and Mrs. Maude Van der Vort. Funeral services were held at the Hyatt Mortuary Chapel. Rev. John T. Raymond officiated.

## Manufacturing Matters

Three Rivers—The Wells Manufacturing Corporation, electric saws, has decreased its capital stock from \$250,000 to \$36,800.

St. Joseph—The St. Joe Mullen Container Corporation, manufacturer and dealer in sanitary food containers, has been incorporated with a capital stock of \$20,000, all subscribed and paid in.

Detroit—The Permalac Corporation, 1891 Trombly street, has been organized to manufacture and sell paints, varnishes, etc., with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Detroit—The Radian Manufacturing Co., Inc., 1442 Majestic Bldg., manufacturer and dealer in chemicals, has been incorporated with a capital stock of \$15,000, \$11,000 being subscribed and \$1,000 paid in.

Detroit—The Barberton Rubberized Manufacturing Corporation, Transportation Bldg., has been organized to manufacture paints, enamels, etc., with a capital stock of 50,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Ann Arbor—The International Research Corporation, Ann Arbor Trust Bldg., has been organized to manufacture and deal in radio sets and communicating apparatus of all kinds, with a capital stock of \$10,000, all subscribed and paid in.

Grand Rapids—The Furniture City Brewing Co., 1100 G. R. National Bank Bldg., has been organized to manufacture and deal in beer and other legal beverages with a capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Sharing is the great and imperative need of our time. An unshared life is not living. He who shares does not lessen but greatens his life, especially if sharing be done not formally nor conventionally, but with such heartiness as springs out of an understanding of the meaning of the religion of sharing.—Rabbi Stephen S. Wise.

As an optimist consider the dandelion digger.

## Next Pharmaceutical Convention Goes to Pontiac

Lowell, Aug. 3—Pardon me for not letting you know about the Pontiac meeting of the M. S. P. A. I was late getting home and it slipped my mind; also very busy this week.

Detroit, Pontiac, South Haven, Owosso and Sault Ste. Marie bid for the meeting, also boat trip three days out of Detroit was considered. Oakland county having 100 per cent. membership in the M. S. P. A. and Pontiac being one of the first towns asking for the convention and Pontiac druggists being very active, particularly Mr. Fisher, President of the county association, and Ernest Mahor, a member of the executive committee, Pontiac was chosen. About twenty-five druggists attended the noon day luncheon with the compliments of Oakland county druggists association at Hotel Roosevelt, which will be headquarters for the convention the last week in June, 1934. Peter Lawrence and Harry Cecil, president and secretary of the Pharmaceutical Traveler Association, who hold joint meetings with us, were in attendance. The entire executive committee was there except M. S. P. A. President Duncan Weaver, who was unable to attend. The resolution was adopted concerning Governor Comstock for removing three good pharmacists from the pharmacy board and for appointing one new member who owns a drug store, but is not a registered pharmacist.

Either you or I made a mistake in my letter printed in the Tradesman last week. I did not work for Mr. Durham. Mr. Durham worked for me as soon as he became a registered druggist.

M. N. Henry.

## Pewter Hollow Ware Is Active

A pick-up in the demand for low-end pewter hollow ware is reported by manufacturers. Buyers in the market are seeking goods which can be retailed at \$1 to \$1.50 in promotions planned for the early part of next month. Medium and higher price pewter is selling in a limited way. The call for plated and sterling silver hollow ware continues active, with sales of both types of merchandise running far ahead of the corresponding period last year. July sales of plated silver ware are estimated at 15 per cent. above July, 1932.

## Glass Trade Gains Maintained

The glass manufacturing industry now finds itself at better levels generally than in like seasons of the past two years. The month just completed has been one in which accumulated gains have been steadily retained. In the flat-glass division the favorable factors that have come into the market within the past six weeks are still in evidence. Several lines of glass containers are in good demand. Sharp increases are expected in the call for wares for home packing and preserving before the end of the month.

## Sheets and Tickings Higher

Further advances in sheets and printed tickings are of main interest in the cotton goods market this week. Cannon Mills raised fine muslin sheets to \$12.88 per dozen for the 81 by 99 styles, the Caroleen brand to \$16.18 for the same sizes, and shortened discounts 10 per cent. on fine percale numbers. New prices cover September and October deliveries and include added labor costs and the processing tax. Printed tickings were advanced to a basis of 11¼ cents for the 5.50 yard.



### Essential Features of the Grocery Staples

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

**Tea**—The business in the first hands tea market during the week has been quiet, following the recent activity. Prices are steady in this country, however, with a little more advance in Ceylons and Indias in primary markets.

**Coffee**—Most of the past week in the market on Rio and Santos coffee, green and in a large way for future delivery, has been marked by decided declines, partly due to the decline which had occurred in other commodities. Later the market recovered a little of its former loss, but it is still lower than it was a week ago. Actual Rio and Santos is a fraction lower for the week. Mild coffees remain exactly as they were a week ago, except that there is considerable shading throughout the whole list. Jobbing market on roasted coffee remains about unchanged. Consumptive demand fair.

**Canned Fruit**—Florida grapefruit prices are due for another advance on August 14, increases running through the several sizes of both grapefruit and grapefruit juice. The advance in grapefruit has been looked for in accordance with the up-swing of prices on canned foods generally after the unnaturally low levels reached during the late winter and early spring. Grapefruit was one of the hardest hit items in the matter of price and at its new price it will be only about where it was expected to open just before the packing season started. The fight over the California cling peach code continues in Washington and it is still a matter of conjecture how much longer the debate will last. The minority element is large and quite vocal. Consisting of the smaller packers, this element is fighting for contracts already entered into and against what it holds is an attempt by the larger canners to fetter it with regulations inimical to its own interests.

**Canned Vegetables**—Vegetable crops in the East have been drastically hit by long dry weather, causing widespread losses. Withdrawals have been pretty general. The wax bean crop has been very badly hit, almost to the point of being wiped out, according to some reports. Refugees have also fared badly. Fancy peas are to be pro-rated, with deliveries in many cases running around 50 per cent.

**Canned Fish**—New pack salmon prices are opening at spot levels, with advertised brands quoted at a premium against independent sellers. All grades of salmon are held firm at the present time.

**Dried Fruits**—If dried fruit trading keeps on in the same volume it has shown for the past few weeks there will be no reason for complaint among distributors. The unexpected briskness of business at this particular season has come in the nature of a pleasant surprise and its duration has resulted in some shortages developing among jobbers. The character of the demand has been as encouraging as the demand itself. There has been no evi-

dence of speculative buying to speak of, but rather orders have been limited to small lots to replace stocks which have moved into consumption. The fact that dried fruits should be moving into consumption in such volume at this time of the year is unusual. Prices here keep getting a little higher as the weeks slip by, but advances on the spot have not kept pace with those on the Coast; hence present prices here are low. In the fall dried fruits are going to cost considerably more. The deferred interest has been substantial at prices well above levels for prompt shipment on old crop fruits. New crop goods in turn have been held for better prices by growers, and packers have been taking requirements. Thus a strong condition has been built up from the bottom. Some new fruits have been pretty well taken out of growers' hands and a generally healthy condition prevails.

**Beans and Peas**—Market for dried beans has been very dull during the week. Prices about unchanged. The tone is easy. Dried peas are also neglected and easy.

**Nuts**—The market shows little change here. Stocks in the hands of importers are low, and prices generally unchanged. Demand is rather dull, as usual at this season of the year. There is a little movement of shelled nuts to the ice cream trade, but buying on the whole has been spotty. No offerings to speak of are being made from abroad.

**Olives**—A feature of the olive market is the general shortage of stuffed queens and manzanillas. Spanish dealers are refusing orders until more goods come forward. Prices are very firm. The shortage of ordinary queens is relieved somewhat by the arrival of a moderate cargo recently. Spot prices are unchanged.

**Pickles**—Changes are lacking in the pickle situation. Supplies remain light. There is a steady demand, consumers showing some desire to increase their stocks because of the likelihood of higher prices. Statistically no relief is looked for, since advices on the crop of pickles now growing indicate a sharp reduction.

**Rice**—The rice market keeps fairly active here. Demand is well up to expectations for this season of the year and prices are well maintained at levels which more closely approximate replacement costs than for many months. Trading is on a replacement basis, with indications that rice is moving into good seasonal consumption; hence, no reaction later is looked for. Prices on the milled grain are expected to be higher later under the increased costs to millers when the new code is adopted.

**Salt Fish**—Demand for mackerel and other salt fish is very dull, although stocks are low and prices firm. Higher prices are expected in two or three weeks.

**Syrup and Molasses**—Sugar syrup has been firm during the week. Production is limited; demand fair. Compound syrup has not yet advanced from its recent decline. Demand moderate. Molasses of fine grades sold by

grocery stores is firm with a fair demand.

**Vinegar**—The expected advance of vinegar prices has not come through yet. Some such adjustment appears due in the near future, large producers having gotten together to establish fair competitive levels as permitted under the Industrial Recovery act.

### Review of the Produce Market

**Apples**—No. 1 Transparents command \$1.25 per bu.; No. 2, 75c per bu. Dutchess and Red Astrachans, ditto.

**Bananas**—5½ @ 6c per lb.

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

**Butter**—The market is 1½c lower than a week ago. Jobbers hold plain wrapped prints at 20c and tub butter at 19c. Much of the buying credited to interests who take advantage of the recent decline and who appear to believe that the declining tendency has run its course and that the market is in a position to score fractionally, liberal storage stocks notwithstanding. At any rate there is less selling pressure on the bulge, although purchases are at a price. Statistical news yesterday was not favorable. The weekly twenty-six market storage figures disclosed a holding of 102,992,473 pounds against 77,759,327 pounds a year ago. Four market input yesterday totaled 877,043 pounds while withdrawals were 224,014 pounds. Ten market figures for the day were 82,110,315 pounds against 58,221,727 pounds a year ago.

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

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

45s	-----	\$2.75
54s	-----	2.50
Flats	-----	1.60
Indiana, 50c less.		

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

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

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

**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.

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

C. H. Pea from farmer	-----	\$2.90
Light Red Kidney from farmer	-----	4.00
Dark Red Kidney from farmer	-----	3.25

**Eggs**—Jobbers pay 8c per lb. for mixed eggs and 9c per lb. for heavy white eggs. They hold candled hen's eggs at 15c per doz., pullets at 12c and X seconds at 12c. Supply developments failed to disclose anything of a bullish nature. The weekly report showed holdings at 6,616,927 cases on the twenty-six markets against 4,158,594 cases a year ago. Four market storage input yesterday was 17,468 cases and withdrawals were 18,549 cases. Four market holdings were 4,081,049 cases against 2,253,163 cases a year ago. Ten market holdings were reported at 5,325,159 cases against 3,127,295 cases a year ago. Fresh eggs sold a little better in some quarters and the spot market at unchanged prices exhibited a steady tone. A scarcity of fine fresh stock paved the way for a little better

figure than listed on the best. Receipts were not large and open market supply and demand appeared to be well balanced.

**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**—\$1.10 per bu. for home grown.

**Green Corn**—18c 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	-----	\$3.50
Imperial Valley, 4s and 5s, crate	-----	3.75
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**—28 per one lb. carton.

**Onions**—California, white, \$2 per 50 lb. bag; yellow ditto, \$1.25; home grown, \$1 per bushel.

**Oranges**—Fancy Sunkist California Valencas 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, \$2.25 @ \$2.75.

**Potatoes**—Home grown new sold on the Grand Rapids market to-day at \$1.90 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@8c
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**—\$1.10 per bu. for home grown.

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

Nobody's problem is ideal. Nobody has things just as he would like them. The thing to do is to make a success with what material I have. It is sheer waste of time and soul-power to imagine what I would do if things were different. They are not different.—Dr. Frank Crane.



## MUTUAL FIRE INSURANCE

### Chance to Improve Fire Prevention

The possibilities of widespread improvement in fire prevention facilities under the administration of the public works section of the National Industrial Recovery Act is seen by the Insurance Department of the Chamber of Commerce of the United States.

This department of the National Chamber is calling the attention of chairmen of fire prevention committees of local chambers of commerce to the opportunities that exist under the Act for constructive service to their communities. In a letter to the chairmen the department suggests that the fire prevention committees propose to officials who will be in charge of public works programs in their communities definite recommendations respecting needed fire prevention facilities.

"By means of this legislation," the letter from the chamber says, "it may be possible for your city to secure the necessary financial aid in order to carry out worth-while improvements in fire protection for which there is a demonstrable need. This might include improvements in the fire department, fire alarm or water supply system. In connection with the fire alarm system, for example, there is practically no city where there are enough fire alarm boxes. The installation of fire alarm boxes alone would mean the utilization of wire, poles and cable and the employment of quite a number of men."

The Insurance Department suggests to the fire prevention committees that a definite outline of the fire protection needs of their cities can be obtained by communicating directly with the National Board of Fire Underwriters or with their state inspection rating organizations. By procuring such outlines, the committees will have the facts on which to base their recommendations to local public works authorities.

### Fire Insurance Questions

1. What amount of insurance would you recommend on a building of which the present market value is less than reconstruction cost?
2. Could an agent who advances a premium for a policyholder be suspected of rebating? Explain.
3. Should the use of the co-insurance clause be generally recommended? Why?
4. Is it possible to have more than one insurance policy on a risk? Explain.
5. How does a "mortgagee clause" differ from a simple "loss payable clause"?
6. What determines the limit of the amount the company can recover under the subrogation clause?
7. What form of insurance provides for protection against loss by lightning?
8. What is Twisting? What penalty is provided for Twisting?
9. State briefly the procedure in case of loss.
10. Explain the term "Concurrent Insurance." What duty has an agent in this respect?
11. Does the standard policy permit

an assured to make repairs to his property at will? Explain.

12. Does the death of the assured affect the validity of the policy?

13. What forms of settlement for a loss may an insurance company make with an assured?

13. Would a policy insuring contents of an architect's office also cover his drawings and plans? Explain.

15. How would you provide insurance on a building which stands on leased ground?

16. Explosion in a nearby factory sets fire to an insured building. Is there any liability on the part of the insurer?

17. Under question No. 16, what recourse has the insurance company?

18. What amount of damage would be recoverable under the following condition: Value of building \$50,000; insurance \$20,000, with 80 per cent co-insurance clause; loss \$20,000?

19. What time of day does an insurance policy expire?

20. How would you insure the interest of a person who sells goods on the installment plan? Explain.

### Fair Weather Sailors

Our "friendly enemies" have always said that the Mutuals were fair weather sailors. We have been going through a very choppy sea the last two or three years and it is still too early to predict how many insurance companies will safely make port. However, enough stock companies have already piled up on the reefs to show us that when it comes to rough sailing the stock companies are not the dependable sea-going crafts they claimed to be.

One of the best indications of the trend of the stock fire insurance companies is the shrinkage in the amount of premium income available to earn a profit on each dollar of stockholders' funds. For years before the World War the annual premium income almost invariably exceeded capital and surplus. In other words, there was more than a dollar in premiums at work earning a profit on each dollar of the stockholders' funds.

At the end of 1928 over three hundred Stock Fire and Marine companies were filed in New York State and reported premium income of approximately \$954,000,000.00 and a combined capital and surplus of \$1,259,000,000.00. This was about 76c in premiums to earn a profit on each dollar of stockholders' funds. By the end of 1931 the number of companies filed in New York State dwindled to 270 and premium income and capital and surplus had likewise shrunk but the ratio still remained at 76c.

During 1932 the number of companies reporting to the New York State Department was reduced to 255. Likewise there has been a big reduction in capital and surplus. However, the reduction in premium income will probably more than offset this and it is expected that the year will show a still lower amount of premiums for each dollar of stockholders' funds. If so, this will undoubtedly indicate a further fatality among Stock companies.

Some Mutual companies have undoubtedly flourished. However, the large percentage which has come through this far disproves the conten-

tion that Mutual companies are fair weather sailors.—Our Paper.

### Selling Insurance a Battle

The business of selling insurance is a battle, and you must expect to encounter all kinds of enemies who will use any methods at their disposal, whether it be a "pull" or downright dirty slander. Your weapons are a reputation for fair dealing and integrity, a thorough knowledge of your business, good cheer and ability to "take it," sophistication enough to keep you away from the traps laid for you, enough resourcefulness to enable you to set a few traps yourself when necessary, and pluck enough to fight back at those who would "get" you by foul means.

A man must fight if he is a man and need not be reminded that each day as he leaves home he is not going out to play a "game," but he is going forth to war and that the welfare and happiness of those he leaves behind him depends upon how well he acquits himself.—W. M. Goodwin.

### A Little Laugh

One business man said to another at luncheon:

"Well, did you preach your wife that sermon on economy that you were talking about?"

"Sure did," said the second business man.

"Any results?"

"Yep, I've given up smoking."

**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**

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

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## BUYERS OPPOSE ADVANCES

Opposition to arbitrary blanket increases in prices by manufacturers supposedly based on added labor cost under the recovery codes developed more strongly during the week from large retail buyers and indicated to producers that advances will not be passed on without a great deal of scrutiny. The large outlets argue that producers are charging not only for the extra labor costs but for a variety of other items. As a result some of the chains and mail order houses are demanding to know the condition of their orders, whether they are one-third or one-half completed, in order that they will not have to pay the full surcharge on goods partly finished before the codes went into effect.

That there may be some justification for the retail attitude was indicated during the week by differentials asked on sweaters. One group of mills put into effect a flat increase of \$3.50 a dozen on sport coats, while another group decided on \$1.10 to \$1.50 as a fair surcharge. In the first case, according to reports, mills included higher commissions, increased discounts and the higher price they will have to pay for yarn. The latter group, according to a spokesman, decided to include only actual labor charge, as the spinning code had not yet gone into effect and as yet they did not have to pay increased prices for yarn. But they reserved the right to advance quotations when yarn lists rose.

Under these circumstances buyers seem justified in complaining that the \$3.50 increase was more than an extra labor charge. In connection with this the advisability of industry-wide committees to work out proper differentials, as in the cotton goods and underwear trades, seems evident. Scattered and unequal advances in various sections of the same industry serve only to confuse buyers and to throw suspicion on the motives of producers.

## STRIKE MORATORIUM HAILED

The development of most importance to the business community during the week was the moratorium on strikes and lockouts, as a result of an agreement between the Recovery Administration, capital and labor. Rapidly spreading labor troubles, resulting from widespread efforts to unionize industry, were creating considerable resentment among industrial executives and threatened the success of the act. This danger is now removed and agreements may be reached on a more amicable basis.

In the early part of the week backstairs gossip emanating from Washington to the effect that further inflationary moves were on the way caused considerable unsettlement. The government's highly successful flotation of \$850,000,000 notes and bonds, however, would seem to spike the inflation tales, as it is reasonable to doubt that investors would scramble to put their present money into future dollars which had a questionable value. Business activity appears to be tapering off, as the speculative element is dropping out of the picture. Excluding the cotton forwardings component, which dropped sharply, the weekly index of business activity receded only .2 of a point. In

addition to the cotton figure, car loadings, steel and lumber dropped back. Automobile production continued to forge ahead, contrary to seasonal tendencies, while electric power output was also greater. Commodity prices moved lower. July building contracts were below those of June but considerably higher than a year ago.

The rush of business organizations to enlist under the Blue Eagle continues unabated and is accompanied by significant demonstrations on the part of consumers to show their approval. Reports from several mid-West towns indicate small riots on the part of the public to force stores to adhere to the new closing time.

## THE LEISURE FACTOR

Surprisingly little attention has been given thus far to one of the most important by-products of the various NRA codes. This is the increased leisure which the pacts give to a vast army of consumers. Not so long ago economists were wont to hail the theoretical advantages which increased leisure would yield at some future time. Now, almost miraculously, that day has arrived and brings with it major social and economic implications which so far can only be dimly perceived.

The use made of the increased spare time will, of course, determine its effects. It probably can safely be said that the nation will benefit spiritually and physically from the increased play, relaxation and educational pursuits that will occupy the leisure hours. It thus becomes evident that a fundamental development of this nature will affect profoundly the kinds and probably increase the total volume of merchandise which will be in demand.

Manufacturers, accordingly, will find these influences of great import in their production and sales-promotion plans. It may not be far out of the way to rank this trend as the probable dominating influence for the next decade. The fruits of leisure once evident and enjoyed will not be given up easily by either producers or consumers. Our productive capacity is ample on a shorter-hour basis.

For the retailer, gains in leisure will, of course, yield more shopping time for customers. The trend, however, means far more than that, and it is not inconceivable that vital changes in retailing are brewing that may alter traditional conceptions of operating methods, consumer appeal and effective merchandising.

## PLAN TARIFF RATE FIGHT

Reports that tariff schedules will be raised sharply to protect manufacturers operating under the recovery program took the center of interest in foreign trade circles last week.

According to the reports, the President will use the powers granted him under the flexible provisions of the Tariff act to raise rates in order to equalize costs of production of competing foreign and domestic merchandise.

Importers reacted to the Washington information by assembling data with which they will contest any upward revision of the tariff schedules. Their main fight will be made on the con-

tention that the dollar's depreciation on foreign exchange has already more than compensated for rising costs of domestic production. They will argue that at the present time the declining dollar has increased landed costs of foreign merchandise at least 50 per cent. This rise, they contend, more than compensates for any advance in domestic manufacturing costs likely to develop through the operations of the recovery program.

In addition, they are prepared to contest claims that the market is in danger of being flooded with cheap foreign-made products. While the dollar continues to fluctuate, they argue, purchases of all but essential raw materials must be curtailed by importers. Recent statistics showing a sharp rise in the value of imports, they will hold, give a false impression of the facts, since higher costs rather than increased volume account for the rising value of importations.

## DRY GOODS CONDITIONS

High temperatures put an effective damper on retail trade. Improvement is noticeable, however, with the arrival of cooler weather, and plans for pushing promotional events during the period directly ahead are now being vigorously developed by the stores.

Thus far, the August sales of furs and furniture have met with a fair response, considering weather conditions. While interest has centered on popular price merchandise, retailers have found a much stronger trend to better grade goods than was the case a year ago. Much less emphasis is being placed by the stores themselves on the lowest price lines, and it is indicated that this change in policy will feature the regular Fall selling season, which will open immediately after labor day.

While the July sales figures probably showed no improvement over the decline in June, the rapid progress being made in the increase of purchasing power through the blanket code is now a factor of increasing importance to retailers. Reports are multiplying that trade in numerous centers is beginning to show the beneficial effects of the wage and hour regulations. With three weeks remaining before the opening of the Fall season, retailers may look forward to a progressive increase which will bring consumption more into line with production.

Due to the large orders already placed and an increasing degree of price uncertainty and resistance, activity in the wholesale markets declined during the week from recent levels. Attention centered on the style openings abroad.

## CUTTING FIRE LOSSES

The National Board of Fire Underwriters is encouraged by figures showing losses from fire in the United States thus far this year of \$181,000,000. For the same period last year they totaled \$245,000,000. But there is no assurance that this ratio will be maintained during the rest of the year. A chief of a foreign city's fire department, on being told that America boasted the most efficient fire-fighters in the world, replied: "They have to be." Steady progress is being made in the fields of fireproof and slow-burn-

ing construction, but outside of business structures our buildings are more susceptible to fire than those of Europe. Carelessness, a national characteristic, plays its part in increasing the number of fires in this country. It may not be necessary here, as in some countries, to penalize those on whose premises fires occur, but there is still much to be done in the way of education in methods of fire prevention. For the common remark that "the loss was fully covered by insurance" is true in only one sense. The nation's fire bill has to be paid and in recent years it has been exceeding \$500,000,000 annually.

## SEA MONSTERS

A science which has little respect for legends, no matter how fascinating, now sweeps away another of the venerable fancies. There are not and apparently never could have been any huge and horrible monsters in the depths of the sea. Dr. August Krogh, Danish zoologist and Nobel prize-winner of 1920, read the rites over such sailormen's fancies at the Chicago meeting of the American Association for the Advancement of Science.

The great ocean depths, Dr. Krogh has found, are tomblike areas, intensely dark, burdened with tremendous pressures and eternally cold. And they are inhabited only by bacteria and microscopic marine plants. Fish or other important marine life, says Dr. Krogh, might adapt themselves to the darkness and the pressures, but the cold, which never rises above three degrees centigrade, would be too much for them. and even should they conquer the temperature as well, they would starve to death. Microscopic life, any one will admit, is scarcely a nourishing diet for leviathans.

So out go the mysterious sea monsters and the great deeps are left to their tomblike silence and desertion.

## FOOTNOTE

The door of a suburban post office opened to admit a salesman for a tobacco company that specializes in ten-cent cigars. He was smiling, and on the strength of that smile a friend ventured to ask how he was making out. "Pretty good," was the response. "Six accounts that have been dead for more than a year have just come to life." The revival of these six accounts means that a good many more persons are smoking ten-cent cigars again. Those persons obviously have more money to spend than formerly. Hence the salesman's remark is entitled to consideration as a footnote to the current records of business improvements.

Industrial sales for the second quarter showed the following industries ahead of the same period last year: motors, steel, motor accessories, radio, electrical equipment, chemicals, paper and paper products, leather, copper, textiles, household products, machinery, meat, packing, coal and coke, food products and tobacco.

One thing that will greatly help solve the troubles of the country, is for everyone to make things go well in his home town.



## OUT AROUND

## Things Seen and Heard on a Week End Trip

I wonder how many Grand Rapids people have taken the trouble to explore the beautiful winding drive in the new Johnson park at the juncture of M 114 (the belt line) and the river road on the North Side of Grand River. If there is another park anywhere in the state that equals it in beauty I have yet to note it. Rock Park, in Washington, has one advantage to commend it over Johnson Park—Rock creek—but for a new development which is capable of further expansion in the way of branch roads Johnson park certainly offers an interesting study. Johnson park contains 100 acres of woodland and 80 acres of open space. It is practically three-quarters of a mile long and is the largest park in the county, being closely followed in size by Fallasburg and Townsend parks. The winding road can be entered on the West from M 114 or from the river road on the South. For picnic parties tables and benches are available on the river bank on the North side of the river road.

I think the county road commission has done nicely by Kent county to provide us so many beautiful parks. Unless I am mistaken we now have ten parks created and maintained by the county road commission: Emmon's (Caledonia), Chief Hazy Cloud (Ada), Fallasburg, Townsend (Cannonsburg), Wabasis, White Pine (Thomas Lake), Gordon, Fish Knob, Johnson and Airport. I cannot help feeling that the creation and maintenance of these parks will do much to contribute to the health and happiness of the people.

Some people have wondered why the scenic boulevard on the South side of Grand River, from Grand Rapids to Grandville, created over thirty years ago by the Grand Rapids Park and Boulevard Association through the voluntary contributions of its members has not been turned over to the county road commission for improvement. There is a very good reason why this should never be done. The county road commission has never had very much consideration for trees if they are located in the path of a straight line thoroughfare. The river boulevard was created with the idea of saving every tree on the right of way. If the tree stands in the line of travel, the road is made to go around the tree, thus saving for all time some of the most wonderful specimens of original forest trees to be found anywhere in Michigan.

The recent widening of the O'Brien road from the city limits to the belt line and the liberal use of oil thereon have greatly enhanced its interest to automobilists who undertake to avoid country roads which have not been treated with some kind of dust arrester.

Fifty years ago I listened to a conversation between two men who had recently visited Europe and both had spent some weeks in France. "One thing in France I am unable to explain," remarked one of the men, "the

women are mostly able bodied, but the men are largely undersized. I meant to ask the reason for this condition, but forgot it." "I noticed the same thing," replied the other man, "and did enquire about it. I was told that practically all the men of large stature were killed in the Napoleonic wars and that it will require a hundred years for the male population of France to get back to normal."

It strikes me that the kaiser's war must have produced the same result, although I have made no enquiries along that line from persons who have recently visited France.

June 5 Mr. and Mrs. Wm. R. Roach left Grand Rapids for an ocean trip to England on the Empress of Australia. They were accompanied by three Chicago friends, who were with them every hour they were out of the United States and Canada. Their itinerary covered covered England and Ireland and they certainly enjoyed every moment. Mrs. Roach furnishes us a beautifully worded description of their travels, which I gladly reproduce elsewhere in this paper.

Meyer Kohlenstein, who conducted a dry goods store many years at Otsego in connection with his brother, recently removed his stock to Grand Rapids, located on South Division avenue, two miles South of the city limits. Owing to the depression, patronage did not respond as he expected it would and he was forced to resort to the bankruptcy court. Friends have recently assisted him to remove to Kalamazoo, where he and his wife have embarked in the rooming house business. Mr. Kohlenstein needs employment and needs it badly. I hope some Kalamazoo reader of the Tradesman will offer him a position in keeping with his experience in the dry goods business. He is honest and faithful and would make some merchant a very acceptable employe.

Arthur N. Preston, for many years on the road for the truck department of the International Harvester Co., has installed a machine in the warehouse of the Chevrolet agency, which is a marvel of ingenuity. It unfailingly indicates anything which is out of adjustment or alignment on an automobile or truck, so that a mechanic who is familiar with the language of the mechanical robot can proceed understandingly. The total cost of the entire service is very reasonable. It makes an old car run like a new one. Mr. Preston is one of the mechanical geniuses of the age and the machine is a good second.

I certainly appreciate the great generosity of ex-Gov. Chase S. Osborn in devoting a column of the Soo Daily News to a tribute to the Tradesman and its career during the past fifty years. I certainly appreciate such attention from so distinguished a historian, journalist, orator and statesman. He has placed me under lasting obligation to him. His closing paragraph is as follows:

"No other trade paper has made so many fights for honesty in business

and justice to the business man. Mr. Stowe runs a fraud column and is not afraid to expose anything that is crooked. As a result he has had sixteen libel suits. It has cost him \$55,000 to defend them. The suits were not personal. They were all against the paper and were started by dishonest people who had been exposed. Mr. Stowe won every single case, which in itself is remarkable and indicates not only his great courage but his capacity for honest justice. Mr. Stowe is preparing to give a dinner to his nine subscribers of a half century. Personally he is one of the clearest and most conscientious and bravest men alive. He has been Michigan's greatest killer of venomous human snakes. Although past the allotted age he shows no diminished vitality of spirit.

Allegan people have not yet put crepe on their sleeves, but are half expecting to be compelled to do so over the loss of the Hollis Baker Furniture factory, which is negotiating for the occupancy or purchase of the Bush & Lane plant at Holland. As the factory employed more than 100 men the removal of the industry to Holland would be a serious blow to the mercantile interests of Allegan. There is also some talk of the removal of the Blood Bros. plant to a city in Connecticut.

For the second time Lowell business men have entertained their customers with a show boat feature. The affair this year was more successful than previous attempts of a similar character. Many thousands attended the evening entertainments and were evidently greatly pleased.

In meandering the thoroughfares of Ottawa county one day last week I found a road I had never navigated before. It is largely a dirt road, but it is intensely interesting, because it affords a continuous view of the lower reaches of Grand River for many miles. In turning South from Spring Lake near the Eastern limits one comes to a wooden bridge over McLean's bayou. Following this road, which is really a continuation of West Leonard street from Grand Rapids, you head South at the first turn in the road and find a thoroughfare which is full of interesting scenes and viewpoints.

The death last week of William H. Wood, the Sheridan druggist, caused me much sorrow. Mr. Wood had been a regular patron and constant reader of the Tradesman ever since the third issue, fifty years ago this week. A year ago when I was in Sheridan I had a most gratifying visit with the deceased, who enjoyed the confidence and respect of his neighbors, associates and patrons to an unusual degree.

I need hardly remark that I am in hearty sympathy with the arraignment of the railroads of this country made by Mr. Verbeck in his department in this week's paper. If the railroads enjoy running their trains without carrying passengers enough to grease the wheels, that is their privilege and they are welcome to the loss they thus

assume. Under existing conditions and curtailed service, the railroads can afford to carry passengers for two cents per mile and do away with the wicked and outrageous surcharge they extort from passengers who insist on riding in Pullman cars. How they can reconcile their attitude in this matter with good business principles is more than I can understand.

The same criticism will apply with equal force to the passenger busses which apparently have as many conflicting prices for service as there are towns on their lines of travel. Such methods simply cause the busses to dig their own graves and will result in the early abandonment of the passenger bus business.

J. William Murphy, Jr., of Battle Creek, resigned immediately on learning that a man must be a registered pharmacist in order to be a member of the Board of Pharmacy, to which he was recently appointed by Governor Comstock. This was an unfortunate occurrence. Mr. Murphy is a high type man. He conducts a high type store and you do not find any ham sandwiches or apple pie in his store. He does carry paint, but it is one of the most ethical drug stores in Michigan. It is one of the nine stores which has taken the Tradesman since the first issue, fifty years ago. Mr. Murphy is a graduate of the University of Michigan, with a year of post-graduate work at the University of Chicago and another year of post graduate work at Harvard. None of this work was in pharmacy, however, but he has been in the store for the past twenty-five years. It is just a tragedy that he didn't take the Board examination and become registered.

The Governor has under consideration two men in Southwestern Michigan to fill the vacancy caused by the refusal of Mr. Murphy to serve—Gus Knaak, of Bridgeman, and Frank Gillespie, of St. Joseph. While I cannot speak with authority, I rather imagine Mr. Gillespie will be the man. Mr. Gillespie is another high type man, graduate of the Philadelphia College of Pharmacy and he conducts one of the best stores in Michigan. I want to see a good man appointed and I feel that the Governor has appointed good men. Mr. Piaskowski, of Detroit, conducts a store which does not serve sandwiches or meals—a very ethical drug store. He is a very nice young man. Mr. Weess, of Evart, is one of the nicest young men whom I have ever been my pleasure to meet. He is as clean as a "hound's tooth" and very progressive.

During these experiences of painful dissension in Grand Rapids city management it is encouraging that thoughtful citizens are at work on changes in city charter and suggestions for city betterment that will meet the needs of these trying times. The following plan has been worked out by one of our public spirited citizens:

(Continued on page 23)



## FINANCIAL

### A "Brick" or a Prophecy?

Any one who has attempted to understand and anticipate the policies of the Administration knows that frequently the most significant part of a statement by the President has been what at the time appeared as nothing more than an innocuous comment. A good example was the "adequate but sound currency" of the inauguration address. It is quite possible that in the President's radio speech there was something that will prove to be an equally significant example. This was his comment about economists.

The President said: "I have no sympathy with the professional economists who insist that things must run their own course and that human agencies can have no influence on economic ills. One reason is that I happen to know that professional economists have changed their definition of economic laws every five or ten years for a very long time."

On the surface this statement appears as nothing more than another "brick" thrown at a group that by this time should be accustomed to such treatment, although, of course, this is the first time they have ever been subjected to a scathing denunciation by the Chief Executive. If this is all that the President meant, which is quite possible, there is no basis for taking exception to the sentiment expressed. For years this country has been cursed with a group of loud-mouthed, publicity-seeking prophets who have termed themselves economists. They deserve all the censure anyone can pile on their heads.

It is equally possible, however, that the President meant far more than this. Taken at its face value the statement can just as well mean that the entire body of capitalistic doctrine which economists have been preaching is to be tossed out of the window. It can mean, in more positive terms, that a new social and economic order, with new principles of economic freedom and rights, is to be developed in this country.

It will be objected, of course, that such an interpretation of the President's comment is utterly without warrant, that it was just one of those statements which are characteristic of Mr. Roosevelt and make his speeches interesting. In answer to this it may be recalled that exactly the same defense was made for "adequate but sound currency." Placing an inflationary interpretation upon that phrase was just as much an exaggeration and just as unwarranted as saying that the current statement is a prophecy of the doom of our capitalistic doctrine.

As to the accuracy of the facts—as contrasted with the sentiment—in the statement no particular comment is needed. No economist of any standing has maintained that "human agencies can have no influence on economic ills." They have maintained, and the evidence is all on their side, that ballyhoo is not a lasting substitute for solvency. Further, the economic laws as

taught by economists have not been changed "every five or ten years;" those have been the changes made by confidence men posing as economists. Ralph West Robey. (Copyrighted, 1933)

### Unfortunate to Inject Price Fixing in Ruling

Two distinct factors are involved in the new ruling of the Administration on grain trading. The first is the establishment of minimum prices below which trading cannot take place. The second is the establishment of the maximum variation in prices on any one day. It is necessary to distinguish between these two in an appraisal of the ruling because one is sound and workable and the other attempts the impossible.

The sound part of the ruling is that concerning maximum fluctuations. This is a provision which long has been in effect on certain commodity exchanges and has proved successful in eliminating unusually violent fluctuations. Necessarily it cannot alter the long-term trend of a price but it can prevent panic conditions.

In the other part of the ruling, that concerned with minimum prices, the Government simply is taking upon itself the responsibility of offsetting the principle of supply and demand. Under normal conditions any such attempt necessarily is doomed to failure. Prices are controlled by factors that are far more fundamental than the wishes or rulings of the Secretary of Agriculture. He may suspend trading in the organized exchanges but he cannot determine values by a mere regulation.

At present, however, normal conditions do not prevail. Temporarily, therefore, the ruling may not blow up. By the introduction of enough inflation it is possible that the Administration can keep grain prices above the minimum they have just established by edict. Unless these prices are reasonable in relation to our entire economy, however, even inflation cannot do more than provide a temporary success for this administrative action.

The injection of this price-fixing aspect into the new regulation was exceedingly unfortunate. Had the Government restrained itself merely to daily fluctuations it would have been certain of intelligent public support for its action. This is because the vast majority of those even directly concerned is out of sympathy with such senseless gambling as occurred in 1928 and 1929 and again in an even more violent degree in the last few weeks.

When the Administration goes beyond mere limitation of fluctuations and enters the field of price fixing, however, it necessarily must lose a large part of this support. The action still may have a wide public appeal, as a blow to the speculative fraternity but among all of those who have a smattering of knowledge concerning the factors determining prices it can appear only as an unsound move. They will not view it as a fundamental error, but they will consider it as belonging to that increasingly long list of things

which makes it necessary for one to keep his fingers crossed.

Ralph West Robey.  
(Copyrighted, 1933)

### Equities Certainly Have Good Prospects

Although reports on business are not as impressive as in previous weeks, business activity is holding up very well. Steel production is still around 57%, electric power production continued to show a sizable increase over the same period of last year and automobile production showed a slight decrease. However, retail trade has shown some pick up. A real encouraging development last week was the over-subscription of the new U. S. Treasury 3 1/4% bond issue. The calling off of the coal strike at the week end was also an important development. Conflicting rumors and reports as to the Administration's intention in inflation, devaluation of the dollar and other plans, is a natural result of the policy which they are pursuing. Many believe that inflation and devaluation cannot be avoided, even though the present plans appear to rely upon the N. R. A. program.

Many businessmen and also investors are undecided as to their plans in view of the fact that there has been no definite monetary policy. However, it seems that inflation must be in prospect through methods already pursued. Recent indication of this was the announcement of the R. F. C.'s campaign of purchasing preferred stock in banks.

Expectation of inflation and plans of the N. R. A. to offset any business recession keeps the market from declining. The stock market, in the face of industrial uncertainties and all this inflation and non-inflation talk, has been acting very well. The buying of stocks must indicate that the speculator realizes that the Administration will apply its currency powers in case of any set back in business.

The repeated talk by the Administration of proposed restoration of 1926

commodity levels and discussion of reduction of the debts of the debtor, and other statements made, indicate that equities have good prospects.

J. H. Petter.

### Proceedings of the Grand Rapids Bankruptcy Court

In the Matter of Edward L. Locher, Bankrupt No. 5099, final meeting of creditors was held under date of July 18, 1933. Fred G. Stanley, attorney for the trustee, was present by James B. Stanley. M. N. Kennedy, trustee, was present. Trustee's final report and account was approved and allowed. Certain attorneys' bills were allowed. An order was made for the payment of expenses of administration, preferred tax claim and a first and final dividend to creditors of 56.3%. No objection to discharge. Final meeting then adjourned without date.

In the Matter of Harry Okun, Bankrupt No. 5087, final meeting of creditors was held under date of July 18, 1933. M. N. Kennedy, trustee, was present. Fred G. Stanley, attorney, was present by James G. Stanley. Trustee's final report and account was approved and allowed. Certain attorneys' bills were approved and allowed. Balance of the bills, notes and accounts receivable was sold to Abe Lembinsky for the sum of \$18.00. Order was made for the payment of expenses of administration, on a supplemental first dividend of 5% and a final dividend of 13.2%. No objection to discharge. Final meeting then adjourned without date.

July 29, 1933. On this day the schedules, reference and adjudication in the Matter of Murray Franklin Anderson, bankrupt No. 5351, were received. The bankrupt is a paper mill employee of Otsego, Michigan. The schedules show no assets, and total liabilities of \$504.37, listing the following creditors:  
E. M. Doland, Allegan.....\$ 109.50  
Kim Sigler, Hastings.....\$ 89.43

Analysis of any security furnished upon request.



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Julian Goldman Stores, Kalamazoo	21.56
Miller, Inc., Kalamazoo	40.55
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Blues Gasoline Co., Wayland	7.71
Fred Nichols, Otsego	11.88
Ernest Wesler, Otsego	10.93
M. R. Gamble, Otsego	19.05
Dr. H. E. Whitney Estate, Otsego	16.00
Leon Kitzmiller, Hartford	3.50
S. L. Miskelly, Chicago	2.86
Citizens State Savings Bank, Otsego	60.21

August 2, 1933. On this day the schedules, reference and adjudication in the matter of Esther M. Gentz, bankrupt No. 5341, were received. The schedules show total assets of \$6,503.00 (of which \$518.00 is claimed exempt), and total liabilities of \$5,668.00, listing the following creditors:

Sylvia Greiner, G. R.	\$ 615.00
Mrs. Henry Lockman, Fennville	225.00
Mrs. Barbara Truax, Fennville	525.00
Frank Mosier, South Haven	3,000.00
Mrs. Lulu Humtoon, Fremont	700.00
Mrs. Laura Mead, Sparta	425.00
Archie V. Lindberg, G. R.	150.00
Herpolsheimer Co., G. R.	28.00

In the Matter of Tony Varisco, individually and doing business as Twin City Grocery and Market, Bankrupt No. 4859. The final meeting of creditors has been called for August 21, 1933, at 2 P. M. The trustee's final report will be approved at such meeting. There will be a final dividend for creditors.

In the Matter of Louis Landauer, individually and doing business as The Louis Landauer Hardware, Bankrupt No. 5090. The final meeting of creditors has been called for August 21, 1933, at 11 A. M. The trustee's final report will be allowed at such meeting. There probably will be a small dividend for creditors.

In the Matter of Julius Kramer, Bankrupt No. 5074. The final meeting of creditors has been called for August 21, 1933, at 11 A. M. The trustee's final report will be allowed at such meeting. There probably will be a small dividend for creditors.

In the Matter of Walter H. Moul, Bankrupt No. 5008. The final meeting of creditors has been called for August 21, 1933, at 10 A. M. The trustee's final report will be allowed at such meeting. There will be no dividend for creditors.

In the Matter of William B. Tryon, Bankrupt No. 4964. The final meeting of creditors has been called for August 21, 1933, at 10 A. M. The trustee's final report will be allowed at such meeting. There will be no dividend for creditors.

In the Matter of Currey Publishing Company, Bankrupt No. 4972, final meeting of creditors was held under date of June 6, 1933. Fred G. Timmer, trustee, was present by Arthur Branson. Leo W. Walsh, attorney for bankrupt, present. Glocheski and Glocheski, present as attorneys for petitioning creditors. Trustee's final report and account approved and allowed. Certain attorneys' bills approved and allowed. Balance bills, notes and accounts receivable, except account of Lee Currey, sold to Donald Gossett, of Grand Rapids, Michigan, for the sum of \$10.00. Account of Lee Currey was ordered assigned and transferred to Fred G. Timmer, trustee for the benefit of creditors in said matter. Order was made for the payment of expenses of administration as far as funds on hand would permit. No objection to discharge. Final meeting adjourned without date.

August 3, 1933. On this day the reference, schedules, and adjudication in the Matter of John W. McCoullough, bankrupt No. 5354, were received. The bankrupt is a 4th hand in paper mill, of Kalamazoo, Michigan. The schedules show total assets of \$285.00, (all of which are claimed exempt), and total liabilities of \$808.00 listing the following creditors:

Paper City Motor Sales, Kalamazoo	\$35.00
Ralph Ralston, Kalamazoo	32.00
Consumers Power Co., Kalamazoo	4.50
Harry Rose, Kalamazoo	32.50
Consumers Power Co., Kalamazoo	4.50
Ralph Ralston, Kalamazoo	32.00
Dr. F. A. Pratt, Kalamazoo	11.00
L. J. Hoff, Kalamazoo	100.53
Richards Clothing Co., Kalamazoo	33.75
Charles Palmer, Kalamazoo	4.26
Esther Cexola, Kalamazoo	20.28
Julius Argyle, Kalamazoo	20.29
A. J. Sturn, Kalamazoo	1.24
Moskin Clothing Co., Kalamazoo	38.34
Mich. Bell Telephone Co., Kal	17.07
Mike Lacto, Kalamazoo	9.08
Ed. Henry, Kalamazoo	15.91
Dr. Bert Walker, Kalamazoo	5.05
L. V. White Co., Kalamazoo	15.49
Julius Argyle, Kalamazoo	7.45
Blanchard Music Shop, Kalamazoo	1.53
Dr. James Barnebee, Kalamazoo	1.00
Roscoe Nyder, Kalamazoo	4.00
Arthur Miesling, Kalamazoo	1.50
Earl A. Marey, Kalamazoo	29.36
Sa. Carson, Kalamazoo	12.00
Punk & Wagnells, New York	1.00
Dr. C. B. Fulkerson, Kalamazoo	4.00
Desenberg's Clothiers, Kalamazoo	2.00
Hagerman's Filling Sta., Kal.	7.67
M. Ruster & Sons, Kalamazoo	14.00
Fred Clark, Kalamazoo	180.00
Union Clothing Co., Kalamazoo	51.35
Farmers Produce Co., Kalamazoo	6.70

L. Armintrout, Kalamazoo	12.00
Taylor Coal Co., Kalamazoo	9.20
Andy Owens, Kalamazoo	1.00
George Timons, Kalamazoo	3.00
Marine Bestervelt, Kalamazoo	12.00
Wm. Todd, Kalamazoo	15.00

August 5, 1933. Today received reference in the Matter of Young-Johnson Furniture Company, Alleged Bankrupt No. 5353. This is a composition matter before adjudication. The schedules have been ordered filed and upon receipt of same, list of creditors, assets and liabilities will be made herein.

August 7, 1933. On this day the schedules, reference and adjudication in the Matter of Herman A. Ahrens, bankrupt No. 5358, were received. The bankrupt is a grocer of Kalamazoo, Mich. The schedules show total assets of \$225.00 (of which \$100.00 is claimed exempt), and total liabilities of \$1,136.46, listing the following creditors:

City Treasurer, Kalamazoo	\$ 4.27
Ferry, Morse Seed Co., Detroit	29.35
Blue Valley Creamery Co., G. R.	36.90
Herrud & Co., Kalamazoo	9.00
Loose Wiles Biscuit Co., Kalamazoo	16.93
Kal. Creamery Co., Kal.	119.44
Kalamazoo Bread Co., Kal.	30.04
Pure Food Service, Inc., Kalamazoo	4.92
Peter Pan Bakers, Kalamazoo	51.34
Star Paper Co., Kalamazoo	19.80
Van Den Berge Bros., Kalamazoo	30.28
Taylor Produce Co., Kalamazoo	93.65
A. W. Walsh Co., Kalamazoo	454.37
Mrs. B. E. Miller, Kalamazoo	120.67
Dr. Martin Patmos, Kalamazoo	10.00
Dr. P. G. Schirer, Kalamazoo	53.50
Consumers Power Co., Kalamazoo	4.25
Kalamazoo Garbage Co., Kalamazoo	7.80
Mich. Bell Telephone Co., Kal.	19.80
Fairmont Hospital, Kalamazoo	5.00
DeYoung Coffee Co., Kalamazoo	2.00
Standard Brands, Inc., Kal.	2.00
Kalamazoo Ice & Fuel Co., Kal.	1.00
Mr. Charles W. Behrens, Kal.	10.15

#### Can Artificial Shortage Produce Prosperity?

If scarcity of a given commodity, for whatever reason, will drive up its price then we are seeing the old law of supply and demand being manipulated to serve a good purpose. The administration at Washington has adopted one simple philosophy—the artificial making of shortages to raise prices.

When part of a planter's field of cotton is ploughed in, shortage is artificially made and the planter will get for the rest of his cotton as much and more than he would have received for the entire field. If the national acreage of wheat is reduced by a leasing process, the result is a national shortage and the inevitable answer to that is higher prices. If in the field of labor 20 per cent of the hours of work are ploughed into leisure, then the answer is expected to be higher prices (in wages) for all workers, everywhere.

This action, as startling as it is revolutionary, is an attempt to control the law of supply and demand by both business and governmental planning, co-ordinated to that end. Then the hope is that unemployment, as a problem, will be solved and that the real purchasing power of the mass will consume all of the goods of industry, the products of agriculture and the mines and bring about the greatest experiment of all—balanced civilization.

In a nutshell, we have given you the modern economic theory now prevailing in America. Obviously the old system could not have continued for the machine had outrun the financial capacity and the consumption-capacity of our people. The individualistic system had got itself into such a mess through plunging millions into distress in a land of plenty, that it must now put through modifications and restrictions unprecedented in history. Emphasis from now on is on increased income for the people if the increased price for everything is to be accepted nationally.

The Government, in planning to spend three or four billion dollars in

public works, uses that instrument of wage-making as a self-starter to industry moving down the road of progress. The Government proposed to spend this staggering amount of money in "regenerative projects." There's a new term of marvelous meaning. It works this way. The Government gives funds to a community to build a sewer system. The initial project may necessitate three million dollars; but only the primary sewer system is built. It is then necessary to connect the system up with the homes of individual property owners, etc., etc. That will probably necessitate an expenditure of six million dollars more—all good work leading to wage envelopes for workers, plus materials and additional equipment.

So, if Washington spends judiciously three billion dollars, it will mean from six to ten billion dollars to complete the undertaking. When all is finished, a nation's real worth is advanced that amount and incidentally it has served to speed up the process of recovery.

President Roosevelt has a favorite football simile—"The quarterback is still calling signals." So, in these mid-Summer months, every huddle of heads in Washington is endeavoring to find the best line of play for not only next Fall and Winter but for the duration of the National Industrial Recovery Act. Business is discovering from these signals that its first responsibility now is the wage and hours of workers. That set of signals is the basis of the unemployment drive.

Business has, up to this point, neglected the study and promotion of its own worker welfare. Now it is forced to study that angle first, for a set of rules has been laid down, establishing a new code of human relations to bring about a social force that will give employment to every individual willing to work, providing he will share his earnings through using the full force of his purchasing power. America has real evidence that the public purchasing power will move commodities next Fall and Winter for the mass worker spends everything.

There is actually an immense shortage of all sorts of things, not only consumption of goods bought in retail stores but in capital goods, in home building and renovation of things that time deteriorates. Washington is somewhat fearful that prices will be stepped up so that the public cannot really buy in great volume but that is mainly a theoretical fear. Every merchant must try to get more, for new goods will cost him more in replacement. But this we know—the merchant cannot eat his shoes nor hold them until they become perishable. He must move his goods at the price the public will pay. Create purchasing power, above all else—the merchant will not lose—if he truly serves.—Boot and Shoe Recorder.

#### Questions of Interest To Grocers

Question: In what form is most ice cream sold?

Answer: An analysis of ice cream sales in 1930 showed that 82.8 per cent. was in bulk, 13.59 per cent. in package form, 2.08 per cent. in specialties, and 1.53 per cent. in ice cream bars.

Question: What is the difference between mayonnaise and salad dressing?

Answer: The Government requires a certain formula of pure eggs and oil for a product branded as mayonnaise; salad dressings have no such restrictions and can be made with starch and other ingredients. Mayonnaise is salad dressing, but only one kind of salad dressing is mayonnaise.

Question: Are bees ever sold in packages?

Answer: Bees are "grown" by special producers and sold in packages to beekeepers. One package usually has enough bees in it to fill a hive with a swarm after eight or nine weeks. It saves the expense of carrying the bees through the winter.

Question: What is "Maine" or "Cream-Styled" canned corn?

Answer: When the grains of corn for canning are crushed to a creamy consistency they are known as "Maine" or "Cream-Styled."

Question: How can we "dress up" the bakery goods display?

Answer: Display unwrapped baked goods under glass. Place pies, cookies, cup cakes, etc., in groups on white or colored doilies on green or amber colored plates or platters. Use color contrast in the display—white cakes alternating with chocolate cakes, etc. Place neat price cards on every display. Don't crowd the display—give each group plenty of room.

Question: How many deliveries per hour should a grocery truck driver make?

Answer: Many service delivery trucks are making a minimum of twenty deliveries per hour within a radius of five miles and allowing one-half mile between stops. The secret of efficient delivery service is organization so as to keep the truck rolling all the time.

Question: What will remove spots and stains from linoleum?

Answer: Most spots can be removed from linoleum with soap and water. Sometimes it is necessary to use a mild abrasive like No. ½ pumice or a soft cleaning powder. Benzine or naphtha will remove grease, chewing gum and shoe polish and similar stains.

Question: What kind of sugar is "Brown" sugar?

Answer: Brown sugar is sugar so processed that it contains some of the molasses originally contained in the raw sugar. The larger amount of molasses it contains, the darker its color. Brown sugar belongs to what are known as "soft" sugars. It is the darkest of the three grades of soft sugars usually sold in the stores, the other two grades being known as "yellow" and "light yellow."

Question: What kind of vinegar is the one known as Tarragon vinegar?

Answer: This is vinegar that has been flavored with tarragon, an evergreen aromatic herb.

Question: What kind of cherry is the Royal Anne cherry?

Answer: A white cherry with a red cheek. The red part turns brown when the cherry is cooked.—Kentucky Grocer.

It would be better to abandon our over-rapid development of the intellect and to aim rather at training the heart and the affections.—Victor Hugo.



## 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.

### Are Grocery Margins to be Permanently Narrowed?

Speaking at Atlantic City, A. A. Cellar, of Seaman Brothers, said that "the worst cutters of prices to-day are not chain grocers, but individuals." I have before me a circular, 14 by 21 inches, issued by a grocer who emphasizes that his is a home-owned store, kept by himself, and that he is sole owner, which, taken by itself, should seem to substantiate what Mr. Cellar said.

I am at liberty to identify the store and there is no reason why I should not do that; except that I prefer to comment freely hereon without seeming to direct the slightest adverse criticism on the advertiser. My thought is to direct attention to something perhaps more significant than the mere "price-cutting" which of late has evoked much adverse comment, a lot of which seems to me not to have had behind it any great amount of study or reflection.

For is it not likely to be revealed in the near future that grocery margins are due for drastic curtailment? From every region we hear of average margins of 15, 10, even less than 10 per cent. Formerly such reports came from the "East," meaning, say, Kansas City and East thereof. Now they come from everywhere—as frequently from Pacific Coast points as from older regions. The frontier is definitely in the past.

This circular lists about 173 articles. Most of them are standard, well known in the merchant's territory. A few are house brands, not so universally known, but probably familiar enough in his home town. All the articles are pretty staple, free movers, without effort other than the manufacturers' advertising, consequently pre-sold.

The sales plan is called "1-2-3 plus." Items are listed at exact laid-in cost per unit and it is explained: "All items which cost us up to 25c per unit, add 1c to same; all items that cost us up to 50c per unit, add 2c to same; all items that cost us up to \$1 per unit, add 3c to same."

Here, then, is a minimum provision for 4 per cent. on cost at 25c to 50c and 3 per cent. on cost of \$1. A whimsical touch is the insertion of an affidavit by the merchant thus: "I, John Doe, being duly sworn, on oath depose and state that all and singular the allegations in the above foregoing advertisement are true," attested by a notary.

This, I take it, is good advertising from the angle that it is good psychology to take our customers openly into our confidence and show them the wheels revolving in our business, so there is no question that what they see is actuality. This is also novel and therefore attractive. I am not sure that the plan will not wear even if customers discover—as they can, it seems to me—that there is really nothing

very startling about the offers. For really, such prices and margins have obtained widely of late.

One cent added for expense and profit seems modest; but on a cost of 6½c this shows margin of 13 per cent. plus. On 7½ cent cost, it brings in 11.7 per cent., and on cost of 10c it shows just short of 10 per cent.

When it comes to canned coffees, extracts, spices and other things common to grocery stores in that vicinity, we get 4 to 6⅓ per cent., which margins are neither higher nor lower than what other grocers in the neighborhood have been realizing. Of course, if this has not been true in the town itself, such figures will startle by novelty and probably stir up considerable trade.

But, as I hint above, the significance of such offerings strikes deeper than any one merchant's advertising in that it brings home to all of us the plain fact that grocer margins are narrowing. This is what merchants need to consider with exceeding thoughtfulness: That expenses anywhere which are higher than about 13 per cent. need diligent watching and drastic reduction.

To go more deeply into general conditions which flash the red light now, let us recall that the Census of Distribution of 1930 showed that virtually 20 per cent. of merchants in all lines did 80 per cent. of the business, and there was something more arresting than those fairly familiar figures. That was this:

That 50 per cent. of all retail merchants did only 8½ per cent. of the business. Half of them did 9½ per cent. of the business. In face of such facts, we see how and why in a given time 218,000 new businesses were started and 220,000 failed to make the grade.

These facts are serious enough to cause any man to consider carefully what he does. I shall have to say more on this more seriously in my next, because a touch of near-chicanery enters the next circular of this grocer, showing how dangerous it is to be carried away by enthusiasm into playing with important factors. For the facts I set forth above show beyond question that there can be no scheme—NIRA or other—that can provide shelter for all the retailers now in business. Only the fittest can survive.

So this plan of emphasizing the obvious will be beneficial if carefully restrained. All statements must be scanned with care that the truth be nowhere strained. Then increase of business will beget no backfire.

For with only 137 items on this special list, there are probably all of 1500 other items, maybe more, in this store. If the grocer is wise, he will have right prices on those. That means normal margins correctly computed, economically justifiable. If that be done, there will be plenty of room for nice profits in this store.

I speak thus plainly because, as I shall show in my next, this grocer does slop over into doubtful ground in a later circular; and he should retreat from that immediately for his own sake.

Editor Buckley, in his legal articles, has just related how a concern which operated many trucks which were protected by insurance got careless about accidents. It felt the insurance company could worry until one day its protection was cancelled and it found that no company would underwrite it.

It got things adjusted with great trouble and with payment of much higher premiums. Then it took a new tack. Calling its drivers together it told them plainly that hereafter when an accident occurred, its attorneys would investigate as carefully as ever; but then if it was found that the driver was to blame, he'd pay all costs out of his salary. If the driver were blameless, of course the insurance company would pay.

Accidents were immediately reduced by 70 per cent.

This brings up the question of allocating responsibility to employees. It's the greatest plan there is. I worked it more than twenty years ago. Every one we hired had certain rules laid down in advance. He would pay for lost crates; for any collections he failed to make on C.O.D.'s; for any breakage to anything in or about the shop. Losses of that kind would be figured at cost, but cost he must pay.

We experienced astonishing and most grateful relief immediately this was made effective; and not a man or woman ever said we were unfair. And the plan can and should be carried logically through the work. Shove responsibility on the boys for window dressing and other things. Astonishing how that brightens them up, makes

them useful and holds their interest. Paul Findlay.

### Tit For Tat

The owner of a grocery store catering to the better class went to his banker and this conversation was eaves-dropped.

"I'd like to borrow \$1,000," said the grocer, "and I don't want to put up any collateral and I don't want to pay any interest!"

"Why, man!" said the banker, "you must be crazy. You can't do business that way!"

"Just what I thought!" snapped the grocer, handing the banker his own grocery bill for \$600.

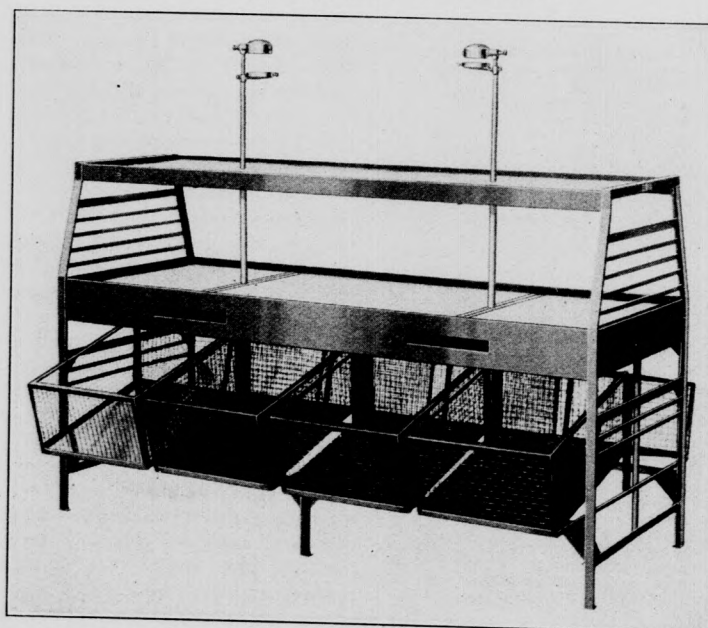
### Experiment With Tins for Beer

Reports that manufacturers are experimenting with a tin container for use instead of bottles in retailing beer has caused concern in the glass industry. A nationally known brewery is co-operating with a producer of tin containers in research work on the problem. If tins prove practical, the brewery plans to market beer in pint, quart and even larger size tins. The cans would be filled at the brewery as bottles are now, but there would be no returns. The main advantage of the new packaging will be the elimination of deposits. The principal disadvantage, once the tins are perfected, will be the difficulty of educating consumers to accept beer in tins rather than bottles, it is felt.

Codes call for complete co-operation all along the line.

## BOOST SALES 100%!

Cuts Spoilage To A Fraction!



### STREAM LINED!

That's why this misting table doubles sales! shiny metals to dull bright colors of vegetables. Shoppers see only MERCHANDISE, tempting, full visioned, selling itself!

### SCIENTIFIC!

That's why vegetables stay garden-fresh, salable days longer! Famous VAPOR SPRAY heads, Ventilators and Humidifying Tank keep tops, middle and underparts of produce healthy and crisp. Stops underneath decay!

### MONEY MAKING! MONEY SAVING!

New profits er sales and by selling ALL your vegetables! — Two models, 64 or 48 inches long. Get full information. Write —

F. O. Bulman Mfg. Co., Inc., Grand Rapids, Mich.



## MEAT DEALER

### Doctors Flood Mails Asking for Meat Charts

Chicago, Ill. Already in use in more than 8,000 high schools and universities, praised by educational leaders and nutrition authorities, the new food value charts of the National Live Stock and Meat Board, which reveal meat as a valuable source of the essential food elements, are now in demand by the medical profession over a wide area.

Within the past few days the Board's incoming mail has brought requests for these charts from physicians as well as nurses, hospital superintendents and dietitians representing every state in the Union and several foreign countries.

That the popularity of these charts is no longer simply nation-wide but international in scope is shown by the fact that among the requests are a number from South America, Mexico, Hawaii, Porto Rico, and Canada.

This unprecedented interest in the subject of meat is in contrast to the ideas prevalent before research had demonstrated the true value of this food in relation to health. Meat has come into its own.

It is stated that no other single publication of the Board has met with more spontaneous approval. Presenting the food value of average helpings of meat and other common foods in terms of protein, phosphorus, iron and copper, vitamins, energy value and calcium, the charts are an innovation in their field. Up-to-the-minute scientific facts on a subject of widespread interest are presented in a popular and comprehensive form. The charts bear the seal of approval of the American Medical Association.

Expressions of appreciation of the practical value of the charts are coming to the Board from many sources. Health commissioners in more than a score of states are including these charts in the educational literature going out from their offices. The supervisor of home economics and nutrition in a leading middle western city is using the charts in a course of food lessons for parents. The director of a health center in a Pacific Coast city acclaims the charts as of special value in connection with her activities along community hygiene and health lines. One of the leading mercantile establishments of the nation is reproducing the charts in a new publication devoted to meat. Retail meat dealers in various towns and cities are enlightening their customers as to the food value of meat through display of these charts in their markets.

The new charts are dispelling old illusions concerning the use of meat in the diet and are replacing erroneous ideas with positive facts. They show meat leading other common foods in protein, in iron, in phosphorus, in energy value and reveal it as a good source of some of the essential vitamins.

Receiving as they have the enthusiastic approval of educational institutions everywhere, their value recognized by the nation's leading authorities in the field of medicine, the new

charts are attaining widespread recognition, and are thus bringing to thousands a better knowledge of meat—the finished product of a great industry.

### How to Prepare Vegetables to Conserve Food Value

Americans are more "vegetable-conscious" than they used to be, and there are very good reasons why. Science, almost within our time, has discovered the importance of the balanced diet. It has also discovered vitamins. Then we learned that most vegetables are rich in vitamins, which with their store of mineral salts makes them doubly important as "protective" foods. Vegetables and fruits play an important part in stimulating appetite and growth, and strengthening resistance to disease.

Without appetite appeal the most nutritious food would scarcely be popular. But vegetables are of many flavors, many textures, many colors, many culinary possibilities. The gospel of the balanced diet, carried far and wide in the interest of good health, has given emphasis to the products of the garden, until even the baby now has his tomato juice, and all the family eat their greens.

The increasing use of vegetables (commercial shipments of spinach have about trebled in 13 years) brings new importance to the methods of growing, handling, selecting, and preparing the vegetables for the table. It is possible, by carelessness or ignorance of methods, to lose much or all of the precious vitamins for which fresh vegetables are so highly prized. The best flavor, too, may be lost or spoiled in the cooking, and thus some excellent and useful food may come to be neglected.

The greatest loss of nutritive value occurs when vegetables are boiled. This is because some of the materials dissolve out into the cooking liquid, and chemical changes take place. For example, sugars, some of the proteins, to some extent the starch, the water-soluble vitamins, and many mineral salts, such as iron, phosphorus, and calcium, may cook out in the water. This is especially likely to happen if a large amount of water is used, if the vegetable is cut into small pieces, and if the cooking time is prolonged. If this liquid, or "pot liquor" as it is often called, is served with the vegetable or is used in making soups or sauces, there is no appreciable loss of food value. Unfortunately vegetable juices are often drained away, or it is not always feasible to use them; so it is well to choose methods that require little water or none at all or to prepare the vegetables in milk that is sure to be served with them.

Chemical changes that occur in cooking are affected by the presence of oxygen and by the temperature and the length of time of cooking. The loss of vitamin C, except in such acid foods as tomatoes, is especially large. Experimental work shows that short cooking at the boiling point or just below is less destructive of vitamin C than is longer cooking or cooking at a higher temperature. Short, quick cooking in an open utensil seems to cause

the fewest chemical changes in vegetables.

Other methods of cooking cause less destruction of nutritive values than does boiling. Baking in the skin, or in a covered baking dish which forms a substitute for the skin, is considered the best method of all for vegetables that can be so cooked, and steaming is next, according to the specialists. Panning also conserves the food values.

The Bureau of Home Economics of the United States Department of Agriculture has published directions for "conserving food value, flavor, and attractiveness in cooking vegetables," in the form of a Department Circular (No. 265). These directions include a time-table for cooking most of the common vegetables, based upon tests in the bureau's laboratories. This circular is on sale by the Superintendent of Documents, Government Printing Office, Washington, D. C. The price is 5 cents a copy.

Rosemary Loughlin.

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### Chain Store Taxes Piling Up

The National Chain Store Association reports that the legislative session of 1933 has proven illfated indeed for chain stores. Since the turn of the new year 170 bills have been considered by forty-four Legislatures singling multiunit systems out for special taxes which are manifestly punitive in intent. Eight of these bills were finally enacted into law. In addition to the eight new laws heretofore mentioned, three old laws classifying chain stores for special taxation were amended and their tax schedules substantially increased. The remaining five special chain store tax laws enacted prior to January, 1933, are still existent on the statute books of the respective States—unchanged. These sixteen laws will cost companies operating stores in the affected States \$5,000,000 in 1933—or \$155 per unit.

## Rademaker-Dooge Grocer Co.

### Distributors of

PETER PAN COUNTRY GENTLEMAN CORN  
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

KEEP SUPPLIED WITH . . . .

# LILY WHITE FLOUR

"The flour the best cooks use"

## VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

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

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



A complete line of canned vegetables and fruits



## 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.

### Some Things a Live Secretary Can Suggest

Lansing, Aug. 7.—The sales manual, sent every association member in July, is a Selling Service of practical use in developing salesmanship in hardware stores. The shopping survey made by your association last February indicated clearly that hardware salesmen did not know enough about the goods they sold and did not present effectively the knowledge they had. Not all our competition comes from the outside—a great part of it is right within the four walls of our business.

The sales manual presents, in condensed form, the selling points of most merchandise carried in hardware stores. Study this book carefully—read the description of some article you believe you are thoroughly familiar with and see how the added knowledge will improve your selling.

Then—turn to the post cards in the back of the manual and enter on the top card the additional lines on which you desire selling information. Supplement to the manual will be issued later. The sales manual is for use—your use—use it.

The July Michigan Merchandiser explained the sales tax and method used in passing on the tax. Each member was mailed, the day after publication, a copy of the preliminary regulations; rate schedule used in charging the tax and a sign, calling customers' attention to the tax, to be placed on or near the cash register.

At the session of the legislature July 17-18, a special resolution was passed excluding from the act the sale of anything used in manufacture, production, processing or preparing for delivery tangible, personal property and that production should include agricultural production.

The State Tax Board, apparently of the belief that the resolution could not change the original meaning as expressed in the act, is giving no effect to that resolution, hence sales to manufacturers, except for goods forming a component part of the article produced, will continue to carry the tax; and no exceptions are made on sales to farmers than to any other class.

Supplementary regulations, affecting the Sales Tax, were issued July 20. Not sufficient copies could be secured to send to each member, but a supply is available from this office, as long as they last, to those who request one. The most important rulings (some condensed) are as follows:

No. 1. Seller must determine whether the sale is for use or for resale. All sellers of tangible personal property to consumers must determine, when sales are made, whether the buyer purchases such goods for use or for resale. The Board will not attempt to prescribe the method used to accomplish this object. Where practical, the seller should secure from the buyer a certificate, or other evidence, to the effect that the goods are purchased for resale, in order that he will not be liable for the tax from the sale of such goods.

No. 3. Definitions of sale at retail, and sale for resale. In general, the tax is imposed upon all persons engaged in the business of selling tangible personal property to the consumer for use. It covers receipts from a sale which constitutes the last actual transaction prior to ultimate use or consumption; that is, the transactions by the last person in the chain prior to actual use or consumption.

No. 5. Consumers. A sale is considered made to a consumer when it is made to a person who does not purchase the goods for re-sale either in the form or condition in which purchased or made over or changed into or included in some form of tangible personal property, the receipts from that sale are taxable. To illustrate, the tax applies to receipts from a sale of building materials to a contractor who builds a house and then sells the same as real estate, since real estate is not tangible personal property.

No. 9. Sales to Governmental institutions. Receipts from sales to the State of Michigan, counties, municipalities, townships, school districts, drain districts, harbor districts, or other subdivisions of the State or any of the institutions belonging to the State, county, municipality, township, school district, drain district, harbor district, or other political subdivision are not taxable.

No. 10. Receipts from installation of tangible personal property sold to consumers. Where tangible personal property is sold to a consumer for use and the property so sold is installed by the seller, the gross receipts of the seller on account of the charge made to the purchaser for the installation of the property shall be taxable, unless prior to July 1, 1933, it was a trade usage and practice to make separate charges for tangible personal property sold and the services of installation of such property. For example, if radio and linoleums had, prior to the effective date of the Sales Tax, been customarily sold at the prices including their installation or laying, the total cash receipts of the vendor resulting from such transactions are subject to the tax. If these articles, on the other hand, had customarily been sold with a distinct and separate charge for installation or laying, then only the gross receipts of the vendor on account of the property sold are subject to tax. An attempt to establish a new trade rule or practice will be considered by the State Board of Tax Administration as a subterfuge and a direct attempt to evade taxation and a violation of the Act.

No. 16. Consideration of sale. In the case of sales in which the consideration is partly money and partly something else, the sale price shall be the full consideration.

No. 17. Finance or interest charges. If interest or finance charges are set up separately and itemized by the seller on his books and on the bill rendered the customer, the seller shall be liable for the tax only on the part which represents the selling price.

No. 22. Materials going into construction of a building. The tax applies to the sale of building materials to a contractor who may later sell the building as real estate. The tax applies to sales to contractors, electricians, plumbers, etc., of articles incorporated in real estate. If charges are made for material installed separately from the charge for installation, the seller is liable for the tax only on the tangible personal property sold, but any established trade practice cannot be changed for the purpose of avoiding a tax.

No. 41. Must not tax on separate articles. If a merchant sells numerous articles to one purchaser, a tax may be collected upon the total purchase price of the articles. In no event may there be a tax collected upon each individual article.

Note this. With this issue are instructions for making the July return, the form to be used and the license blank required of each dealer. The return should reach the State Board of Tax Administration on or before the 15th of August.

The National Industrial Recovery act. "Must we go on in many groping, disorganized, separate units to defeat, or shall we move as one great team to victory?" Thus President Roosevelt closes his first appeal to the

American Public to support the Industrial Recovery act.

The National Association formulated a code and presented it to the boards of all the state associations for comment and criticism. Acting on the advice from the states, the National Association presented its code to the administration, asking for a 54 hour week, with minimum wages from \$12 in small towns to \$18 in cities over a million. These hours proved unacceptable to the administration, making necessary a re-draft of the code. That re-draft provides for a 40 hour week, which is apparently the maximum that will be acceptable to the Government. The minimum in pay in large towns in the re-draft was dropped from \$18 to \$14.

Besides clauses as to wages and hours, the proposed code covers various phases of unfair competition relative to claims of underselling and misrepresentation of merchandise so freely indulged in by competition.

Hardware association representatives were in Washington for another conference with the Government, on July 26. Definite information on the result of the conference should be available very shortly.

In the meantime the Government's plea for a blanket code is being carried out over the entire country. As we understand it, those who subscribe to that blanket code will operate under its regulation until the code for their industry is approved by the Government.

The blanket code provides a 40-hour week for salesmen (except outside salesmen) and office workers. The minimum wages are as follows:

In towns of 500,000 or more population, \$15 per week; in towns of 250,000 to 500,000 population, \$14.50 per week; in towns of 2,500 to 250,000 population, \$14 per week; in towns of 2,500 and less a 20 per cent. increase in wages is to be given in all classes where wages are under \$12 per week (unless such 20 per cent. brings wages above \$12 per week. For example, if present wage is \$11, the wage should be raised to \$12).

Members will be notified, as soon as specific information is available, of the provisions of the hardware code.

The Irwin-NRHA suit decided. Members will be interested in learning that the United States Circuit Court has dismissed, for want of equity, the bill of complaint made by the Irwin Augur Bit Co. vs. the National Retail Hardware Association. The Irwin Augur Bit Co. has given notice of its intention to appeal to the United States Circuit Court of Appeals.

Only half the hardware stores and two-thirds of the chain stores gave "quick" service. Naturally, it is not always possible to immediately wait on every customer—the salesman may be busy with someone else. But customers object, and rightly so, that they are frequently not recognized. No one likes being ignored. If the customer cannot be served at once, train yourself and your clerks to greet the waiting customers and tell them they will be

waited on just as soon as possible—then make an honest effort to do so.

Casual, indifferent service drives trade away. Swift, pleasant, intelligent service holds business against any and all competitors. Work on this point—check yourself and your employees. Next month, see what happened when "Sales Talks" by clerks is analyzed.

The practice of many large manufacturing organizations in selling merchandise to employees at cost or near cost has always been a trade evil detrimental to the retailer. In the past year this practice has been growing. Hardware, paint and electrical appliances seem to be the lines mostly affected. One factory sold thirty-nine radios in one week to employees. In a small city more than 100 electrical refrigerators in one season were delivered to employees. Roofing, pipe fittings, ladders, screen cloth, paint, even aspirin, and hundreds of other items are sold. Local dealers find the matter difficult to control, as they fear retaliation on the part of factory management or employees. On the other hand, some factory managements, earnestly desirous of curbing the practice, find it difficult to do so, as they feel they must offer their employees the same opportunity as other managements. In fact, employees are known to petition the management for extension of the practice.

The Association will appreciate information from dealers as to the volume and extent of such sales in their localities, that the subject may be given further study and some plan worked out to relieve the present situation.

Harold W. Bervig,  
Sec'y Michigan Retail Hdwe. Ass'n.

### Sectional Meeting of Hardware Dealers

Lansing, Aug. 7.—A sectional meeting of hardware dealers is called for 8 p. m. Friday, August 11, in Grand Rapids, at Hotel Rowe, to discuss the retail hardware code which has been approved by the Government as to minimum wages and maximum hours of employment.

A prominent speaker will outline the recovery code and its objectives. This will be followed by a discussion of the code, as adopted; also proposed additions to, and amplifications of, the code.

Hugo Kutsche of Kutsche's Hardware Co., will be chairman of the meeting.

Any publicity you can give the meeting will be appreciated.

Harold W. Bervig, Sec'y.

An Iowa furniture moving company has suited its service to the times by offering prospective customers a "move yourself" plan. A family wishing to move can rent a trailer van, equipped with pads, for 50 cents an hour, plus a flat \$3 charge for hauling the trailer to the new home. Average moving cost under this plan is said to be \$5 to \$5.50.

## ASSOCIATED TRUCK LINES, INC

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

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## 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.**

### China Base Lamps Gain in Favor

Reports from salesmen now on the road for lamp manufacturers indicate that the coming Fall season will witness an exceptionally heavy demand for china base lamps in the medium and better price ranges. Orders placed by retailers so far indicated a decided preference for the china lamps, and that style constitutes fully 40 per cent. of current orders. Modernistic types are second in demand in the better price ranges. The pottery lamps, popular in the previous Fall season, are still selling in good volume in the lower price ranges. Types with silk and rayon shades are outstanding in the current buying.

### Ski Suit Demand Shows Spurt

Despite the high temperatures which prevailed, orders placed last month for ski and snow suits for Fall delivery showed a notably heavy gain over the same period a year ago. One firm, for example reports a volume six times that of last July, with orders coming in this month at about the same rate. Practical ski suits are favored, with emphasis placed on the double-breasted jacket type of heavy wool fleece. Use is also being made of rubber-woven materials to insure elasticity in the garments. Riding-habit sales are increasing, with the new high-back breeches gaining in popularity.

### Upholstery Prices Due to Rise

Major lines of furniture upholstery fabrics were withdrawn from the market last week because of the continuing uncertainty regarding prices. Producers of covering cloths have put sharp price increases into effect over the last six weeks, but heavy buying and continued rises in raw materials costs have made even the recent sharp rises of 10 to 20 per cent insufficient, they hold. The call for upholstery fabrics remains active, with mills finding it difficult to keep up with contracts already written. Many of the mills are booked to capacity to the end of September.

### To Register Jacquard Designs

Jacquard designs are now being accepted for registration by the textile design registration bureau, according to announcement made by the Silk Association of America. The recent popularity of woven designs, it was stated, has called forth a widespread demand that these designs receive the same protection as printed patterns. The jacquard effects submitted will be checked against special jacquard files and also against the regular print files. The registration is expected to eliminate duplication of these designs.

### Urge Set Price Ranges on Dresses

The belief that the \$5.95 retail price line in dresses should be retained as long as possible was expressed last week at a meeting of basement mer-

chandise executives at the Hotel Pennsylvania. While recognizing that increased costs may force an advance in the price of some dresses from \$3.75 to \$4.75, thus involving a rise at retail from \$5.95 to about \$7.75, the basement executives felt that a wide variety of quotations between these two wholesale points was inadvisable. Such pricing, it was said, will make buying notably difficult and will prevent fair comparisons between offerings.

### Sweater Differentials Vary

A sharp disparity in the amount of surcharge for added labor expense on sweaters between various manufacturing regions was revealed last week, when one of the up-State mills advised customers of a price differential of \$1.10 on men's 100 per cent. worsted sport coats. The surcharge on the 25 and 50 per cent. worsteds is \$1.50. These differentials became effective last week. Recently the Philadelphia mills decided on surcharges of approximately \$3.50 to cover extra labor expense on similar goods.

### Dinner Sets in Demand at Show

Buyers of popular price dinner ware placed a large volume of orders last week at the china and glassware show in progress at the Hotel New Yorker. The buyers wanted goods to retail up to \$18. The orders placed were for immediate delivery and the merchandise will be featured in special promotions scheduled for next month. There was a fair amount of activity also on imported stemware. Importers, selling principally from stocks held in this country, moved a large quantity of cut-crystal stemware in the higher price ranges.

### Cotton Rag Rug Exemption Up

A question as to whether rugs manufactured from cotton rags are subject to the processing tax which went into effect last week has been raised by importers. The importers referred to an order sent out by the Secretary of Agriculture last Friday in which he listed "rags and other waste" as among the cotton products which would be exempt from the new tax. Importers of the rag rugs consider the possibility of exemption so important that they have wired Washington authorities to confirm the ruling.

### More Blanket Prices Raised

Several leading blanket producers announce higher prices in line with the new market, based on operations under the National Industrial Recovery act. The Nashua Manufacturing Co. increased prices on its part wool blankets, containing not less than 5 per cent. wool, on china cottons and on staple plaid and plain cottons. Deliveries from Aug. 15 to Sept. 15 are subject to revision to accord with mill operations. Higher list prices in line with the market were also issued on the Golden Fleece jacquard blankets, for September and October deliveries.

### Lull in Woolen Cloth Markets

With clothing manufacturers fairly well covered for the time being on woolen and worsted requirements, demand for fabrics has dropped off

sharply and the market is undergoing a quiet spell. Mills are now in a position to catch up on deliveries and are working full time. Prices on many cloths have almost doubled since the low point early in the year. For instance, a cloth which opened around 95 cents a yard is now quoted at \$1.50 and similar advances have been made on many other styles.

### Electrical Goods Buying Off

Buying of the smaller types of electrical household appliances declined recently throughout the wholesale market. Although producers are busy filling orders placed before the price rises went into effect July 1, they admit that they have not booked a normal business since that time. As a result, the trade is looking forward to the opening of new lines scheduled for the coming week and is expecting that Fall orders will be booked at that time.

So far prices have advanced further than payrolls.

### Ban on German Goods Continues

Although public agitation against German-made merchandise has subsided considerably in recent weeks, the boycott on such goods is more effective now than it was a month or six weeks ago. Retailers in some cases have stopped buying German goods entirely, while others are restricting purchases to the smallest possible minimum. In one store buyers decline even to view German products. Reports that some of the merchandise sent here from Germany has been marked so that the country of origin can be erased were current last week and have prompted customs officials to use special vigilance.

### Their Usual Occupation

**Stockholder:** You certainly have a nice looking bunch of stenographers. Where do you find them?

**Stock Broker:** I usually find them in the corner arranging their hair and powdering their noses.

## MICHIGAN BELL TELEPHONE CO.



### "LET'S HAVE OUR TELEPHONE PUT BACK IN"

"I've got it all figured out, Ed. We can afford a telephone again. Shall I order it tomorrow?"

"Sure, go ahead. The office manager asked me today how he could reach me in the evening. The way things are going, I think it's all right."

\* \* \*

A telephone will serve you in many ways daily. And in case of emergency, you can summon aid instantly, if you have a telephone. Order a telephone today from the Telephone Business Office. Installation will be made promptly.





## HOTEL DEPARTMENT

### Railroads Insist on Bankrupting Their Own Lines

Muskegon, Aug. 7—Secretary Preston D. Norton, manager of Hotel Norton, Detroit, has sent out a bulletin to the members of the Michigan Hotel Association, calling attention to the fact that leading spirits of the American Hotel Association are now in Washington, attending a conference which purposes to adjust the affairs of hoteliers to conform to the government regulations of industries, which is a matter which every operator is vitally interested in. The Michigan organization members will be taken care of in this round up, but it behooves such as do not already belong to the state organization to qualify at once by sending in their applications for membership to Mr. Norton. It will be a matter of economy on their part.

I notice the Interstate Commerce Commission announces that, after a careful investigation, they have reached the conclusion that railroad passenger fares are not excessive. The traveling public, however, have reached a contrary conclusion and as a consequence the passenger coaches being hauled across the country are absolutely devoid of occupants. It is beyond human conception to understand why—after all these years of absolutely inane rail management—railroad authorities will sit coolly by and allow the cream of their business to slip away from them, to be taken on by the busses and private conveyances, when all the public really demanded was a restoration of pre-war passenger fares, based on two cents per mile. It is probably too late now to rectify the error, for the reason they have antagonized the public so grossly that the public will not patronize them under any consideration. A fair example is shown by rail transportation companies, at a time when traffic to and from Chicago, on the occasion of the Century of Progress anniversary is heavy, they are absolutely doing no business whatsoever, while busses and motorists are congesting the public highways with traffic, just because the rail magnates could not rise to the emergency and offer a reasonable rate with a satisfactory limit on return tickets. While I am on the subject I would like to offer a word of caution to the heads of the bus organizations who are rapidly falling into the ways of the rail men. In California the almost universally accepted rates in force on bus lines are approximately one and one-half cents per mile. The busses are running full up and on the principal thoroughfares are doubling and tripling their service. Most people are more than satisfied and the railroad commission is taking the position that they are performing a valuable public service on the public highways. This condition prevails almost universally in all sections West of Chicago. The California contingent, however, were privileged to charge two cents per mile, but decided the lower rate was more practical. I have noticed here in Michigan there is no standard rate for this class of transportation. For instance, you can procure passage from Grand Rapids to Chicago for \$2.50, but to Traverse City—a lesser distance—the rate is \$5.50, which is considerably more than is exacted by the soulless rail corporation. As a matter of course, the busses are running passengerless and private vehicles are supplying this service at rates about one-half that charged by the bus lines. This is only one instance. The other day I had occasion to make a trip into an interior town, 90 miles away. The fare for the first 45 miles was an even dollar; for the remainder of the trip, \$1.80, or about four cents per mile. To be sure in the final stage of the trip I had the coach all to myself and discovered, when I had reached my journey's end that if I had done a little "shop-

ping" I would have been enabled to save one-half of this cost. I am not worrying about my future in Michigan, but it does seem to me that in a state which a few years ago boasted the most comprehensive trolley system in the country—now relegated to oblivion through mismanagement—some of those who are investors in newer methods of transportation might heed the warning and readjust their affairs. Necessarily the public utility commission will do it for them later on if they fail to interpret the hand-writing on the wall.

In my recentest offering I made brief mention of the fact that I had a most satisfactory visit with Charley Renner, keeper of the palatial Hotel Whitcomb, St. Joseph, and if I discovered anything unusual about the place would make mention of it later on. Well, I discovered the unusual features in the landlord himself, who has been operating hotels everywhere in the nation for thirty or forty years, and is still an original genius, whose very next move is bound to prove an enigma for his friends. Hotel Whitcomb is the result of all these years of operation, and Charley is certainly well placed. He is at the gateway of all of Michigan's natural attractions and this particular gate only swings one way—in. You cannot escape his vigilance even if you sneak into his domain. He is the very essence of Greeterism and he never overdoes this function. He just satisfies you he wants you to be with him and then proceeds to make you happy by being good to you, without overplaying the part of host. I wish there were a million like him in the same line of business and we would all forget the definition of the word "depression." This was my first visit to the new establishment. I used to spend some time visiting that prince of bonifaces, Tupper Townsend, now gone to his reward, but this "Crazy Dutchman," as the Fred Harvey gang used to call him, fills the aching void with the very same patrons. Mrs. Renner, a dear soul who has raised a family of four and placed them in service where they have demonstrated they are worth while, is my special delight and does the honors of the Renner family delightfully. There is "Bill," the older son, now at the night desk at the Park-American, Kalamazoo; Lennie and Freda, interesting daughters, in executive service at the Whitcomb, and lastly Albert, the youngest of the brood, who daily demonstrates that "every little movement has a meaning of its own." And not forgetting clever, petite Sophie Hoerth, a niece, in charge of the dining service, known to everyone who has enjoyed Renner hospitality for some years past. Now, I can never say it all so will conclude by printing for the benefit of my menu fans something which was offered when I was there:

Tomato Juice	Cold Consomme
Puree of Potatoes, Jackson	Consomme in Cup
Cold Salmon with Mayonnaise	Cold Whitefish Vinaigrette
Poached Eggs, Mornay	Fillet of Pike, Saute Meuniers
French Lamb Stew, nivernaise	Chicken Livers with Mushrooms
Beef a la Mode with Noodles	Mashed, Steamed or Hashed Potatoes in Cream
Pickled Beets	Stewed Tomatoes
Fresh Shrimp or Chicken Salad	Nut Bread
Apple, Fresh Cherry or Custard Pie	Frozen Eclair
Vanilla, Chocolate or Strawberry Ice Cream	Sherbet, Jello
Blueberries	Cantaloupe
Beverages	

And all this offering for a measly sixty-five cents.

While "patronizing" the Renner aggregation, who should come along but C. S. Abbott, operating Hotel Golfmore, at Lakeside, who kindly invited me to participate in an honorary mem-

bership at their institution, where they daily feed 1500 guests and turn away room hunters every night. In company with Mr. and Mrs. Arthur Frost, of Hotel Vincent, Benton Harbor, we made a foray on their catering establishment one day while I was there, but they are still going strong. I might say the meal was great.

Sigmund Steindler, of the Steindler Paper Co., Muskegon, claims that the writer hereof has "more nieces than Solomon had wives and has had more birthdays than Methuselah," but it was left with Mr. and Mrs. A. B. Flagg, of Pentwater, to add the crowning touches to my wayward career as a participator in my own natal days—my "Century of Progress" anniversary, as it were. Flowers, in profusion, a birthday cake with an undetermined number of candles, hosts of worthwhile former acquaintances, telegrams from hotel colleagues, and a bully time. I will never forget it if I should rival that chap Methuselah, whoever he was.

At Pentwater I ran across an old friend, Congressman Musselwhite, who was a visitor at the Flagg domicile while I was there. He seems to have made a tenstrike during his short experience as a member of the lower house of Congress, but then this was expected. He has it in him to make a record in Washington and he has the entire Ninth District behind him.

In contemplating the many courtesies entertainments, and other evidences of good will, I am not overlooking the special courtesy displayed by Mrs. "Eddie" Moran (he of the Morton organization), who came all the way to St. Joseph last week and drove me back to Grand Rapids, safely and, I might add, swiftly. She is wonderful company and we had a good time, accentuated by the fact that we made a brief halt at South Haven, and enjoyed the hospitality of Mr. and Mrs. Ray-

### 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

### MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

#### RATES

\$2.50 and up per day.

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

### PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -:- Sandwich Shop

### Park Place Hotel

Traverse City

Rates Reasonable—Service Superb

—Location Admirable.

GEO. ANDERSON, Mgr.

ALBERT J. ROKOS, Asst. Mgr.

### New Hotel Elliott

STURGIS, MICH.

50 Baths 50 Running Water

European

D. J. GEROW, Prop.

### Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.

Muskegon -:- Michigan

### Columbia Hotel

KALAMAZOO

Good Place To Tie To

### HOTEL ROWE

We have a sincere interest in wanting to please you.

ERNEST W. NEIR  
MANAGER

### CODY HOTEL

GRAND RAPIDS

RATES—\$1 up without bath.

\$2.50 up with bath.

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Excellent Dining Room

Rooms \$1.50 and up

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### 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



mond Reid, who operate Hotel Reid in that city. They are doing well and if I make a return date I have in contemplation will tell you more about it.

At the Morton Hotel, one day last week, I ran across D. J. Gerow, who operates Hotel Elliott, Sturgis. Says he has recovered from my recent invasion of his establishment and even intimated that he was willing to accept more punishment. I may encourage him in his enterprising ideas.

Landlord E. R. Swett, of the Occidental here, has delayed my transit for several days by insisting on talking over the good old days when a landlord, in his own community even was considered some pumpkins, and accredited with making easy money. He had forgotten the date. But that faithful secretary of his, Miss Grace Young, never forgets anything. She gave a delightful luncheon on Sunday to the Fisher Clan, formerly of Muskegon, but now of Montgomery, Alabama, and included me in the ensemble, which was a source of much joy to ye scribe.

Milton Steindler, manager of the Steindler Paper Co., this city, held a meeting with his traveling salesman last Saturday, and I was asked in, presumably for the purpose of instructing them in the compilation of their expense accounts, but he did not encourage me to any great extent. He claims anyone can make up a "swindle sheet," but what is institution really desires is "orders." By the way, Steindler pere is still hanging around Muskegon waiting for the hot weather to drive him back to California. He lives at Santa Monica and we still fraternize on our home grounds.

I don't know whether the chain stores are to ultimately drive the independent dealer out of business or not, but I do believe if the independent dealer will copy some of the chain methods, he will come more nearly to holding his own. For instance, the displaying of goods advantageously is a matter of wonderful achievement with the organization dealers. They not only exhibit their wares in neat receptacles, but attach prices thereto on neat display cards, so that one knows just what an item is going to cost without any interrogation. I have talked with several small dealers about this, but they seem to think it requires too much extra effort. The wholesale houses supply these price tags at an insignificant price to all dealers who desire them and attractive packages can be secured on a similar basis. I should say such a procedure would be well worth the effort.

Frank S. Verbeck.

#### More Hosiery Lines Advanced

The Gotham Manufacturing Co. announces an increase on its four and seven thread 42-gauge hosiery from \$5.75 a dozen to \$6.50 a dozen, which price has apparently become general for these types of goods in the market. The remainder of the company's line continues unchanged at \$7.50, \$10.50, \$12 and \$14 per dozen. The Davenport Hosiery Mills, of Chattanooga, have advanced prices on the average of 25 cents per dozen. Orders are expected to slow down for a period as a result of the increase throughout the market, but mills have a substantial backlog at present, which will keep them busy for some weeks.

President Roosevelt will go down in history as the plain talker with a punch in his words.

Fall prospects continue bright.

Automobile sales continue to show strength.

#### MODIFIED CODE

##### For Grocers and Merchants in Other Lines

The Tradesman herewith presents the code as issued from Washington in its amended form covering the retail and wholesale grocery trade. There is also presented below the code covering all retail merchants in other lines. The food trade gets 48 hours whereas all other retailers are confined to 40 hours. Both are effective August 1. The grocery trade is presented first and is followed by the one applying to other classes of retailers.

##### Article I

The term "food and grocery distributors" as used in this code shall mean and apply to and include any person, firm, corporation, partnership, association and any others wholly or partially performing the functions of wholesale and/or retail distribution (except the farmer as a producer, nor shall it be applicable to strictly manufacturing operations) engaged in the business of assembling, distributing and selling raw and/or prepared foods, and merchandise entering into or used in connection with or in the keeping, processing or preparation of the same for use or consumption; and such other merchandise as is by custom classified and commonly referred to as part of a grocer's stock.

##### Article II.

Section 1. All employees of food and grocery distributors shall have the right to organize and bargain collectively through representatives of their own choosing, and shall be free from interference, restraint or coercion of employers of labor, or their agents, in the designation of such representatives, or in self-organization, or in other concerted activities for the purpose of collective bargaining, or other mutual aid or protection.

Sec. 2. No employee and no one seeking employment in the food and grocery distributing trade shall be required as a condition of employment to join any company union or to refrain from joining a labor organization of his own choosing.

Sec. 3. All members of the food and grocery distributing trade shall comply with the maximum hours of labor and the minimum rates of pay herein set forth.

##### Article III.

Section 1. The maximum hours of labor shall be 48 hours per week and no one shall be employed more than eight hours in any 24-hour period, excepting on the day preceding a legal holiday and on an additional 12 days (when the maximum hours in any one day shall not exceed 10 hours) in any six months' period.

Sec. 2. The minimum hours of any store or service operation shall be 52 hours per week, providing, however, that where store or service operations were less than 52 hours per week before July 1, 1933, this minimum requirement shall not apply nor shall such hours be reduced.

Sec. 3. The maximum hours fixed in the foregoing paragraphs shall not apply to employees in establishments employing not more than two persons

in towns of less than 2500 population, which towns are not a part of a regular trade area, nor to employees in managerial or executive capacity who now receive more than \$35 per week, nor to outside salesmen or delivery-men, nor to employees on emergency maintenance and repair work, nor to very special cases where restrictions of hours would unavoidably reduce production but, in any such special case, at least time and one-third shall be paid for hours worked in excess of the maximum.

##### Minimum Wage Rules

Section 4. The minimum wage for all classes of employees shall be as follows:

Not less than

(A) \$15 per week in any city of over 500,000 population, or in the immediate trade area thereof.

Nor less than

(B) \$14.50 per week in any city between 250,000 and 500,000 population, or in the immediate trade area thereof.

Nor less than

(C) \$14 per week in any city of between 2500 and 250,000 population, or in the immediate trade area thereof.

(D) Employees with less than six (6) months' experience in this trade may be paid \$1 per week less than wages hereinbefore prescribed.

##### Lower Rate in South

(E) The minimum wages which shall be paid by employers in this trade to any employee shall be at the rate of \$1 per week less in the Southern section of the trade than the rates specified in paragraphs "A," "B" and "C" and "D" hereabove.

The South is defined as the following states: Virginia, West Virginia, North Carolina, South Carolina, Georgia, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas, Maryland and District of Columbia.

(F) In towns of less than 2500 population all wages shall be increased by not less than 20 per cent provided that this shall not require wages in excess of \$12 per week.

(G) Population for the purpose of this code shall be determined by reference to the 1930 Federal census.

(H) Not to reduce the compensation for employment now in excess of the minimum wages hereby agreed to (notwithstanding that the hours worked in such employment may be hereby reduced) and to increase the pay for such employment by an equitable adjustment of all pay schedules.

##### Article IV

This agreement in all respects subject to (1) the provisions of the Agricultural Adjustment Act and (2) the

executive order dates June 26, 1933, by which the President delegated to the Secretary of Agriculture certain of his powers and functions under the National Industrial Recovery Act.

The text of the codes covering dry goods, hardware, drug, shoe and other types of stores other than food stores, is as follows, effective August 1:

On and after the effective date of this code no individual or organization selling at retail shall work any employee (except executives whose salaries exceed \$35 per week, or registered pharmacists or other professional persons employed in their profession, or outside salesmen, and except outside delivery men and maintenance employees who may be employed 48 hours weekly or more, if paid time and one-third for all hours over 48 hours weekly), for more than 40 hours per week, excepting at Christmas, inventory, and other peak periods employees may work 48 hours per week for a maximum of not to exceed three weeks in each six months.

And not to reduce the hours of any store or service operation to below 52 hours in any one (1) week, unless such hours were less than 52 hours per week before July 1, 1933, and in the latter case not to reduce such hours at all.

#### Twenty-eight New Readers of the Tradesman

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

Wm. J. Kennedy, Topinabee  
William Roberts, Mullett Lake  
Patrick Shields, Cheboygan  
S. Maggitt, Cheboygan  
Wm. Merritt, Cheboygan  
Mrs. Mary Wagner, Cheboygan  
I. N. Couture, Cheboygan  
Duffin & Durand, Cheboygan  
Richard Burke, Cheboygan  
F. A. Wait, Allegan  
L. H. Liebeck, Mackinaw City  
Saul's Dept. Store, St. Ignace  
Stanley W. Deadman, St. Ignace  
Henry Morneau, St. Ignace  
Fenlon Bros., Hessel  
Otto J. Watson, Pickford  
Bank of Pickford, Pickford  
H. R. Blair, Pickford  
Ermatinger & Gravelle, Sault Ste. Marie

Knut H. Marin, Sault Ste. Marie  
Soo Hardware Co., Sault Ste. Marie  
Henry A. Shields, Sault Ste. Marie  
Raymond H. Fowler, Sault Ste. Marie  
Hewett Grocery Co., Sault Ste. Marie  
C. C. Brown, Sault Ste. Marie  
Retailers-Wholesale Bakery, Sault Ste. Marie  
Thomas Ranta, Sault Ste. Marie  
John Marchetti, Sault Ste. Marie.



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.

College training for business is just as important as for any other profession. It is always a pleasure to give information regarding our courses.

Fall terms start September 5 and October 1.

**DAVENPORT-McLACHLAN INSTITUTE**

215 Sheldon Avenue, Grand Rapids, Michigan



## DRUGS

**Michigan Board of Pharmacy**  
 President—Earl Durham, Corunna.  
 Vice-Pres.—M. N. Henry, Lowell.  
 Other members of the Board—Norman Weess, Ewart; J. Wm. Murphy, Jr., Battle Creek; Victor C. Piaskowski, 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.

### Preventives and the Drug Profession

The new civilization of the mechanistic twentieth century has saddled the drug profession with an undesired offspring—the preventive. As we professionally trained druggists and doctors all know, a preventive is a drug, chemical, or medicine self-administered by the patient to prevent, or attempt to prevent, conception, or the possibility of the human sperm and ovum, or female egg, uniting to become a fertilized egg, or future child.

The term preventive is one of recent origin to physicians and pharmacists, although the medicinal action of the drug employed is therapeutically cognizable by all engaged in the practice of medicine. Prevention has been employed up to the twentieth century by mechanical methods purely, of which specific examples are needless to mention. The intestine of the lamb, dried and chemically treated for tensile strength and impermeability is the classic in the field. Prevention through physical means alone has always been attended by great elements of uncertainty and risk, which have definitely affect-nubile society in various ways, especially neurotic women, of highly unstable temperament, et al.

As all versed in Medicine, and Pharmacy know, the sponsor of preventives is that social institution known as Birth Control. This social question has come up with virulence in the last twenty years that has caused it to loom as an international consideration of world anxiety—the falling birth rate everywhere causing alarm to the leaders of each nation as to the future man-power potentiality of that nation, in its ability to stave off invasion by some predatory power, ready to take an advantage of its weakened state.

Thus we, as pharmacists, find ourselves, ipso facto, as arbiters of world welfare, to wreak evil or work good, unknowingly it may be; yet catalysts we are in this struggle of human feelings, base desires, national and international well-being, in the sale of preventives.

The moral aspects of Prevention we can not be partial to in the pursuit of our daily business of retail selling, and professional prescription practice

—these moral aspects we must leave to the spiritual leaders of our respective communities—this is their job. But we can exercise discretion, if we really are true helpers for health, in the same way as we would sell other substances of toxic or detrimental medicinal value to strangers, of whom we are not sure as to their use of these drugs. The experienced druggist has learned to size up people with great precision as to their integrity of use of medicines—he can tell almost invariably as to the good faith of the drug purchasers. Let him exercise wise professional caution in the sale of these chemico-bacteriologic germicides, in his treatment of the matter of Prevention.

There are many preventives on the market today, that are in the form of vaginal suppositories, containing germicidal properties, and yet being unirritating and non-corrosive to the mucous membranes. These have never been very satisfactory up to a few years ago, for various reasons, such as the heightened melting point induced in the oil of theobroma base, the annoyance of time delay until the cocoa butter should melt, et cetera.

The revolutionizing chemico-bacteriologic germicide that has come to the fore to assume complete dominance in the field of prevention is a U.S.P. chemical, known as  $\text{CH}_3\text{CHOH.COOH}$ . The Pharmacopeia describes it as "a colorless, or slightly yellow, nearly odorless, syrupy liquid."

This medicine that has heretofore been an essential ingredient in food for baby feeding, is made up in a form of a jelly, put into a tube, a glass nozzle applicator included, and marketed for use before the act of connubial felicity, "of that final link that makes man and spouse indeed as one." This official chemical acts germicidally upon the male spermatozoon, killing it within the anterior part of the uterus, within the vagina. The ratio of certainty of germicidal effectiveness of this acid has through bacteriological testing of planted culture media of sperms, to be nearly completely 1/1. Thus, this jelly containing the drug now under discussion, introduced within the vaginal tract before coitus, has indeed turned a new page in the history of prevention and Birth Control.

We druggists make world history every day, though we know it not. We are powerful agents for beneficence or malevolence; we are potentially in the position to help or harm our neighborhood, our community. This issue of Prevention of Conception, or Prevention, is a phenomenon that bears out the conclusion drawn dispassionately above from the evidence, of the importance of accepting or refusing and refusing Birth Control.

The National statutes on the prevention of the promulgating and disseminating of obscene and vulgar literature still includes the spread of preventive information, and the violating of this mandate is a punishable and indictable offense. Let us, as pharmacists and professional servants of the community in matters of health, use the literature of the manufacturers,

given out with the advice of their legal counsel undoubtedly, which they include with the various preventives—and let us abstain, with "laissez-faire" attitude from entering discussion with the laity on question of efficacy of preventives—thus alone can we preserve our professional bearing and feeling of self respect as law-abiding citizens, and best serve the people, the physician responsibility, the nation, and last, but not least, our reviving professional art and science, Pharmacy.

Morrie Daniels Zalowitz.

### Increased Sales Due to Aggressive Measures

If rearranging a store's interior, better display, modernization and putting in new lines will improve business, or at least check losses, why not do it?

Reports from 525 drug store owners in New York state, in a joint survey made by the University of Buffalo and the state Pharmaceutical Association, brought out the fact that 75 per cent

had tried to improve their stores by making some changes.

More than half of the stores used rearrangement as a means of attempting to better their business, 213 used open display for the first time for a similar purpose, 162 installed new lights, 119 painted the store or store front, 87 installed new fixtures, and 37 put in new flooring. Others employed such devices as new signs for the store, new store front, etc. Only 33 per cent. of the 346 stores answering the question, "Has this improved your business?" were satisfied that these efforts had definitely improved their business. The chairman of the committee making the study comments that some reported that these changes had retarded their losses and that it is possible this was true in many cases.

The measure of a man's life is the well spending of it, and not the length. —Plutarch.

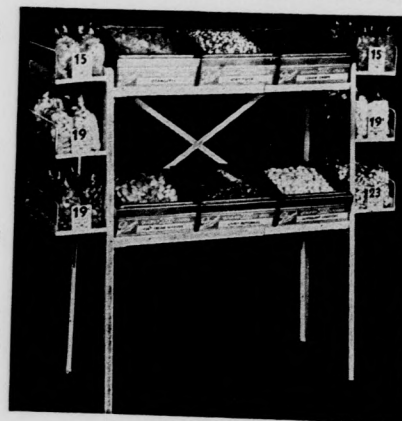
### JUST WHAT YOU HAVE BEEN LOOKING FOR

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 Candles,  
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



### Items From the Cloverland of Michigan

Sault Ste. Marie, Aug. 6—The National Recovery plan is working out remarkably fine here. We have every tangible evidence that men are being put back to work because of increased demand of products. Last week production was increased at the Union Carbide plant and twenty-five more men were added to the payroll. More carbide is being sold than is being manufactured, so that there is more room for storage and increased shipments are being planned. The Northwestern Leather Co. has announced another increase in wages of 10 per cent. It has increased its employees from 750 to 900. The desire to buy seems to be coming to the front. Men with jobs help purchasing power and increased money in circulation will mean steady progress in the drive for normal business.

The twenty-third annual meeting of the Upper Peninsula Bureau will be held at Marquette Aug. 11. The meeting will be for officers and directors and all others who wish to attend. It is expected that ex-Governor Chase S. Osborn will be one of the speakers. Another speaker will be Leon H. Robbins, of the Chicago, St. Paul & Canadian Pacific Railroad, Chicago. The Bureau has done more to develop the Upper Peninsula than any other feature and it is hoped that every one will be a booster and help them carry on.

Who recalls when John Barleycorn was only an accessory to an election instead of an issue?

Fred Case, cashier and vice-president of the First National Bank here, has accepted the call from Gen. Hugh S. Johnson, administrator National Recovery Administration, Washington, D. C. Mr. Case will serve on the Detroit board. While Fred, as we all know him here, is a very busy man, he could not turn down any call that means so much to our country.

The blast furnace of the Newberry Lumber and Chemical Co. was in operation last week for the first time since last March. It will operate on an 8 hour a day plan, instead of 12 hours, as formerly. P. S. Hamilton, the manager, is in Chicago to attend the code meeting. This is a good piece of news for the Newberry merchants.

The happiest person is the one who wastes no time waiting for things he knows he can't have.

James Molinaro, formerly of the Sault until ten years ago, when he was proprietor of the Manhattan restaurant, has returned from Chicago, where he has been connected with several Chicago restaurants. Mr. Molinaro has associated himself with Harry Rapp, proprietor of Rapp's Riverside drive resort, five miles East on the river road. He plans to make his future home at the Sault. Mr. Molinaro will serve specialty food. A free camping ground is operated in connection with the Riverside grove, which is one of the finest places along the river front in a beautiful grove with a good landing dock for small boats. He will enjoy a large patronage from our Canadian friends across the river, as well as the local trade.

The Bagnell grocery, corner Spruce and Magazine streets, which was closed for the past week, was reopened Thursday by Bagnell & Samuels with a new line of fresh fruits, vegetables and groceries. The location is one of the best in the West end of the city and should enjoy a good patronage.

Kirkbride Brothers, of Pickford, have opened a new up-to-date meat market. They will offer only quality meats, also make home made sausages. William Kirkbride, one of the brothers, has been in the wholesale meat business at Pickford for a number of years, shipping live stock to the Eastern markets. He has also supplied the markets at Mackinac Islands with the fa-

mous Chippewa county lambs. The Kirkbride Brothers are well and favorably known in Chippewa county and will enjoy a large portion of the local trade as well.

The old settlers at Curtis are to celebrate their annual re-union again this year on August 12. It is to be an old-styled re-union with a barbecue. It is sponsored by townspeople of Curtis, a summer resort town on Whitefish lake. The speakers will be Hon. Prentiss Brown, of St. Ignace, congressman, and John K. Stack. Other amusements of the day will include base ball games, boxing, boat racing and other water sports and dancing.

Cowell's cafe opened for business last week at 509 Gros Cap by Beuno Cowell. An orchestra added to the entertainment. All new furniture has been installed and a modern beer dispensary added. Souvenirs were given away at the opening.

H. G. Rath & Sons are employing twenty to thirty in their lumber operations at Raco. Large shipments of pulpwood are sent to Lower Michigan and Wisconsin, while ties go to various railroad centers. They have also a large crew of men taking out timber at Fibre. Mr. Rath has three cabins under construction. Last year he built fifteen cabins. The firm is manufacturing cabin logs, as well as sawlogs. The partners report business improving right along and are optimistic concerning the future.

All men are born free and equal in this country, but some of them get married. William G. Tapert.

### Men's Stores to Stress Style

The sharp advances in men's clothing and furnishings prices now being made are necessitating a complete revision of men's store plans for Fall. With merchandise anywhere from 20 to 50 per cent. higher, retailers will pay more attention to the style element and to new ideas in order to facilitate the passing on of the higher prices to consumers. With shirt quotations rising as much as 75 per cent, for instance, it will be impossible to offer good values at much under \$1.95, and with the public accustomed to dollar shirts in the last few years, retailers will have to talk more about style, it was indicated.

### \$1 Hosiery Seen as Leader

The \$1 full-fashioned stocking is expected to be returned to favor during the coming Fall as a result of the expected sharp increase in hosiery prices. While quotations at present are vague and most mills have withdrawn their lines, low-end styles have risen as much as 60 to 75 per cent. from their low point early in the year. The seven-thread forty-two gauge, which was quoted as low as \$4 in the first quarter, is now reported at anywhere from \$6.50 to \$7, with the possibility that it may go to \$8 a dozen. At any rate, selling agents said yesterday, the low and retail ranges, such as 39 to 69 cents, are doomed.

All that we know we have absorbed from our own experiences, or rearranged in our minds from observing other people, or reasoned out either consciously or unconsciously from thought-data given by inheritance or gathered from our own previous trends of thinking in moments past. The way we are going to think tomorrow depends largely on what we are thinking today.—David Leslie Brown.

## WHOLESALE DRUG PRICE CURRENT

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

<b>ACID</b>		<b>GUM</b>		Hemlock, Pu., lb. 1 55@2 20	
Acetic, No. 8, lb. 06	@ 10	Aloe, Barbadoes, so called, lb. 35	@ 45	Hemlock Com., lb. 1 00@1 25	
Boric, Powd., or Xtal, lb. 08 1/2	@ 20	Aloe, Socotrine, lb. 75	@ 80	Juniper Ber., lb. 3 00@3 20	
Carbolic, Xtal, lb. 36	@ 43	Powd., lb. 75	@ 80	Juniper W'd, lb. 1 50@1 75	
Citric, lb. 35	@ 45	Arabic, first, lb. 40	@ 40	Lav. Flow., lb. 3 50@4 00	
Muriatic, Com'l., lb. 03 1/2	@ 10	Arabic, sec., lb. 30	@ 30	Lav. Gard., lb. 1 25@1 50	
Nitric, lb. 09	@ 15	Arabic, sorts, lb. 15	@ 25	Lemon, lb. 1 75@2 25	
Oxalic, lb. 15	@ 25	Arabic, Gran., lb. 35	@ 35	Mustard, true, ozs. @ 1 50	
Sulphuric, lb. 03 1/2	@ 10	Arabic, P'd, lb. 25	@ 25	Mustard art., ozs. @ 35	
Tartaric, lb. 33	@ 45	Asafoetida, lb. 47@ 50		Orange, Sw., lb. 3 00@3 25	
<b>ALCOHOL</b>		Asafoetida, Po., lb. 75@ 82		Organum, art., lb. 1 00@1 20	
Denatured, No. 5 gal. 44	@ 55	Guaiac, lb. 70	@ 70	Pennyroyal, lb. 2 75@3 20	
Grain, gal. 40@50	00	Guaiac, powd. 75	@ 75	Peppermint, lb. 4 75@5 40	
Wood, gal. 50	@ 60	Kino, lb. 90	@ 90	Rose, dr. @ 2 50	
<b>ALUM-POTASH, USP</b>		Kino, powd., lb. 1 00	@ 1 00	Rose, Geran., ozs. 50@ 95	
Lump, lb. 05	@ 13	Myrrh, lb. 60	@ 60	Rosemary Flowers, lb. 1 00@1 50	
Powd. or Gra., lb. 05 1/4	@ 13	Myrrh Pow., lb. 75	@ 75	Sandalwood, E. I., lb. 8 00@8 60	
<b>AMMONIA</b>		Shellac, Orange, lb. 15	@ 25	W. L. lb. 4 50@4 75	
Concentrated, lb. 06	@ 18	Ground, lb. 15	@ 25	Sassafras, true, lb. 1 60@2 20	
4-F, lb. 05 1/2	@ 13	Shellac, white, (bone d'd) lb. 30	@ 45	Syn., lb. 85@1 40	
3-F, lb. 05 1/2	@ 13	Tragacanth, No. 1, bbls. 1 60@2 00		Spearmint, lb. 2 00@2 40	
Carbonate, lb. 20	@ 25	No. 2, lbs. 1 50@1 75		Tansy, lb. 3 50@4 00	
Muriate, Lp., lb. 13	@ 30	Pow., lb. 1 25@1 50		Thyme, Red, lb. 1 50@2 00	
Muriate, Gra., lb. 08	@ 18			Thyme, Whi., lb. 1 75@2 40	
Muriate, Po., lb. 20	@ 30			Wintergreen Leaf, true, lb. 5 40@6 00	
<b>ARSENIC</b>				Birch, lb. 3 50@4 00	
Pound 07	@ 20			Syn. 75@1 20	
<b>BALSAMS</b>				Wormseed, lb. 3 50@4 00	
Copaiba, lb. 60@1 40				Wormwood, lb. 4 50@5 00	
Fir, Cana., lb. 2 00@2 40					
Fir, Oreg., lb. 50@1 00				<b>OILS HEAVY</b>	
Peru, lb. 1 70@2 20				Castor, gal. 1 15@1 35	
Tolu, lb. 1 50@1 80				Cocoonut, lb. 2 25@ 35	
<b>BARKS</b>				Cod Liver, Norwegian, gal. 1 00@1 50	
Cassia, Ordinary, lb. 30	@ 30			Cot. Seed, gal. 85@1 00	
Ordin., Po., lb. 25	@ 35			Lard, ex., gal. 1 55@1 65	
Saigon, lb. 40	@ 40			Lard No. 1, gal. 1 25@1 40	
Saigon, Po., lb. 50	@ 60			Linseed, raw, gal. 89@1 04	
Elm, lb. 40	@ 50			Linseed, boil., gal. 92@1 07	
Elm, Powd., lb. 38	@ 45			Neatsfoot, extra, gal. 80@1 00	
Elm, G'd, lb. 38	@ 45			Olive, Malaga, gal. 2 50@3 00	
Sassafras (P'd) lb. 45	@ 35			Pure, gal. 3 00@5 00	
Soap-tree, cut, lb. 20	@ 30			Sperm, gal. 1 25@1 50	
Soap-tree, po., lb. 35	@ 40			Tanner, gal. 75@ 90	
<b>BERRIES</b>				Tar gal. 50@ 65	
Cubeb, lb. 65	@ 65			Whale, gal. 2 00	
Cubeb, po., lb. 75	@ 75				
Juniper, lb. 10	@ 20			<b>OPIMUM</b>	
<b>BLUE VITRIOL</b>				Gum, ozs., \$1.40; lb. 17 50@20 00	
Pound 06	@ 15			Powder, ozs., \$1.40; lb. 17 50@20 00	
<b>BORAX</b>				Gran., ozs., \$1.40; lb. 17 50@20 00	
P'd or Xtal, lb. 06	@ 13			<b>PARAFFINE</b>	
<b>BRIMSTONE</b>				Pound 06 1/2	@ 15
Pound 04	@ 10			<b>PEPPER</b>	
<b>CAMPHOR</b>				Black, grd., lb. 25	@ 35
Pound 55	@ 75			Red, grd., lb. 45	@ 55
<b>CANTHARIDES</b>				White, grd., lb. 40	@ 45
Russian, Powd. 30	@ 50			<b>PITCH BURGUNDY</b>	
Chinese, Powd. 20	@ 00			Pound 20	@ 25
<b>CHALK</b>				<b>PETROLATUM</b>	
Crayons, White, dozen 30	@ 60			Amber, Plain, lb. 12	@ 17
Dustless, doz. 60	@ 00			Amber, Carb., lb. 14	@ 19
French Powder, Coml., lb. 03 1/2	@ 10			Cream Whi., lb. 17	@ 22
Precipitated, lb. 12	@ 15			Lily White, lb. 20	@ 25
Prepared, lb. 14	@ 16			Snow White, lb. 22	@ 27
White, lump, lb. 03	@ 10			<b>PLASTER PARIS DENT'L</b>	
<b>CAPSICUM</b>				Barrels 75	@ 75
Pods, lb. 60	@ 70			Less, lb. 03 1/2	@ 08
Powder, lb. 62	@ 75			<b>POTASSA</b>	
<b>CLOVES</b>				Caustic, st'ks, lb. 55	@ 88
Whole, lb. 30	@ 40			Liquor, lb. 1 25	@ 40
Powdered, lb. 35	@ 45			<b>POTASSIUM</b>	
<b>COCAINE</b>				Acetate, lb. 60	@ 56
Ounce 12 68@14 85				Bicarbonate, lb. 30	@ 35
<b>COPPERAS</b>				Bichromate, lb. 15	@ 25
Xtal, lb. 03 1/4	@ 10			Bromide, lb. 51	@ 72
Powdered, lb. 04	@ 15			Carbonate, lb. 30	@ 35
<b>CREAM TARTAR</b>				Chlorate, Xtal, lb. 17	@ 23
Pound 22 1/2	@ 35			Powd., lb. 17	@ 23
<b>CUTTLEBONE</b>				Gran., lb. 21	@ 28
Pound 40	@ 50			Iodide, lb. 3 36@3 59	
<b>DEXTRINE</b>				Permanganate, lb. 22 1/2	@ 35
Yellow Corn, lb. 06 1/2	@ 15			Prussiate, Red, lb. 80	@ 90
White Corn, lb. 07	@ 15			Yellow, lb. 50	@ 60
<b>EXTRACT</b>				<b>QUASSIA CHIPS</b>	
Witch Hazel, Yel. low Lab., gal. 99	@ 1 82			Pound 25	@ 30
Licorice, P'd, lb. 50	@ 60			Powd., lb. 35	@ 40
<b>FLOWER</b>				<b>QUININE</b>	
Arnica, lb. 50	@ 55			5 oz. cans, ozs. 66	@ 66
Chamomile, German, lb. 35	@ 45			<b>SAL</b>	
Roman, lb. 90	@ 90			Epsom, lb. 03 1/4	@ 10
Saffron, American, lb. 50	@ 55			Glaubers, Lump, lb. 03	@ 10
Spanish, ozs. 165	@ 1 65			Gran., lb. 03 1/2	@ 10
<b>FORMALDEHYDE, BULK</b>				Xtal or Powd., lb. 10	@ 16
Pound 09	@ 20			Gran., lb. 09	@ 16
<b>FULLER'S EARTH</b>				Rochelle, lb. 17	@ 30
Powder, lb. 05	@ 10			Soda, lb. 02 1/2	@ 08
<b>GELATIN</b>				<b>SODA</b>	
Pound 55	@ 65			Ash, 03	@ 10
<b>GLUE</b>				Bicarbonate, lb. 03 1/2	@ 10
Brok., Bro., lb. 20	@ 30			Caustic, Co'l., lb. 08	@ 15
Gr'd., Dark, lb. 16	@ 22			Hyposulphite, lb. 05	@ 10
Whi. Flake, lb. 27 1/2	@ 35			Phosphate, lb. 23	@ 28
White G'd., lb. 25	@ 35			Sulphite, Xtal, lb. 07	@ 12
White AXX light, lb. 40	@ 40			Dry, Powd., lb. 12 1/2	@ 20
Ribbon 42 1/2	@ 50			Silicate, Sol., gal. 40	@ 50
<b>GLYCERINE</b>				<b>TURPENTINE</b>	
Pound 14 1/2	@ 35			Gallons 59	@ 74



# 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

Pork & Beans	Red Kidney Beans
Corn	No. 10 Beets
Sauerkraut	Peas
	Spices

## DECLINED

### AMMONIA

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

### APPLE BUTTER

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

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



### BREAKFAST FOODS

<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	55
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 75
Warehouse	6 25
Rose	2 50
Winner, 5 sewed	5 00
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

### 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.	
Scotch Peas, 100 lb.	

### 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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### CANNED FRUITS

<b>Hart Brand</b>	
<b>Apples</b>	
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 55
Clam Chowder, No. 2	2 75
Clams, Steamed No. 1	2 75
Clams, Minced, No. 1/2	2 40
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 35
Lobster, No. 1/4, Star	2 00
Shrimp, 1, wet	1 45
Sard's, 1/4 Oil, k'less	3 35
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 15
Tuna, 1/4s, Van Camps, doz.	1 35
Tuna, 1s, Van Camps, doz.	3 60
Tuna, 1/2s, Chicken Sea, doz.	1 85

### CANNED MEAT

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

### Baked Beans

Campbells 48s	2 35
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### CANNED VEGETABLES

<b>Hart Brand</b>	
<b>Asparagus</b>	
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 05
No. 10 Sauce	4 00
<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	4 00
No. 2	90
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	4 00
Hart Cut, No. 2	85
Marcel. Whole, No. 2 1/2	1 35
Hart Diced, No. 2	90

### Carrots

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

### Corn

Golden Ban., No. 2	1 30
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	1 00
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 15
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 25
No. 2 1/2	1 20
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., doz.	95
Sniders, 14 oz., doz.	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 30

### COFFEE ROASTED

#### Lee & Cady

<b>1 lb. Package</b>	
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

### McLaughlin's Kept-Fresh



<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
Oatman's D'dee, Tall	2 95
Oatman's D'dee, Baby	1 48
Pet, Tall	2 95
Pet, Baby, 4 dozen	1 45
Borden's, Tall, 4 doz.	2 95
Borden's, Baby, 4 doz.	1 48

### CIGARS

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



<b>Currants</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 25	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.		Lava, 50 box	2 25	<b>Ceylon</b>	
Orange, American	24	Spaghetti, 9 oz.	2 10	<b>Lamb</b>		<b>Mackerel</b>		Pummo, 100 box	4 85	<b>English Breakfast</b>	
<b>Raisins</b>		Elbow Macaroni, 9 oz.	2 10	Spring Lamb	18	Tubs, 60 Count, fy. fat	6 00	Sweetheart, 100 box	5 70	Congou, medium	28
Seeded, bulk	6 1/4	Egg Noodles, 6 oz.	2 10	Good	16	Pails, 10 lb. Fancy fat	1 50	Grandpa Tar, 50 sm.	2 10	Congou, choice	35@36
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, fancy	42@43
Quaker s'dless blk.		Egg Alphabets, 6 oz.	2 10	Poor	05	Med. Fancy, 100 lb.	13 00	Williams Barber Bar, 9s	50	<b>Oolong</b>	
15 oz.	7	Cooked Spaghetti, 24c.	17 oz.	<b>Mutton</b>		Milkers, bbls.	18 50	Williams Mug, per doz.	48	Medium	39
Quaker Seeded, 15 oz.	7			Good	04 1/2	K K K Norway	19 50	Lux Toilet, 50	3 15	Choice	45
<b>California Prunes</b>		<b>NUTS</b>		Medium	03	8 lb. pails	1 40	<b>SPICES</b>		Fancy	50
90@100, 25 lb. boxes	@	<b>Whole</b>		Poor	02	Cut Lunch	1 50	<b>Whole Spices</b>		<b>TWINE</b>	
80@90, 25 lb. boxes	@	Almonds, Peerless	15 1/2	<b>Pork</b>		Boned, 10 lb. boxes	16	Allspice, Jamaica	@24	Cotton, 3 ply cone	35
70@80, 25 lb. boxes	@07 1/2	Brazil, large	12 1/2	Loin, med.	09	<b>SHOE BLACKENING</b>		Cloves, Zanzibar	@36	Cotton, 3 ply balls	35
60@70, 25 lb. boxes	@08	Fancy Mixed	11 1/2	Butts	09	2 in 1, Paste, doz.	1 30	Cassia, Canton	@24	<b>VINEGAR</b>	
50@60, 25 lb. boxes	@08 1/2	Filberts, Naples	13	Shoulders	06 1/2	E. Z. Combination, dz.	1 30	Cassia, 5c pkg., doz.	@40	<b>F. O. B. Grand Rapids</b>	
40@50, 25 lb. boxes	@09	Peanuts, Vir. Roasted	6 3/4	Spareribs	05	Dri-Foot, doz.	2 00	Ginger, Corkin	@20	Cider, 40 grain	15
30@40, 25 lb. boxes	@10	Peanuts, Jumbo	7 1/2	Neck bones	03	Bixbys, doz.	1 30	Mustard	@22	White Wine, 40 grain	20
20@30, 25 lb. boxes	@12	Pecans, 3, star	25	Trimnings	05	Shinola, doz.	90	Mace Penang	@65	White Wine, 80 grain	25
18@24, 25 lb. boxes	@14 1/2	Pecans, Jumbo	40	<b>PROVISIONS</b>		<b>STOVE POLISH</b>		Pepper, Black	@23	<b>WICKING</b>	
<b>Hominy</b>		Pecans, Mammoth	50	Barreled Pork		Blackne, per doz.	1 30	Pepper, White	@26	No. 9, per gross	80
Pearl, 100 lb. sacks	3 50	Walnuts, Cal.	13@21	Clear Back	16 00@18 00	Black Silk Liquid, doz.	1 30	Pepper, Cayenne	@26	No. 1, per gross	1 25
<b>Bulk Goods</b>		Hickory	07	Short Cut, Clear	12 00	Black Silk Paste, doz.	1 25	Paprika, Spanish	@30	No. 2, per gross	1 50
Elb. Macaroni, 20 lb. bx.	1 05	<b>Salted Peanuts</b>		<b>Dry Salt Meats</b>		Enameline Paste, doz.	1 30	<b>Seasoning</b>		No. 3, per gross	2 30
Egg Noodle, 10 lbs.	12	Fancy, No. 1	09	D S Belles	18-29@18-10-09	Enameline Liquid, doz.	1 30	Chili Powder, 1 1/2 oz.	65	Peerless Rolls, per doz.	90
<b>Pearl Barley</b>		12-1 lb. Cellop'e case	1 30	<b>Lard</b>		E. Z. Liquid, per doz.	1 30	Celery Salt, 1 1/2 oz.	80	Rochester, No. 2, doz.	50
0000	7 00	<b>Shelled</b>		Pure in tierces	7 1/2	Radium, per doz.	1 30	Sage, 2 oz.	80	Rochester, No. 3, doz.	2 00
Barley Grits	5 00	Almonds	39	60 lb. tubs	advance 3/4	Rising Sun, per doz.	1 30	Onion Salt	1 35	Rayo, per doz.	75
Chester	4 50	lb. bags	5 1/2	50 lb. tubs	advance 3/4	654 Stove Enamel, dz.	2 80	Garlic	1 35	<b>WOODENWARE</b>	
<b>Sage</b>		Pecans, salted	45	20 lb. pails	advance 7/8	Vulcanol, No. 10, doz.	1 30	Ponelly, 3 1/2 oz.	3 25	<b>Baskets</b>	
East India	10	Walnut California	45	10 lb. pails	advance 1	Stovoil, per doz.	3 00	Kitchen Bouquet	4 25	Bushels, Wide Band,	
<b>Tapioca</b>		<b>MINCE MEAT</b>		5 lb. pails	advance 1	<b>SALT</b>		Laurel Leaves	20	wood handles	2 00
Pearl, 100 lb. sacks	7 1/2	None Such, 4 doz.	6 20	3 lb. pails	advance 1	F. O. B. Grand Rapids		Marjoram, 1 oz.	50	Market, drop handle	90
Minute, 8 oz., 3 doz.	4 05	Quaker, 3 doz. case	2 65	Compound tierces	8 3/4	Colonial, 24, 2 lb.	95	Savory, 1 oz.	65	Market, single handle	95
Dromedary Instant	3 50	Yo Ho, Kegs, wet, lb.	16 1/4	Compound, tubs	09	Colonial, 36-1 1/2	1 20	Thyme, 1 oz.	90	Market, extra	1 60
<b>Jiffy Punch</b>		<b>OLIVES</b>		<b>Sausages</b>		Med. No. 1, bbls.	2 90	Tumeric, 1 1/2 oz.	65	Splint, large	8 50
3 doz. Carton	2 25	7 oz. Jar, Plain, doz.	1 65	Bologna	10	Med. No. 1, 100 lb. bk.	1 00	<b>STARCH</b>		Splint, medium	7 50
Assorted flavors.		16 oz. Jar, Plain, doz.	1 95	Liver	13	Farmer Spec., 70 lb.	1 00	<b>Corn</b>		Splint, small	6 50
<b>FRUIT CANS</b>		Quart Jars, Plain, doz.	3 25	Frankfort	12	Packers Meat, 50 lb.	65	Argo, 24, 1 lb. pkgs.	1 52	<b>Churns</b>	
Presto Mason		5 Gal. Kegs, each	6 50	Pork	15	Cream Rock for Ice		Argo, 12, 3 lb. pkgs.	2 17	Barrel, 5 gal., each	2 40
F. O. B. Grand Rapids		3 oz. Jar, Stuff., doz.	1 15	Tongue, Jellied	21	Butter Salt, 280 lb. bbl.	4 00	Argo, 8, 5 lb. pkgs.	2 46	Barrel, 10 gal., each	2 55
Half pint	7 15	8 oz. Jar, Stuff., doz.	2 25	Headcheese	13	Block, 50 lb.	40	Elastic, 32 pkgs.	2 55	3 to 6 gal., per gal.	16
One pint	7 40	10 oz. Jar, Stuff., doz.	2 65	<b>Smoked Meats</b>		Baker Salt, 280 lb. bbl.	3 80	<b>Gloss</b>		<b>Pails</b>	
One quart	8 65	1 Gal. Jugs, Stuff., dz.	1 55	Hams, Cert., 14-16 lb.	15	6, 10 lb., per bale	93	Argo, 24, 1 lb. pkgs.	1 52	10 qt. Galvanized	2 60
Half gallon	11 55	<b>PARIS GREEN</b>		Hams, Cert., Skinned	@15	20, 3 lb., per bale	1 00	Argo, 12, 3 lb. pkgs.	2 17	12 qt. Galvanized	2 85
<b>FRUIT CAN RUBBERS</b>		1/2 s	34	16-18 lb.	@15	28 lb. bags, table	40	Argo, 8, 5 lb. pkgs.	2 46	14 qt. Galvanized	3 10
Presto Red Lip, 2 gro.		1s	32	Ham, dried beef		<b>Beef</b>		Silver Gloss, 48, 1s.	11 1/4	12 qt. Flaring Gal. Jr.	5 00
carton	70	2s and 5s	30	Knuckles	@24	Boneless, rump	@19 00	Tiger, 50 lbs.	2 75	10 qt. Tin Dairy	4 00
Presto White Lip, 2		<b>PICKLES</b>		California Hams	@09	<b>Liver</b>		<b>SYRUP</b>		<b>Traps</b>	
gro. carton	76	Medium Sour		Picnic Boiled Hams	@16	Beef	12	Blue Kara, No. 1 1/2	2 42	Mouse, wood, 4 holes	60
<b>GELATINE</b>		5 gallon, 400 count	4 75	Boiled Hams	@18	Calf	35	Blue Kara, No. 10	3 07	Mouse, wood, 6 holes	70
Jell-o, 3 doz.	2 50	Sweet Small		Minced Hams	@12	Pork	05	Red Kara, No. 1 1/2	2 62	Mouse, tin, 5 holes	65
Minute, 3 doz.	4 05	Banner, 6 oz., doz.	7 25	Bacon 4/6 Cert.	@14	<b>RICE</b>		Red Kara, No. 5, 1 dz.	3 52	Rat, wood	1 00
Plymouth, White	1 55	Banner, quarts, doz.	2 10	<b>Beef</b>		Fancy Blue Rose	4 05	Red Kara, No. 10	3 37	Rat, spring	1 00
Jelsert, 3 doz.	1 40	Paw Paw, quarts, doz.	2 80	Boneless, rump	@19 00	Fancy Head	5 30	<b>IMIT. Maple Flavor</b>		Mouse, spring	20
<b>JELLY AND PRESERVES</b>		<b>Dill Pickles</b>		<b>RUSKS</b>		<b>BORAX</b>		Orange, No. 1 1/2, 2 dz.	2 98	<b>Tubs</b>	
Pure, 30 lb. pails	2 60	Gal., 40 to Tin, doz.	8 15	Postma Biscuit Co.		Twenty Mule Team		Orange, No. 3, 20 cans	4 39	Large Galvanized	8 75
Imitation, 30 lb. pails	1 60	32 oz. Glass Thrown	1 45	18 rolls, per case	2 10	24, 1 lb. packages	3 35	<b>Maple and Cane</b>		Medium Galvanized	7 75
Pure, 6 oz., Asst., doz.	90	<b>Dill Pickles, Bulk</b>		12 rolls, per case	1 39	48, 10 oz. packages	4 40	Kanuck, per gal.	1 50	Small Galvanized	6 75
Pure Pres., 16 oz., dz.	1 40	5 Gal., 200	3 65	18 cartons, per case	2 35	96, 1/4 lb. packages	4 60	Kanuck, 5 gal. can	5 50	<b>Washboards</b>	
<b>PIPES</b>		16 Gal., 650	11 25	12 cartons, per case	1 57	<b>WASHING POWDERS</b>		<b>COOKING OIL</b>		Banner, Globe	5 50
Cob, 3 doz. in bx.	1 00@1 20	45 Gal., 1300	30 00	<b>SALERATUS</b>		Bon Ami Pd., 18s, box	1 90	Mazola		Brass, single	6 25
<b>PLAYING CARDS</b>		<b>POTASH</b>		Arm and Hammer 24s	1 50	Brillo	1 65	Pints, 2 doz.	4 60	Glass, single	6 00
Battle Axe, per doz.	2 65	Babbitt's, 2 doz.	2 75	<b>SAL SODA</b>		Chipsco, large	3 85	Quarts, 1 doz.	4 30	Double Peerless	8 50
Bicycle, per doz.	4 70	<b>COD FISH</b>		Granulated, 60 lbs. cs.	1 35	Climaline, 4 doz.	3 60	Half Gallons, 1 doz.	5 40	Single Peerless	7 50
Torpedo, per doz.	2 50	Peerless, 1 lb. boxes	18	Granulated, 18-2 1/2 lb.	1 10	Grandma, 24 large	3 50	Gallons each	81	Northern Queen	5 50
<b>MARGARINE</b>		Old Kent, 1 lb. pure	25	<b>WRAPPING PAPER</b>		Snowboy, 12 large	1 80	<b>TABLE SAUCES</b>		<b>YEAST CAKE</b>	
Wilson & Co.'s Brands		<b>YEAST—COMPRESSED</b>		<b>Washing Powders</b>		Gold Dust, 12 large	4 25	Lee & Perrin, large	5 75	Magic, 3 doz.	2 70
Oleo		Fleischmann, per doz.	30	Bon Ami Cake, 18s	1 65	Golden Rod, 24	4 65	Lee & Perrin, small	3 35	Sunlight, 1 1/2 doz.	1 35
Nut	09	Red Star, per doz.	20	Spotless Cleanser, 48,	3 85	La France Laun., 4 dz.	3 40	Pepper	1 60	Sunlight, 3 doz.	2 70
Special Roll	11	<b>YEAST—COMPRESSED</b>		Sani Flush, 1 doz.	2 25	Old Dutch Clean., 4 dz.	3 40	Royal Mint	2 40	Yeast Foam, 1 1/2 doz.	1 35



## 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.

### Progress Under the Blanket Code

In the most intensive drive for public opinion since the World War, the President hopes, in 30 days, to not only break the back of the depression, but to force minimum wages, maximum working hours, the re-employment of millions and the repurchasing power of the nation.

Never, in your time, has there been such an action when the nation was at peace. To do this, it will be necessary to mold public opinion and to do it with speed and certainty. The Administration counts for the success of the movement on the attitude of employers and businesses, large and small, prior to the deadline date—Aug. 31. It was William James who said, "Progress is a terrible thing," and if upsetting the old economic appercent by a national mandate is the beginning of progress, then the deed is to be done in the next 30 days. Machinery is set for the job, and the way voluntary agreements are pouring into Washington is a pretty good token that collectively we want the blanket code to succeed.

In a way, no industry will profit as much as shoes by the primary increase of purchasing power under the blanket code. Shoes are a necessity of every man, woman and child in America. The Fall and Winter season approaching makes that necessity of double importance. Shoes come out of the weekly wage envelope. "Few need to save up for a pair of shoes." Shoes are bought, in a large measure, out of Saturday's pay envelope. If it is true that six million more men will be put to work by Labor Day, then wage envelopes will be more in number on that date. We think it sound thinking to believe that shoes, as such, will come in for some of the "first money" of re-employment. "New shoes under the new deal" meets with the shoe trade's approval.

The blanket code is almost made obligatory. Therefore, the first thing to do is to sign it and accept it, then to display it and get enthusiasm for its high purpose—the restoration of the purchasing power of the common people. This week we see the beginning of the consumers' crusade, which is truly a great emotional movement, almost evolutionary in its purpose. Social organizations are being enlisted to mold public opinion. Pressure is going to be put in back of this movement to sign the blanket code, so that every merchant everywhere will be almost compelled to display the NRA Blue Eagle or to lose his trade.

This fighting general, Johnson, is no amateur in the arts of moving the multitude. He organized and made effective the draft law, so that it went into action ten minutes after the law was signed by President Wilson. He is ready and in active charge of the force to mold public opinion. Because of the power given him by the President, he can virtually force the blanket code

upon every retail establishment in America. So whether you like it or not; whether you are ready now or not, you are going to march in line with the movement to increase public purchasing power, so that unemployment will virtually cease this Winter. Never have we had such mass action so courageously presented.

Individual codes for industries are slow to formulate to the point of presidential acceptance. Up to this writing, less than one-half dozen have been put into action. At that rate, with thousands of codes to prepare, hear and accept, the period of the emergency law would be well over before all industry were brought into line, so the blanket code was a necessity. Sign it and get busy!

The hope is that normal business will be restored. We are looking at 1926 as a normal level of business. That year, with a total population of 116,254,000, the shoe production was 324,423,000 and the estimated consumption 320,083,000, so as a nation we consumed, per capita, 2.75 pairs of shoes. In 1932, with 125,895,000 people, the total shoe production was 300,000,000, with an estimated consumption of 307,000,000 pairs of shoes. This reduced consumption per capita brought about the sale of 2.44 pairs of shoes per person. Figure it out for yourself that with an increase of 9,000,000 people since 1926, we can well consume all the shoes made—even the past months' surpluses—if we are to return to the normal as measured in consumption, per capita 2.75.

As an industry, we welcome the increase of purchasing power and the restoration of normal business. As an industry, we are particularly fortunate in serving the public with the type of goods necessarily in demand.

Until our own codes are accepted, we can do nothing else but work under the blanket code. We don't intend to shirk, although we may question and safeguard trade action to see that it is sound.

This is a great period of change, but it will not find the shoe industry backward about "stepping forward." The old system was intolerable—the new is still in question—but it is a type of collective action for progress that evidently has a long future before it. To that end, the best thinking of the trade is needed to encourage and to create profitable operation. The pressure of price will soon be upon every store, and it must be faced with the realization that fixed charges by compulsion make necessarily increased selling prices at retail.—Boot and Shoe Recorder.

### ENGLAND AND IRELAND

(Continued from page 3)

from the soundings taken very often. We happened to be in the forward lounge just under the bridge right in a window when we struck and I shall never forget the sight of that iceberg as it loomed through the fog. It looked to me like a large white church with a spire reaching into the sky and then it was shattered into a million pieces, the ice from it landing all over the ship. Captain Gibbons explained to us afterward that what really saved us was the fact that it was an old floater

and had become porous and we happened to strike it in a weak spot. All day we were thinking of the Titanic and speaking of it and our near accident did not help the nervous tension much. But we knew we had a young, well built ship with a wonderful captain and crew and tried to forget our near tragedy and enjoy the rest of the voyage, which was beautiful. The land soon appearing on both sides of our ship made us feel better and the old St. Lawrence river never had looked so good to us all. We were only twenty-four hours late in landing at Montreal and we were very thankful to be again on terra firma, even if it was terribly hot on shore.

We spent a day in Montreal very pleasantly and en route home on the train we were all speaking of the incidents and spots that had left the most lasting and pleasantest impression with us, and as we rolled into Detroit, my husband casually remarked, "Well, Michigan looks a little the best to me of any spot I have seen since June seventh."

Olive Nott Roach.

### Tea, Eggs, Switches

One of the most amazing things in all industry is the number of different ways in which a simple principle can be applied to solve a wide variety of problems.

Recently, we told here about a new tea kettle with automatic timing control, and recalled an egg boiler which had used the same idea nearly twenty years ago.

Now the same simple method pops up in a new reclosing device for oil

circuit breakers. If your electrical circuit becomes overloaded and the circuit breaker operates, this new device will close the circuit again automatically after a given interval. If the overload is still there, the breaker will operate again; if the overload is only temporary, the circuit will continue without anyone having had to take had to take the trouble to reclose the breaker one or two or three or more times in succession before giving up the job in disgust.

And all of this reclosing activity depends, it seems, on the simple method of having mercury run through a tiny hole of exactly the right size to control the time of its action.

### Hollywood Marks 200th Birthday of Onion Soup

Last Sunday was the 200th anniversary of the discovery in France of "onion soup." At 7 o'clock on a studio lot in Hollywood, Calif., over 2,500 persons, including many noted characters, celebrated the event with a "breakfast." A Methodist preacher, a priest and a rabbi were on hand to bless the feast.

A Frenchman named Dumas, styled the "king of the kitchen," originally created "onion soup." Tallyrand popularized it. The Crusaders, upon their return from the Holy Land, first introduced it to Europe. But it remained for certain Hollywood neurotics to humiliate the humble vegetable through their breakfast incantations, peculiarly characteristic of the present development of their mentalities.

Temperament is mostly temper.

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## OUT AROUND

(Continued from page 9)

City of Grand Rapids to be divided into four wards.

## Legislative Branch

Governed by Mayor elected for three year term, not eligible to succeed himself. Twelve commissioners, three from each ward. Terms of each—three years—not eligible to succeed themselves or another commissioner until three years after end of the first terms. Mayor and Commissioners to serve without pay.

## Administrative Branch

City Manager appointed by the Mayor, approved by the City Commission. Board of Public Safety of five members appointed by the Manager, approved by the Commission. Board of Public Service of five members appointed by the Manager, approved by the Commission. Board of Public Welfare of five members, appointed by the Manager, approved by the Commission.

Board members to serve without pay and to perform the duties now devolving on the Directors of Safety, Service and Welfare.

The Manager to be subject to the authority of the Commission, to carry out orders of the Commission, to keep the Commission informed as to the affairs of the city, see that the laws and ordinances are obeyed, to suggest such changes as in his judgment will be advantageous to the welfare of the city, to co-ordinate the work of the various boards so that the affairs of the city may be carried on harmoniously if possible, at any rate efficiently.

The members of the first boards under this plan would be appointed, one for one year, one for two years, one for three years, one for four years and one for five years. Thereafter appointments should be for five years, term of one member of each board ending each year.

Similar adjustment should be made on the start for the terms of Commissioners. One commissioner from each ward should be elected by the ward, thus giving direct representation on the Commission; the other two commissioners should be elected by the city at large, the same as the Mayor.

It is believed the changes above proposed will remedy most of the defects that time and use have shown to exist in the present charter. Surely no elective official could hope for a second term after being out three years except on the record made during his first term. Three years gives a better opportunity to make a record than the present two year term. Building of political fences would be of little avail with a three year vacation ahead.

The election of two of the commissioners from each ward by the whole city should satisfy those who have

wished to return to the system first tried of having all commissioners elected at large. One commissioner elected from each ward surely should be sufficient for direct representation, with the two others elected at large. Every voter should be vitally interested in the whole city and concerned as to the personnel of the Commission. The above arrangement gives each voter a voice in the selection of three fourths of the commissioners and the Mayor. Under our present charter each voter has a voice in the selection of one third of the commissioners and the Mayor.

Nominating petitions for elective officers should give a sufficiently full record of the candidate to enable signers thereof and the voters therefor to judge of the fitness of the candidate for the office he seeks. Such record should be sworn to before a notary. Instructions for voting should bear a copy of such sworn records.

E. A. Stowe.

## A Business Man's Philosophy

Many of us are ambitious enough, but we are ambitious to be millionaires, United States Senators, or presidents of big corporations.

We are not ambitious to be the best shipping clerks, or the most skillful buyers, or the most productive salesmen. Our ambition cools when we contemplate the immediate task. We fail to get a thrill from aiming at perfection in the job at hand. What would it mean?

It would mean that we had real capacity. It would mean that we had something of the quality that distinguishes first-class men and women. This quality is the desire to do everything well. A thoroughly good man can't do poor work. Whether he is paid 10 cents or \$100 an hour makes no difference.

The baseball fans like Babe Ruth because he gives them the feeling that he would play good baseball even though he worked without pay. The Babe likes the game. He may hate the manager of his team, or his teammates, but that won't make any difference in his play.

Such spirit is needed in all work. When the worker has it, any job becomes a good job. Such workers usually find that the pay adjusts itself. But whether they get good pay or poor pay, they get the one thing that makes any job worth while, and that is the feeling that they are a little better than others who are trying to do the same thing.

William Feather.

## Odorless Garlic on Market

Introduction of a garlic-flavoring extract for use in cooking was started in grocery stores this week by an Eastern company. The extract, put up in liquid form, is manufactured from bulb garlic and is claimed to retain all the flavoring potency of the vegetable while eliminating its objectionable features. Manufactured to retail at 10 cents, the extract, according to its producers, can be used like any other type of flavoring extract in the seasoning of foods. The product is put up in glass containers resembling perfume bottles.

## MORE ENCOURAGING WORDS

## Concerning the Tradesman's Fiftieth Birthday Anniversary

Detroit, Aug. 3—The distractions of daily newspaper work and the slowing touch of old Father Time have delayed the congratulation I meant to have written a week ago. Fifty years used to be a long time, in those days when we looked forward through them or tried to do so. They are as a watch in the night that is past, when we can look backward, as one is sure to do as he reaches the 76th milestone. A long procession of once familiar faces goes trooping past and each one is associated with memories.

I offer you my most sincere and hearty congratulations upon your continued success in serving your time and generation during the past half century as few have been able to do, for it is a very valuable service to furnish the connecting links which keep business men in close touch with one another, and with their public and patronage during a period which has witnessed so many changes of the tides of circumstances. It must be a great satisfaction and pleasure for you to look back upon a work so well and so continuously accomplished and to receive so many congratulations from appreciative friends and patrons, for these represent but a small fraction of the general sentiment. So many of us as we grow old are apt to postpone our duties and the courtesies which are due, and then forget them.

I can picture the energetic, bustling little city of Grand Rapids as it was when you launched what seemed to be a rather hazardous venture fifty years ago. The population must have been less than 35,000, but, like some of these modern motor cars, it seemed to carry too much engine power for its chassis, so filled with enthusiasm, hope and confidence were its citizens. I can picture that army of tin-pail brigades which marched the streets in the early morning hours, for in my first days in the city I was one of them—one of the early employees of the Oriel Cabinet Co. far up Canal street, as it was then known. Grand Rapids had taken its place on the map through its exhibit of furniture at the Centennial Exposition in Philadelphia in 1876 and from that time its fame became world wide. Our good friend, At. S. White, had seen opportunity in this development and had made his venture with the Michigan Artisan. Very soon you made your own with the Michigan Tradesman. Scores of like ventures have been made since that time but you and the Tradesman are among the few survivors with a record of continuous achievement and success.

Many business enterprises of far greater promise have faded out of the picture during the interval of fifty years. There were four daily newspapers struggling for a livelihood. The Times by Nathan Church; the Eagle by the veteran, Aaron B. Turner; the Democrat, by Isaac E. Messmore and the Leader, by Waters & Weston. And in the fall of 1884 Harford & McDowell were to found the Morning Telegram, as if the opportunities for a daily newspaper in so small a city were limitless. All these daring ventures have passed into history and the sole survivor is the Herald, which was the child of the Morning Telegram. Of all the company of newspaper men of the early '80s who walked the streets in those days there remains only the remnant who gather once each year to enjoy the hospitality of the publisher of the Tradesman and the opportunity to exchange memories of long ago. And of these Col. David R. Foster, of Fort Wayne, although past his 90th year, is one of the liveliest and most vigorous.

Your success in life has not been a matter of luck or chance. You had in view a good purpose of human service and the ability, courage and persistence to follow the course you had marked

out in spite of mishaps and discouragements:

The man who seeks one thing in life, and but one, May hope to achieve it before life be done; But he who seeks all things, wherever he goes, Only reaps from the hopes which around him lie A harvest of barren regrets. [sows]

Best of all, perhaps, is the fact that appreciation comes to you while you are living, which is not always the case. Your experience bears out the pronouncement of Lessing in his "Nathan the Wise": "For God rewards good deeds done here below—rewards them here." And after all your best reward must be a consciousness that you, having chosen a useful purpose for your life, have accomplished impressively what you first set out to do. I therefore add my mite to the sheaf of congratulations, spoken and unspoken, which go out to you on your completion of fifty years of human service, and with it goes the wish for a long continuance in well-doing.

Geo. B. Catlin.

Grand Rapids, Aug. 4—I want to add my congratulations to the many others you undoubtedly have received because of your having completed week before last fifty years of continuous operation of the Michigan Tradesman.

It was my privilege to have been associated with you twenty-four years and seven months of that time.

I believe you have established a record not to be surpassed in the publishing of trade papers and I also believe that this record will stand very favorably with publishers of all other papers.

As I now look back over these years I cannot help but remember the changes that took place during my association with you. These changes were so gradual that they were not realized at the time. And all of these changes were for the betterment of the Michigan Tradesman.

But there is one thing that has never changed and that is your disposition to work for the betterment of the mercantile business of Michigan. This has been the dominant feature of your paper always.

I often wonder to what extent the mercantile world of Michigan appreciates your efforts.

I was talking with J. Harvey Mann, of Foster, Stevens & Co., a few days

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## Business Wants Department

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

For Sale — 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



after your fifty-year paper came out and Mr. Mann said to me that in a week his fiftieth continuous year in the hardware business would be completed—rather a strange coincidence. Mr. Mann started in the hardware business in Detroit. He worked there for a few years and then came to Grand Rapids with the old Gunn Hardware Co. for another few years and then went with Foster, Stevens & Co. and has been with them ever since in the capacity of employe and part owner.

I met Robert H. Young, of 1115 Bates street, the other day on the street and he was telling me that he worked for you almost a year as a printer in 1889. He said at that time Harry M. Royal was with you and Bob Young took a vacation of two or three weeks to get married and during the time that he was away from the office Harry Royal left to go to Shelby and Mr. Young has never seen Harry Royal from that time to this—strange, isn't it? Mr. Young told me that he had met Harry Royal's son, Rex, and he had often wondered what Harry Royal would look like to-day, as compared with what he did look like in 1889.

Bob Young looks to me just the same as he did the first time I ever saw him, forty years ago. I told him there had not been very much of a change in Harry Royal.

I stopped at your summer home at Lamont last Sunday for a little while, but unfortunately you were away, but we had a very pleasant visit with your dear wife and daughter.

Mrs. Stowe told me the reason why you hadn't returned was probably because you were taking advantage of the fact that she was not with you, so that you could take a ride on some good gravel road. It seems that she doesn't like to travel on gravel road and you do, and every time you have a chance to ride without her you get on these good gravel roads. I don't blame you, I like a good gravel road myself. Believe me, if you get over into Kent county you will find some wonderful gravel roads.

I hope that you will continue to publish the Michigan Tradesman for the next twenty-five years, not only for your own sake, but for the good of the Michigan merchants.

Roy H. Randall.

Chicago, Aug. 6—It seems but a small courtesy to join in the general congratulations for the half century of your career as the editor and publisher of the Michigan Tradesman.

The mere passing of fifty years might mean little more than the good fortune of your health and habits, many magazines have lived that long.

There is much more to this, your anniversary, to me. It would be very difficult to find a parallel to your growth and present position in the history of periodicals in your field.

I think I should like to propose a toast. It will convey my thought as well, and perhaps better than a long letter, at this time of your much correspondence.

Here's to the Tradesman,

Subservient to no one,

Generous in all that is right,

Uncompromising toward all that is wrong;

A magazine of the people, for the people,

By one of the people.

Fifty years is not enough: Carry On!

Frank Welton.

Men toil long years in a particular vineyard, do good works and are often unknown, unappreciated, save by their immediate neighbors.

By the time these good works serve by precept and example in other, more remote vineyards, why, the identity of the original vineyardman has been lost in transit and his praises are unsung.

One of the best pieces of trade journalism in this country is the Michigan Tradesman, Grand Rapids, which circulates to retail merchants of that state.

E. A. Stowe, its founder, editor and publisher, has just celebrated its fiftieth year of issue.

On the outside front cover each week a good poem or a thought-stimulating bit of prose is printed, always notable for its literary merit.

Some years ago in one of the Michigan towns I saw a large collection of these covers exhibited in a high school building—all pinned up, reading high, around the walls of a long and wide corridor.

Within fifty years E. A. Stowe has brought about a higher standard of ethics among competing merchants; he organized credit associations and made them better collectors and payers of their bills; he has looked after their legislative relations; exposed and prosecuted any number of thieves, grafters and racketeers operating against retail merchants; conducted at his own expense sixteen court battles, and all this to say nothing of the assistance he rendered in working out a uniform and economical system of insurance for retail merchants.

E. A. Stowe has materially prospered, but the profit from his life of effort has been far greater to those who comprise his journalistic trade field.

The real compensation to Mr. Stowe is the personal vanity of his accomplishments—fifty years of good work.

It is an example to more and younger men to go and do likewise in other and many fields.—Lorain (Ohio) Journal.

#### Interesting Letter From Dry Goods Manager

Lansing, Aug. 7—In our travels last week we found that our members were receiving their blanks for licenses to sell at retail under the retail sales tax law of Michigan. It was our first notion that we would get copies enough of these applications to send to all of our members, but on later reflection decided that you will receive them anyway and that it is the business of the state to put them in your hands. The form we refer to is GST-1 and contains voluminous instructions how you are to proceed. We will be glad to procure these applications on request and this will be done promptly if a letter or telephone message is received.

Almost in the same mail merchants and employers received the President's Re-employment Agreement authorized by the National Industrial Recovery act. Letters and telephone messages come to this office asking for opinions and advice. This advice is not an easy thing to give.

These agreement blanks can be procured at any post office and, therefore, it is not necessary for this office to send them. It has paragraphs 1 to 14 inclusive and comments or explanations from us would be superfluous. I venture a little advice regarding your procedure.

1. We are to be congratulated that we have a real leader in the White House. You should put yourself in as favorable an attitude toward his wishes as possible. This does not necessarily imply that you shall sign the agreement at once.

2. Carefully study the suggestions from the President and decide under which code, when finally announced, your store can properly classify itself. In some cases you can subscribe to both the dry goods code and the gro-

cers code and possibly the druggists code as well.

3. Recommendations from this Association to the national headquarters as to the number of hours per day or per week and the amount paid per hour to employes may fall upon deaf ears. At the request of some of our merchants, we have sent our views and their views to the Detroit office of the Department of Commerce, where this Re-employment Agreement will be carried into effect.

4. Do not do anything or say anything that will put you in an embarrassing position, either with the authorities at Washington or with the public sentiment which will be created by reason of local organization and co-operation.

5. It may be that in the great majority of cases you can operate under a code which will not be as detrimental to your interests as seems at first sight. Keep steady. "Don't rock the Boat." Do all you can consistent with your interests to be one of President Roosevelt's supporters.

Apropos of the above, I feel like indulging in a few comments and take personal responsibility therefor. We need in this country government by responsible political parties. There should be in every county seat and in every state capitol a well organized political committee of the two dominant parties.

This committee may be called the "political ring," or "clique of political bosses," but under whatever name, the chairman of the political organization, with his ward and township committee men, should select candidates for office, and insist upon their nomination. Then we would have responsible and well-known men who are interested in the success of the men they recommend.

The 19th amendment to the constitution of the United States doubled the number of inexperienced, irresponsible and haphazard voters. This is not because the women are not entitled to the same consideration as their brothers, but we had before the adoption of the 19th amendment a multitude of uninformed and indifferent voters. The oft-repeated phrase "Government by the people, of the people, and for the people" has no place in our political phraseology except as foundation for high-school essays and Fourth of July orations.

We have brought this menace upon ourselves by the adoption of an insipid primary election system where no organization or no set of men are responsible for the illiterate, unsophisticated, and mongrel political boobs who nominate themselves by petition and by subtle methods of advertising get themselves elected to office. This remark applies to county, legislative and congressional offices. The nominations made last November under the primary system by the dominant party in Michigan for the offices of governor and lieutenant governor is a solemn reminder of our political foolishness. We have bungled our election methods in such a way that we really have better officers than we deserve. Good citizens of all classes should study government more and criticize officials less.

The silly notion that prevails that recall proceedings may be started at any time to remove officers who do not please a certain group of individuals is another menace to good government and public decency.

Since 1893—forty years—I have seen twenty legislatures come and go and I have never known any legislature that worked harder for the interests of the people than the one just adjourned. They worked under terrific handicaps and imperfect party leadership, but the individual members were honest and sincere.

This is the first time we have broken out in a political discourse for some time. Perhaps it will be the last time. Think it over.

These are hot days but interesting ones. The members of our organization scattered over Southern Michigan are aware of our recent visits and these visits will be continued until the territory is covered once over and then some. Business is more encouraging and this opinion is based on the mental attitude of the merchants whom we have visited. Our insurance policyholders are doing better than previously and there is a spirit of get-together and go-ahead on all hands.

A. K. Frandsen, whom we all know and respect as one of our former presidents, is now on the road and has been putting in part time work for our Association. We have supplied him with blanks and literature and have asked him to do some work for both our Association and our insurance company. He has surprised us by sending in a list of new members and, judging from the success already attained, we are going to have a very substantial increase in our membership list before Mr. Frandsen gets once over. Extend to him a welcome hand and through him communicate to the Association any desires which you have for service and co-operation.

One after another of our steady and substantial merchants seem to give away to the pressure of business anxiety and responsibility. J. N. Trompen has served as president of our insurance company for many years and has helped to save merchants many dollars. He is now in the hospital where he is receiving treatment. It is the desire of his friends that he remain quiet and it is not desired that letters be addressed to Mr. Trompen at this time. We hope he will soon recover and continue in good health. It is a misfortune to have men like Mr. Trompen drop out of active business.

When we travel East and North from Lansing we make Christian's restaurant our stopping point. It is one of the best eating places in our entire state and there we have the pleasure of a brief and snappy visit with the present owner and proprietor of the store, L. H. Christian, and his cousin, A. M. Donsereaux, Jr.

For months previous to the passing of D. M. Christian and since his decease, L. H. Christian has been doing a splendid job of merchandising. He has inherited his father's business ability and foresight and the citizens of Owosso will continue to be proud of the big store on the corner organized and conducted for so many years by the first President of our Association.

The above item recalls to my mind the prophetic words of Mr. Christian which I have heard frequently during the past thirteen years. Mr. Christian was a keen business man, a man of vision. He sympathized with the agricultural classes and many times have I heard him say that the Government—Federal and state—should stabilize the prices of farm commodities such as wheat, cotton and corn.

I have heard him tell how these things could and should be done and it seems remarkable that almost at the time of Mr. Christian's passing to a better world, the Government at Washington enacted laws to do the very things that Mr. Christian long advocated. We never know the influence that we have for the present and for later generations. We hated to lose Mr. Christian. He is still with us in character and influence.

Jason E. Hammond,  
Mgr. Mich. Retail Dry Goods Ass'n.

Building permit reports, as tabulated by the United States Department of Labor, decreased 36.5 per cent. in June, compared with May. If the permit for the San Francisco-Oakland bridge had been excluded from the Mya total, a substantial increase would have been shown by the June figures.

Haste makes waste.



# 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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