

LITTLE AND GREAT

A traveler on a dusty road
Strewed acorns on the lea;
And one took root and sprouted up,
And grew into a tree.
Love sought its shade at evening-time,
To breathe its early vows;
And Age was pleased, in heat of noon,
To bask beneath its boughs.
The dormouse loved its dangling twigs,
The birds sweet music bore—
It stood a glory in its place,
A blessing evermore.

A little spring had lost its way
Amid the grass and fern;
A passing stranger scooped a well
Where weary men might turn;
He walled it in, and hung with care
A ladle at the brink;
He thought not of the deed he did,
But judged that Toil might drink.
He passed again; and lo! the well,
By summer never dried,
Had cooled ten thousand parched tongues,
And saved a life beside.

A dreamer dropped a random thought;
'Twas old, and yet 'twas new;
A simple fancy of the brain,
But strong in being true.
It shone upon a genial mind,
And, lo, its light became
A lamp of life, a beacon ray,
A monitory flame.
The thought was small; its issue great;
A watch-fire on the hill,
It sheds its radiance far adown
And cheers the valley still.

A nameless man, amid the crowd
That thronged the daily mart,
Let fall a word of hope and love,
Unstudied from the heart;—
A whisper on the tumult thrown,
A transitory breath,—
It raised a brother from the dust,
It saved a soul from death.
O germ! O fount! O word of love!
O thought at random cast!
Ye were but little at the first,
But mighty at the last.

CHARLES MACKAY.

What every merchant knows

A "SHOE DEALERS" Policy represents
a real adventure in thrift ✓ ✓ ✓

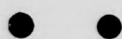
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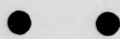
It saves you money — dividends to policyholders, of 25 to 30 per cent since organization, is a record to be proud of.



It saves worry — prompt and careful adjustments.



It saves costly errors — our insurance auditing service meets a popular and growing need.



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

MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, AUGUST 16, 1933

Number 2604

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.

CHAINS ARE IN A JAM

Forced To Face Innumerable Expenses

I don't believe I exaggerate a particle when I express the belief that the grocery chains are in a tough spot. A spot so tough that it may change the whole scheme of chain store merchandising.

Every student of economics knows that a far-flung system of chain merchandising can become so diversified and so unwieldy that the economies that volume brings are more than eaten up by increased and innumerable expenses. There is much reason to believe that some of the big chains had already reached this point, even before the present problems arose. If I am right in this, the present problems have unquestionably made a bad situation worse. The chains' present problems are these:

1. They are being heavily taxed all over the United States. The details and the figures on this have been published from time to time. In some States the chains have been able to pull strings so as to prevent the passage of tax laws, but this is probably only temporary. The tax scheme is exceedingly inviting to states that need money—and what state does not? Moreover the way to tax is clear. There are no legal complications about it any longer and the chains are helpless, because the United States Supreme Court has upheld it, and all that any State needs to do is to model its law on the statutes which the court has upheld. How important the matter is to the chains can be seen from the Kroger Co.'s admission that the tax law of one state alone will cost it \$200,000 in taxes if the law is upheld.

2. Under the new Industrial Recovery codes the chains will

positively have to increase the wages of a lot of their employees. They have only gotten through the depression by cutting wages to the bone. The increases they will now have to make will run into millions of dollars a year.

3. The whole system of secret rebates, discounts and allowances which have cut down the chains' purchase costs is being threatened, not only by the investigation of the Federal Trade Commission, but by the codes.

4. The loss leader system by which the chains have attracted a lot of business is also being threatened by the codes, and also by the growing belief on the part of manufacturers of trademarked brands that if it isn't stopped they must do something in order to protect themselves from reprisals by the independent grocery trade.

These problems are all intensely serious to the chains. And added to them is the growth of the co-operative idea among independents, the growing public belief that chain stores are detrimental to local communities, and the undoubted fact that greedy ambition has led the chains to open too many stores, and that the competition among the chains themselves has had disastrous results. The effect of all of them is to increase the chains' purchase costs, and its overhead, and decrease its ability to get business. Which from a competitive policy is vital, and might even be fatal.

If there is anything in this argument, the logical result of it would have to be some change in chain store methods. What shape would that take? I believe it would take the shape of closing a lot of local chain stores, and concentrating upon fewer stores, and those larger than the average chain store has been in the past. Some of the big chains are already trying that.

Whatever is done, however, the independents stand to gain from it, as I see it.—Modern Merchant and Grocery World.

Crooked Camera Deal Nipped in the Bud

The Petoskey daily newspaper contains the following:

Two boys from New York left Petoskey in a hurry last night after running afoul the law in a scheme to promote the sale of cameras in local stores.

They are Carl Osberg, a dark, handsome, smooth-talking salesman, and Alfred Wilson, a quiet, mustached fellow. They spent most of yesterday in the county jail awaiting word from New York which would start them on a fast trip out of Michigan.

It all started over the word "exclusive." Four Petoskey merchants told

Prosecutor A. T. Washburne they purchased exclusive rights to the camera deal from one of the two men. The dark fellow dealt with Lake's drug store and the smaller chap with Eckels', Henry's book store and the Central drug store, the merchants said.

Each said he had signed a contract which provided for purchase of 200 film packs to fit an odd size camera. The merchant was to be given 200 cameras. These cameras were to be given away with each purchase of 75 cents. The company was to make its money from the sale of additional film packs later.

"Exclusively it was a good deal," said John Lake. "But with a lot of stores in on it, the deal wasn't worth a nickel."

It was through Henry's that the quadruple dealing was discovered. Suspicious of the deal, Mr. Boehm purposely failed to give them his check when he signed the contract. The salesman thought he had it and left.

Yesterday morning he came to the store in Mr. Boehm's absence and asked Mrs. Boehm for a new check, saying he had lost the first one. Skeptical, Mrs. Boehm asked him to return later. Then she proceeded to enquire at various stores to learn if the first check had been cashed.

At Eckel's she learned the check hadn't been cashed but discussion developed the duplicity. Further investigation showed Lake's and the Central drug store had subscribed to the same deal.

Mr. Lake started on the trail of the two men and found them checking out of the Perry Hotel.

"It is all just a misunderstanding," declared the dark chap. "Just a misunderstanding."

After considerable discussion, it was agreed there would be no prosecution if the men returned the money, agreed to leave the state and to secure cancellations of the four contracts. The money was forthcoming and they signed agreements to leave. They were freed last night.

Petoskey, Aug. 14—We surely fixed these birds right. They left Michigan by way of the Soo. We are notifying Mr. Parr, also the N.A.R.D., as well as the company they pretended to represent. Their scheme was much the same as the free razor deal and the resale of blades for profit. The jail did not look good to them.

I may see you about Friday, as I expect to speak to the salesmen of the New Era on that date.

John A. Lake.

Business Outlook For Next Three Months

With uncertainties of the N.R.A. Codes and inflation, business appears to have entered a quiet hesitant market; not only in business but in commodities and securities markets. Business, however, shows only a moderate

recession in some lines. The unfilled tonnage statement of U. S. Steel shows a decline which was somewhat larger than expected. Retail distribution for July indicated a moderate improvement. Cotton reports were about two billion bales above estimates. Electric power production was about the same increase in percentage as the preceding period.

It has become very evident, if the N.R.A. program is not completely successful, that inflationary powers in the hands of the President will be used, if necessary. A definite plan for higher commodity prices is still very apparent. The halt in the upswing was predicted by many and resumption of strength will probably take place this fall. This will probably be due to general business improvement and also the Administration's plans.

There is a distinct relationship between purchasing power and production. Everyone realizes that five months ago stocks in the hands of wholesalers and retailers were low. Raw material in manufacturers' hands were replaced and now there is a period ahead where both manufacturers and retailers will not buy more inventory until their present reserves move into consumers' hands. There is bound to be a breathing spell. This probably will be taken care of by the "Buy Now" campaign. Some writers, however, claim that this campaign will succeed on the strength of rising prices rather than propaganda.

The general prediction is that business outlook will be steady in August, will show an improvement in September, this due directly to natural recovery, inflation and better purchasing power of the consumer and farmer.

J. H. Petter.

Fall Bedspread Demand Slower

After booking an unusually large volume of business early last month on Fall styles, bedspread mills now find that orders have dropped off considerably and that the higher prices have caused buyers to hesitate. Before lines had been officially opened wholesalers and retailers had covered a good portion of their initial requirements, and for a while after the showing orders appeared steadily. The volume to date is considerably ahead of that for the corresponding period of last year. At the present time, however, the labor differentials have halted new business.

Attracts Trade in Rain

"Shower Sale" is used by a Chicago market to attract trade to the store during rains. He offers a discount on all goods bought while it is raining. This is reported to have attracted women who would otherwise have done their trading at stores nearest their homes.

What we need is an automobile that is afraid of rains.

A BARNEY ROMANCE

A Leaf From Grand Rapids' Early History

A few evenings ago I had a delightful experience when Theodore Williams dropped in upon me and offered to take me for a ride anywhere I desired, and I replied to his proffered kindness that I would like to go and see a barn. We traveled Kalamazoo avenue Southward to the Michigan Central Railroad crossing and then one mile beyond. Turning to the left, we found on Section 28, Paris Township, the barn I wanted to see.

We drove into the farm entrance and enquired of the man who lived there if we could look into the barn, and he said he was a tenant, but would be very glad to grant the request, and we sauntered to the front of the barn and I looked at it with the deepest interest. It was the first barn built in Kent county 100 years ago, and I am inclined, after having gone into the barn and rubbed my hand over the big timbers and looked at the interior framework with a loving gaze, to tell the story which is attached to an unusual romance.

Grand Rapids is now in its second century. One hundred years ago, in 1833, the Guild families and Barney Burton and his brother, Josiah Burton, came to Grand Rapids to make their permanent homes. Joel Guild built a house on the site of the present Grand Rapids National Bank building. It was the first frame building in the settlement and, owing to the hospitality of the Guild family, the newcomers made it a sort of central meeting place.

Barney and Josiah Burton took up from the Government 320 acres of land now bounded by Division avenue, Burton street, Madison avenue and Laramie road. Members of the Guild family took up areas adjoining this. Barney Burton was a vigorous young man and decided that this piece of land he had taken up would eventually be his farm home. Like a thrifty farmer, he decided that the most important thing connected with a farm holding was a barn and he personally entered upon the erection of a barn upon the premises and walked to and fro from the central trading post to his domain, working out from timber on the place the new barn. Each night he slept at the house of one of the settlers and each morning walked out to his task.

There was in the Joel Guild family a very attractive daughter, Harriet, and Mr. Burton formed a sort of habit of changing his clothes when he came from building of the barn and spending the evening with Harriet. They became very intimate friends and he confided to her the plan he had for a future home.

The barn was completed and one evening very soon thereafter Barney said to Harriet, "Don't you think we better get married?" And Harriet responded, rather coyly, "I am not averse to it, but I am not willing to change my father's house as an abiding place to a barn." Barney replied promptly, "I am not that kind of a lover and I'll not be that kind of a husband. If you will agree to enter upon pioneer life with me, there will be a house erected within a week, for,

let it be known in this colony that we are to be married, as this will be the first marriage in this valley, every man will rally to us to build a house." The frankness and attractiveness of this outlook under the pioneer conditions attracted Harriet sufficiently so that she entered into the agreement.

In a week's time a log house was completed a few rods in front of the barn and they were married and entered upon their honeymoon in the new house attached to the first barn erected in Kent county. It proved to be a very happy marriage and their home was a center of hospitality for many, many years. Settlers coming to Grand Rapids stayed with the Burtons until they should have a place in which to live. And although there were

acres of Burton Farm and deeded it to my mother. Adjoining lands were secured, so that Father had a farm of ninety acres and we came to live there in 1858. Not long after the log house was erected in which the Burtons began housekeeping, Mr. Burton, having been thrifty, erected a frame home, and it was into this home that our family came when we transferred our allegiance from the Badger state to the Wolverine state.

The barn was very substantial. An element of sentiment in the make-up of Barney Burton led him in the building of that barn to put into it every kind of timber growing on his forest domain. This was very interesting because there was a wide range of species in this forest. When our family

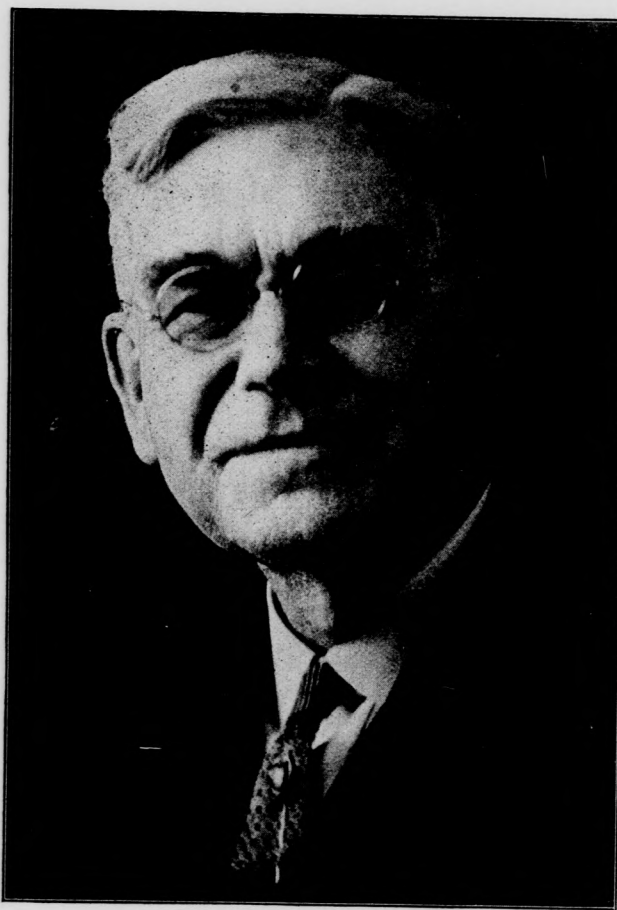
ownership of my sister and myself, and I have lived there all of my life after coming from Wisconsin, except the years I was attached to the Agricultural College, until now. There came a time when the barn had lost its usefulness, as the farm holding was diminished and the city came out and absorbed that part of the township of Paris, and I decided that inasmuch as it had lost its usefulness, it could be spared and the remnant of the farm would lose nothing of value connected with its activities. My favorite cousin, Mrs. Fletcher, desired to live near our family and suggested that it would add to her happiness to have a cottage upon Burton Farm and near my family. I said to her that she could choose her location and I would be very happy to see that she could carry out her heart's desire. After a good deal of surveying and counsel with Mrs. Fletcher's brother, Ossian Simonds, the landscape gardener, it was thought that the location of the old barn was really one which would satisfy her heart better than any other spot upon the farm. I immediately decided to take down the barn, and while there were some emotional expressions connected with my attachment to the old structure and the historic reminiscences attached to its history, I concluded that the establishment of a new home upon its site and the removal of the old structure was in the interest of everybody.

It became noised about that the old barn was to be taken down and a Holland boy, Roy Slot, living in the town of Paris, negotiated for the old structure and an agreement was entered into that he should take it down and have it for his very own if he would erect it again upon his farm and utilize all of the material in it, so far as practicable, in rebuilding the structure. The barn was put together without nails. It was pegged together and there were in it many remnants of the early days in the way of implements and appliances which had been used, and these were distributed to any people who desired to keep them as mementos. I did not follow up the matter, as I was perfectly satisfied with the way in which the barn was taken down and the area upon which it stood cleaned up, and until a few evenings ago I had never seen the structure which had been transferred from Burton Farm to central Paris township. I looked lovingly upon the structure and recognized many details that were identified closely with my boyhood days. There was no change particularly, except the shape of the roof, which was transformed into what is called a gambrel roof, but this was accomplished through the service of the material that was in the original structure. The barn doors which used to swing on hinges, however, now are on rollers.

I recalled that years ago a picture was taken of the barn in its original location, and I looked up this photograph and am glad to-day to make this record of a few facts in the history of our city and bring to life again the story of a "Barney Romance."

Charles W. Garfield.

The crisis over, hope should revive.



CHARLES W. GARFIELD

no children born into the Burton family, when I became acquainted as a boy with the Burtons and other early settlers in Grand Rapids, I heard from time to time stories of boys and girls who had been brought up in the Burton family and called her Mother.

In time all of the Burton holdings were sold except twenty acres of the original domain, and this piece of land Mr. and Mrs. Burton expected to keep as their home and enjoy during life's decline. In 1856 my father and mother came into the situation and decided to live in Michigan, rather than the Badger state, where I was born, if a suitable location could be selected. Mother took very kindly to the Burton place and, as the result of long negotiations, Father purchased the remaining twenty

came to live in the Burton residence, I became as a lad very much interested in the kinds of timber which were put into this barn, and everything attached to the barn became interesting and dear to me. It was in this barn that we had our big swing over the central floor; it was through this barn that we children climbed in playing hide and seek; it was on this barn floor that neighborhood gatherings had their picnics and it was in this barn that we had great times in connection with haying, harvesting and threshing and those accompaniments of farm life. I have etched in my memory the most interesting associations connected with this barn.

The remnant of Burton Farm came from my parents' ownership to the

MORE ENCOURAGING WORDS

Concerning the Tradesman's Fiftieth Birthday Anniversary

Grand Rapids, Aug. 11—Congratulations on the fiftieth anniversary of the Tradesman. I do not see that I can add to the many kind letters you have received other than to say I endorse them all. They have not said too much. I am sure you may justly feel proud of your fifty years of intense activity as manager and editor of the Tradesman, and I am sure that every one of the nine that are left who started with you at the first issue are still proud to be with you. You have done a noble work.

I am glad to see that you feel kindly toward the colored people. Many of them, as you state, are very needy. One stopped at my store not long ago, asking if I had any paper to sell. I told him not any. He closed the door. I called him back. I noticed his small wagon, not worth ten cents for any purpose. I asked him if he made much money in his business. He said, "Not much, sir." He said, "I'll tell you what I made yesterday: twenty-five cents; and with that I bought a five cent loaf of bread, ten cents worth of meat and ten cents worth of coal." I asked what he would have done if he had not made the twenty-five cents. He said he would have gone without anything to eat, "that's what we do, sir." I have seen him once since. He said, "The other morning we were very short. We poured the coffee we had and then took the coffee grounds, put it on the bread to eat and that was our breakfast," and in it all he seemed happy. He was no fraud. We have much to be thankful for. And when the end comes with us, as come it will, I hope you will hear from the Master's lips, "Well done, Stowe." F. C. Beard.

Lansing, Aug. 11—My heartiest congratulations upon your completion of fifty years of continuous service with the Tradesman. In those years you have placed the Tradesman in that enviable position where a human product becomes an institution. This is the sort of immortality that might be called "Immortality as a fact." The finest reward in life, I think, is to achieve it, that one's future may be livingly associated with human service. But may time be generous with you and leave you within the flesh for yet many years to guide the fortunes of the Tradesman. George N. Fuller, Sec'y Mich. Historical Commission.

Philadelphia, Aug. 9—Please accept our sincere congratulations on the occasion of your publication rounding out fifty years of "keeping everlastingly at it." You have our best wishes for continued success. N. W. Ayer & Son.

Nashville, Aug. 14—I have read with great pleasure the many letters you have received following the issuance of the "Fiftieth year of the Tradesman."

Trying to interpret the code to find out when I should open and close my place of business, the proper salaries to pay and follow with a report on which the sales tax is levied has so engrossed my time and attention that I have delayed writing you and expressing my appreciation of the wonderful service you have rendered the retail interests of the state through the many years you have published the Tradesman.

I recall with pleasure trips I have made with you when you were organizing Business Men's Associations. Later your Realm of Rascality column has continued to hold out a lantern of warning against the many pitfalls that line the way of the unwary retail dealer and has saved him many, many good dollars and bushels of regret.

You have not only given of your time to business of the dealer, but if reports are true, have been most gener-

ous with the numerous industrial and commercial activities of your city, both with cash and personal service and these are some of the important qualities of good citizenship. Your "straight from the shoulder" opinions, and your quick response to the request for help from your subscribers entitles you to their most sincere thanks, which I know you receive.

I join your host of friends and admirers in congratulating you for the joy you appear to have from the service you render and I with them wish you many years of continued physical and mental vigor by which you may continue the work for which you are so eminently fitted.

C. L. Glasgow.

Flint, Aug. 9—Your brief words express to me more honesty and sincerity in the welfare of pharmacy than if you had written volumes. Some day I will be in Grand Rapids and will call on you where I can express my thanks to you personally for things you have done. I cannot help but congratulate you on the fifty years of service the Tradesman has given. It is a wonderful achievement. You perhaps do not know my father has been on the sick list for several weeks, otherwise he would have written you also. He is on the gain, but it is rather slow and for one who has always been active it makes a hardship to be laid up. J. Howard Hurd.

Interesting Observations Made in the Upper Peninsula

Pickford, Aug. 8—Most of the people in the Lower Peninsula would be surprised to see the development in farming which has taken place above the Straits. This is especially true in Chippewa county, which is noted for its grazing lands and the heavy production of hay. This is also true about the village of Pickford in the South part of Chippewa county. Here is a country village with fine business blocks and good stores well stocked with merchandise. It has a fine bank building and a high school building which would be a credit to a much larger town. The farms about the town are well kept and the buildings are in good repair. The local creamery provides a market for its wide dairy interests. At one time the town had a woolen mill, which has been converted into a feed mill. This town and its farming community are a credit to its people and their enterprise and thrift.

Newberry, Aug. 9—I was much pleased to note that the people of Newberry have erected a monument to the white pine tree. A perfect white pine log, sixteen feet long and about thirty-six inches in diameter, with bark intact, has been set upon two concrete piers. Over all has been erected an artistic shelter, same being placed upon the boulevard parking in the center of the street, just outside the business district. Wire rings have been placed about the log about every foot of its length to keep the bark intact. This city is to be commended for its thoughtfulness in thus preserving a specimen of the best white pine ever grown in any land. The merchants at Newberry had a meeting at 2 p.m. at which I was invited to speak and did. Every courtesy was shown me by the merchants taking the Tradesman. At this meeting there was a merchant present from McMillan. When I entered his store later he greeted me heartily and handed me three dollars for his subscription.

Seney and Shingleton, Aug. 9—The former has one store fighting to live. The latter has two small stores, one closed for the day and the other kept by an old man who is entitled to the oleo refund but was afraid I was a crook. Said he had no use for store papers. His place bore evidence of his lack of fitness for a merchant.

Munising, Aug. 10—Dollaville has two stores. One placed a subscription. The other is a branch of Westin & Co.,

of Newberry, who have the Tradesman. I viewed this almost deserted village, thinking of the man (the late Robert Dollar) who gave his name to it and who subsequently became one of the best known men in the commercial world. The site is in a swamp, having a pond upon which the mills were erected. There is much flat and low country all the way West to near Munising, where hardwood appears. This city is surrounded by high wooded hills, except toward the bay. It has a beautiful setting. I am staying at the hotel facing the shore of the bay, giving a picturesque outlook over its waters. I consider this the most attractive town I have thus far seen in the Upper Peninsula. Population is about 4500. The big paper mill is the chief industry and is working an increased force.

A. G. Schneider, formerly of Onaway, recently opened the Home Town Bakery on Superior street. Mr. Schneider has a very attractive place of business and one can see at once by the fine quality of his product that he is a master baker and deserving of the patronage of the food merchants and home people. Every city and town can have the best of baked goods if they will give loyal support to their home bakery.

Marquette, Aug. 12—The grocers had a meeting here Thursday evening, and Friday evening a meeting was held in the city hall for all merchants. Had several invitations to this meeting, which I attended. It was called to set the code hours. Stores will open at 7:30 a. m. and close at 6 p. m., six nights in the week, beginning Monday, Aug. 14. This city is badly chain ridden. I am told the local Chamber of Commerce favors them as well as the one newspaper. Also was informed the Welfare secretary gives orders on the chain stores, even when the applicants request that the independent merchant be permitted to furnish supplies. As matters stand no home food merchant is making any money. This, and the Government regulations, have left them in an abnormal state of mind, which has made it difficult to interest them in even a small investment in a good trade paper. I called upon the managers of all the leading business houses in various lines, but short cash prevents consideration of anything outside of regular necessities.

Referring to my suggested plan to fight the chains, I am briefly outlining this plan to intelligent food merchants and, without exception, they would like to help give it a trial. I called to-day to have a chat with the manager of the only local paper, the Marquette Mining Journal, but he was not in. Some of the chains here have given him some advertising, others have not. I believe local publishers are in sympathy with the home merchant, but prefer to remain neutral, rather than take a stand either way. However, I believe they would stand by the home merchants, if they saw they were determined to protect their own interests and willingly publish educational articles to show up the evils of monopoly and its blighting influence upon their fair city. I have in mind preparing a series of such articles, which might be used in a local paper to show the people how

they are being deceived; that instead of saving money by buying of chain stores, they are actually losing instead.

I do not believe it would be difficult to get the signature of practically every business manager to favor a move against the chain system, also an agreement to give advertising support to his local paper or papers, so they will experience no loss in rejecting chain store advertising. After a year of educational propaganda, I believe many would desert the chains and become loyal to the home merchant, and in time these stores would move out. The consumer cannot be driven, but he can be led by sensible appeal to act for his own best interests. I feel here is a mighty field for action; that city after city and town after town might be organized to his end. From my many conversations with merchants upon this subject, I would not hesitate to undertake this plan. I would work it out quietly and get it into operation with no newspaper publicity, just a silent flow of educational arteries going out constantly, touching every angle and economic aspect. I outlined this plan to you a few weeks ago to get your views of its merits. This is a changing world, so I offer the plan as a suggestion, with a view of its helping to drive back and eventually give American business men relief from oppressive monopolies, which are sapping the vitality out of towns and cities throughout the Nation. Chain store blight has caused the loss of more Tradesman subscribers than any other thing I have encountered. Dozens have told me they will be back when they have the price they can spare. You have the faith and confidence of Michigan merchants to a remarkable degree for having served them so faithfully during the past fifty years. They still need help and need it much. This is why I have attempted a few suggestions. E. B. Stebbins.

Men's Hose Prices Doubled

Men's low-end hosiery prices have practically doubled in the last month, principally under the influence of the new industrial code. Some of the numbers that were priced at 80 cents a dozen cannot be obtained for less than \$1.60 at the present time, taking them from the 10-cent retail class and putting them in the 20-cent division. In branded goods the volume business is now expected to be done on the 35 and 50 cent numbers.

Corset Outlook Notably Favorable

Orders for corsets are being placed in substantial volume for early delivery. Marked attention is being given models featuring the use of new rubber-woven materials in both girdles and foundation garments. The Mae West influence is crystalizing as a notably important factor in the latest corsets and brassieres. Models giving the high bustline, typical of this vogue, are being purchased in good volume. The general Fall outlook is regarded as exceptionally favorable in the trade.

Great spenders are bad lenders.



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

MOVEMENTS OF MERCHANTS

Holland—Mrs. S. A. Leath has taken over the management of the Holland Sandwich Shop.

Detroit—The Lake Shore Sugar Co., 8047 Hamilton street, has increased its capital stock from \$5,000 to \$100,000.

Detroit—The Electrical Warehouse, Inc., 470 Brainard street, has changed its name to the Turner Electric Supply Co.

Detroit—J. J. Jansma has sold his ice business at Tenth street and River avenue, to the Superior Pure Ice & Machine Co.

Lansing—The Michigan Butter & Egg Co., 101 East Kalamazoo street, has decreased its capital stock from \$100,000 to \$50,000.

Kalamazoo—Mrs. Grace Shaffer succeeds Mrs. Ralph Travis as manager of the Neumode Hosiery Shop, 102 South Burdick street.

Detroit—The Bendix Stromberg Carburetor Co., 2739 Woodward avenue, has decreased its capital stock from \$1,125,500 to \$243,100.

Detroit—The Adelaide Meat Market, Inc., 915 Adelaide street, has been incorporated with a capital stock of \$2,000, all subscribed and paid in.

Port Huron—The Streamline Copper Pipe & Fitting Corporation, 1925 Lapeer avenue, has changed its name to the Streamline Pipe & Fittings Co.

Detroit—The Pros't Brewing Co., 9920 Knodel avenue, has increased its capital stock from 300,000 shares no par value to 500,000 shares no par value.

Ann Arbor—The University Brewing Co., with business offices in Detroit, at 515 Barlum Tower, has changed its name to the Arbor Brewing Co.,

Niles—The Niles Metal Products Co., has been organized for the refining and reclaiming of metal, with a capital stock of \$1,050, all subscribed and paid in.

Detroit—The Fort Dearborn Brewing Co., 1109 Lafayette Bldg., has been incorporated with a capital stock of \$1,000,000, \$200,000 being subscribed and paid in.

Detroit—The Right-Fit Shoe Store, Inc., 8120 West Jefferson avenue, has been incorporated with a capital stock of \$5,000, \$3,000 of which has been subscribed and paid in.

Battle Creek—The Maurice S. Gordon Co., 22 West Michigan avenue, dealer in furnishings and clothing for men, has decreased its capital stock from \$50,000 to \$30,000.

Detroit—Canyon Placers, Inc., 416 Stormfelts-Lovely Bldg., mining, concentrating, etc., has been incorporated with a capital stock of \$250,000, \$1,000 being subscribed and paid in.

Monroe—The Hattner Forwarding Co., Elm and North Monroe streets, has been incorporated to deal in waste materials, etc., with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Columbia Brewing Co., 818 United Artists Bldg., has been

organized to manufacture and sell beer with a capital stock of \$50,000, \$5,000 being subscribed and \$1,000 paid in.

Detroit—The Talo & Solin Co., 209 Capital Theatre Bldg., merchant tailor and dealer in clothing at retail for men, has been incorporated with a capital stock of \$5,000, all subscribed and paid in.

Battle Creek—L. S. Udell and Canie Benfield have leased the store at the corner of East Michigan avenue and Madison street and are occupying it with a modern bakery under the style of the Butter Kist Bakery.

Detroit—The Joseph A. Lobsinger Co., Inc., 1312 Michigan avenue, has been organized to deal in new and used fixtures for restaurants and stores, with a capital stock of \$10,000, \$2,500 being subscribed and paid in.

Jackson—The Grossvater Beer Distributing Co., 103 South Columbia street, has been organized to deal in legal beverages with a capital stock of 250 shares at \$10 a share, \$2,500 being subscribed and paid in.

Plymouth—The Mayflower Drug Co., Hotel Mayflower Bldg., has merged its business into a stock company under the same style with a capital stock of 500 shares at \$10 a share, \$5,000 being subscribed and paid in.

Detroit—The Greenfield Avenue Lumber Co., 12680 Greenfield avenue, has merged its business into a stock company under the style of the Greenfield Lumber Co., with a capital stock of \$25,000, all subscribed and paid in.

Benton Harbor—The King Equipment Corporation, Second and Miller streets, has been organized to deal in machinery and devices with a capital stock of \$2,500 preferred and 6,600 shares at \$1 a share, \$9,100 being subscribed and paid in.

Detroit—Recordings, Inc., 3606 Union Guardian Bldg., has been organized to manufacture and deal in electrically transcribed records, distribute films and machinery, with a capital stock of \$1,000, all subscribed and paid in.

Flint—The Mahar & La France Sales & Distributing Co., 1403 Union Industrial Bldg., has been organized for the distribution of beverages and equipment for sales, with a capital stock of \$5,000, \$1,000 being subscribed and paid in.

Pontiac—The Joyce Style Shops of Pontiac, Inc., 7761 West Vernor Highway, has been incorporated to deal in wearing apparel for women and children, with a capital stock of \$5,000, all subscribed and paid in.

E. Kuyers, dealer in general merchandise at Stanwood, renews his subscription and writes: "I have read the Tradesman for more than forty years and I still look for it each Thursday morning as much as I do for the morning Herald. I like it more each year."

Detroit—Distillers' Importing Corporation, 1248 Free Press Bldg., has been incorporated for the importation, storage and sale of vinus, spiritous and fermented liquors for all legal purposes, with a capital stock of 2,500 shares at \$1 a share, \$1,000 being subscribed and paid in.

Nashville—George Watts, of Chicago, Ill., is opening a garage at the service station owned by George Evans. Theo. H. Bera, who for years was associated with the Bera Hardware Co., of Nashville until its dissolution two years ago, has purchased the cream, poultry and egg business of Kenneth Lykins.

Detroit—Return of the name Menzies to the shoe field in Detroit is noted in the organization of the Hiawatha Shoe Co., Inc., with offices at 300 West Jefferson avenue, Detroit's wholesale shoe center. The company is carrying, at wholesale, lines of women's shoes exclusively, and is selling in the Detroit territory.

Eaton Rapids—Harry A. Knapp, who has lived in Eaton Rapids all his life and has been associated in different business enterprises for a number of years, has now engaged in the hardware business on his own account, and has opened a new store with a full and complete line of hardware in a very attractive location. The Michigan Hardware Company furnished the stock.

Grand Rapids—The Rowe Hotel was taken over Monday by the American Hotel Corporation, which conducts forty-six hotels in the United States in behalf of the Metropolitan Life Insurance Co. The hotel organization has placed J. B. Morris in charge of the hotel. Ernie Neir, who has been acting as manager for several years, is undecided as to his future career.

Ishpeming—R. I. Carlson, clerk at the Mather Inn since the place was opened, in January, 1932, has resigned his position and has left for Duluth, where he will be associated with his brother-in-law, Carl Quigley, who conducts the Spalding Hotel in that city. He is succeeded by E. Arthur Bennetts, who for a number of years past has been employed in the offices of the Cleveland-Cliffs Iron Co.

Manufacturing Matters

Paw Paw—The Puritan Winery Co. has been organized to manufacture and sell grape products, with a capital stock of \$150,000, of which \$40,050 has been subscribed and paid in.

Detroit—LaSalle Wines & Champagne, Inc., 2205 Dime Bank Bldg., has been organized to manufacture and deal in wines and champagne with a capital stock of \$800,000, \$6,000 of which has been subscribed and paid in.

Detroit—Eunice Esther Flour Products, Inc., 897 Lawndale avenue, has been organized to manufacture and deal in cereal foods and products, with a capital stock of \$5,000, \$1,500 of which has been subscribed and paid in.

Detroit—The Chic Dress Shops, Inc., 9035 Twelfth street, has been incorporated to manufacture and deal in wearing apparel for women, with a capital stock of 100 shares at \$100 a share, \$6,000 being subscribed and paid in.

Jackson—The Devlieg Milling & Machine Co., 120 West Michigan avenue, has been organized to manufacture and deal in milling machinery

with a capital stock of 5,000 shares at \$10 a share, \$20,000 being subscribed and paid in.

Detroit—Sterile Washer, Inc., 2288 First Nat'l Bank Bldg., has been organized to manufacture and deal in washing machines and other products, with a capital stock of 500,000 shares at \$1 a share, \$500,000 being subscribed and \$1,000 paid in.

Detroit—The Wu Kong Laboratories, Inc., 2756 West Philadelphia street, manufacturer and dealer in patent medicines, has been incorporated with a capital stock of \$10,000 preferred and 5,000 shares at \$1 a share, \$15,000 being subscribed and \$1,000 paid in.

Twenty-seven New Readers of the Tradesman

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

O. C. St. Johns, Sault Ste. Marie
Julius Peterman, Sault Ste. Marie
R. B. Hough, Sault Ste. Marie
Wm. H. Jordan, Rockford
Fountain Bros., Newberry
W. L. Wilson, Newberry
Chas. B. Beaulieu, Newberry
George A. Clark, Newberry
H. J. Skinner, McMillan
F. N. Belfry, Munising
Walter's Cash Grocery, Munising
Albert G. Schneider, Munising
Hankin & Co., Munising
Conrad Denman, Munising
Vincent Truden, Forest Lake
Matt Pantti, Rumely
Arthur J. Toupin, Marquette
Queen City Bakery, Marquette
C. J. Anderson & Son, Marquette
Frank La Bonte, Marquette
Workers Co-Op. Society, Marquette
John Koller, Marquette
Wm. Parent, Marquette
S. Mattson, Negaunee
Thomas Bros., Negaunee
Harsila Bros., Negaunee
Ishpeming Furn. & Hardware Co., Ishpeming.

Son Will Continue the Business

Sheridan, Aug. 14.—I wish to let you know how much my mother and I appreciate your very nice letter and also those copies of the Michigan Tradesman, which you sent to her after my father's death.

It may be of interest to you to know that Dad was in the drug business here in the same building continuously for forty-eight years last spring. Had he lived until the first of this coming November he and mother would have been married fifty years.

Two men of Grand Rapids that Dad respected and thought very much of was Mr. Lee M. Hutchins and yourself. Very seldom a week went by but he would say, "Well, E. A. Stowe says in the Tradesman—and so on." I only hope that I may live to be in a measure somewhat like d-d.

I expect to continue the business here at Sheridan and the Michigan Tradesman will always be more than welcomed every week.

James B. Wood.

Store Records Every Merchant Needs

Cash in banks and on hand.
Cash received from sales.
Cash received on accounts.
Cash deposited.
Cash withdrawn from bank.
Charge sales.
Outstanding accounts (total owed by customers).
Invoices paid.

Essential Feature of the Grocery Staples

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

Canned Fruits—The cling peach code submitted to the California canners has been accepted by approximately 80 per cent. of the industry, but there still remains the difficult task of getting buyers who covered future requirements at low prices to agree to pay the minimum contained in the code. The buyers, of course, might be expected to agree to a plan unanimously carried out, but they will be much concerned by the possibility that some here and there might not live up to the agreement and thus continue to have an advantage. Furthermore, there is the chance that wholesalers and jobbers have made certain commitments to the retail trade which may also have to be revised. The price adjustments called for are a pretty problem and any agreements reached has to be all inclusive if further mischief is not to be worked in the future.

Canned Vegetables—It is understood also that something of the same nature applies to tomatoes, where a movement is on foot to get large distributors to agree to revise their future contracts upward, so that higher labor costs and higher prices to growers may be possible. The very low prices at which future contracts for tomatoes were made in past months make it impossible for canners to foot increased packing costs which have developed since the contracts were made under circumstances beyond their control. The major vegetables have shown additional strength in the past week. Standard peas are currently being held in Wisconsin at around \$1.10 and prices on other grades are up much above those so freely quoted a short time back. There is not much activity at these higher prices.

Dried Fruits—Interest is chiefly in new crop California figs, which have sold well at prices quoted. There has been a substantial call for packaged figs and bulks have done very well, too. Prices on new figs are reasonable, considering the fact that growers are getting substantially more for their fruits this year than last year. Imported figs are expected to be considerably higher in the fall because of the depreciation of the American dollar and a better market for domestic varieties is looked for. New crop raisins have advanced on the Coast both for prompt and future requirements. The spot market is up 1/8c on regular bulk Thompsons with midgets stronger in sympathy. Muscats have advanced much more rapidly as they are in short supply in growers' and packers' hands and the radical reduction in the new crop of this variety has resulted in increases. California prunes and apricots are not doing much on the Coast at present. Recently apricot prices showed a slightly easier tendency in higher grades and Imperial prunes were also off slightly. Otherwise the primary market remained firm.

Nuts—The shelled nut market shows a good seasonal activity this week. There is nothing spectacular about the demand, but satisfactory small business is reported. Almonds and walnuts

are up as the week closes. Shelled pecans hold firm and scarce. Brazils are also in light supply. Large users have been trying to book future requirements, but importers here are not taking any chances on making such commitments now. Practically no offerings are being made from abroad and new crops are reported short over there.

Olive Oil—The olive oil market continues very firm abroad. Holders are making no concessions, either in Spain or Italy. The spot situation is considered fair for this season of the year. While stocks are generally light, there is a satisfactory replacement business.

Rice—The market is more active and domestic business on the whole has been accelerated. Buying for early fall needs is under way and the strength of the new crop prices has further stimulated demand for spot holdings. Old crop Blue Rose has worked into relatively short supply, and the long grains are firm at higher prices. First sales of new Prolifics have indicated a future market considerably higher than to-day's spot levels.

Salt Fish—The catch of fat mackerel for salting purposes in New England waters promises to be light this year, none having been brought in to date. On the other hand, the run in Canadian waters has been very good. Salt goods from this catch should be on the market within ten days. This Canadian mackerel was reported averaging about 250 to the barrel. Nothing has been offered from Norway, prices being too high to compete with the American. Some carryover of American fat remained. Demand seasonally slow, with little expected in the way of business until the middle of September.

No new salmon prices are in yet. Pinks are reported on the Coast as very scarce, with arrivals from Alaska slow and the catch light. In the South-eastern part of Alaska the catch is running around 50 per cent.

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—5 1/2 @ 6c per lb.

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

Butter—The market is without change from a week ago. Jobbers hold plain wrapped prints at 20c and tub butter at 19c. Sentiment regarding the near and more distant future conflicts. Dealers who are statistically minded, and there are many of them, refuse to recognize anything but supply. The excess in holdings compared with last year, according to statisticians, can only mean a trying situation to the close of the season. On the other hand the operators who have followed the market because of anticipated improvement in general business and resulting increases in consumer purchasing power believe the long season, in that storage butter is salable until the 1st of April, will witness a change in general conditions. Then, too, longs refuse to ignore the possibility of further inflation.

Cabbage — Home grown, \$1.25 per bushel.

Cantaloupes — Southern Michigan, \$2.75 per crate; home grown, \$1.25 per bushel.

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

Cauliflower — \$1 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.....\$2.80

Light Red Kidney from farmer.. 4.25

Dark Red Kidney from farmer.. 4.00

Eggs—Jobbers pay 7c per lb. for mixed eggs and 8c per lb. for heavy white eggs. They hold candled hen's eggs at 14c per dozen, pullets at 11c and X seconds at 11c. It is rather difficult for dealers to adopt a bullish position for the moment. With fresh eggs slow in middle August at 12 1/2 to 14c, dealers question the movement of storage eggs in October at the current figure. Usually fresh eggs move up in August but so far this month consumer demand has been slow. It has been impossible to move storage eggs in quantities because of the relatively much higher costs. The situation in the egg trade is greatly muddled.

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—15c per doz. for Yellow Bantam.

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

Green Onions—Home grown, 25c per dozen.

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

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate....\$4.25

Imperial Valley, 4s and 5s, crate.. 4.75

Hot house, per bushel..... .95

Lemons—The price is as follows:

360 Sunkist.....\$6.50

300 Sunkist..... 6.50

360 Red Ball..... 5.50

300 Red Ball..... 5.50

Mushrooms—28c per one lb. carton.

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

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

126\$4.25

176 4.25

200 4.25

216 4.00

252 3.75

288 3.75

324 3.75

Red Ball, 50c per box less.

Parsley—40c per dozen.

Peaches — Elbertas from Southern Michigan \$2 @ \$2.25; Hale's Early, \$3.

Potatoes—Home grown sell on the Grand Rapids market to-day at \$1.75 per bu. White Cobblers from the Carolinas and Oklahoma, \$3.25 per 100 lb. sack or \$6 per bbl.

Poultry—Wilson & Company pay as follows:

Heavy fowls 10c

Light fowls 8 1/2c

Ducks 8c

Turkeys 11c

Geese 7c

Radishes—12c per doz. bunches hot house.

Spinach—90c per bushel for home grown.

Tomatoes—Out door grown, 75c per 1/2 bushel.

Veal Calves — Wilson & Company pay as follows:

Fancy 7@8c

Good 5@6c

Water Melons—35 @ 45c for Florida.

Wax Beans—\$1.10 per bu. for home grown.

Whortleberries—\$2.75 per 16 qt. crate.

Says Man Must Be Put Above Dollar

E. B. Stebbens of The Mich. Tradesman, and former Montcalm banker, told Rotarians at their noon luncheon at the Hotel Ojibway Monday that in the recovery program of the United States "we must place man above the dollar."

"Business men must take a new interest in affairs outside their own businesses," the speaker said. "The dollar has been placed above the man in the past. That is what brought on the depression. In the future we must place man above the dollar."

Mr. Stebbens urged Sault businessmen to pay close attention to conditions of social welfare and to boys and girls in schools and colleges. Economic conditions, he declared, have caused much of the great increase in crime among young people. "If young men had jobs and had an opportunity of earning money, crime conditions would be better."

The speaker said on his trip from Cedarville and Pickford to the Sault he noticed the evidences of dairy farming in Chippewa county. He said he noticed much hay was raised here and dairying could be developed to great advantage. He also said he believed the Sault "has a splendid manufacturing position with your power and fine transportation facilities."—Sault Ste. Marie Evening News.

Buyers Here for Fall Pottery

Buyers seeking decorative pottery for Fall promotion were active in the wholesale market last week. They favored merchandise to retail at \$3 to \$8, but also took fair quantities of higher-price goods. Staple lines were wanted in the popular price ranges. There was a decided trend toward modernistic styles in better merchandise. Manufacturers have advanced their prices from 10 to 15 per cent above the Spring level. In some cases producers limited orders to goods for delivery in September, but the majority were willing to accept later commitments.

Every government official or board that handles public money should publish at regular intervals an accounting of it, showing where and how each dollar is spent. This is a fundamental principle of democratic government.

MUTUAL FIRE INSURANCE

The Cost of Insurance

The matter of rates of premium to be paid for fire insurance has been a problem since insurance companies were organized. The first fire company in the present confines of the United States was the Philadelphia Contributionship which began business in 1752 and is still in business. Rates of premiums did not much bother this company for it is a mutual, and the mutual rates are based upon the number of losses, of fires, in the different classifications into which the entire insured property is divided. Some of the earlier mutuals did not bother to divide the risks into classifications, thus assessing all risks at the same rate. This method made the matter of rates to be charged comparatively easy and certainly very simple. When fire insurance became a matter of profit on invested money, elaborate plans had to be devised to fix the rates to be paid equitably, or at least in such a way that the fire insurance rate should be maintained at as high a rate as the traffic would bear. Like taxes, the fire rates have always been a subject for unfavorable discussion. The rates are always too low for the companies and too high for the policyholders.

The fixing of rates is always a question of averages. Thus the making of equitable rates becomes a matter of statistical facts combined in an actual way. The larger the number of risks combined into a group the less uncertainty there will be as to the probable amount of the loss. Probably the best rating system that can be devised is the mutual plan of dividing the entire body of risks into several classes having the same probable loss liability in each class. If the classification be nearly right, the number of losses will automatically fix the right rate to be paid for the big policyholder in the entire class.

If the classification is made with care, the mutual plan for fixing the cost of insurance must be as fair and equitable as one can be devised.

Chance to Lower Fire Risks

There is one phase of the National Industrial Recovery Act that should not be overlooked by municipalities—the chance it offers to perfect and rebuild defenses against fire.

Thirty per cent of the cost of materials and supplies for needed public work will be donated outright to the town—and at a time when prices are abnormally low. As an added inducement, the Federal government will provide the remainder of the funds allowed to finance improvements at an unusually low interest rate.

Practically every kind of work that will better fire departments is allowable under the act. The construction and improvement of water facilities, a primary necessity of fire prevention, is an example. Such work includes added facilities to insure against depletion of water in time of drought, increased pumping and distributional equipment, larger main capacity, and so on. Another field is in building and housing projects which will eliminate areas of high fire risk. Still another is the construction of alarm systems. It has not yet been decided whether the purchase of fire fighting apparatus is allowable under the act, but it is a possibility.

Municipalities which wish Federal funds should hurry—there will be a rush, and the quality of the requests will be a decisive factor. Construction projects which will start within 30 or 60 days are to be favored, by Presidential order. And the progressive community will put fire protection well up on its list of projects when it enters its application.

Good News for Distressed Stock Companies

The stock market advances have caused the value of investments held by many stock insurance companies to advance in value to such a degree that companies which at the beginning of the year were in failing circumstances are now again showing a surplus. The Globe & Rutgers insurance company is now said to show a handsome surplus on the right side of the ledger to the great relief of the stockholders. The rise in prices has had a beneficial effect on the insurance business in general and the future is beginning to look more rosy. Soon the time honored arguments will begin to make their appearance again. But the whole stock fire insurance plan has received a jolt from which it will not soon recover. The entire stock plan of insurance has not proven as impregnable as it was advertised to be. Now is the time for the really most practicable and efficient plan of insurance to assert itself and fulfill its real destiny.

Items From the Cloverland of Michigan

Sault Ste. Marie, Aug. 14.—NRA—codes—minimum wages—maximum hours—re-employment—the air is full of these. There isn't anything else to talk about these days. And what a wonderful spirit of co-operation is being shown by the American people. Employers and employees alike are rushing forward to do their part; to show President Roosevelt that they are with him 100 per cent. in his mighty effort to restore prosperity and happiness to the country. It is a thrill to be living in these momentous times, to be able to feel that each and every one of us can help our President work his plan to a successful conclusion. It will be like a dawn of a new day as soon as the different codes are all operative, when our competitors will cease to sell their goods at cost or less in many cases, making it hard to make any headway, which will now be changed to a fair and honest way of doing business or on a live and let live proposition.

E. B. Stebbins, representing the Michigan Tradesman and an authority on economics, was present at a meeting of the Chamber of Commerce at Newberry last week. He spoke at the meeting. It was his sentiment that the NRA will give the principle of co-operation, especially in the small towns, a fair test and he believes that it will work out successfully. Mr. Stebbins also addressed the Rotary Club at the Sault last Monday. He spoke on dairying in Chippewa county, telling the Rotarians what a great dairy country we have and the possibilities which are in store for this part of the Peninsula.

The new Trail Inn on US 2 at Dafter Corners was opened for business last week by Mrs. F. H. Coons, who has enlarged the building so as to accommodate the tourist trade by specializing on chicken dinners, lunches and also carry a line of confectionery. Mrs. Coons needs no introduction to our Sault folks, as she has been connected with the Trail Lunch on Ashmun street for a number of years. Mr. Coons will continue the Sault business, while Mrs. Coons will devote her entire time to the new Trail Inn.

One thing in public life a man has to get used to—having every act interpreted plausibly in fourteen ways.

H. Brunn, who for the past two years conducted the Happy hamburger lunch, has sold the business to D. J. Nelson, who will continue the business in the last location in the West end of the city.

A new home bakery was opened two weeks ago by Mrs. Weatherly and Mrs. Sowry, at 520 East Portage avenue. The new bakery will specialize on home made baked bread and pastry. They have the advantage of a choice location with no bakery within half a mile to compete and they should be able to build up a profitable business.

It seems as if the wholesale groceries

are getting the big end of the thieving business of late, as thieves entered the Gannon grocery last week and loaded a truck full of cigars, tobacco and tires. They also took along the big iron safe with the money and papers, and the week before they did the same job by taking a truck load of cigars and groceries from the Hewett Grocery Co., at Manistique, but they did not take the safe, as they did with the Gannon grocery.

We have safe automobiles now and safe highways. The next important thing is to get safe drivers behind the wheels.

William G. Tapert.

Desk helps: Press on a new closed pin container and a pin places itself head up between the fingers. Ink is kept at bottleneck level in a new bottle—a well inside the neck fills when the bottle's tilted.

A REPUTATION WELL DESERVED

▲ Given an "A" Rating by Alfred M. Best & Company — (the recognized authority on insurance companies) for conservative management and reliable service to policyholders.

▲ Policies are accepted by leading life insurance companies, building and loan associations, trust companies, and other financial institutions as collateral on real estate loans.

▲ Approved by every State Insurance Department.

▲ Endorsed by the State Hardware and Implement Dealers' Association.

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

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

No interruption in dividend payments to policy holders since organization

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

WILLIAM N. SENF, Secretary-Treasurer

The GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE CO.

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320 Houseman Bldg., Grand Rapids, Mich.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Particularly active in the solicitation of retailer memberships a few months ago, and promising practically the world in the way of prizes, the Retail Merchants Association, Inc., has returned to the limbo of forgotten things.

A letter, signed "S. L. Fitzpatrick, former President of the Consolidated Retail Merchants Association, Inc.," and addressed to I. A. Capizzi, Assistant Prosecuting Attorney, advises that all officers have resigned and the "association" has been dissolved. This concludes the latest chapter of lottery operation and small merchant exploitation in the Detroit area.

The Detroit Better Business Bureau's attention was first directed to this subject by small retailers who had been solicited for membership. Members paid \$5 to join and \$5 per week, thereafter, to defray the expenses of "business stimulation." The "stimulation" took the form of coupons to be distributed with purchases, entitling customers to participate in weekly drawings for an automobile, cash and merchandise prizes, followed by a grand drawing at the end of the year. The winner was to get a house and lot; the runner-up a trip around the world.

In response to enquiries, the Bureau pointed out the general ineffectiveness of such stimulating schemes and the open violation of the lottery laws. Various attempts were made to get around the lottery angle, while complaints began to come in with increasing frequency from "winners" unable to get their prizes, or who had received "rubber checks" in lieu thereof.

An investigation of advertised claims that seven cars had already been awarded showed that only one car had actually been purchased, and that the "winner" of this car had subsequently been hired as scenery in the further solicitation of small merchants.

Consumer and retailer complaints, alike, were referred to the prosecutor's office and a thorough investigation was started by Assistant Prosecutor Capizzi. Shortly thereafter the letters, advising of the resignation of all officers and the dissolution of the association, was received.

With the public turning market-minded, it is once more "open season" for the tipsters, their sheets and services.

Half a dozen of these high pressure specialists are making hay while the stocks rise, flooding Detroit with literature and flattering prospective victims with long distance phone calls.

One day last week a Bureau investigator, who had been deluged with mailings of Jerome Whitney's tipster sheet, "Financial Profits," was advised that Boston, Operator No. 83, had tried to reach him at his home. A few minutes later, Bureau representatives (incognito, of course) were listening to the following tipster patter:

"Mr. Blank, this is Jerome Whitney, of Boston. You have probably been wanting to know the name of the stock I referred to in my last issue of Financial Profits. It's the Polymet Manu-

facturing Company. Polymet is going to go to 20—yet sir, I said 20.

"Now Mr. Blank, I want to prove to you just what my service will do. I'm trying to pick up a block of 10,000 shares at 3%. I'm going to let you in on it and the only thing I insist upon is that you sell when I tell you to and be satisfied with a reasonable profit.—No, we're not interested in long pulls. This is going to be fast and I mean Polymet is going to 20 inside of thirty days.

Now Mr. Blank, just give me an idea how much you'll be interested in. You say you couldn't handle more than a hundred shares? OK. I'll tell you what I'll do. If I make connections on my 10,000 shares at 3%, I'll wire you in the morning. I may not get it, but I absolutely won't pay more than that figure. If I don't get it, I'll get in touch with you and we'll decide what we want to do. I appreciate your confidence and assure you it will not be abused. All right, Mr. Blank, I'll get busy now—and look for my wire in the morning."

Person to person calls from Boston to Detroit at 11 o'clock in the forenoon are expensive. Multiplied by several hundred daily, the total would run into rather important money. The only answer indicated is that the callees are "coughing up."

Needless to say, the wire arrived the next morning, advising that Jerome Whitney had been successful in picking up that block of 10,000 shares at 3%. We knew he would. The wire follows:

"In accordance with our instructions our brokers bought for your account 100 shares of Polymet Manufacturing Corp. at 3%. Total amount due including commissions, \$317.50. Remit immediately. Polymet now selling 3%.

Jerome Whitney, Financial Profit."

Should you be favored with one of these long distance calls from Tipster Whitney or one of his friends, don't feel flattered. Like the Bureau representative mentioned above, you'll be just one of many on a long "sucker list."

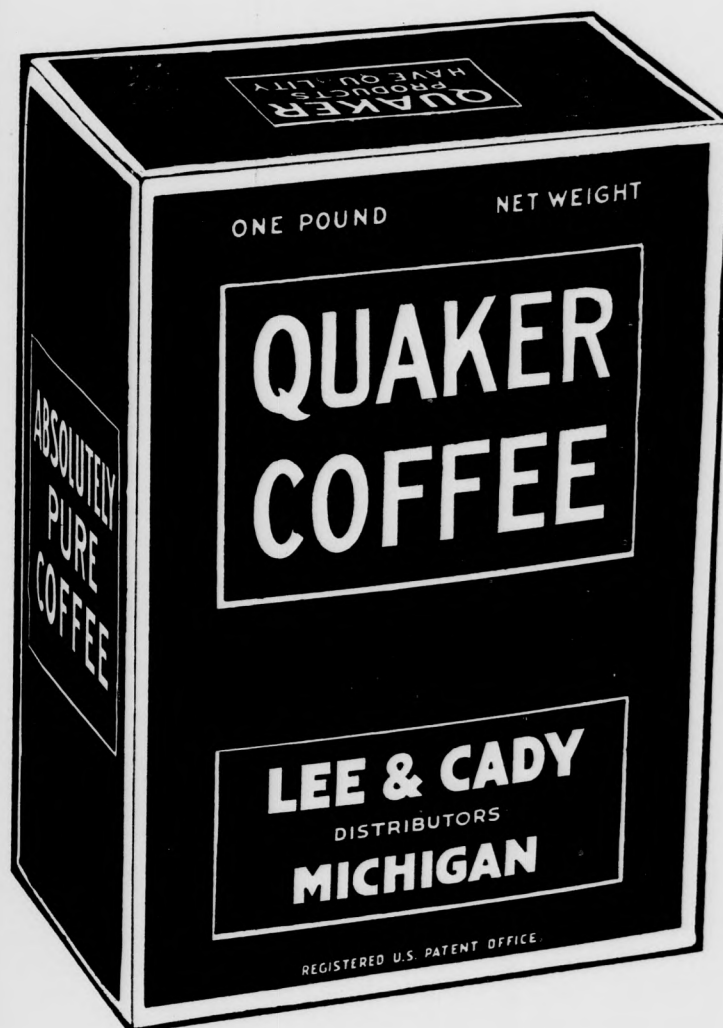
Whitney's activities have been called to the attention of the Federal Trade Commission, to see if they do not violate the new National Securities Act, and data is being submitted to the Post Office Department for investigation.

Fall Millinery Volume Steady

While the delay in the adoption of the millinery code has made for some uncertainty in the trade, a steady volume of Fall business has been placed by retailers. Predictions are general in the trade that higher prices will prevail shortly and that final action on the code will result in a large number of orders from retailers who have been holding back in their commitments. The trend toward satin styles continues strong, with hats of ribbed silks, wool crepes, novelty weaves and felts also in active demand.

Automatic pottery-making machinery has been developed which, it is estimated, will turn out up to 14,400 dozens of dinnerware shapes in 24 hours. Clay is fed in at one end; the finished product, ready for the kilns, comes out at the other. Three men and the machine do the work of 100 men.

Quaker Coffee



In the New Attractive Cellophane Wrapped Carton.

The Same High Grade Uniform Quality — Lower Cost

Tremendous Increased Sales is Positive Evidence That QUAKER COFFEE Pleases the Consumer.

LEE & CADY

TWO BILLION YEARS OLD

We are celebrating this year, according to a consensus of opinion among geologists who recently met in Washington, the two billionth anniversary of the world. They do not state whether this terrestrial globe has at last come to age, but they imply that it is getting along in years.

Anniversaries are often the cause of a period of stock-taking and though we do not suppose the scientists would vouch for the absolute accuracy of their figure, such a nice round number of years as two billion should serve as a reminder that there is a past as well as a present and a future for the world. We have made some progress. The first billions years of our existence was spent in cooling off after the cosmic explosion which brought the world into existence, to accept the "exploding universe" theory, and another 800,000,000 was necessary for something like man to develop out of the first forms of life. Since then we have been getting along faster, although there are those who question whether "progress" is really the word to designate what has been happening in recent years.

In any event, our two billionth birthday finds the world pretty well satisfied with its past if somewhat dazed as to its future. We have peopled the surface of the globe, devised a number of complicated political systems, erected a huge economic structure which we don't quite know how to manage and invented an immense number of odd contraptions to make life a little easier. We can now send messages about this fragment of the original super-radio-active atom which was the universe in a few seconds, and even fly around it in a little more than a week. Comparing the status of modern man with his original ancestors, we have things pretty well under control.

There are still some problems. Certain aspects of the earth are as far beyond our understanding and our power to influence them as they ever have been. Nor do we always get along together as well as we should. But on the whole the birthday would seem to be a cause of congratulations. The earth is two billion years old. Many happy returns of the day!

FEDERAL RESERVE POLICY

Federal Reserve policy now definitely appears to have settled down into a rut. Week by week our central banks continue to purchase an insignificant volume of Government obligations. The amount is so small in fact—\$10,000,000—that the money market in so far as interest rates are concerned scarcely would notice if the purchases were discontinued. Nevertheless, it is quite probable that the adoption of such humdrum buying has been the wisest course open to our Reserve authorities.

The reason such a policy has reflected wisdom on the part of our Reserve bank authorities is found in the position which our central banks occupy in the "new deal." On the one side is the authority vested in the President under the Thomas inflationary amendment to have the Reserve banks buy \$3,000,000,000 of Government obligations. On the other side is the fact that in the determination of financial policies the Administration, in so far

as there is any public evidence, does not consider it worth while to consult with any of the heads of our central banking system.

In consequence it is desirable for the Reserve system to give the impression of co-operating with the "new deal," or at least to keep from providing any evidence that it is antagonistic to its monetary tenets. The simplest way to do this is to keep making a few purchases of Treasury obligations in the open market each week in order that the volume of excess reserves of the member banks remain at a more or less fantastic figure.

If it does not do this the Reserve system must be prepared either to fight financial policies of the "new deal" or to put in force an order from Washington which it knows full well can have only the effect of materially weakening its position and in the long run be of no value to the country. This will be an order, to start pumping out funds through the purchase of Government bonds, either in the market or directly from the Treasury as conditions may necessitate.

That the Administration would not hesitate to give such an order has already been made clear. In the week ended May 24, in the face of declining commodity and stock prices and a rising dollar in the foreign exchange market, the Treasury instructed the Reserve banks to buy bonds. That week the system purchased \$25,000,000. Because of the bloated ballyhoo issued from Washington about the move the public accepted this as the start of positive inflation and consequently commodity prices and security prices started upward again and the dollar weakened.

This rate of buying was continued with slight modification until about a month ago, when weekly purchases dropped to \$10,000,000. This, in combination with other factors, has been sufficient to give the commercial bank of the country over \$500,000,000 of excess reserves. So long as this figure is maintained the Administration should accept it as ample evidence of good faith on the part of the central banks and not subject them to further ignominy.

CONGRESS'S "BABY"

Residents of the District of Columbia, who frequently complain that Uncle Sam treats them like stepchildren, may have acquired a sympathizer in President Roosevelt. At least he has discovered that the power of Congress over the District is absolute, both for proposing and for disposing—a power, incidentally, which Congress either forgot or was unwilling to delegate to the President.

The District of Columbia has long been governed by a board of three Commissioners, appointed by the President with the approval of the Senate. Mr. Roosevelt has been represented as favoring, in the interests of economy, a plan to abolish the board and substitute a one-man government. The appointment of an "administrator, for the seat of National Government would be quite in keeping with the Administration program, but, to paraphrase an expression which is sometimes used by members of the Administration, it has

been found that the District is distinctly Congress's "baby." All the President can do about it is to formulate recommendations and then wait for Congress to consider them.

SPRAY GUN ADVANCES

Several years ago there was some discussion as to whether a painter might not be taught to increase his speed by having a standardized route for his brush strokes on each job. Likely enough, increasing use of the spray gun in factory operations was what caused the argument to be forgotten.

But now the spray gun itself is to be taught regular steps and put through its paces in orderly fashion. Two hundred square feet per minute of hides, wall board, glass, tile or any other flat material can now be finished with a battery of guns moved from side to side at controlled speed. Or the same method may be applied with a single spray gun moving back and forth while the material passes slowly underneath on a conveyor.

Another recent feature in spray guns is the development of what might be called finger tip control. No muscular effort by the operator is required to start or stop this spray; merely the pressure of his finger releases air pressure to start the flow, while relaxation of the slight finger pressure permits a strong spring to stop the flow.

CARE OF THE EYES

Of all cases of eye trouble likely to lead to blindness which are diagnosed in American eye clinics, nearly half are neglected by patients who fail to return for the necessary care. The National Society for the Prevention of Blindness, which has noted this state of affairs, seeks a remedy on a National scale. It will concentrate on an effort to urge every hospital possessing an eye clinic to engage a social worker whose sole duty it will be to follow up cases in an endeavor to get patients to return for needed treatment. A wide variety of reasons is given to explain why patients who at clinics have had glasses prescribed for them by the best eye specialists never get the prescription filled—even when the glasses will be free; or why patients, told they are suffering from glaucoma, which will destroy their sight unless treatment is provided, fail to take the treatment. They are generally very "human" reasons, far removed from the realms of medical science. Sponsors of the proposed plan hold that social workers can deal with such situations more satisfactorily than can clinic physicians.

DEADWOOD CELEBRATES

The "days of '76" mean one thing to persons in this part of the country, but quite another to the people of Deadwood, S.D., who have been observing the fifty-seventh anniversary of the founding of that city. In a three-day celebration they revived the lusty legends of that once "wide-open" town. Deadwood is proud of its history. Taking action rather than age as a measure of value, it is fond of recalling such characters as "Wild Bill" Hickock, Poker Alice and Calamity Jane. Its old-time prospectors, placer miners, cavalymen and Indians form a colorful cavalcade. Perhaps there are yet

living men and women to whom the anniversary procession following the trail up the gulch will recall their own glorious adventures in one of the wildest gold rushes of the West. The history of the West is well worth the attention it receives. That it is both hurried and recent does not diminish its value. It is fitting that the people of Deadwood should enjoy and dramatize their legends.

LO, THE POOR INDIAN

Indians of the Menominee tribe, in Wisconsin, after a tribal council, turned down an allotment of \$30,000 from the United States Government for building roads on their reservation. They were grateful but felt they could handle the job themselves without help, and that, under the circumstances, they ought to try to do so. Government officials who got this word in the midst of a land office rush of applications from all directions for some of Uncle Sam's money were distinctly shocked. They were, in fact, flabbergasted. There may be another side to this story, but viewing it as it stands we have no longer any cause to wonder at the ease with which the paleface took this country away from the Indian. This tribal council puts to utter shame the average City Council of America, which is not only out to get every cent that it can from Washington, but is probably looking around to devise still more adequate ways and means to make the "take" larger.

AN OLD-TIME REMEDY

Fresh evidence that human nature remains a constant quantity in a changing world comes from Wakefield, Va. An almanac of 1782, just donated to the museum at George Washington's birthplace, contains the suggestion: "Take ye heed, those among ye who may be bald and rub that part morning and evening with onions till it is red; then rub with honey." Apparently even during those "times that tried men's souls," men's scalps were not forgotten. Then, as now, the absence of hair from a man's head constituted a public invitation to counsel and remedies. No governmental decree, from the Declaration of Independence to the current industrial codes, has been able to give any man the right to endure his baldness undisturbed. One cannot help being suspicious about the efficacy of the onions and honey treatment.

SELF-TIMING TEA

Nearly twenty years ago, an acquaintance in Wisconsin showed the writer a self-timing egg boiler which he had invented, and which depended for its time control on the gradual escape of the boiling water through a tiny hole.

Now a Tradesman reader in Wisconsin sends me a description of a teapot which works in somewhat the same fashion. You can set your tea to brew three minutes, four minutes, or what you like, and when the time is up your basket of tea leaves will automatically rise out of the steaming water. What happens is that during the appointed time, water has been escaping drop by drop from a "time cup" which weighs the tea basket down. When the time cup is empty, an air float raises the leaves.

OUT AROUND

Things Seen and Heard on a Week
End Trip

Judging by appearances there is more activity in Muskegon to-day than there has been for months. If the factory workers are as busy as the outdoor workers, Muskegon is well along on the road to recovery. Needed repairs to buildings already in existence are in evidence in every part of the three Muskegons and new construction frequently stares you in the face. The work of creating a new cold storage Northeast of the old Goodrich dock is being rushed with all possible dispatch. Workmen were engaged in every department of construction on Sunday, speeded up to the highest degree consistent with efficiency. The new warehouse and civic auditorium, now under construction, next to the cold storage plant, looms up suggestive of what is in store for Muskegon along the lines which will be encouraged by the new undertaking. Evidence of enlargement and improvement of the docks along Muskegon Lake indicate that the people of the once known Sawdust City are alive to the advantages of deep water lake navigation and propose to utilize it to the fullest possible extent.

Judging by our frequent visits to Marquette (Lake Michigan) park this season, that remarkable source of health, pep and comfort has been used by the people more this summer than ever before. The cement road construction has been planned and carried out with the idea of furnishing good service to the most people.

Our real mission to Muskegon Sunday was to pay our respects to the widow and son of W. J. Carl, who devoted forty-two years to the service of the people as a merchant in the two cities—twenty-six years in Muskegon and sixteen years in the Heights. He died Tuesday and was buried Thursday. He was a most remarkable man in many ways. He leaves a large circle of friends and admirers. He was seventy years old. His mother, who is 91 years old, resides in Howell, in fairly good health.

Mr. Carl was the most lovable of characters. Endowed with a wonderful personality, he enhanced it with a kindly whimsical smile that wound its way unerringly to the hearts of men. A friend he was unsurpassed. Intensely human, absolutely unselfish, loyal, affectionate and true, he drew the friendship of others as naturally as a magnet draws steel—and he kept each friendship to the end.

His knowledge of merchandising was wide and varied, and was always given to those who sought it. Many firms and individuals found in him a sympathetic understanding of their problems and an unerring devotion to their interests which extended far beyond the accepted responsibilities of business. Many of them freely credit to him a large portion of their business success and prosperity.

For ten years he faithfully served those whom he represented. For forty years he as faithfully served the industry round which his life's work centered. He has earned the right to those wonderful words, "Well done, good and faithful servant."

Mr. Carl has passed from our midst, but he is not dead. He lives and will continue to live so long as the spark of life remains to kindle memories in the hearts of those who knew and loved him.

Frank S. Verbeck has headed for his winter home in Los Angeles after spending ten most delightful weeks with Michigan friends and acquaintances. He addressed the Rotary Club at St. Joseph Monday evening and left the next day for Chicago, where he will devote a week to dissecting the great exposition. After a few days spent with Milwaukee friends he will proceed direct to the earthquake city on the coast. He left Michigan solely because he was completely exhausted as the result of the efforts of his friends to entertain him in a manner befitting the service he has rendered the hotel fraternity as Secretary of the Michigan Hotel Association and historian and chronicler of the industry and its operators.

The State Department of Agriculture is in receipt of a request from the Fruitful Manor Farms, wholesale and retail farm products, Perry Highway, R. F. D. 1, Zelienople, Pennsylvania, for the names of some responsible wholesale honey producers of Michigan. Merchants who have customers who keep bees and have been unable to dispose of their supply of honey would do well to call their attention to this opportunity to secure a purchaser.

Governor Comstock has made a good selection in the appointment of Frank T. Gillespie, of St. Joseph, to fill out the unexpired term of J. W. Howard Hurd as member of the Michigan Board of Pharmacy. Everyone who has spoken to me of the situation insists that he is one of the most capable men for the position in the drug trade of Michigan.

Surface indications lead to the belief that some very underhanded work was done to accomplish the defeat of the pharmacy bill, which was put to death during the closing days of the legislative session. I firmly believe that this bill would have helped the wholesale grocer. It would have helped the retail grocer and it would have helped the retail druggist. I do not believe it would have been any real assistance to the wholesale druggist, but the other three groups would have received great benefit. The bill was carefully drafted by Director Parr, of the Board of Pharmacy, who has always enjoyed an enviable reputation for fairness and straightforwardness. When he conducted a drug store in St. Johns he enjoyed the friendship of every grocer in that city, as well as the admiration of that prince of wholesale grocers, O. P. DeWitt. During the many years he was dean of the pharmacy department of the Ferris Insti-

tute, he possessed the friendship of every grocer in Big Rapids. Before handing his bill to the Legislature he secured the hearty endorsement of many retail grocers, who could readily see that it was one of the fairest measures ever presented to our law making body. For certain reasons which no one appears to be able to explain and which many leading wholesale grocers strongly condemn, certain wholesale grocers took it upon themselves to oppose the measure and kept a lobby at Lansing to accomplish its defeat along lines which are not sanctioned by broad minded men, and which should not be employed by men of prominence in the wholesale grocery trade.

I very much wish to see the two great branches of the retail trade together in smoothing out the wrinkles which have, very unfortunately, been created by the recent activities of men who have evidently permitted their zeal in behalf of the grocery trade to obscure their better judgment. I felt impelled to make the same criticism of men who pretended to be acting in behalf of the drug trade some years ago, when they undertook to accomplish certain concessions at the hands of the Legislature to which they were not entitled. No one ever gains any permanent ground in this world by securing temporary advantages at the expense of their neighbors in trade.

Thousands of pounds of butter have been weighed by the inspectors in the Bureau of Dairying of Dairying in the State Department of Agriculture during the past two months. Twelve per cent. of the prints were found to be short in weight. As a result of the check-up this fault has been corrected and the inspection of fourteen creameries in the city of Grand Rapids disclosed all samples up to weight. The inspectors in other cities report the same improved condition.

Frank Hamilton, who has long been conceded to be the foremost citizen of Traverse City, leads a charmed life, judging by a recent occurrence in that city. Driving his car with his usual carefulness he was hit broadside by a large truck which completely demolished his car. He escaped without injury, which is regarded as the most remarkable outcome of such an accident which ever happened in the queen city of Grand Traverse Bay. If Mr. Hamilton lives until Nov. 20 he will be able to celebrate his 85th birthday. He came to Traverse City from Saco, Maine, about sixty-five years ago. His first employment was as manager of the clothing department of Hannah, Lay & Co. James W. Milliken came with him from Saco to take the management of the dry goods department of the same establishment, then the largest mercantile institution in Northern Michigan. About fifty-five years ago they formed a co-partnership under the style of Hamilton & Milliken and engaged in the clothing and dry goods business on their own account. As showing the esteem in which they were held by their former employers it may be stated that Perry Hannah and Smith Barnes, general manager of the big

store, each took quarter interests in the new mercantile house. The new business prospered as the town grew and the country round about developed. Mr. Milliken died fifteen or twenty years ago, since which time the dry goods business has been conducted by his son. Mr. Hamilton continued the clothing business until about a dozen years ago, since which time he has lived the life of a retired merchant in peace and happiness. He was the earliest exponent of good roads and made Grand Traverse county famous for her good gravel roads before the days of cement construction. He accomplished this by cash contributions by merchants and business men and volunteer labor assistance on the part of farmers. Not a dollar of bonded indebtedness was created by him in this undertaking. His interest in this subject gave him a National reputation and his enthusiasm enlisted others in the work, most of whom looked to him for guidance. In later years the people of the Grand Traverse region honored him by designating a large section of US 31 as the Hamilton Way. This public recognition of the service he had rendered the people naturally gave the recipient great pleasure and satisfaction. Mr. Hamilton lives quietly in a comfortable home, deriving great pleasure from reading, meditation and discussing matters of mutual interest with his personal friends, whose name is legion.

Plans for curbing expensive services to customers, appointment of a committee to hold apparently excessive wholesale price advances in check and a setback to efforts on the part of some stores radically to curtail hours of store operation under the retail code were major developments in the retail field during the week.

H. J. Tily, president of the Retailers' National Council and head of Strawbridge & Clothier, Philadelphia, said that in the current emergency the need for curbing expensive store services had now become vital. He indicated that plans aimed at achieving this were discussed at a meeting of major retail bodies during the past week and foresaw quick regulation following the hearing on the retail code on August 22.

"Abuses of these service privileges of stores fall into two general classifications," Mr. Tily said. "There is first the abuse by the retailer of his right to give these costly services, which through the force of competition had virtually become a race toward almost unlimited privileges. There is also the abuse by customers themselves of the privileges, which has been allowed to continue by merchants.

"There is no questioning the fact that in addition to hurting the merchant, these developments have also worked to the injury of customers. The privileges availed of by the comparatively few must be paid for in higher merchandise costs by the many. The unlimited return of goods by customers has been unchecked and is an outstanding abuse which adds to the costs of

(Continued on page 23)

FINANCIAL

Confidence in Sound Money Not Justified

In the last few days the possibility of inflation again has been appearing on the front pages. This outburst is on the positive side or to the effect that something further will be done in the way of giving the country another shot in the arm. At first it consisted of reports from Washington to the effect that the Administration is moving toward using the Thomas bill, and more recently has concerned a conference between the President and his financial advisers, Professors Warren and Rogers and Mr. James P. Warburg.

Only ten days or two weeks ago, it will be recalled, the whole tenor of discussion about inflation was that this part of the recovery program has been pushed into the background. At that time it was explained day after day, through what were accepted as inspired dispatches, that the President's interest had shifted from monetary policies to the NRA and that it was hoped the Thomas bill would not have to be used.

Curiously enough these stories about the abandonment of plans to debase our currency still further coincided with a bond offering of the United States Government. Further, there is no question but many people accepted the stories as having a real foundation, and as a consequence the subscriptions to the bond issue were heavier in the face of assured currency depreciation. It leaves a rather unpleasant taste, accordingly, to have the dispatches swing to the other side in less than a week after the issue was sold.

Necessarily the mere publication of such stories does not mean that any of them ever had any real foundation, in the sense of their having been encouraged by the Administration. Nevertheless largely because of the dispatches of two and three weeks ago many people have become convinced that there is no immediate danger of inflation. Some now even go so far as to say that only a severe break in business activity would cause the President to use the powers given him in the Thomas bill.

Unfortunately there is little or no basis for such a belief in the lack of danger of inflation. The President by adopting an inflationary course, rather than making a fight to save the gold standard, revealed a lack of ideology about a sound currency. We have no reason to think, therefore, that he will make a real effort to keep from adopting an inflationary policy. Rather, we must assume, on the basis of his past record, that he would just as soon follow an inflationary course as one leading to sound money and a stable standard.

When one combines this situation with the fact that there is an inflationary party in the country of immense political power it would seem that the odds are very much in favor of inflation. This does not mean that it must start to-morrow or next week, but it does mean that unless a noninflationary group of at least equal political force develops there is every reason to

believe the Thomas bill powers will be used in due time regardless of the business trend.

Ralph West Robey.

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Threats Weaken Chances of NRA Success

General Hugh Johnson, NRA chief, has been the main reason many people have been willing to take a passive attitude toward this part of the President's recovery program. They have seen in Johnson, as revealed in his public statements, a man who was fighting for an overhauling of American industry with a view of getting a better distribution of income in the country, and through this, to provide a permanent basis for more employment and a higher standard of living. It is a distinct shock, accordingly, to find Johnson, in his Cleveland speech, taking just the opposite point of view.

In this speech Johnson falls to the level of using fear as a weapon to help the NRA. He attempts to club consumers into spending money. The threat he holds out is that we are to have "higher prices just as sure as the sun sets." Further, such increases are to come soon—not gradually over a time because of increasing consumption power resulting from greater prosperity. The cause of the higher prices will be the larger wage bills necessitated under NRA codes.

Combined with this assurance of higher prices is a plea for a boycott. The General specifically advises those who spend to buy "under the blue eagle". Other spending, it is pointed out, is destructive because those who do it "are hurting the chance to end unemployment." The curious logic back of this differentiation between the effectiveness of dollars is that spending other than "under the blue eagle" helps "to destroy the business of the men who are paying more for help."

This type of reasoning is not a sound basis upon which to build a recovery program. No country ever has been able to scare itself into prosperity, and the United States has no reason to believe that it can be the first exception. Prosperity must involve greater spending by the public, but it must be spending based on confidence in the future and not on fear and uncertainty.

Every such threat made by the leaders of the Roosevelt recovery program, accordingly, weakens the chance of its ultimate success. If that program is to win out and bring prosperity to the United States, it must do so by causing people to have confidence and consume goods, not merely by making them hoard commodities because of the fear of higher prices.

The job facing the NRA is to make industrial conditions that will enable the public of the United States to buy the output of our industrial machine. There is only one way to do this. It is by getting production, purchasing power and consumption to move upward together.

Those members of the Administration who are using fear as a club overlook the fact that spending and consumption are not synonymous. Spending may be mere hoarding of commodities. It will be such hoarding if it is

caused by fear. Such spending means economic collapse, not prosperity.

Ralph West Robey.

[Copyright, 1933]

Code Operations Studied by Merchants

Retailers all over the country took steps during the week to bring their store operations within the provisions of the temporary code agreed on last Monday by six major associations in the field of distribution.

On Aug. 15 a hearing will be held by the Recovery Administration on the code as proposed by the six associations which comprise the National Retail Dry Goods Association, the National Retail Hardware Association, the Mail Order Association of America, the National Association of Retail Clothiers and Furnishers, the National Retail Furniture Association and the National Shoe Retailers Association. At the hearing, it is understood that regulations covering fair trade practices, not covered in the present temporary code, will come up for consideration.

A code for variety chains was tentatively developed during the week by the newly formed Association of Limited Price Variety Stores and is expected to be presented at the hearing on Aug. 15. The problem of adjusting wages and hours in this field of merchandising was held more difficult than in other retail lines and will entail a higher added expense than in the case of other types of retailers. Reports from Washington have indicated that a pay-differential from the minimum already indicated for the retail field will not be granted to the variety chains.

In analyzing the changes required, it was brought out that the store sales staffs will be staggered for different periods of the day. A small percentage of the sales personnel will come in at the opening of the store, the greatest percentage will be on hand from 10:30 to 4 p. m. to take care of peak customer attendance, with the sales force again dropping to a minimum from 4

or 4:30 to 5:30 or 6 o'clock, as the case may be.

In working out their solutions, the executives said they were analyzing each department separately. Questions of peak customer attendance, handling of lunch hours and types of merchandise carried said to be important factors in the shaping of plans.

A question interesting store executives aside from the minimum wage and forty-hour provisions for most employees was the determination of those coming within the scope of the forty-eight-hour ruling for store maintenance employees. An official ruling will probably be made on this question, as, for example, whether or not store garage mechanics should come within the store maintenance class or be subject to the forty-hour week. Executives earning over \$35 a week, professional people, outside salesmen and delivery men and maintenance employees are the sole exceptions to the forty-hour code. These employees may work forty-eight hours per week, with one and one-third pay for overtime.

A new machine has also been devised for packing fruits and vegetables in small bags. It requires three operators, is said to be capable of handling 600 small bags an hour.

Analysis of any security furnished upon request.



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GOOD MAN GONE

W. J. Carl, Leading Merchant of Muskegon Heights

Muskegon Heights, Aug. 8—W. J. Carl, 70 years old, leading merchant of Muskegon Heights for 42 years and active in the civic affairs of Greater Muskegon, died at Hackley hospital this afternoon. Mr. Carl was taken to the hospital about ten days ago and Sunday night he suffered a relapse and failed rapidly until his death came. Members of his family were at his bedside.

No man was better known in Muskegon Heights than Mr. Carl, who established his store in that city, May 12, 1891, and conducted it until the time of his death. In addition, he had been active in various civic activities in Greater Muskegon, having served six years as a director of the Chamber of Commerce and in a number of other positions.

Mr. Carl really grew up with the Heights. He saw the Heights progress from a hamlet to the city of today. Many of the families of that city had been his customers from the early days.

Mr. Carl came to Muskegon Heights from Howell, where he was born Jan. 8, 1863. He never remembered his father, Andrew J. Carl, who was killed by a stray bullet during the Civil war. Pensions from the government enabled Mr. Carl to start in the grocery business at Howell.

About ten years later, Mr. Carl was considering a new location. He heard of the development of Muskegon Heights and became interested. So in March, 1891, Mr. Carl decided to visit the Heights. He left the train at Mona Lake and walked through a blinding snow storm to Muskegon Heights.

All about him were pine stumps, while a clay road connected this "God forsaken" district with Muskegon. Fewer than a dozen families resided in the Heights. However, Mr. Carl found the Morton Manufacturing Co. plant, the Alaska, and the Shaw Crane in process of construction. He decided that the Heights held much promise and that he would locate there.

As a result, Mr. Carl returned to Howell and prepared to come to the Heights. He arrived with his wife and one daughter, Una, five years of age. The trip to Muskegon Heights was made by train by way of Holland and the family walked from Mona Lake carrying their luggage, as their horse was being driven through.

Mr. Carl's first store was in the Mason block on East Broadway in the same block with the old Vogel house and near the Maccabee hall. The family lived on the second floor for two years, when a home was bought at 1017 Fifth street. There the family resided for twenty-six years before acquiring the present home at 1716 Peck street. That was 16 years ago.

Broadway in the days when Mr. Carl arrived was just a wagon road. There was not much business the first year. It gradually increased, however, as the Heights grew and it resulted in Mr. Carl moving in 1893 into the Har-

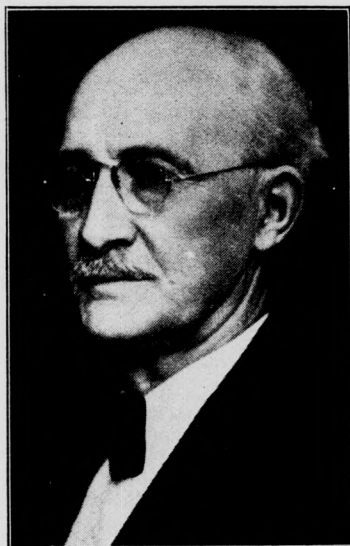
rison block. Since that time the Carl department store building with its large floor space was erected at Broadway and Peck, where many clerks have been employed to handle the business in recent years.

In speaking of his first days in Muskegon Heights, Mr. Carl explained:

"For the first few weeks we ate smoke for breakfast, dinner and supper. The smoke was caused by the burning of pine stumps and the atmosphere was so hazy that even the outline of the sun was obscured."

Mr. Carl soon became a leader in Muskegon Heights and also in Muskegon. In addition to serving on the Chamber of Commerce board he was interested in several industrial enterprises.

Baseball was Mr. Carl's hobby. He gave freely of his time and money to



The Late W. J. Carl

provide organized ball in Muskegon and was a daily attendant at the games here during the league days. In recent years when spending the winters in the south he obtained much pleasure watching the major league teams in training.

Mr. Carl was married to Miss Julia B. Barber in Howell, June 26, 1883. He and Mrs. Carl observed their golden wedding anniversary last June. There was an open house and scores of the friends of Mr. and Mrs. Carl called during the day. There were other events in connection with the anniversary, a dinner party at the home, June 24, for relatives, and a banquet at the Occidental hotel Sunday, June 25.

Mr. Carl's aged mother, Mrs. Caroline Walker, now 91 years of age, survives him as does the widow and one son, Lawrence, who was associated with his father in business in recent years. The daughter, Una, who married Samuel Phillips, died a few years ago.

Aug. 9—The city of Muskegon Heights and the community will honor the memory of W. J. Carl, one of its foremost citizens and business men for 42 years, during the funeral services which will be held in the First

Congregational church to-morrow at 3 p. m.

The city council was summoned into special session to-day at 7 p. m. by Councilmen Anton Seifert and Frank P. Rockenbach to arrange the city's part in showing its respect. Tentative plans called for closing all offices during the funeral, and the police and fire departments will be represented with delegations in uniform at the services. City officials also will attend.

The flag was placed at half mast at the city hall today and will continue through tomorrow.

A committee of business men arranged for all mercantile firms and business establishments to close from 2:30 p. m. to 4 as a token of the esteem the business men held for their associate.

Members of the Muskegon Heights Board of Trade, of which Mr. Carl was an active member, will be attending the services.

Rev. Archibald Hadden, pastor emeritus of the First Congregational church which Mr. Carl attended, will preach the funeral sermon. Assisting in the services will be Rev. James A. Stegeman, pastor of the Covenant Reformed church in Muskegon Heights.

The services at the church will be preceded by brief services at 2:35 p. m. for the members of the family at the Lee chapel. Mr. Carl's body will lie in state at the chapel until 1:30 p. m. to-morrow. It will not be viewed at the public services in the church.

Interment will take place at Oakwood, with members of Muskegon Lodge No. 274 B. P. O. E., to which he belonged, having charge of the graveside services.

Aug. 10—The pioneer spirit, citizenship, and friendliness of William J. Carl, one of the foremost citizens of Muskegon Heights and the entire community, were emphasized by Dr. Archibald Hadden, pastor emeritus of the First Congregational church, speaking this afternoon at the funeral services held in the church building which was crowded with relatives, business acquaintances, and other friends of Mr. Carl. Mr. Carl died Tuesday.

"Mr. Carl was a great friend of the community. His business contacts made him many friendships and he knew his friends by their first names. Friendship is one of the finest and biggest things in life," Dr. Hadden declared.

Mr. Carl's diversified interests in the welfare of the community, not only in business, but also in its sport, churches, its bank, the chamber of commerce, and local improvements towards developing the city, gave Mr. Carl a leading place in its citizenship, and for this reason everyone was much interested in him, the pastor said.

The audience was reminded of the forty-two years Mr. Carl spent in Muskegon Heights where he pioneered in building the settlement of a few houses into a modern community.

"Mr. Carl came with a pioneer's vision and saw it fulfilled. Like the pioneers in lumbering, he was a pioneer in the field of business. He

drove his stakes and remained for 42 years," was Dr. Hadden's tribute.

Assisting in the services with prayer was Rev. James Stegeman, pastor of the Covenant Reformed church in Muskegon Heights who was chaplain for the private services conducted in the presence of the immediate members of the family at the Lee chapel prior to the public services at the First Congregational church.

Beautiful floral tributes of sympathy decorated the church. Mrs. Charles Burnett was organist for the music used in opening and closing the brief service.

At Oakwood, members of Muskegon Lodge No. 274, B. P. O. E., had charge of the impressive graveside services.

The entire community of Muskegon Heights paid its respects to its former distinguished citizen to-day. Flags were at half mast, and the offices of the city hall were closed for the afternoon. All places of business were closed from 2:30 p. m. to 4 p. m.

Mayor Edward J. Lorenz with members of the city council and city officials, and representatives of the fire and police departments attended. William H. Whitford, night captain, and Sergeant Harold Tupper with officers William Mauch, Austin Craymer, and William Hall, represented the police department, and Harry Ridout, assistant chief, Alex Heisser, Sid Schott, Floyd Siplon, and John Hawkinson, represented the fire department. Officials from the Muskegon Heights Board of Trade also attended.

Bearers were T. J. Pedler, Alfred Nielsen, Bert Ketchum, Gustav Jaschek, Harry Lowes, and Earl Fritz. The honorary bearers were William Collier, J. H. Lee, Edward A. Poulin, B. G. Oosterbaan, Martin Schoenberg, S. R. Parsons, Charles Cunningham, and Henry Morton.

Most of Mr. Carl's relatives and immediate survivors were able to attend the funeral. He is survived by his widow, Mrs. Julia B. Carl; a son, Lawrence A. Carl; his aged mother, Mrs. Caroline Walker of Howell; three half-brothers, Frank Walker of Flint, Grant and Lewis, of Howell; one half-sister, Mrs. Herbert Lawson of Howell; two grandchildren, Sabra Ann Carl of Muskegon Heights and Mrs. Charles Wright of Shelby, and one great-grandchild, Robert Wright of Shelby.—Muskegon Chronicle.

To Feature Larger Dinner Sets

Fall promotional activities of manufacturers of dinnerware will be concentrated on increasing the demand for sets of fifty-three and 100 pieces, according to reports in the trade yesterday. For the last two years the manufacturers have been called upon to furnish thirty-two-piece sets which were retailed around \$5. Costs for handling and packing and shipping the small sets, it is argued, are out of proportion to the amount involved in selling price. The manufacturers feel that the pick-up in industry affords them their first opportunity in three years to re-establish the sales volume on the larger and higher-price sets.

Honesty is put to a hard test in hard times.

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.

Avoid Blah and Ballyhoo in Advertising

In my last I reviewed the "1-2-3 Plus" plan of a grocer advertiser and indicated that I should have to pass adverse criticism on the next circular. This is easier than it might be otherwise, because this present circular is a year old. Hence it is—I hope—ancient history and marks an epoch out of which the grocery trade is passing.

But it carries a hangover of absolute chicanery which remains today, and of that I expect to speak emphatically.

This circular surely is as destructive a bit of advertising as anybody ever issued. There are about sixty-six main quotations and everyone is a cut price. Among them are fourteen hourly sale items, cut to the very bone and "limited" to one, two and three to a customer. There are two drastic combination deals on which no limit is mentioned. And here prices quoted are so ridiculous that it seems clear that the hardly known item which evidently carries the load can have little intrinsic merit, in which case the backfire is rather certain to come with unfortunate results.

There is a special combination offer which was freely made by grocers at that time. Values appeared to be low enough in any event, but it did not move rapidly. And in this case it is cut still further. Inasmuch as this combination included goods of the highest quality, known to all consumers in this territory, what better indication could we have that ballyhoo is not advertising, and that, after all, the people who buy groceries are not easily misled?

It probably goes without saying that this circular announces a special Friday-Saturday event, for that foolishness persists even now among grocers. Here the answer would be that this is a country town, hence dependent on farm trade and that farmers buy only on Friday-Saturday. But that is just why such offerings should be made—if at all—on Mondays, Tuesdays and other normally slow days. This because Friday-Saturday trade is brisk in any event while other days drag along. Hence, if any sacrifice is to be made for new trade, make it for days when you want more trade—not for times when all your force is already overdriven.

But this is not all. After all the specials and cut prices, the combinations, hourly sales and limitations, there is the offer of "a truck load of groceries free—not samples, real full sized sacks, boxes, etc." Lastly the "kids" are told that balloons will be released and that "it may rain candy chews."

Well, in the days out of which we may now be passing—whether into better or worse, nobody yet knows—anybody was free to give away his goods; and if that process gave him any satisfaction, he was at liberty to

enjoy it. It was, truly enough also, one of the pains of development toward narrowed grocery margins which have inevitably come and will come more fully. So we should not be too harsh in our judgment of it. But let us hope we are graduated out of it by now. Let "Beat these prices if you can," as here quoted, cease.

But there is here the indicated chicanery—see dictionary for real meaning—which ought to be dropped by all grocers. That is found in the following:

"Remember, also, folks: Every dollar you spend in the John Doe Grocery goes a long way, but it never leaves Home town."

Now think: Printed advertising is necessarily aimed at 'folks who can read. If they can read, maybe they can think. In fact, experience shows the extreme danger of counting on the fellow's inability to reason for himself. And if we assume that readers of this advertising also can think, what will they conclude when they read offerings as here set forth?

Put yourself in the customer's place and then note offerings of sugar, toilet paper, packaged salt, H-O oats and other similar things listed. If you reflected at all, you would know that money can not remain in Hometown if such items are to be brought in; and in that event your reaction would be: "Well, you can't depend much on advertising" or you might smile and say: "Old John Doe does talk a lot of bunk when he gets started." In either case would you have the reaction desired?

Fact is, if you carry this home-money idea to its logical conclusion, it will teach that the best use for money is to bury it in the back yard. It won't do to put it into a bank, for then it will be loaned and used by others—probably by an out-of-towner at that. So bury it and it will stay in Hometown for keeps.

The day that Hometowners are deprived of liberty to send money to Pittsburgh for Heinz beans and rice flakes—both here on special offerings—to near Boston for Lifebuoy soap, to Minneapolis for Wheaties, to Brazil and Colombia for coffee—by whatever way it reaches the store finally—to Alabama for cotton oil, however it be processed before it arrives, to Montana for wool and across the broad waters for pepper—on that day my friends, Hometown will dry up and blow away, and we all know it.

We fought a devastating war once to establish the contention that this was one country; that our states were integral entities, not independent commonwealths; and under that plan we have developed so that we like to talk about what we have done. We advance neither our own interest nor that of any community when we preach or promote sectionalism. More, except for certain restrictions which have justification on bases altogether aside from commerce, interchange of commodities with all the world is the surest basis for business success, betterment and consumer service.

If you doubt this, look at your own stock, unbiased, just facing the facts of the case. I rather incline to believe

that you will then abandon such kindergarten ballyhoo.

You may remember that I said in the last issue that one of the few merits of the former circular was its emphasis on something that might easily be obvious. Let me go farther now and reiterate something long since discovered—that emphasis on the obvious is usually strong—often the strongest—advertising.

Because all cravat manufacturers always have used baratheas silk, nobody ever said anything about it until Kaiser came along and advertised widely—Kaiser's Baratheas Cravats—and walked away with the cravat trade to riches.

An oil dealer in Omaha drew profitable attention to himself by heralding the fact that buyers got certain measure from him because his pumps were regularly tested and kept true. He did not say that all other pumps were similarly tested.

Grocers scales are everywhere tested now and have been for years. But no grocer ever has drawn attention to his own uprightness via strictly accurate scales. Is there room for such propaganda? Let any grocer advertise such a challenging message to his customers—then back up his advertising by displaying his scales prominently and keeping them in apple pie order each and every day and hour, and he won't have to cut prices to attract a profitable clientele. Some grocer with imagination will some day reap a golden harvest from this idea—but I have not seen him yet. The idea is free.

Paul Findlay.

Nothing is perpetual save truth.

Expect Stores to Reduce Variety of Beer Brands

A keenly competitive battle to hold the retail grocery outlets they now enjoy will develop among brewers before Fall, a prominent brewer predicted yesterday. At the present time, according to a survey completed last week, the retail grocery store is handling up to twelve different brands of bottled beer, with an average of nine and one-half brands to a store.

"With the demand for beer now settling into definite channels, we must expect a 'weeding out' process by grocers who will reduce their present wide selections to two or three varieties of beer," the executive continued. "To prepare for this situation we are concentrating on building up our dealer connections in order to hold our place when the inevitable sifting out occurs."

Fast Weighing

Pre-heating of air has long been important in getting maximum efficiency out of heating devices. Now comes pre-weighing, to speed up weighing. A new automatic filling and weighing device turns out 1,000 one-pound packages per hour, and guarantees accuracy of the contents within 1/16 of an ounce. The material is first divided automatically into batches which have the correct weight within a small percentage. Each batch is then automatically dumped into a final hopper which sifts in just enough more material to bring the weight up to the desired amount before the container is filled.

Jig saws seem to have jiggered.

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

A Big-Profit Sales Stimulator

Priced at:
20 cents per dozen delivered

Sells at:
2 cakes for 5c

Brings you:
50% PROFIT ON COST
Fresh Compressed



The NEW LARGE CAKE

RED STAR YEAST

Grown from Grain

RED STAR YEAST AND PRODUCTS COMPANY

Milwaukee, Wisconsin

Strictly Independent — Since 1882

MEAT DEALER

Progress of Meat Trade Told in Exhibit

The Century of Progress livestock and meat exhibit in the Foods Building features every branch of the industry, the producing, marketing, processing and retailing, and shows the progress which has been made along every line. The food value of meat is demonstrated by food value charts of the National Live Stock and Meat Board which show the ranking of meat with other foods in terms of protein, iron, phosphorus, calcium, vitamins and calories.

The exhibit is sponsored jointly by units representing nearly all phases of the live stock and meat industry, including the United States Department of Agriculture, the Association of Retail Meat Dealers, the National Live Stock and Meat Board, the Institute of American Meat Packers, many live stock organizations and others. The exhibit. Another diorama, slightly cultural building, occupying the entire center wing on the east side of the building.

As the visitor at the Fair enters the main door of the Agricultural building, his attention is directed at once to the main diorama of the meat exhibit, showing a range scene, with a cowboy on horseback, almost life-size, and with a background of range and mountains. This diorama is believed to be one of the largest in the entire Fair, and has drawn many admiring comments. The large diorama directs the eye of the visitor to the entrance to the exhibit. Another diorama, slightly smaller, showing a typical scene in a feed lot, with cattle, hogs, and sheep, occupies the opposite side of the front of the exhibit. This is also set at an angle to direct the attention of the visitor to the entrance. As one walks through the entrance to the exhibit, he feels the chill of cold air, and is impressed by the glistening white walls of an immaculate meat cooler. Here hang full size reproductions of meat, in exactly the same manner in which one would see the meat if he were to walk into a packinghouse cooler or a big wholesale market. The cooler has been constructed with all the care that is used in building a regulation cooler, with insulated walls and a carefully worked out refrigeration system. The temperature is maintained at a level to a considerable degree below the temperature outside, in order that the atmosphere may resemble as closely as possible that of an actual packing house.

Leaving the cooler, the visitor walks over a loading ramp which leads to a model refrigerator car. The arrangement is identically the same as that used in a packing-house, and in the car the method by which carloads of meat are arranged is shown. Quarters of beef hang from the rails, and boxed products are shown carefully loaded into the car as they would be if the car were ready to leave a packing-house for some distant consuming center.

Leaving the refrigerator car, the visitor at the exhibit finds himself in a larger area, showing other phases of

the meat industry. To his left is a refrigerated truck, showing how the meat is transported from the packing-house or wholesale market to the retail meat store. Near this space is a third diorama, portraying the many forms of transportation used in handling meats and meat products.

To the right of the truck is a model retail meat store window display, showing various meat items as they would appear in the window of a modern up-to-the-minute retail store. Beyond the store window is the model retail meat store, with especially constructed display cases, in which meat and meat products are shown.

Above the diorama showing the transportation of meat products is a beautiful mural, showing the methods by which live stock were driven to market years ago. Above the model retail meat store is another mural depicting old retailing methods, contrasting with the sanitary, attractive model store below. The murals are the work of Charles Holloway, one of the outstanding painters of murals in the United States, whose work decorates the Auditorium theater, one of the show places of Chicago.

Past the model store is the first of the several exhibits emphasizing the value of meat in the diet. The first exhibit, sponsored by the United States Department of Agriculture, shows a model kitchen, in which various meat dishes are being prepared. Beyond the kitchen is a display in three levels, showing various cuts of meat, each on the level indicated by the price at which the cut sells. For example, on the top level are the choicer cuts. On the next shelf are the medium-priced items, and on the lower level such cuts as spareribs, pork shoulder roast, chuck roast of beef, and veal shoulder are shown.

Next the visitor sees a "Style Show" in which the desirability of meat in the diet is shown. The next exhibit portrays the balanced diet, and shows in an interesting way the products, including meat, which physicians and nutrition experts believe are essential for a person's well-being.

On the visitor's right as he is walking by the "meat in the diet" exhibits is a case showing the many live stock by-products, and a board on which the names of all the sponsors of the exhibit are shown.

Thus the exhibit tells the story of meat and its merits as food—from the range and feedlot, through the packinghouse, the wholesale market, the retail market, and into the home of the consumer.

Average Person Eats More Fish

While import and export trade in fish is falling off, the American public is eating more seafood, the Tariff Commission announced Aug. 5 in making public a tariff survey covering fishery products.

The investigation is the largest inquiry into this industry in more than a decade. Much of the data will serve as a basis for later reports under a Senate resolution which calls for new tariff data on fish with a view to tariff bargaining with other countries.

Reviewing the industry in general, the Commission finds that this country

produces about one-tenth of the world output of 23,000,000,000 pounds a year.

The future for the industry lies in presenting more attractive types of seafood to the public, the Commission says in pointing out the possibilities of using new methods of packing and freezing.

In the last 20 years, only four new sea products have been introduced to the American table on a large scale. They are Atlantic haddock fillets, Pacific pilchard, tuna, and herring.

Trade in salt fish has been receding in recent years but canning and freezing have been expanded and waste fish, sheels, seaweed have been finding a better market in the form of by-products.

American fisheries use largely high-speed vessels which can return to port with fresh fish. The same is true in foreign countries but they have been developing large floating factories capable of freezing, canning or rendering the catch at sea. The difficulty of recruiting factory hands and fishermen for long voyages at low wages is retarding this branch of the domestic industry, the Commission finds.

The trend toward consumption of fish is slower in the United States than in many other countries, where grazing and crop areas are limited and fresh seafood is available at all times to all of the population. The amount of seafood consumed by the average American increased from 15 to 18 pounds a year between 1908 and 1930, the survey shows.

The industry has perfected the freezing process so that frozen fish, when thawed, cannot be distinguished from fresh fish, but large quantities still are frozen by older methods.

One of the most important tariff problems affecting fisheries is the competition in obtaining fish from international waters, says the Commission, pointing out that most other countries encourage their vessels with cash bounties or other subsidies.

What Meat Stamp Certifies

Few services of the Government affect so many people as Federal meat inspection. Two-thirds of all the meat and meat products prepared in the United States is now inspected by Federal inspectors. The remainder is not subject to interstate commerce, so does not come within the scope of the meat inspection law passed in 1906.

Last year nearly 75,000,000 animals were converted into meat and products under Federal supervision, says the Department of Agriculture. Of this number almost 99 per cent passed inspection and were designated as suitable for food. Almost one-fifth of these were slaughtered in Illinois, which headed the list of States last year with nearly 14,000,000 animals.

Prior to the enactment of the meat-inspection law food animals were converted into meat products without a uniform system of inspection. Public sentiment demanded wider Federal supervision of meat packing. The result was the Meat-Inspection Act.

Besides protecting the consumer, this law aids the livestock industry in locating animal diseases on farms and

ranges as each animal is inspected before and after slaughter, and the records indicate areas where diseases are so prevalent as to require special attention. It also affords certification required by foreign governments for our exports and helps the packers to standardize their products.

The average cost of inspection is about 7 cents per animal, or less than one twenty-fifth of a cent per pound of dressed meat.

The main objectives of the meat-inspection law are to insure: First, that meat for human consumption is from healthy animals; second, that these animals are killed and the meat prepared under sanitary conditions; third, that no harmful preservative, chemical, dye, or other prohibited substance is allowed in the preparation; fourth, that no false or misleading statement appears on the label or product; and fifth, that the supervision of the preparation of the meat and its products extends from the live animal to the final product.

A Business Man's Philosophy

F. R. Webber, of Cleveland, reports that during the past season the New York Philharmonic Orchestra broadcast twenty-nine Sunday afternoon concerts, playing 105 notable compositions, Hofmann, Horowitz, Zimbalist, Gabrilowitsch, Prokofieff, Milstein, Petri and thirteen other noted soloists were heard. World air premieres were given to such compositions as the Vivaldi-Bach Concerto in A minor, the Bach-Schoenberg Prelude and Fugue in E flat major, the Wagner Symphony No. 2 and Jensen's "Passacaglia."

It is estimated that 6,000,000 people listened to these broadcasts, but all told, the Columbia Broadcasting System received a total of exactly four appreciative letters.

Mr. Webber also notes that a small Cleveland station recently conducted an audition contest during which, according to a newspaper, "some of the world's worst amateurs performed." This contest brought in more than 38,000 fan letters.

"What does it all mean?" asks Mr. Webber.

In his opinion, it doesn't mean that jazz and nonsense have triumphed over beauty and nobility. He is confident that classical music is still good and will survive the banalities of jazz.

Something else to remember is that people whose favorable opinion is valuable are not ready letter writers. If you try to measure their interest in your advertising by counting their letters, they will discourage you.

William Feather.

Develop Pure Cellulose Items

Development of a variety of products made of a cellulose which has been purified by a patented process is announced by a Maine concern. The purified cellulose is being spun into yarns which are credited with unusual strength, controlled stretch, high absorbency and uniformity. Rugs are being made of these yarns in combination with wool. The material, according to the manufacturers, is also finding a market for roofing, shoemaking, paper towels, upholstery fabrics and acoustical cloth.

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.

SELLING SUBSTITUTES

Only Safe and Honorable Policy to Follow

The question of the liability of a retail merchant for the unauthorized substitution of merchandise, when a customer asks for a given article under its trade name, has been the cause of considerable litigation. And the courts have quite uniformly held that any practice of this kind constitutes a clear violation of the rights of the owner of the trade named article asked for, and may subject the merchant to an injunction and damages if the facts warrant.

Of course, this does not mean that a merchant does not have the right to sell a customer some other make of article than the one called for if he can. And so long as he lets the customer know just what he is getting, well and good. But when a customer asks for an article under its trade name, and the merchant delivers an imitation or substitute without explanation, he is treading upon dangerous ground. Now let us see how the courts have ruled in cases of this kind.

In one case of this kind, a manufacturing company put out a cleaning powder under a trade name and built up a reputation for it through years of national advertising. A retail grocer stocked this powder and advertised it for sale. He also stocked a similar product of another company, and when his customers asked for the nationally advertised powder delivered the other, without any explanation to the customer. This went on for some time.

Finally the manufacturer of the nationally advertised powder had this practice called to its attention, and brought suit in the Federal Court for an injunction against the grocer. In finding for the manufacturer and in enjoining the grocer, the Court said:

"The acts complained of are unlawful. The customer at a grocery is not compelled to inspect every package called for to see that he gets what he orders. He has the right to assume that he gets what he orders. The merchant, by assuming to fill the order, represents that the goods put up and delivered are those ordered. The manufacturer of an article placed upon the market for sale has the right to demand of the dealer who purports and advertises to sell it that he deliver his product when called for by the customer."

So much for that case, and the rule announced therein is supported by the great weight of authority, and the courts are open to grant relief to any manufacturer or seller of goods under a particular trade name, where it appears that the good will of such trade name is being impaired by the substitution of other goods under its color. As was said by the Court in another case of this character.

"It is a fundamental principle of the law that one cannot make use of a reputation which another has acquired in

a trade name or mark for the purpose of deriving such advantage in the manufacture and sale of the goods as arises from the good will and reputation of the original manufacturer. Courts demand a high order of commercial integrity in the use by competitors of a name under which a rival gained business reputation, whether that name is strictly a trade-mark or is descriptive of quality merely, and from all filching attempts to obtain the reputation of another."

And in another case of this kind a manufacturer of oil, which was marketed under a trade name, found that a retailer was substituting another oil when motorists called for his product, and brought suit for an injunction. The evidence showed that the customers were not aware of this substitution, but accepted the substitute thinking they were getting what they called for. On the above state of facts, the court in granting an injunction against the retailer, said:

"The authorized and undisclosed substitution of one article of sale for another is familiar ground for injunction against the seller."

In the light of the foregoing it is clear that a retail merchant may let himself in for a costly dispute by engaging in the practice of substituting goods without the customer's consent. Of course, the great majority of merchants are above indulging in this practice; if they do not have an article called for or for any other reason desire to sell another brand, they will state the case frankly to the customer and let the latter decide, which they have a perfect right to do. And needless to say, this is the only safe and honorable policy to follow, and one that will pay big dividends in the long run.

Leslie Childs.

Is the Laborer Worthy of His Hire?

If you can tell me any organization that delivers half as much as your hardware association for twice the dues, I'll send you a receipt for 1933 dues, free of charge.

Your organization has extended its service in 1933 on an expenditure approximately half that of last year (60 per cent. of the association bank account on February 14th is still frozen).

May I briefly review a few of the activities during 1933? You are judge and jury—then hand down your decision.

Price competition. A statewide survey of hardware prices was made last November on 256 most commonly sold items. The survey indicated a situation that required united action to adjust. The remedy was outlined in the Price Committee Report sent all paid-up members. A supplement to that report is being mailed to such members this week. This shows, on each item, Sears' and Ward's prices, the average dealer's costs, and has space for his own cost and selling prices. Copies are available as dues payments are received.

Utility competition. The Association Utility Committee, charged with the duty of drawing up a code of fair practices to be observed by utilities, succeeded in securing a statement of merchandising principles which permits the dealer to make a fair profit in the

sale of gas and electrical appliances. This statement was sent all members the first of the year. Additional copies are available.

Sales tax. Before and during the recent legislative session, the Association energetically opposed the passage of a sales tax. When it became obvious that a sales tax would become law, efforts were concentrated to make possible the passing on of the tax. This was done, in co-operation with other associations, by securing the inclusion of two clauses: One making it illegal to advertise absorption of the tax, and the other that the tax could be passed on. Members were sent the schedule of rates, instructions for handling the tax charge, and a large card to be placed on the cash register, announcing the tax. Such a card must be prominently displayed to make tax collection legal.

Sales Manual Shopping surveys, conducted by the Michigan Association, showed the need for more effective salesmanship in hardware stores. Salesmen had the necessary knowledge, doubtless, but the arguments were not effectively presented. The hardware selling manual, prepared to meet this need, contains 225 pages of selling information on specific items—indexed by items for ready reference. Supplements will be issued later. The manual has been sent paid members.

Industrial Recovery Act. Immediately on the enactment of the Industrial Recovery act, the Hardware Association prepared a preliminary code which was presented to the government. This code contained clauses relative to hours of labor, minimum wages, and unfair competition. The "unfair competition" section will control many practices of business that have proved detrimental to the interests of legitimate retailing. As soon as accepted by the Government, the hardware code will supersede the blanket code recently placed on all business.

Special Services. I have not mentioned the many special services which have been so largely used by hardware retailers. The store arrangement service is proving very popular this year as changes can be made cheaper than at any time in the past ten years. The business control service is continuing to assist dealers in showing a profit. The information service answers questions every day as to sources of supply, where repair parts can be obtained, information as to sales, and credit and collection agencies. The postage saving ideas developed by the association have proved very popular—

dozens of dealers are now using the customer statement and merchandise order forms that can be mailed for 1c postage. This idea alone has saved many a merchant more than his year's dues. Hardware Retailer with the monthly merchandising program shows how to display merchandise right.

Therefore, looking over this list, is it not obvious that the Association is delivering the goods—is proving not only helpful, but invaluable to the hardware retailer of Michigan? It would have been easy to find excuses for relaxing efforts. It has been hard, on the severely reduced income, to maintain service, but it has been done. Your help is needed to make a continuation possible.

Is the laborer worthy of his hire?

H. W. Bervig,

Sec'y Mich. Retail Hdwe. Ass'n.

Expect Electrical Prices to Hold

Assurance that prevailing prices on electrical household appliances will hold at least until Oct. 1 was felt by buyers Aug. 10 when a number of larger volume appliance producers announced that they would accept orders for delivery up to that date. Last week the manufacturers were limiting sales to goods for delivery up to Sept. 1. Buying continues brisk throughout the market, but most of the orders are confined to smaller wares in the popular price ranges. Producers yesterday predicted that if the current pace of buying is sustained throughout the month, the volume of sales will be the largest since June, the record month of the year to date.

Buyers Here for Silverware

Rumors of impending price advances on sterling silverware brought a large number of buyers into the wholesale markets. The store representatives were looking for low-end merchandise which can be offered in coming promotions. Manufacturers were able to supply most of the demand but took only such orders as called for shipment before Sept. 1. According to reports circulating throughout the trade, producers contemplate advancing low-end silverware 10 to 15 per cent. around the first of the coming month. Further increases, it was said, will be made before Oct. 1.

Exterior wall surface and backing are combined in a new wall unit consisting of a concrete block into one face of which is cast any of the common facade materials—brick, limestone, terra cotta, marble, granite, etc.

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Manufacturers of SET UP and FOLDING PAPER BOXES
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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.

Interpretations of Certain Measures of the Code

Maximum Hours

Q.—May any employe whose salary exceeds \$35 per week work in excess of the forty hour week agreement?

A.—No. Unless such employes have managerial or executive responsibility they must observe restricted hours provided for in the Code. Executives earning over \$35, are not restricted by the code as to hours of employment.

Q.—Are executives (such as floor-men, buyers, assistant buyers, etc.) whose salary is \$35 per week or less restricted to the maximum hours provided in the code?

Q.—What constitutes professional employes?

A.—Such executives are restricted to the maximum hours. They are exempt only if their salary is in excess of \$35 per week.

A.—Our interpretation of professional employes includes such persons as: registered pharmacists, doctors, dentists and registered nurses. According to official information, store detectives and artists are not properly classified as professional employes and are restricted to 40 hour maximum. Also according to our interpretation, sign writers, window trimmers and display men are not properly classified as professionals. The hours of work for professional persons are unlimited by the code.

Q.—What hours apply to outside salespeople?

A.—Outside salespeople regardless of method of compensation are not restricted by the code as to the hours they may work.

Q.—What constitutes outside delivery men and what are the hours they may work?

A.—Outside delivery men comprise drivers and helpers on package and furniture trucks and include also contingent drivers and helpers. The hours which they may work is the maximum of 48 hours per week and more than 48 hours per week when paid for all time over 48 hours at the rate of one and one-third of their regular services.

The daily working hours for such employes may be adjusted to meet individual store requirements provided that as soon as an employe coming within this category has worked 48 hours within any one week he is to be paid at the rate of time and one-third for any additional hours he is required to work during that week, and further provided that the continuity of his daily working hours shall not be broken by unreasonably prolonged or extended rest, relief or luncheon periods based upon present personnel practice.

Q.—What constitutes maintenance employes?

A.—The Association's interpretation for maintenance employes includes the following persons if they are engaged in maintenance and repair work.

Carpenters	Night Watchmen
Engineers	Maids (exclusive of
Repair Mechanics	cleaners employ-
Electricians	ed to dust and
Firemen	clean merchan-
Oilers	dise stock as fur-
Boiler Cleaners	niture and china-
Paintres	ware who are re-
Janitors	stricted to the 40
Plumbers	hour week.
Porters	

The hours the maintenance employes may work is the maximum of 48 per week and more than 48 hours when paid for all time over 48 hours at the rate of one and one-third of their regular salaries. (See answers to previous question regarding daily hours of work.)

Q.—Are stores allowed to work all employes 48 hours a week during special periods to take care of Christmas, inventory and other peak demands?

A.—Yes. All employes may work on a 48 hour week three weeks in each six months period. Such 48 hour week may be applied consecutively or may be applied on a daily basis over the six months period depending upon management requirements.

Q.—Can employes work more than 8 hours in any one day under the provision of the 40 hour maximum week?

A.—Employes can work in excess of 8 hours a day under the provisions of the retail code provided that their total working hours for the week do not exceed 40 hours maximum (or 48 hour maximum under the exceptions mentioned in the Code).

Stores, however, must be governed by State Labor laws in connection with this problem.

Q.—What are the working hour restrictions for advertising copy writers?

A.—Some stores have reached the collective agreement that advertising copy writers where they are regarded in the store as divisional advertising executives supervising and directing the advertising activities of one or more related merchandising departments and where their weekly salary is in excess of \$35 they are properly classified as executives and do not observe the hours restricted by the code. Copy writers who work independently of any merchandising division and who have no managerial or executive responsibilities are not classified as executives regardless of salary and are restricted to the 40 hour maximum.

Q.—What are the restricted hours for telephone operators, street doormen, elevator operators, elevator starters and restaurant employes?

A.—These employes are restricted to the maximum 40 hour week. If, however, the Administration approves a code for the restaurant industry, the provisions of the restaurant code, we believe, may apply to department store restaurants.

Q.—What hours govern beauty operator employes?

A.—Beauty parlor employes of departments owned and operated by the store are restricted to 40 hours per week. In the Association's interpretation, beauty parlor employes in leased departments are similarly affected.

Q.—Can employes in the grocery department operate under the retail code for food and grocery establishments

which provides maximum hours of 48 per week?

A.—The Association has asked for an official interpretation of this question and is hopeful that the "Food and Grocery Code" will apply to grocery departments in department and general merchandise stores.

Q.—What hours govern workroom employes?

A.—The Association's interpretation of the blanket retail code is that all workroom employes are governed by the 40 hour maximum week.

Q.—What governs working hours in relation to store hours?

A.—Our interpretation of the maximum working hours as defined by the code is to be based upon the time an employe is required to report for duty until the time he or she is permitted to go off duty.

Q.—Do special business meetings for store employes count as part of their working time?

A.—Yes, if employes' attendance at such meetings is compulsory it is prop-

erly counted as part of their working time. If attendance at meetings is optional, it need not count as part of regular working hours.

Minimum Wage

Q.—What are the wage restrictions for junior employes?

A.—Junior employes between the ages of 16 and 18 inclusive with less than six months experience in any retail store may be paid at the rate of \$2.00 less than the minimum for a work week provided for in Section 3A of the code, with the understanding that as soon as such junior employes shall have accumulated more than six months experience in any retail establishment or establishments (include combined experience) their wages shall be raised to the minimum established depending upon the population classification.

Q.—What are the wage restrictions for apprentices?

A.—Apprentices over 18 years of age with less than six months experience in

(Continued on page 23)

MICHIGAN BELL TELEPHONE CO.

SIX PEOPLE EXPRESS THEIR OPINIONS ON THE VALUE OF TELEPHONE SERVICE

Each day, a metropolitan newspaper asks several persons a question and publishes their answers. Recently, six were asked, "Do you consider a telephone in your home a luxury or a necessity?" Each answered, "It's a necessity!"

A MERCHANT said: "The other day our youngster had an accident, and my wife immediately called a doctor and me. That one call was worth the cost of the service for a year."

A MUSICIAN said: "I get many contracts over my telephone that I would not get otherwise."

A SALESMAN said that he could economize on many things, but not on his telephone, as in emergencies it might be worth its cost for years.

ANOTHER SALESMAN replied that he and his wife cancelled their telephone service to save money, but after a month of inconvenience decided a telephone was an absolute necessity.

A MANUFACTURER referred to the value of a telephone in emergencies.

A MANAGER regarded the telephone as worth more to his wife than its cost, by saving her time and trouble.



HOTEL DEPARTMENT

Verbeck Bids Michigan Friends a Temporary Farewell

Chicago, August 14—And now I am headed once more for California, but I cannot leave my Michigan friends without at least an acknowledgment of the very many kindnesses which they have extended to me during my regular, annual "farewell" appearance on any stage. I anticipated a wonderful reunion with my old colleagues in the Michigan Hotel Association and had made a reasonable allowance for time's lapses, but my horoscope was away off and the old suggestion to the effect that "absence makes the heart grow fonder" is still one of the basic laws of the human race. Certainly, Michiganders have their lines, thoughts, and desires tuned to a nicety. Maybe I will be able to acknowledge by personal communications to all my friends some idea of my personal feelings in the premises, but in the meantime please remember that I am still, and always will be, with you in spirit. You have all been good to me and my fondest hope is that I may prove to you that I deserve it.

On Sept. 7, 8 and 9 the Michigan Hotel Association will hold its annual convention at the wondrous establishment of Frank Johnson, Johnson's-Houghton Lake Resort, near Pruden-ville. The formal program has not yet been announced, but undoubtedly will be forthcoming in a few days. This year, particularly, it is highly important that the organization put its best foot forward and give a visible indication of its strength. There will be radical changes in the minutiae of hotel operation, due to governmental demands, and information hardly obtainable by other methods, will be offered at the state convention. Be sure and remember the time and place.

Proprietors and managers of eight of the leading hotels at Muskegon have joined in a petition to the police department of that city asking for a liberalization in the parking laws so that cars will be permitted to park on downtown streets during the night. At present no parking is allowed from 3 a. m. to 6 a. m. The petition stated that enforcement of the local ordinance had seriously curtailed business just when it was beginning to show signs of life. The statement was added that most commercial travelers checking accounts had been reduced to such an extent, or their commission earnings are so small, that they cannot afford to pay for storage on their cars. This suggestion might apply to numerous other cities as well.

Daniel Swavely has succeeded Mrs. Anna Mitchell as proprietor of the Mt. Morris hotel.

The annual convention of the Wisconsin Hotel Association will be held in Milwaukee Oct. 25, 26 and 27.

W. H. C. Burnett, who took over the 225 room Hotel Lewis, Detroit, from receivers for John J. Barlum, something over a year ago, plans to reopen the establishment as the Hotel Palmswood. The hotel has been redecorated and partially refurnished, box springs and inner spring mattresses have been added to the equipment, and a modern coffee shop will be conducted in connection therewith.

The new 50 room Lakeside Hotel, located on the Lake Michigan front, at Benton Harbor, has been opened for business, with Donald Coon as manager.

Prominent hotel men from all over the Nation have been in session at Washington for the past two weeks, engaged in ironing out the difficulties

encountered by operators all over the country and more especially to find out exactly just what is required by the Government in its reconstruction program. No association ever brought together a group of more serious minded men for the discussion of their common problems and the manner in which their meetings have been conducted is almost a warranty that they will accomplish what they are there for. One of the results of the conference and of the official information supplied by Government representatives, will be the preparation of a brief setting forth the hotel industry's claim for exemption or partial exemption from the requirements of the blanket code which seem unsupportable in the operation of hotel business. No commitments will be made, but hotel men all over the country will be placed in a position whereby they will know what it is all about.

After much discussion by the directors of the American Hotel Association, the program for the annual convention at Del Monte, California, will be carried out. It was thought that a meeting at a more central point would meet the demand of the times, but California will have it and the date will be Sept. 12 to 15.

Raymond Reid and his most charming wife, at Reid's Hotel, South Haven, have been among my recentest hosts. David Reid, founder of this institution, was a personal friend of mine of at least twenty-five years standing. He was more than an ordinary friend—a real pal—and always backed me up in my efforts to secure converts to the fold of the Michigan Hotel Association. Surely I felt the shock of his death very keenly. His son, Raymond, however, seems to have inherited his father's many good qualities, especially the arts invoked and most essential in successful hotel operation. There was never a hotel in Michigan which received as many finishing touches as the Reid. There always was, and probably always will be, something stirring there which has to do with the comfort and pleasure of the guest. The same old bunch of traveling men continue to hang out there, and have about the same old stories to tell of Reid hospitality. The rooms, as usual, are immaculate, equipped with the very best obtainable in the shape of "slumber" togger; the lobby has been quite extensively improved with the addition of new furnishings, but it is of the feeding end I have something specially to talk about. Feeding at the Reid Hotel is, in reality, its middle name. They have easily some of the best selected menus I have seen anywhere, and the product of the kitchen is A-1. A spacious dining room is augmented with a very attractive, all-night coffee shop. I was surprised to learn that a community like South Haven could support such an institution, but they do, and on a strictly paying basis. Here is a menu giving you a hint of a meal offering, at 55 cents:

Spaghetti Italian Soup
Indian Relish Olives
Fried Lake Michigan Trout
Roast Prime of Beef, au jus
Grilled Pork Chops with Apple Sauce
Bacon and Eggs, Country Style
Small "T" Bone Steak
Mashed and Steamed Potatoes
Fresh Garden Peas
New Beet Salad
Assorted Home-Baked Pies
Ice Cream and Pineapple Ice
Beverages

And when I say "home-made" pies, I mean it. You realize they are that before you puncture one of those liberal portions with your fork.

Was it a pleasure to have Mrs. Townsend call in at the Whitcomb, the other morning, and try to make me believe that she was interfering with my morning repast? Well, I should say it was a surprise to see

her, for she and her late husband were among my staunchest friends, when they were operating the former Whitcomb. We surely did have a nice visit, talking over the multitude of happenings of former days. Mrs. Townsend, who is enjoying the very best of health—and looks the part—resides at Hamilton, Ohio, but is visiting former friends here.

I had bulletined myself to make a call on Mr. and Mrs. Charles M. Heald, at their summer home at Bangor, but just couldn't make it. I know they read the Tradesman and this will tell them that as soon as they return to their winter home, in Pasadena, I will resort directly to them.

Somebody tells me that W. F. (Bill) Jenkins is back at Big Rapids, where he so successfully operated the Western Hotel for many years. "Bill" has been connected with Hotel Knight, Ashland, Wis., for some time, and now operated by W. F. Rick, formerly of Hotel Benton, Benton Harbor, but I am led to understand that he contemplates re-entering the Michigan hotel field, and I should say it serves him right. Go ahead, Big Boy, and add many more scalps to your belt. I am with you.

Some character assassin has started the report that the title of "Judge," bestowed upon the writer by the enthusiastic electorate of Pentwater, really came from another source—passing upon the qualities of certain Kentucky products. As the only Kentucky products I am "advised" of are, viz: Fast horses, beautiful women and vile liquor, I am shy of understanding and pass it on to my good friend Dr. Blumenthal, for proper interpretation.

I notice by reading a Los Angeles paper that the periodical attempt to release Tom Mooney from the California state prison, for his participation in a wholesale massacre of innocent persons, during a labor agitation,

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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

HOTEL ROWE

We have a sincere interest in wanting to please you.

J. B. MORRIS
MANAGER

ALL GOOD ROADS LEAD TO IONIA AND THE REED INN

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

CODY HOTEL

GRAND RAPIDS

RATES—\$1 up without bath.
\$2.00 up with bath.

CAFETERIA IN CONNECTION

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 Superior
—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

years ago, is to be renewed, in some other form. The last attempt was made when former Mayor Walker, of New York, interceded with Governor Rolfe, of the Golden State, to try and have him pardoned. It didn't work out so well with the governor, who assembled a tribunal of several members of the state supreme court, gave full rein, and waited results. After calm deliberation, which included a careful reading of all the testimony, they decided Mooney was mighty lucky to be able to avoid a neck-stretching. A bunch of laborites, and a few fool preachers are now trying another attack by ostensibly pleading guilty to the charge, but claiming Mooney has been sufficiently punished. I might be inclined to agree with them, but this man has never shown any evidence of contrition and brazenly asks for exoneration and a full pardon. The commission of judges, in their report, seemed to intimate that he has shown no evidence, whatever, of being a good boy or by regretting what he had done. Then there is that particular individual McNamara, who is sojourning in San Quentin prison, because in a spirit of playfulness, twenty years ago, he participated in the massacre of twenty odd employees of the Los Angeles Times, during a labor dispute. The records show distinctly that he pleaded guilty as charged, but now he, too, has changed his mind and is innocent. McNamara was not the only one who was guilty of participating in the Times outrage. Some of the other union fiends who were parties to the outrage really got prison sentences, but others went scot free, and have been on union payrolls in some form or other ever since, unless they have been caught up with by stern justice. I always admired the record of Gen. Otis, now deceased, in his fight against so-called unionism. He owned the Los Angeles Times, but opposed the creation of monopolies in any form, and stood absolutely for the freedom of employees. When other newspapers and the politicians were kowtowing to the unions he was fighting them to a standstill, although he was willing at all times to treat such matters fairly and openly with his employees. The walking delegates didn't like him in the least and it was in the carrying out of a program to vent their spleen that the Times building was dynamited at an hour of the night when all loyal individuals were at their posts of duty. A beautiful statue, erected at the head of Wilshire Boulevard, is a memorial to General Otis and carries the inscription: "Liberty under the Law." Opposite this statue is an art gallery, donated to Los Angeles by this wonderful individual.

So long, folks of the Michigan Hotel Association. Maybe I will see some of you in California this winter. If not, then look for another manifestation reminiscent of grasshopper days in Kansas, on my next "farewell" visit.

Frank S. Verbeck.

Report General Gain in Business

Higher commodity prices, increasing inventories, easier credit and improved collections have all been factors in the substantial improvement in business in the last four weeks, the business survey committee of the National Association of Purchasing Agents reports. The business gains have reduced unemployment, the committee adds, in every section of the United States and Canada. According to members of the committee, who make monthly reports on the general business situation, the only drawback in the present movement is the undoubted element of speculation in much of the current buying.

Corporation reports begin to reflect business improvement.

MEN OF MARK

J. Harvey Mann, Secretary Foster, Stevens & Co.

J. Harvey Mann was born on a farm near St. Thomas, Ont., January 27, 1861. His father was a New Yorker. His mother was a native of Pennsylvania. As a youth he attended the country school nearest his home. He then went through St. Thomas high school on the literary course. He then took a two year course at the collegiate institute at St. Thomas, supplementing it with a commercial course at the Detroit Business college.

July 23, 1883, Mr. Mann entered the employ of Ducharme, Fletcher & Co., wholesale hardware dealers of Detroit, as bill clerk. Two and a half years later he was requested to come to Grand Rapids and take a similar position with the Gunn Hardware Co. He was promoted from time to time, finally locating at the general desk. On the retirement of the Gunn Hardware Co., eight and a half years later, he went to Foster, Stevens & Co. as assistant to Sidney F. Stevens. Six years later he was elected secretary of Foster, Stevens Co., a position he still holds.

Mr. Mann was married in 1885 to Miss Lillie Morris, of New Glasgow, Ontario. She died in 1919, and the following year Mr. Mann married Miss Effie Turner, of Algoma township, Kent county.

The family reside at 805 Madison avenue, having occupied the same house forty-two years.

By his first wife, Mr. Mann had one son, Morris, who resides at 727 Madison avenue, and travels for a manufacturer of mattresses and springs at Indianapolis. His territory comprises Michigan. He was recently married to Miss Genevieve Gray, of Grand Rapids.

Mr. Mann has attended Grace Episcopal church for many years and five years ago became a member of the parish. He joined the Masonic fraternity twenty years ago and has since embraced DeWitt Clinton Consistory and the Saladin Temple, Knights of the Mystic Shrine. He is a member of the U.C.T., having been through all the chairs of the local lodge.

Mr. Mann owns up to but one hobby, which is golf. He has not been doing much at it lately.

He attributes his success to hard work and those who know him best feel he has certainly earned the rich reward which has come to him in the way of long and faithful service to one house.

Should Answer the Command "Forward"

During the past ten days the daily papers have carried news items from many Michigan cities and towns in regard to opening and closing hours of retail stores. Of course, the N.R.A. blanket code was the starting point of all discussion on this topic. Retail associations in most towns and cities held meetings to determine what should be done. By reading the news items one gets the impression that the retailers are going in for a big vaca-

tion, are cutting store hours to the minimum of 52 hours per week.

I attended one meeting in which a dozen different dealers had had the floor discussing what time they should open and close for business. Each one presented the idea that for their own best good they would have to operate the minimum number of hours, curtail expenses here and there and, in fact, the air was getting bluer and bluer.

Finally the chairman called on one young man for his ideas on the subject and although I cannot quote him exactly, this is the substance of what he said:

"Boys, you will probably feel like throwing me out of the window for what I am going to say, but as I sat here it made my blood boil to hear what has been said. When I was in France in 1918, when the command 'Forward' was given, we did not hesitate. Our commander had spoken and we obeyed. To-day we are fighting a war on depression and our commander has spoken. There is only one thing to do—go forward. Let us keep our stores and shops open the same as in the past, we should conform to the code of our business. It may mean hardship and struggle for a while, but we did it in 1918 and we can do it to-day." That was the highlight of his talk and instead of throwing him out the window his fellow townsmen cheered him to the echo. The air cleared and so far his town has kept out of the news items as far as curtailed store operation is concerned.

I am sure that had this man been able to present his message to every retailer in Michigan the news items would be much more encouraging to our president and Mr. Johnson. And I believe that the independent retailers should keep their places of business open the same as in the past. To do otherwise is to defeat the purpose of the N.R.A.

Let us keep our places of business open as usual, at least until limited by a code for our particular group, whichever it is. The idea of the N.R.A. is to place more men in jobs. This cannot be accomplished by shortening hours of operation. Let us push forward for the success of the N.R.A. program and eventually succeed in our own field.

Some large units may wish to have a limit written into each code, but we should use what means we can to see that such limits are omitted from the code, or at least the independent dealers should have a voice in the establishing of such limits.

Nineteen thirty-three is not so far removed from Nineteen eighteen but that we can still hear and answer the command "Forward."

Sam Sugarsax.

State's Food Dealers Agree on Work Hours

Lansing, Aug. 10—Directors of the Michigan Retail Grocers and Meat Dealers Association Thursday adopted a NRA code which will close stores at 6 p. m. every night but Saturday. The closing hour for Saturday night was fixed at 8 o'clock. The code is expected to end rioting in several cities as a result of independent merchants remaining open longer than others.

Under the code, all merchants who are members of the Retail Grocers and

Meat Dealers Association, agree to close New Year's day, Memorial day, Fourth of July, labor day, Thanksgiving and Christmas.

Discussion preceding the adoption of this schedule brought out the fact that unemployment in the food retailing field has been only about 15 per cent. of the peak employment which was enjoyed in 1929 and that the differential between 63 hours of store operation and 48 hours maximum labor would require a 30 per cent. increase over the present working staff," Paul Schmidt, of Lansing, President, said.

"Some of the members felt that this was hardly fair as it would place the employment figure of the retail food distributor in excess of those of 1929, also it would require approximately 3 per cent. additional gross profit in order to absorb the overhead created by the increased pay and number of employees. However, all present were eager to co-operate with Gen. Johnson and readily agreed to conform to a sixty-three-hour store operating week.

"The discussion then centered about the adoption of the fair trade practices as set up in the tentative code by the National Association of Retail Grocers. It was brought out that immediate adoption of a set of trade practice rules was absolutely necessary in order to protect the small independent merchant so that he might be in a better position to continue in business in spite of increased overhead."

In remitting the Tradesman recently for past and advanced payment upon subscription, J. A. Ronna, 289 E. Division street, Ishpeming, says he attributed fifty per cent or more of his success in the grocery and meat business to reading and following the advice found each week in the Tradesman. He says he entered the business with very little experience, but by applying the advice he received from reading the Tradesman each week, he has made excellent progress, considering the times. Mr. Ronna has a fine store and an excellent stock of all food products. This, together with the prompt and courteous service he renders patrons, assures his future success. Many a merchant who has lost out in business could have saved and increased his investment if he had taken the course Mr. Ronna did and followed the counsel and advice of a good trade paper.

Some Increase For A. & P. Co.

An increase of \$8,264,152 in its payroll is reported by the Great Atlantic and Pacific Co. for the first week of operation of its 15,358 stores under the President's re-employment agreement. The company reported also 8,340 more employees. In every one of its stores, offices, warehouses in all parts of the country, bakeries, coffee-roasting plants and laundries, fish and produce warehouses, and food plants, the A. & P. organization is operating 100 per cent. according to the code, the management announced. Hours and wages have been adjusted to meet the new scale, and employment opportunities in various branches of the business are being provided for thousands of men and women as rapidly as possible.

A new "synthetic" stone is composed of shale and alkaline earths and a quarry-waste filler. Said to have physical qualities similar to stone, it can be molded in a variety of colors and shapes.

DRUGS

Michigan Board of Pharmacy
 President—Earl Durham, Corunna.
 Vice-Pres.—M. N. Henry, Lowell.
 Other members of the Board—Norman Weess, Evart; Frank T. Gillespie, St. Joseph; 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.

Public Enemy No. 1—The Patent Medicine

The "patent" medicine is the real and only true cause of the lamentable plight in which the American pharmacist finds himself today.

For the past quarter of a century I have witnessed the passing of pharmacy and its transformation into the present grotesque drug-toy-lunch emporium, that reminds one of a physiological, chemical and pharmaceutical incompatibility, all in the one container.

What were the causes that brought about this metamorphosis of the drug store of the past eras? Scores, perhaps hundreds of reasons have been advanced for this transformation, and all of them without doubt were contributory, but the one real, doubtless and certain cause is the "patent medicine." It has grown into the structure of pharmacy like a malignant growth, spreading its tentacles to every vital organ of the pharmaceutical body, until now it is almost impossible to save it from utter destruction. Whom are we to blame for the progress of this destructive malady? Primarily the pharmacist himself and to a large extent, the physician.

The pharmacist has never hesitated to give quarter to the patent medicine. He has stimulated its sale by window displays, counter shows, placarded his store and willingly distributed free samples supplied him by the manufacturers that were ultimately to get a strangle hold upon his weakened body. And finally, he prostituted many U. S. P. and N. F. preparations by having them put up for him by John Fakum & Co., pharmaceutical magicians,—resulting in the creation of the new fangled "brand" curse. To-day it is Davis's Epsom Salt; Sibb's Bicarbonate of Soda and Hokum's Milk of Magnesia. The U. S. P. and N. F. is so strange to the modern druggist that if he was asked the official title of a dozen of their preparations, chances are that he would probably be able to name only a few correctly. Can you then imagine the conception the public has of the words U. S. P. and N. F.? Most of them connect it up with some Insecticide or Talcum powder. The timid druggist unhesitatingly confirms the customer's claim that Quibb's Bicarbonate of Soda is the best or that Hocum's Milk of Magnesia is unsurpassed. It never occurs to him that by telling the customer that U. S. P. or

N. F. stands for the highest quality of the land, whether made by Tom, Dick or Harry, he can help to destroy this new parasitic nuisance called "Brand." In fact, the druggist has alienated himself so much from the U. S. P. and N. F. that the "patent medicine" vendors have capitalized on them to such an extent that we now speak of the Billion Dollar Drug Trust.

The physician has contributed his share to the destruction of real pharmacy and the practice of ethical medicine. We now have customers asking for 10c worth of 10% Solution of Silvol, Ariyrol, Protargol, etc.; one or two tablets of Allonal, Atophan, Bichloride of Mercury, ad infinitum. And, all on advice of their physician. This information is passed along by Mrs. Jones to Mrs. Smith, and self-medication by the lay public is thus encouraged by the aid of the unsuspecting physician, to the mutual pecuniary loss of both doctor and druggist.

A concrete example of a daily occurrence proving the futility of trying to accommodate customers by handling patent medicines and trying to meet prevailing prices and the subsequent destruction of trade and good faith of your customers, may best be illustrated by this dialogue:

Mrs. Smith meets Mrs. Jones.

Good morning, Mrs. Smith. Have you done your shopping?

Yes, I ran out of Sickodent tooth paste and hurried to Cob's Pharmacy and bought a tube.

How much do you pay for Sickodent tooth paste, Mrs. Smith?

Cob charged me 37c, Mrs. Jones. (Cost \$4.00 dozen, profit 3c.)

Why, Mrs. Smith, I get it at Tom's Drug Store for 33c (loss 1c).

Is that so? Well, it will be the last time that burglar Cob will see me in his place.

So, for a profit of 3c on an investment of 34c we are daily branded as robbers, burglars, thieves and damned to the gods of Hades by John Public, while the manufacturer sits perfectly content with collecting the unalterable price of his product from the struggling retailer.

It is about time that the pharmacist awakens to the reality of the present situation and carves out that malignant and destructive malady called the "Patent Medicine" and confines himself entirely to ethical pharmacy, handling nothing but U. S. P. and N. F. preparations, and giving no quarter to any medicine or drug bearing any other name than his own. This is the only way out, and I know. I have done it after twenty-four years of battling with the prevailing practice and now sense than the dawn of a new era is in sight.

Ernest T. Taborelli.

Earthworms as Medicine

In the "Ancient Pharmacy Collection" which forms an important feature of the professional exhibit of E. R. Squibb and Sons at A Century of Progress Exposition in Chicago, there are hundreds of drug containers of earthenware, majolica, metal and wood, many of which are of interest on account of their great rarity and beauty, and others of which will attract attention on account of the curious and un-

usual drugs and preparations which they once contained.

In the latter class there are several containers for medicines formerly made from earthworms.

Yes! Earthworms.

When a sixteenth century apothecary was seen in his garden digging worms it was no sign that he was going fishing. He was probably securing "raw material" for one of his important medicinal preparations, for a number of such were employed by physicians of that and even later periods.

The earthworm was known as *Lumbricus terrenus* or *terrestris* in Latin.

It was used in the form of an oil or of a spirit, and there are two containers at least, in this collection as it will be seen in Chicago which bear labels of preparations of earthworms.

One of these containers is a half gallon earthenware jug labeled "Oil Lumbricori" (oil of earthworms); the other is a small glass bottle whose label, translated, means "Spirit of Earth-

worms." Both of these containers will be found in the section of shelving immediately to the left of the entrance of the exhibit from the main rotunda.

Now in the days when these preparations were prescribed by physicians, there were no large scale manufacturers or supply houses and when the apothecary of that time needed one of these preparations to replenish his stock he had to provide himself with the ingredients and then make the preparation himself.

And this was no easy task as will be seen.

To make oil of earthworms, the formula of that time called for two pounds of earthworms, six ounces of wine and three pounds of olive oil, all of which were to be cooked together until all moisture was removed and the earthworms were then strained out and the oil bottled for use. This preparation was used externally for rheumatism and gout and when rubbed on the loins or on the lumbar regions was supposed

JUST WHAT YOU HAVE BEEN LOOKING FOR

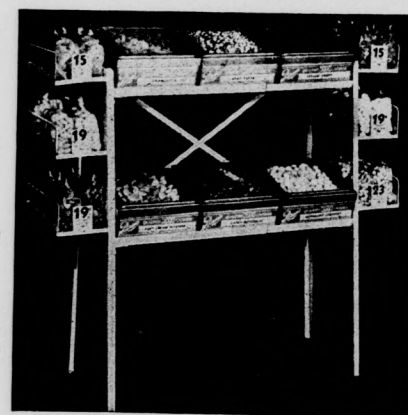
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ADJUSTABLE
CANDY
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Attractive

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Fast Selling
Items to Select
From

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Pen and Pencil Tablets, Erasers, Note Books, Theme Books, Spelling Blanks, Composition Books, Ring Binders, Note Book Covers, Compasses, Dividers, Slates, Crayons, Pencils, Penholders, Watercolor Paints, Note Book Fillers, Inks, Mucilage, Liquid Pastes, Fountain Pens, Construction Paper, Extra Leads, Chalks, Pencil Sets, Artist's Brushes, Rulers, Blackboard Erasers, Thumb Tacks, Protractors, etc. Most complete line ever shown, all on display in our sample room. Come Look Them Over — PRICED RIGHT.

Hazeltine & Perkins Drug Co.
 Grand Rapids
 Michigan

to relieve suppression of the urine and stone in the bladder.

It was also applied as an antidote to the bites of poisonous animals.

There was another oil of earthworms made by destructive distillation of the worms (heating them in a closed vessel), which yielded an evil smelling liquid which was given internally as a vermifuge, antospadmodic and anodyne and was administered in hysteria, epilepsy and nervousness.

The dose was several drops given on sugar morning and evening. It was also used externally.

This same "emphyreumatic" oil was used in preparing the Spirit of Earthworms, which was made by impregnating ammonium carbonate with the oil and then dissolving it in water and filtering. This preparation was administered for cramps and colic in doses of from ten to sixty drops mixed with a suitable liquid. On account of the volatility of the ammonia it was always administered cold.

The vinous spirit of earthworms was another preparation made by the following procedure:

Six pounds of earthworms were first pounded in a mortar and then allowed to stand for a number of days in a well-closed glass vessel until they had decomposed and a strong ammoniacal odor was evident.

This putrefying mass was then infused in six pounds of whisky (oh! what a shame) and subsequently distilled.

This procedure produced a weak ammoniacal spirit with a disagreeable odor which was administered in doses ranging from ten to forty drops, diluted with water or wine and employed in lethargic, epileptic and hysterical conditions.

It certainly has been a boon to humanity in more ways than one, that some of the esteemed animal remedies of the past are no longer prescribed.

Charles H. LaWall,

Dean Phila. College of Pharmacy.

Proceedings of the Pharmacy Meeting at Pontiac

The Executive Committee of the Michigan State Pharmaceutical Association held a meeting at Pontiac July 13.

Petition rejected pleading for direct distribution of beer to consumer by wholesaler.

Motion adopted that President appoint a committee to present to the Liquor Control Committee the viewpoint of retail druggists relative to the sale of spiritous liquor, if and when the eighteenth amendment is repealed, and that the Governor be requested to appoint on any special committee or commission studying or controlling this matter or dealing with rules and regulations relative thereto at least one competent retail registered pharmacist.

Motion adopted that the 1934 convention be held at Pontiac, the date to be the last full week in June.

Motion adopted that the Association retain a competent attorney to represent the Association in the matter of illegal appointment on the Board of Pharmacy.

I am enclosing herewith the facts relative to the meeting at Pontiac.

The first motion related to a resolution presented by the beer distributors complaining about the sale of beer by chain stores at a very low price. The claim was that the chain stores are virtually wholesalers and that such competition was unfair to the regular distributors. While we felt this was a correct contention, we did not care to recommend that wholesalers be allowed to distribute beer direct to consumers, for that would work a hardship to retailers who have already paid their license fee. We were not sure that such action might be taken as a precedent later on the matter of distilled liquor and might be construed to defeat the idea of the people that so-called hard liquor should be sold under control. We also felt that the distribution of beer affected a small percentage of druggists and so turned down the petition.

The second motion seems to be fair and since that meeting a committee composed of F. H. Taft, Lansing, Leo J. LaCroix, Detroit, William Loebrick, Saginaw, and Stewart Keller, Grand Rapids, have been appointed to represent the retail drug trade on the matter of sale of distilled liquor in trying to find the proper solution to the problem presented by the possibility of the final repeal of the Eighteenth Amendment. It has been requested that the Governor appoint to any special committee for this purpose, one pharmacist if the committee is composed of five members, and two if composed of nine. This whole matter was brought about by notices in the press that such a committee, different from the committee officially studying legislation, was being considered.

The motion concerning board appointment was passed because that was the day Mr. Murphy was appointed and there was a possibility that some conflicting ideas might be presented. (Merely a bird in the hand proposition.) However, no action was taken, as Mr. Murphy declined the appointment and so we have no further interest in the matter, although Mr. Gillespie has been recommended by the Association and we hope for his appointment.

I hope that this explanation will be satisfactory and that I may be able to help you have the correct information you crave from time to time.

R. A. Turrel, Sec'y.

Sodium Light

Automobile tourists driving through Schenectady, New York, by night, this Summer, will have their first experience with a highway lighted by sodium vapor lamps. With 80 to 90 watts of current, one of these lamps gives about the same illumination as an ordinary 400 candle power lamp consuming 215 watts. The light is said at first glance to be dim, but tests have shown that its steady yellow quality actually makes seeing much easier.

A simple, portable instrument has been devised which registers transparency of flat materials directly on a meter. It's expected to find application in paper, textile and other industries.

WHOLESALE DRUG PRICE CURRENT

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

ACID			GUM			Hemlock, Pu., lb.			1 55@2 20
Acetic, No. 8, lb.	06	@ 10	Aloe Barbadoes,			Heml'k Com., lb.	1 00@1 25		
Boric, Powd., or			so called, lb. gourds	@ 60		Juniper Ber., lb.	3 00@3 20		
Xtal, lb.	08 1/2	@ 20	Powd., lb.	35	@ 45	Junip'r W'd, lb.	1 50@1 75		
Carbolic, Xtal, lb.	36	@ 43	Aloe, Socotrine,			Lav. Flow., lb.	3 50@4 00		
Citric lb.	35	@ 45	lb.		@ 75	Lav. Gard., lb.	1 25@1 50		
Muriatic, Com'l.,			Powd., lb.		80	Lemon, lb.	1 75@2 25		
lb.	03 1/2	@ 10	Arabic, first, lb.		40	Mustard, true, ozs.	@ 1 50		
Nitric, lb.	09	@ 15	Arabic, sec., lb.		30	Mustard art., ozs.	@ 35		
Oxalic, lb.	15	@ 25	Arabic, sorts, lb.	15	@ 25	Orange, Sw., lb.	3 00@3 25		
Sulphuric, lb.	03 1/2	@ 10	Arabic Gran., lb.		35	Organum, art,			
Tartaric, lb.	33	@ 45	Arabic, P'd, lb.	25	@ 35	lb.	1 00@1 20		
ALCOHOL			Asafoetida, lb.	47	@ 50	Pennyroyal, lb.	2 75@3 20		
Denatured, No. 5			Asafoetida, Po., lb.	75	@ 82	Peppermint, lb.	4 75@5 40		
gal.	44	@ 55	Guaiac, lb.		70	Rose, dr.	@ 2 50		
Grain, gal.	4 00@5 00		Guaiac, powd.		75	Rose, Geran., ozs.	50 @ 95		
Wood, gal.	50	@ 60	Kino, lb.		90	Rosemary			
ALUM-POTASH, USP			Kino, powd., lb.		1 00	Flowers, lb.	1 00@1 50		
Lump, lb.	05	@ 13	Myrrh, lb.		60	Sandalwood			
Powd. or Gra., lb.	05 1/4	@ 13	Myrrh Pow., lb.		75	E. I., lb.	8 00@8 60		
AMMONIA			Shellac, Orange,			W. I., lb.	4 50@4 75		
Concentrated, lb.	06	@ 18	lb.	15	@ 25	Sassafras,			
4-F, lb.	05 1/2	@ 13	Ground, lb.	15	@ 25	true, lb.	1 60@2 20		
3-F, lb.	05 1/2	@ 13	Shellac, white,			Syn., lb.	85@1 40		
Carbonate, lb.	20	@ 25	(bone dr'd) lb.	30	@ 45	Spearmint, lb.	2 00@2 40		
Muriate, Lp., lb.	18	@ 30	Tragacanth,			Tansy, lb.	3 50@4 00		
Muriate, Gra., lb.	08	@ 18	No. 1, bbls.	1 60@2 00		Thyme, Red, lb.	1 50@2 00		
Muriate, Po., lb.	20	@ 30	No. 2, lbs.	1 50@1 75		Thyme, Whi., lb.	1 75@2 40		
ARSENIC			Pow., lb.	1 25@1 50		Wintergreen			
Pound	07	@ 20	HONEY			Leaf, true, lb.	5 40@6 00		
BALSAMS			Pound	25	@ 40	Birch, lb.	3 50@4 00		
Copaiba, lb.	60@1 40		HOPS			Syn.	75@1 20		
Fir, Cana., lb.	2 00@2 40		1/3 Loose, Pressed			Wormseed, lb.	3 50@4 00		
Fir, Oreg., lb.	50@1 00		lb.	@ 1 25		Wormwood, lb.	4 50@5 00		
Peru, lb.	1 70@2 20		HYDROGEN PEROXIDE						
Tolu, lb.	1 50@1 80		Pound, gross	25 00@27 00		Castor, gal.	1 15@1 35		
BARKS			1/2 lb., gross	15 00@16 00		Cocunut, lb.	22 1/2 @ 35		
Cassia			1/4 lb., gross	10 00@10 50		Cod Liver, Nor-			
Ordinary, lb.	@ 39		INDIGO			wegian, gal.	1 00@1 50		
Ordin., Po., lb.	25 @ 35		Madras, lb.	2 00@2 25		Cot. Seed, gal.	85@1 00		
Saigon, lb.	@ 40		INSECT POWDER			Lard, ex., gal.	1 55@1 65		
Saigon, Po., lb.	50 @ 60		Pure, lb.	31 @ 41		Lard No. 1, gal.	1 25@1 40		
Elm, lb.	40 @ 50		LEAD ACETATE			Linseed, raw, gal.	85@1 00		
Elm, Powd., lb.	38 @ 45		Xtal, lb.	17 @ 25		Linseed, boil, gal.	88@1 03		
Elm, G'd, lb.	38 @ 45		Powd. & Gran.	25 @ 35		Neatsfoot,			
Sassafras (P'd lb.)	45 @ 35		LICORICE			extra, gal.	80@1 00		
Soapree, cut, lb.	20 @ 30		Extracts, sticks,			Olive			
Soapree, po., lb.	35 @ 40		per box	1 50 @ 2 00		Malaga, gal.	2 50@3 00		
BERRIES			Lozenges, lb.	40 @ 50		Pure, gal.	3 00@5 00		
Cubeb, lb.	@ 65		Wafers, (24s) box	@ 1 50		Sperm, gal.	1 25@1 50		
Cubeb, po., lb.	@ 75		LEAVES			Tanner, gal.	75@ 90		
Juniper, lb.	10 @ 20		Buchu, lb., short	@ 60		Tar gal.	50@ 65		
BLUE VITRIOL			Buchu, lb., long	@ 60		Whale, gal.	@ 2 00		
Pound	06	@ 15	Buchu, P'd, lb.	70 @ 70		OPIUM			
BORAX			Sage, bulk, lb.	25 @ 30		Gum, ozs., \$1.40;			
P'd or Xtal, lb.	06	@ 13	Sage, loose			lb.	17 50@20 00		
BRIMSTONE			pressed 1/4s, lb.	@ 40		Powder, ozs., \$1.40;			
Pound	04	@ 10	Sage, ounces	@ 85		lb.	17 50@20 00		
CAMPHOR			Sage, P'd & Grd.	@ 35		Gran., ozs., \$1.40;			
Pound	55	@ 75	Senna,	@ 40		lb.	17 50@20 00		
CANTHARIDES			Alexandria, lb.	35 @ 40		PARAFFINE			
Russian, Powd.	@ 3 50		Tinnevela, lb.	20 @ 30		Pound	06 1/2 @ 15		
Chinese, Powd.	@ 2 00		Powd., lb.	25 @ 35		PEPPER			
CHALK			Uva Ursi, lb.	@ 31		Black, grd., lb.	25 @ 35		
Crayons,			Uva Ursi, P'd, lb.	@ 45		Red, grd., lb.	45 @ 55		
White, dozen	@ 3 60		LIME			White grd., lb.	40 @ 45		
Dustless, doz.	@ 6 00		Chloride, med., dz.	@ 85		PITCH BURGUNDY			
French Powder,			Chloride large, dz.	@ 1 45		Pound	20 @ 25		
Coml., lb.	03 1/2 @ 10		LYCOPODIUM			PETROLATUM			
Precipitated, lb.	12 @ 15		Pound	45 @ 60		Amber, Plain, lb.	12 @ 17		
Prepared, lb.	14 @ 16		MAGNESIA			Amber, Carb., lb.	14 @ 19		
White, lump, lb.	03 @ 10		Carb., 1/4s, lb.	@ 30		Cream Whi., lb.	17 @ 22		
CAPSICUM			Carb., 1/16s, lb.	@ 32		Lily White, lb.	20 @ 25		
Pods, lb.	60 @ 70		Carb., P'd., lb.	15 @ 25		Snow White, lb.	22 @ 27		
Powder, lb.	62 @ 75		Oxide, Hea., lb.	@ 75		PLASTER PARIS DENT'L			
CLOVES			Oxide, light, lb.	@ 75		Barrels	@ 5 75		
Whole, lb.	30 @ 40		MENTHOL			Less, lb.	03 1/2 @ 08		
Powdered, lb.	35 @ 45		Pound	4 67@5 20		POTASSA			
COCAINE			MERCURY			Caustic, st'ks, lb.	55 @ 88		
Ounce	12 68@14 85		Pound	1 25@1 35		Liquor, lb.	@ 40		
COPPERAS			MORPHINE			POTASSIUM			
Xtal, lb.	03 1/4 @ 10		Ounces	@ 11 80		Acetate, lb.	60 @ 56		
Powdered, lb.	04 @ 15		1/8s	@ 13 96		Bicarbonate, lb.	30 @ 35		
CREAM TARTAR			MUSTARD			Bichromate, lb.	15 @ 25		
Pound	22 1/2 @ 35		Bulk, Powd.			Bromide, lb.	51 @ 72		
CUTTLEBONE			select, lb.	45 @ 50		Carbonate, lb.	30 @ 35		
Pound	40 @ 50		No. 1, lb.	25 @ 35		Chlorate,			
DEXTRINE			NAPHTHALINE			Xtal, lb.	17 @ 23		
Yellow Corn, lb.	06 1/2 @ 15		Balls, lb.	07 @ 12		Powd., lb.	17 @ 23		
White Corn, lb.	07 @ 15		Flake, lb.	07 @ 12		Gran., lb.	21 @ 28		
EXTRACT			NUTMEG			Iodide, lb.	3 36@3 59		
Witch Hazel, Yel-			Pound	@ 40		Pernanganate, lb.	22 1/2 @ 35		
low Lab., gal.	99 @ 1 82		Powdered, lb.	@ 50		Prussiate,			
Licorice, P'd, lb.	50 @ 60		NUX VOMICA			Red, lb.	80 @ 90		
FLOWER			Pound	@ 25		Yellow, lb.	50 @ 60		
Arnica, lb.	50 @ 55		Powdered, lb.	15 @ 25		QUASSIA CHIPS			
Chamomile,			OIL ESSENTIAL			Pound	25 @ 30		
German, lb.	35 @ 45		Almond,			Powd., lb.	35 @ 40		
Roman, lb.	@ 90		Bit., true, ozs.	@ 50		QUININE			
Saffron,			Bit., art., ozs.	@ 30		5 oz. cans, ozs.	@ 66		
American, lb.	50 @ 55		Sweet, true, lb.	1 25@1 80		SAL			
Spanish, ozs.	@ 1 65		Sw't, art., lbs.	1 00@1 25		Epsom, lb.	03 1/4 @ 10		
FORMALDEHYDE, BULK			Amber, crude, lb.	71 @ 140		Glaubers,			
Pound	09 @ 20		Amber, rect., lb.	3 00@2 00		Lump, lb.	03 @ 10		
FULLER'S EARTH			Anise, lb.	1 00@1 60		Gran., lb.	03 1/2 @ 10		
Powder, lb.	05 @ 10		Bay, lb.	4 00@4 25		Nitre,			
GELATIN			Bergamot, lb.	3 00@3 60		Xtal or Powd.	10 @ 16		
Pound	55 @ 65		Caajput, lb.	1 50@2 00		Gran., lb.	09 * @ 16		
GLUE			Caraway S'd, lb.	2 80@3 40		Rochelle, lb.	17 @ 30		
Brok., Bro., lb.	20 @ 30		Cassia, USP, lb.	2 10@2 60		Soda, lb.	02 1/2 @ 08		
Gro'd, Dark, lb.	16 @ 22		Cedar Leaf, lb.	1 50@2 00		SODA			
Whi. Flake, lb.	27 1/2 @ 35		Cedar Leaf,			Ash	03 @ 10		
White G'd., lb.	25 @ 35		Coml., lb.	1 00@1 25		Bicarbonate lb.	03 1/2 @ 10		
White AXX light,			Citronella, lb.	1 05@1 40		Caustic, Co'l., lb.	08 @ 15		
lb.	@ 40		Cloves, lb.	1 75@2 25		Hyposulphite, lb.	05 @ 10		
Ribbon	42 1/2 @ 50		Croton, lbs.	4 00@4 60		Phosphate, lb.	23 @ 28		
GLYCERINE			Cubeb, lb.	4 25@4 80		Sulphite,			
Pound	14 1/2 @ 35		Erigeron, lb.	2 70@3 35		Xtal, lb.	07 @ 12		
			Eucalytus, lb.	95@1 60		Dry, Powd., lb.	12 1/2 @ 20		
			Fennel	2 00@2 60		Silicate, Sol., gal.	40 @ 50		

GROCERY PRICE CURRENT

The prices quoted in this department are not cut prices. They are regular quotations such as jobbers should receive for standard goods. Because of present day uncertainties, sharp buyers who are in good credit may sometimes be able to induce the jobber to shade some of the quotations, but we prefer to quote regular prices on regular goods, because cut prices obtained by duress or under force of circumstances never accurately represent the actual condition of the market, which is the proper province of this publication.

ADVANCED

Fruit Jar Rubbers
Am. Family Soap

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



BLEACHER CLEANSER

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

BLUING

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

BEANS and PEAS

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

Kellogg's Brands	
Corn Flakes, No. 136	2 50
Corn Flakes, No. 124	2 50
Pep, No. 224	2 15
Pep, No. 250	1 05
Krumbles, No. 412	1 40
Bran Flakes, No. 624	1 90
Bran Flakes, No. 650	85
Rice Krispies, 6 oz.	2 25
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 3 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 1/2 lbs.	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 30
Winner, 5 sewed	5 00
Whisk, No. 3	2 25

BRUSHES

Scrub	
Solid Back, 8 in.	1 50
Solid Back, 1 in.	1 75
Pointed Ends	1 25
Stove	
Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

No. 4-0	2 25
No. 2-0	3 60

BUTTER COLOR

Dandelion	2 85
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CANDLES

Electric Light, 40 lbs.	12 1
Plumber, 40 lbs.	12 8
Paraffine, 6s	14 1/2
Paraffine, 12s	14 1/2
Wicking	40
Tudor, 6s, per box	30

CANNED FRUITS

Hart Brand	
Apples	
No. 10	4 75
Blackberries	
Pride of Michigan	2 55
Cherries	
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

Gooseberries	
No. 10	

Pears

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

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

Red Raspberries

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

Strawberries

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

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	2 75
Clams, Minced, No. 1/2	2 40
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 35
Lobster, No. 1/4, 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, 1m, 1/4, ea.	6@11
Sardines, Cal.	97 1/2
Tuna, 1/2 Van Camps	1 45
Tuna, 1/4s, Van Camps	1 35
Tuna, 1s, Van Camps	3 60
Tuna, 1/2s, Chicken Sea	1 85

CANNED MEAT

Bacon, med., Beechnut	1 71
Bacon, lge., Beechnut	2 43
Beef, lge., Beechnut	3 51
Beef, med., Beechnut	2 07
Beef, No. 1, Corned	1 95
Beef, No. 1, Roast	1 95
Beef, 2 1/2 oz., Qua., Sli.	1 35
Beef, 4 oz. Qua., sli.	2 25
Beefsteak & Onions, s.	2 70
Chili Con Car., 1s	1 05
Deviled Ham, 1/4s	1 15
Deviled Ham, 1/2s	2 85
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	45
Potted Meat, 1/2 Libby	75
Potted Meat, 1/2 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

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

Baked Beans

1 lb. Sacc, 36s, cs.	1 75
No. 2 1/2 Size, doz.	1 05
No. 10 Sauce	4 00

Lima Beans

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 60
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.	95
Sniders, 14 oz.	1 55
Quaker, 8 oz.	90
Quaker, 14 oz.	1 20
Ruby, 14 oz.	95

CHILI SAUCE

Sniders, 8 oz.	1 65
Sniders, 14 oz.	2 25

OYSTER COCKTAIL

Sniders, 11 oz.	2 60
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CHEESE

Roquefort	68
Wisconsin Daisy	14 1/2
Wisconsin Twin	13 1/2
New York June	2 1/2
Sap Sago	40
Brick	15
Michigan Flats	14
Aichigan 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

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

McLaughlin's Kept-Fresh



Coffee Extracts	
M. Y., per 100	12
Frank's 50 pkgs.	4 25
Hummel's 50, 1 lb.	10 1/2

CONDENSED MILK

Eagle, 2 oz., per case	4 60
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EVAPORATED MILK

Quaker, Tall, 10 1/2 oz.	2 85
Quaker, Baby, 4 doz.	1 43
Quaker, Gallon, 1/2 dz.	2 85
Carnation, Tall, 4 doz.	2 95
Carnation, Baby, 4 dz.	1 48
Oatman's D'dee, Tall	2 95
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

Currents	MATCHES	FRESH MEATS	HERRING	SOAP	TEA
Packages, 11 oz.----- 11 1/2	Diamond, No. 5, 144----- 6 15	Beef	Holland Herring	Am. Family, 100 box----- 6 10	Japan
Dates	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
Peaches	Safety Matches	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	Veal	Milkers, half bbls.-----	Jap Rose, 100 box----- 7 40	Gunpowder
Fancy-----	Signal Light, 5 gro. cs----- 5 25	Top----- 09	Milkers, bbls.-----	Fairy, 100 box----- 3 00	Choice----- 32
Peel	MUELLER'S PRODUCTS	Good----- 08	Lake Herring	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	Ceylon
Orange, American----- 24	Spaghetti, 9 oz.----- 2 10	Lamb	Mackerel	Pummo, 100 box----- 4 85	Pekoe, medium----- 41
Raisins	Elbow Macaroni, 9 oz.----- 2 10	Spring Lamb----- 18	Tubs, 60 Count, fy. fat 6 00	Sweetheart, 100 box----- 5 70	English Breakfast
Seeded, bulk----- 6 1/4	Egg Noodles, 6 oz.----- 2 10	Good----- 16	Fails, 10 lb. Fancy fat 1 50	Grandpa Tar, 50 sm.----- 2 10	Congou, medium----- 28
Thompson's S'dless blk.----- 6 1/2	Egg Vermicelli, 6 oz.----- 2 10	Medium----- 12	White Fish	Grandpa Tar, 50 lge.----- 3 50	Congou, choice----- 35@36
Quaker s'dless blk.----- 7	Egg Alphabets, 6 oz.----- 2 10	Poor----- 05	Med. Fancy, 100 lb.----- 13 00	Trilby Soap, 50, 10c----- 3 15	Congou, fancy----- 42@43
15 oz.----- 7	Cooked Spaghetti, 24c,----- 2 20	Mutton	Milkers, bbls.----- 18 50	Williams Barber Bar, 9s----- 50	Oolong
Quaker Seeded, 15 oz.----- 7	17 oz.----- 2 20	Good----- 04 1/2	K K K K Norway----- 19 50	Williams Mug, per doz.----- 48	Medium----- 39
California Prunes	NUTS	Medium----- 03	Cut Lunch----- 1 50	Lux Toilet, 50----- 3 15	Choice----- 45
90@100, 25 lb. boxes----- @	Whole	Poor----- 02	Boned, 10 lb. boxes----- 16	SPICES	Fancy----- 50
80@ 90, 25 lb. boxes----- @	Almonds, Peerless----- 15 1/2	Pork	SHOE BLACKENING	Whole Spices----- @24	TWINE
70@ 80, 25 lb. boxes----- @07 1/2	Brazil, large----- 12 1/2	Loin, med.----- 10	2 in 1, Paste, doz.----- 1 30	Allspice, Jamaica----- @24	Cotton, 3 ply cone----- 35
60@ 70, 25 lb. boxes----- @08	Fancy Mixed----- 11 1/2	Butts----- 09	E. Z. Combination, dz.----- 1 30	Cloves, Zanzibar----- @35	Cotton, 3 ply balls----- 35
50@ 60, 25 lb. boxes----- @08 1/2	Filberts, Naples----- 13	Shoulders----- 06 1/2	Dri-Foot, doz.----- 2 00	Cassia, Canton----- @24	VINEGAR
40@ 50, 25 lb. boxes----- @09	Peanuts, Vir. Roasted----- 6 3/4	Spareribs----- 05	Bixbys, doz.----- 1 30	Cassia, 5c pkg., doz.----- @40	F. O. B. Grand Rapids----- 15
30@ 40, 25 lb. boxes----- @10	Peanuts, Jumbo----- 7 1/2	Neck bones----- 03	Shinola, doz.----- 90	Ginger, Corkin----- @20	Cider, 40 grain----- 20
30@ 30, 25 lb. boxes----- @12	Pecans, 3, star----- 25	Trimnings----- 06	STOVE POLISH	Mustard----- @22	White Wine, 40 grain----- 25
18@ 24, 25 lb. boxes----- @14 1/2	Pecans, Jumbo----- 40	PROVISIONS	Blackne, per doz.----- 1 30	Pepper, Black----- @25	White Wine, 80 grain----- 25
Hominy	Pecans, Mammoth----- 50	Barreled Pork	E. Z. Liquid, per doz.----- 1 30	Pepper, White----- @26	WICKING
Pearl, 100 lb. sacks----- 3 50	Walnuts, Cal.----- 13@21	Clear Back----- 16 00@18 00	Rising Sun, per doz.----- 1 30	Pepper, Cayenne----- @26	No. 9, per gross----- 80
Bulk Goods	Hickory----- 07	Short Cut, Clear----- 12 00	654 Stove Enamel, dz.----- 2 80	Paprika, Spanish----- @30	No. 1, per gross----- 1 25
Elb. Macaroni, 20 lb. bx.----- 1 05	Salted Peanuts	Dry Salt Meats	Vulcanol, No. 10, doz.----- 1 30	Seasoning	No. 2, per gross----- 1 50
Egg Noodle, 10 lbs.----- 12	Fancy, No. 1----- 09	D S Belles----- 18-29@18-10-09	Stovoil, per doz.----- 3 00	Chili Powder, 1 1/2 oz.----- 65	No. 3, per gross----- 2 30
Pearl Barley	12-1 lb. Cellope case----- 1 30	Lard	SALT	Celery Salt, 1 1/2 oz.----- 80	Peerless Rolls, per doz.----- 90
0000----- 7 00	Shelled	Pure in tierces----- 7 1/2	F. O. B. Grand Rapids-----	Sage, 2 oz.----- 80	Rochester, No. 2, doz.----- 50
Barley Grits----- 5 00	Almonds----- 39	60 lb. tubs----- advance 1 1/2	Colonial, 24, 2 lb.----- 95	Onion Salt----- 1 35	Rochester, No. 3, doz.----- 2 00
Chester----- 4 50	Peanuts, Spanish, 125 lb. bags----- 5 1/2	50 lb. tubs----- advance 1 1/4	Colonial, 36-1 1/2----- 1 20	Garlic----- 1 35	Rayo, per doz.----- 75
Sage	Filberts----- 32	20 lb. pails----- advance 3/4	Med. No. 1, bbls.----- 2 90	Poneltz, 3 1/2 oz.----- 3 25	WOODENWARE
East India----- 10	Pecans, salted----- 45	10 lb. pails----- advance 7/8	Med. No. 1, 100 lb. bk.----- 1 00	Kitchen Bouquet----- 4 25	Baskets
Tapioca	Walnut California----- 45	5 lb. pails----- advance 1	Farmer Spec, 70 lb.----- 1 00	Laurel Leaves----- 2 25	Bushels, Wide Band, wood handles----- 2 00
Pearl, 100 lb. sacks----- 7 1/2	MINCE MEAT	3 lb. pails----- advance 1	Packers Meat, 50 lb.----- 65	Marjoram, 1 oz.----- 90	Market, drop handle----- 90
Minute, 8 oz., 3 doz.----- 4 05	None Such, 4 doz.----- 6 20	Compound tierces----- 8 3/4	Cream Rock for ice, cream, 100 lb.----- 85	Savory, 1 oz.----- 65	Market, single handle----- 95
Dromedary Instant----- 3 50	Quaker, 3 doz. case----- 2 65	Compound, tubs----- 09	Butter Salt, 280 lb. bbl.----- 4 00	Thyme, 1 oz.----- 90	Market, extra----- 1 60
Jiffy Punch	Yo Ho, Kegs, wet, lb.----- 16 3/4	Sausages	Block, 50 lb.----- 40	Tumeric, 1 1/2 oz.----- 35	Splint, large----- 8 50
3 doz. Carton----- 2 25	OLIVES	Bologna----- 10	Baker Salt, 280 lb. bbl.----- 3 80	STARCH	Splint, medium----- 7 50
Assorted flavors-----	7 oz. Jar, Plain, doz.----- 1 65	Liver----- 13	6, 10 lb., per bale----- 92	Corn-----	Splint, small----- 6 50
FRUIT CANS	16 oz. Jar, Plain, doz.----- 1 95	Frankfort----- 12	20, 3 lb., per bale----- 1 00	Kingsford, 24 lbs.----- 2 50	Churns
Presto Mason	5 Gal. Kegs, each----- 6 50	Tongue, Jellied----- 21	28 lb. bags, table----- 40	Powd., bags, per 100----- 2 65	Barrel, 5 gal., each----- 2 40
F. O. B. Grand Rapids-----	3 oz. Jar, Stuff., doz.----- 1 15	Headcheese----- 13	Smoked Meats	Argo, 24, 1 lb. pkgs.----- 1 52	Barrel, 10 gal., each----- 2 55
Half pint----- 7 15	8 oz. Jar, Stuff., doz.----- 2 25	Hams, Cert., 14-16 lb.----- 15	Hams, Cert., 14-16 lb.----- 15	Cream, 24-L----- 2 20	3 to 6 gal., per gal.----- 16
One pint----- 7 40	10 oz. Jar, Stuff., doz.----- 2 65	16-18 lb.----- @15	16-18 lb.----- @15	Gloss-----	Pails
One quart----- 8 65	1 Gal. Jugs, Stuff., dz.----- 1 55	Ham, dried beef-----	Knuckles----- @24	Argo, 12, 3 lb. pkgs.----- 2 17	10 qt. Galvanized----- 2 60
Half gallon----- 11 55	PARIS GREEN	California Hams----- @09	California Hams----- @09	Argo, 8, 5 lb. pkgs.----- 2 56	12 qt. Galvanized----- 2 85
FRUIT CAN RUBBERS	1/2s----- 34	Picnic Boiled Hams----- @16	Picnic Boiled Hams----- @16	Silver Gloss, 48, 1s.----- 11 1/4	14 qt. Galvanized----- 3 10
Presto Red Lip, 2 gro.----- 78	1s----- 32	Boiled Hams----- @18	Boiled Hams----- @18	Elastic, 32 pkgs.----- 2 55	12 qt. Flaring Gal. Jr.----- 5 00
Presto White Lip, 2 gro. carton----- 83	2s and 5s----- 30	Minced Hams----- @12	Minced Hams----- @12	Tiger, 50 lbs.----- 2 75	10 qt. Tin Dairy----- 4 00
GELATINE	PICKLES	Bacon 4/6 Cert.----- @14	Beef	SYRUP	Traps
Jell-o, 3 doz.----- 2 50	Medium Sour-----	Liver	Boneless, rump----- @19 00	Blue Kara, No. 1 1/2----- 2 42	Mouse, wood, 4 holes----- 60
Minute, 3 doz.----- 4 05	5 gallon, 400 count----- 4 75	Beef----- 12	RICE	Blue Kara, No. 5, 1 dz.----- 3 24	Mouse, wood, 6 holes----- 70
Plymouth, White----- 1 55	Sweet Small-----	Calf----- 35	Fancy Blue Rose----- 4 05	Blue Kara, No. 10----- 3 07	Mouse, tin, 5 holes----- 65
Jelsert, 3 doz.----- 1 40	5 gallon, 500----- 7 25	Pork----- 05	Fancy Head----- 5 30	Red Kara, No. 1 1/2----- 2 62	Rat, wood----- 1 00
JELLY AND PRESERVES	Banner, 6 oz., doz.----- 90	RUSKS	Postma Biscuit Co.	Red Kara, No. 5, 1 dz.----- 3 52	Rat, spring----- 1 00
Pure, 30 lb. pails----- 2 60	Banner, quarts, doz.----- 2 10	18 rolls, per case----- 2 10	18 rolls, per case----- 2 10	Red Kara, No. 10----- 3 37	Mouse, spring----- 20
Imitation, 30 lb. pails----- 1 60	Paw Paw, quarts, doz.----- 2 80	12 rolls, per case----- 1 39	12 rolls, per case----- 1 39	IMIT. Maple Flavor	Tubs
Pure, 6 oz., Asst., doz.----- 90	Dill Pickles, Bulk	18 cartons, per case----- 2 35	18 cartons, per case----- 2 35	Orange, No. 1 1/2 2 dzs.----- 2 98	Large Galvanized----- 8 75
Pure Pres., 16 oz., dz.----- 1 40	Gal., 40 to Tin, doz.----- 8 15	12 cartons, per case----- 1 57	12 cartons, per case----- 1 57	Orange, No. 3, 20 cans----- 4 39	Medium Galvanized----- 7 75
MARGARINE	32 oz. Glass Thrown----- 1 45	SALERATUS	SAL SODA	Maple and Cane-----	Small Galvanized----- 6 75
Wilson & Co.'s Brands-----	PIPES	Arm and Hammer 24s.----- 1 50	Granulated, 60 lbs. cs.----- 1 35	Kanuck, per gal.----- 1 50	Washboards
Oleo-----	Cob, 3 doz. in bx.----- 1 00@1 20	PLAYING CARDS	Granulated, 18-2 1/2 lb. packages----- 1 10	Kanuck, 5 gal. can----- 5 50	Banner, Globe----- 5 50
JELLY GLASSES	POTASH	Battle Axe, per doz.----- 2 65	COD FISH	COOKING OIL	Brass, single----- 6 25
1/2 Pint Tall, per doz.----- 35	Babbitt's, 2 doz.----- 2 75	Bicycle, per doz.----- 4 70	Peerless, 1 lb. boxes----- 18	Mazola-----	Glass, single----- 6 00
MARGARINE	WRAPPING PAPER	Torpedo, per doz.----- 2 50	Old Kent, 1 lb. pure----- 25	Quarts, 1 doz.----- 4 30	Double Peerless----- 8 50
Wilson & Co.'s Brands-----	Fibre, Manila, white----- 05	WRAPPING PAPER	Yeast-COMPRESSED	Half Gallons, 1 doz.----- 5 40	Single Peerless----- 7 50
Oleo-----	No. 1 Fibre----- 06 1/2	Yeast-COMPRESSED	Magic, 3 doz.----- 2 70	Gallons, each----- 81	Northern Queen----- 5 50
Nut----- 09	Butchers D F----- 05 1/4	Magic, 3 doz.----- 2 70	Sunlight, 3 doz.----- 2 70	5 Gallon cans, each----- 3 35	Universal----- 7 25
Special Roll----- 11	Kraft----- 04	Sunlight, 1 1/2 doz.----- 1 25	Sunlight, 3 doz.----- 2 70	WRAPPING PAPER	Yeast-COMPRESSED
POTASH	Kraft Stripe----- 03 1/2	Yeast Foam, 3 doz.----- 2 70	Yeast Foam, 1 1/2 doz.----- 1 35	Yeast-COMPRESSED	Yeast-COMPRESSED
Babbitt's, 2 doz.----- 2 75	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED
WRAPPING PAPER	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED
Fibre, Manila, white----- 05	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED
No. 1 Fibre----- 06 1/2	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED
Butchers D F----- 05 1/4	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED
Kraft----- 04	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED
Kraft Stripe----- 03 1/2	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED
Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED
Magic, 3 doz.----- 2 70	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED
Sunlight, 3 doz.----- 2 70	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED
Sunlight, 1 1/2 doz.----- 1 25	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED
Yeast Foam, 3 doz.----- 2 70	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED
Yeast Foam, 1 1/2 doz.----- 1 35	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED	Yeast-COMPRESSED
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SHOE MARKET

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

What Prices at Retail?

The merchant had better watch out that he is not caught between the upper and lower economic millstones. His decisions for the next few weeks as to prices for Fall and Winter footwear are even more important than the blanket code itself. Never forget this one principle, the primary motive which actuates man to embark and continue in the retail shoe business is to make money. The shoe merchant is the natural selector of merchandise for his community and for that service must be recompensed. Through his eyes the public first sees all footwear. Through his store the public buys all footwear. He is the most important part of the entire system of foot service. He has now got to face the facts squarely on how to invest his time, his energy, his brains and his capital that he may make a profit on each of these investments.

We can best express the pressure of the upper economic millstone through giving you a picture of the rising costs of production due to the increase in commodity prices, labor, etc.

You may remember the Recorder's measuring stick of costs and that twenty years ago we took a shoe then selling at retail at \$3.50, wholesale \$2.35. We kept that shoe as a cost-model all these years with one change. The first shoe was a Bal; but since boots went out we have changed the model to a low shoe. The table reveals the measuring stick: Between last March and present day replacement costs (estimating the increase in labor and overhead on account of the code) there is an increase of 15 per cent over the pre-code figures. Note here the startling difference between the March figures and the replacement figures of today:

	March 1933	August 1933
Upper Stock 3 ft.	.75	1.05
Cloth lining	.09½	.15
Sheep leather trimmings	.05½	.08
Hooks and eyes	.04¼	.04¾
Bottom stock—outsole, welt, insole, heel, box, counter, figuring No. 1 heavy Union	.71¼	1.17½
Back	.83	.93½
Labor	.06	.07
Carton, box	.09½	.09½
Royalty	.35½	.39
Factory and general factory labor expense	.16	.18½
Findings, laces, tongues	.36	.42
Administrative and selling expense	.12	.15
Discount and interest		
	\$3.63½	\$4.74¾

You need little more than this to indicate the burden of costs that will be thrown upon shoes made from this day forth.

At this point the merchant might say: "Well, it's up to me to pass it on to the consumer. I can do no other." Well and good. But remember shoes must be sold—no man can eat them or consume them and hope to profit thereby. What's to be done? Mark all shoes at replacement prices or strike a difference between owned shoes and

new shoes? That's for the merchant individually to decide, but let him also take a look at the lower millstone—purchasing power of the public.

This week the President sets up an association termed the consumers' Council, a division of the Agricultural Department's Economic Bureau. This bureau will attempt to show not only what a fair price should be but will indicate how much of the higher prices go back to the farmers and laborers. At first the price will be confined to bread, milk, meat and other food stuffs but clothing and other textile goods will be taken in later.

Remember you have signed a blanket code that says:

"Not to increase price of any merchandise sold after the date hereof over the price on July 1, 1933, by more than is made necessary by actual increases in production, replacement, or invoice costs of merchandise since July 1, 1933, or by taxes or other costs resulting from action taken pursuant to the Agricultural Adjustment Act, and, in setting such price increases, to give full weight to probable increases in sales volume and to refrain from taking profiteering advantage of the consuming public.

To Restore Domestic Market

And also remember that every act of the National Recovery Administration is based on the statement by the President of the United States outlining policies of the National Recovery Administration and termed Bulletin No. 1. It is as follows:

"I am fully aware that wage increases will eventually raise costs, but I ask that managements give first consideration to the improvement of operating figures by greatly increased sales to be expected from the rising purchasing power of the public. That is good economics and good business. The aim of this whole effort is to restore our rich domestic market by raising its vast consuming capacity. If we now inflate prices as fast and as far as we increase wages, the whole project will be set at naught. We cannot hope for the full effect of this plan unless, in these first critical months, and, even at the expense of full initial profits, we defer price increases as long as possible. If we can thus start a strong, sound upward spiral of business activity our industries will have little doubt of blackink operations in the last quarter of this year. The pent-up demand of this people is very great and if we can release it on so broad a front, we need not fear a lagging recovery. There is greater danger of too much feverish speed."

Still another caution comes from General Hugh S. Johnson, Recovery Administrator, saying: "Of course the consuming public will pay eventually, but all the President asks of you is that you lean over backward not to mark up prices further or faster than you have to in order to absorb these actual increased costs. Everybody knows what that means. It is simple and easy to be fair. Speculative price advances are the best way to kill the goose that lays the golden eggs. There is a starved demand here such as never before—worn-out automobiles, un-

painted houses, shabby shoes and clothing. If we take away the fear of unemployment we will start a real buying power."

So, there you stand, between the upper and lower economic millstones and it's for you to decide, remembering always that a business if it is to continue must take in a little more than it spends out and that much more is termed—profit.—Boot and Shoe Recorder.

Marquette Cursed By Too Many Chain Stores

Entering a food store of and old-time merchant I was attracted by his conversation with a man well past middle life who was in an emaciated condition. He was leaning against the showcase for support, as he was scarcely able to stand. He was telling the merchant how he had collapsed while at his job and been compelled to go home. He had come to buy a half pound of beef to rally his strength, so he could return to work.

The merchant told me he had known the man over twenty years and that he always paid his debts and he esteemed him as a man who always lived within his means. Now his family had been increased to ten and they were living upon bread and potatoes, meat being a luxury they could not afford. He told the man he should have a half pound of meat each day he worked in order to keep in health and fit to do a day's work. He said it was a shame that honest people should be compelled to live under such conditions and that the law that taxed the poor man's necessities was an unjust law, as the rich often did not pay as much as the poor.

As I saw this man stagger homeward with his small piece of beef, it brought home a thought of the unequal burden borne by the poor, compared with the ease with which the rich escape. In my calls upon hundreds of food merchants, I wonder how the welfare department in towns and cities would get along were it not for the home merchants. Almost all of them do a credit business and feed many families while the home earner is out of work. Were it not for these sympathetic merchants, who tide over laboring men and women, the taxpayers would feel a far heavier tax burden in supporting welfare work. Those who condemn the home merchant for helping his patrons in time of need should commend him for humanity. Were all the food stores owned by the greedy chain store corporations, God pity the poor who need temporary relief. It is a sad commentary upon the constitution under which our Government was formed. In it we find this language expressing its object: "To establish justice, promote the common welfare and happiness of the people of the U. S."

The queen city of the Upper Peninsula, in which I write, is burdened with Wall street owned chain stores, which come here to harvest the crops the independent merchants and other business men have planted. They do not come to build up the city as they care not to own a dollar of local property. Thoughtless local citizens fall for the rentals offered, little thinking of the welfare of other property own-

ers and their neighbors who helped to build up the city and its institutions. They do not realize the hardship and loss brought upon others. The glamour and display of the big chains draws to their coffers the patronage of many in the professions, who really depend upon the public for support. They forget the local merchant who pays the bulk of taxes. I was told the Welfare department send the poor with their food order to the chains. No record of progress has yet been made in any chain ridden city, but there is visible evidence everywhere of empty stores and residences caused by loss of business among independent merchants and those depending upon them. I learned from the fair Chamber of Commerce secretary, that the chain store managers here are quite active in the organization. She said she thought the chains kept prices down where they should be and that before the chains came the local merchants were too high in their prices, also that she supposed there were some bad features about them, along with the good. There are hopeful signs on the horizon that the people are awakening to the invasion of monopolies into their midst. They begin to see they come not to contribute wealth for building up the community, but instead, they come to take away. They come prepared to leave within a day, if the people get wise to their methods. They have no school, church, or welfare problems to solve. They are fair weather birds that fly away from local duties and responsibilities.

E. B. Stebbins.

Black Leads in Early Reorders

The early reorders now being received on women's Fall coats, dresses and accessories indicate black is beginning to move well in retail channels, with marked favor also accorded to gray and brown hues. It is expected that black will retain leadership until the season is well advanced. The eel gray and taupe tones are being well received, with the rust, wine and purple blue shades having gained in popularity during the last ten days. Bronze green has also come forward strongly. The color trends are being carefully watched for the appearance of special hues which may dominate during the season.

Distress Goods Slow Clock Sales

The presence of distress merchandise in the electric clock market is hampering manufacturers in pushing Fall sales programs. The producers, however, feel that the distress goods are being cleared rapidly and normal trading activity can be looked for before the end of this month. A number of buyers are in the market this week, looking for electric clocks in wood and onyx to retail for \$5 to \$10. The lower price goods, it was said, are wanted for immediate delivery. Purchases of more expensive merchandise are limited to orders for September and October delivery.

Said to give all the advances of steel frame construction at the cost of reinforced concrete, a new type of floor and roof construction utilizes an all-steel-and-gypsum slab. It is light, rapidly erected, requires no shoring.

OUT AROUND

(Continued from page 9)

distribution. Preferential discounts are another example of giving an advantage to a few customers, with all the others carrying the burden. Abuses in credit practices and in deliveries also demand regulation, which is absolutely essential under current conditions."

Mr. Tily viewed the recovery movement as sound socially and economically. He had no fear, he said, of the labor provisions of the codes, and held that industry is finding its way out by elevating standards of living through proper use of the machine and by progressive reduction of hours of labor, "so that despite technological advances there will be employment for all in this country." While the "compulsory" features seem essential in the recovery program because of the "human element," he said the small store must be protected, and nothing should be done "to put it out of business."

It was learned during the week that a committee of merchants, headed by J. R. Priddy, president of Lord & Taylor, has been appointed by the National Retail Dry Goods Association, to determine ways and means for the control of apparently excessive price advances at wholesale.

Mr. Priddy described the basic purpose of the committee, which will include heads of stores in various sections of the country, as the "preservation and increase of the existing confidence and good-will between manufacturers and the recognition of the equities of both parties in order to best facilitate the flow of merchandise under the recovery program."

Many protests have been received from merchants regarding increased prices and added surcharges placed by manufacturers on goods ordered some time before code regulations went into effect. In many cases, it was asserted, the merchandise was manufactured, but delivery was held up until the filing of their code, which manufacturers believed entitled them to a higher price.

In one instance a lot of 2,000 items of merchandise was ordered in May at a price of \$2.10. The retailer unavailingly sought delivery during June and July. The second day, however, after the code of the group to which this producer belonged was filed, the store was informed the goods were ready, but the price was now \$3.60. Numerous similar examples were cited by retailers.

Opposition to the radical restriction of store hours gained headway during the week among retailers themselves, following the condemnation which such practices evoked from General Johnson. Recently in the grocery field, but in other retail fields as well, efforts had been made to form local agreements to cut store hours radically. It was significant, however, that telegrams of protest were received by trade association executives from a number of retailers to the effect that such efforts "were a subterfuge to avoid adding more persons to store payrolls"

and would also "discriminate against the neighborhood store."

The National Recovery Administration advises that it does not require the manufacturer of food or other grocery product, who is entitled to display the blue eagle emblem, to use that emblem upon the consumer label or package of his product. But the Administration expects each such manufacturer to co-operate fully with the government in otherwise publicizing compliance with the Industrial Act, by the display of this emblem. Upon enquiry I learn that prominent manufacturers will not use this emblem upon the consumer label or package of their products, at this time.

Lew Hahn will sever his connection with the Hahn Department Stores, Inc., on Aug. 31. His contract with the department store chain will expire on that date and will not be renewed.

Owing to his temporary withdrawal from the department store field, Mr. Hahn also tendered his resignation as president of the National Retail Dry Goods Association, but the board of that Association refused to accept it.

For the last two years Mr. Hahn has been chairman of the board of the Hahn stores. He joined the corporation as president at the time of its organization on Sept. 1, 1928. He was succeeded in that capacity in 1931 by Paul Quattlander, who had been executive vice-president.

Mr. Hahn said he had no immediate plans for the future, adding that "after twenty-five years of employment in the retail field I find myself in the unique position of being without a job."

Mr. Hahn has long been a prominent figure in retail merchandising. Prior to becoming affiliated with the Hahn Department Stores, Inc., he was for ten years managing director of the National Retail Dry Goods Association. Under his guidance the association grew to number more than 2,000 prominent stores throughout the country.

Details of the formation of the Hahn Department Stores, Inc., were announced on Dec. 11, 1928. Twenty-two stores were acquired, the largest of which was the Jordan Marsh Company, Boston, with the expectation that additional units would be taken over in the creation of a huge department store chain which, it was predicted, would have annual sales of \$1,000,000,000.

A change has been made in the management of the local Hahn store, known as the Herpolsheimer Co. George C. Pratt, who has been general manager for several years, has retired. He is succeeded by Myron Seibert, of the Hahn organization, his last activity being with the Jordan-Marsh store at Boston. His title will be general manager. His associate in the managerial department will be Orra Drake, who came to the Herpolsheimer organization eight years ago as secretary to the merchandiser. His present title is store manager. Many plans for

the re-arrangement of the various departments are under consideration which I am told I will be given an opportunity to play up in this department later.

E. A. Stowe.

Interpretations of Certain Measures of the Code

(Continued from page 15)

any retail store may be paid \$1 less than the minimum for a work week as provided in Section 3A of the code. As soon as such apprentices shall have attained a combined experience of more than six months in any retail establishment or establishments they shall be paid not less than the minimum prescribed in the code.

Q.—What are the wage restrictions covering part time employees?

A.—New part time employees are to be paid not less than a pro rata basis of the minimum wage as set forth in the code. For example: the hourly rate of employees working the maximum forty hours at a minimum weekly pay of \$14 a week is 35c. Part time employees doing this class of work must be paid not less than an hourly rate of 35c for the hours so employed. Old part time employees whose wage is now in excess of the hourly rate based upon the minimum prescribed should not be reduced since such reduction is a violation of the spirit of the retail code.

Q.—With regard to restaurant employees, are meals furnished employees considered "payment in kind" and may the cost of such meal be applied as part of the minimum wage?

A.—Yes.

Q.—Are tips and gratuities received by employees properly included in meeting minimum wage requirements?

A.—The unofficial interpretation indicates that such gratuities may be counted as making up the minimum wage.

Q.—Is the store responsible in providing minimum wages and enforcing maximum hour restrictions for employees of leased departments?

A.—The Association's understanding is that the leasee is responsible.

Q.—What is the stores' responsibility for manufacturer's salespeople (such as those selling washing machines, vacuum cleaners, etc.) who are paid directly and solely by the manufacturer?

A.—It is the Association's understanding that the manufacturer is responsible for such employees as to minimum wage and working hours.

Q.—Are stores responsible for manufacturers' demonstrators whose salary is paid partly by the store and partly by the manufacturer?

A.—Yes. If the store pays part of such persons' salaries, it is responsible to see that minimum wages are paid and working hours observed.—National Dry Goods Association.

New in lifts: An automatic electric home elevator which takes up no space downstairs when not in use—and which stops instantly should the cat be sleeping under it when it descends. A new automatic, electric, under-the-counter dumbwaiter for retail stores which needs little space, no pit, carries 300 pounds.

We're not getting "back to normalcy"—we're moving forward to sanity.

Hardware Dealers Discuss the Code

The retail hardware dealers, under the auspices of the Michigan Retail Hardware Association, held a meeting Friday evening in the Rowe Hotel to discuss the United Retailers code under which the hardware stores will operate. The Unified Retailers code has been approved by the Government as to the labor section. Hearing will be held in Washington Aug. 24 to consider possible changes, also to consider the "fair price" section of the final code, which is expected to be approved by the Government the fore part of September.

Discussion was opened by L. F. Calahan, who discussed general features of the National Industrial Recovery act and the methods used by the National Recovery administration in carrying out the provisions of the act.

Mr. Calahan was followed by H. W. Bervig, Secretary of the Michigan Retail Hardware Association, who outlined the reasons for the enactment of the recovery act, the work which had been done by the Association in helping prepare the unified retailers code.

Through the efforts of the Hardware Association a provision was included in the labor section of the code permitting retailers to employ their help forty-eight hours per week for three weeks in each six months period.

After these talks Mr. Calahan and Mr. Bervig answered questions from the floor relative to provisions of the Recovery act.

C. H. Kutsche, of Kutsche's Hardware, officiated as chairman of the meeting.

This was the largest meeting of hardware store owners which has ever been held in Grand Rapids, outside of state conventions. Some of those attending came from surrounding towns as far as sixty miles away.

A new water-resistant wall paper, coated with neither varnish nor lacquer, has been developed. Offered in glazed or unglazed finishes, it can be wiped with a wet cloth without removing the print, permits erasure of pencil or wax crayon marks.

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FOR SALE—New German lemon-orange squeezers. Fine articles for fairs, house-to-house, BIG PROFITS for crew or jobber. T. F. ZEMKE, SEBEWAING, Mich. 591

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THEY MAKE OR BREAK US

Wives and Mothers Sow Seed of Discontent

"One of my best clerks has fallen down on the job," said a veteran grocer.

"He seemed to have lost his interest in the business. Yet he used to be one of the best clerks I ever had. All of the customers liked him.

"But lately this man has gone to pieces and I can't understand the trouble. He seems to think I don't appreciate his services, that I do not pay him enough, and to make matters worse he is always complaining about this, that and the other, particularly when it comes to doing a little extra work. I expect I'll have to let him go."

The clerk lost his job. A few months later I saw him working for another grocer in my city. He was bright, energetic, full of pep, and was evidently giving this grocer real service. I asked his employer a few questions about him.

"I suppose you were surprised to see John here," he laughed. "When I heard he had been fired and the reason for it, I sent for him. It didn't take me very long to find the cause of the trouble. I put him to work and I telephoned the boy's wife. That's where the trouble was."

"His wife?" I asked.

"Yes," he answered with a smile. "At least half of the trouble I have had with clerks can be traced to their wives or some close relative, and that holds good in nearly every business, I imagine. I expect you think it funny, but I am telling you it is true.

"Take John's wife, for example. John was making a fair salary. He was kind and loving and thought a great deal of his wife. She thought he was just simply the greatest fellow that ever lived. She was disappointed that everyone else, including his employer, didn't feel the same way she did, so she began to sow the seed of discontent in his mind.

"You know how wives do. They usually start in by gently airing their views to their husbands. At first the husband forgets what his wife says and pays no attention to it. But after awhile, he has listened to her tirade so much he begins to take himself too seriously. He loses his enthusiasm and his respect for his employer and unless a redeeming force is brought into play, he loses his job. Being constantly reminded that he is underpaid, overworked and down-trodden, he forsakes his employer's interest and broods over his fancied injuries. It all has a telling effect on his work.

"It is simply a matter of wives, wives, wives. You know when a man begins to slip his wife can usually brace him up and start him on the up-grade again. That is, of course unless she is the cause of his slipping."

This grocer's statements set me to thinking. Probably many other grocers are of the same opinion about how much the wives control their husband's work, but even if a grocer is convinced that his clerk's wife is the cause of the trouble, it is a rather delicate proposition to handle.

"I'll admit," he confessed, "that it is hard to approach the wife and ac-

complish what you want. I made a mess of it several times in the beginning myself, but someone finally gave me a few pointers about these wives, and how to handle them.

"When John's wife came here at my request, it took me only a few minutes to find out whether I was right or wrong. She seemed to have a hunch I knew what it was all about and that John was the reason for my calling her to see me. That's just a woman's intuition.

"I began talking to her about John. I praised him to the skies and had no difficulty in selling her on the fact that he was a very wonderful man. So far she agreed with everything I said. I knew I was on very dangerous ground, and I progressed very slowly for fear that I might make a blunder.

"You know," I said, "men are just a lot of babies, and we have to be babied all the time in one form or another."

"I am taking John on because I believe that there is not a better grocery clerk in this part of the country, but unless someone looks after him and convinces him that he has to show that he is a good clerk, the same thing might happen in this place that happened in the last job he had."

"And so we went on talking, and when she left I was convinced that she would do her part to enthrone him in his work.

"And she did. John is doing well in the job now and there is really no telling where he'll finally get if his wife keeps on boosting him.

"I'll tell you something else that I think had lots to do with it. When he stayed out of work for three or four months, she learned the importance of his keeping a job and now she is for his employer one hundred per cent.

"A man with a nagging wife can never accomplish anything. It is quite impossible to convince some of these irritable wives of the folly of using their husbands as something on which to exert their tempers. Nevertheless, when one of my clerks begins to slip I always look for a woman behind the trouble.

"A clerk's wife can make or break him. Through encouragement she can keep him interested in his work, but if she keeps reminding him that other women's husbands are getting far more money though they are not nearly so good as he, the husband in question will immediately begin to lose interest in his work.

"A man places all his trust and confidence in the woman he has chosen for his life's companion. He comes to her with his grief, expecting consolation, and if she loves him he usually gets it.

"Naturally, he is proud of his wife and wants to win the world to lay at her feet. The moment that he begins to feel that his wife doubts his ability to do things that other men do he begins to lose his confidence and courage.

"It is true that wives should not mix up in their husbands' affairs, but it is also true that if one's home life is to be happy a man must be spurred on to do his work in a better way by the women who rules his home.

"Of course, if I call the wife of a clerk in to talk to her about her hus-

band, I don't attempt to tell her how to run her home. I simply tell her how important it is that she do what she can to make her husband a success. I explain to her that he can do a whole lot better with her help than he can do without it.

"Frequently, I find with unmarried clerks that the same is true of their mothers and fathers. Their mothers put the same kind of ideas in their heads that their wives do. A mother can make her son think that he is much better than he really is and deserves more money than he is getting and much better treatment than he is receiving, and she can make him thoroughly unhappy. So I find that I have to talk to the mothers as well as the wives.

"You may wonder where I learned all this about talking to the mothers and the wives. Well, I'll tell you a secret. My own wife told me how to talk to them to get them on my side."

Do This for Acute Blood Poisoning

Call the doctor in whom you have most faith, do what he tells you to do, but try to have these things done also.

Lay the patient on the left side, bring up the right knee, have a two-quart enema can full of lukewarm water containing the juice of one lemon and keep on washing the bowels out until they are clean. Twice a day as long as the infection persists wash the bowels out clean.

Give nothing to eat excepting water; honey, raw ripe fruits; raw green leafy vegetables and nuts. Let the patient have as much of these as he asks for. Never offer it to him. Do not have food in sight. Fasting during an acute infection is very healthful. Give only one kind of a food at a time during acute illness. The vitality of the body is centered at the place of disease or infection. There is little or no vitality for digestion, so food put in a sick person's stomach is more liable to ferment and harm than it is to digest and benefit.

After the bowels are thoroughly cleaned out, put the person with acute blood poison in a tub of hot water and keep on adding hotter water until the person gets very uncomfortable, even weak. Keep ice or cold wet towels on his head.

Never mind drying too thoroughly, wrap him in sheets and in towels and give him fever therapy. Let the heat from the hot water be so thoroughly retained by thorough wrapping in sheets and hot blankets that it kills the blood poison germs. High body temperature does kill germs.

Leave the person in the hot blankets until he thoroughly sweats and until he starts to get cold. If the blood poisoning is still threatening, repeat the hot bath and hot blanket sweat.

I know a Southern doctor who says he never has had a pneumonia patient die who had strength enough to get in a tub of hot water. He kept his patient in the tub of hot water until he begged to get out. Then wrapped the patient up in newspapers to prevent loss of heat, then in blankets, and left the hot, sweltering patient wrapped up

for two or three days if the crisis did not come earlier.

He let the bowels and urine pass in the newspapers and stay there. He kept his patient so hot that germs could not live and he says he never lost a pneumonia case.

I know that with diathermia to produce internal heat, electric cabinet baths to sweat out poison, ultra violet to kill germs, enemas to clean out the bowels, and fruits, vegetables, honey, nuts, and water to build resistance, that I have little or no fear of blood poisoning.

One may have to lance, but usually the patient recovers without being operated upon.

A Business Man's Philosophy

One of the tragedies of life is that experience gained in one situation at great cost often is of no help in handling another situation.

I am thinking of the heartless deflation that drove millions of people frantic during the depression.

Lives there a man who owed money during the bleak years when values shrank fast, who did not say to himself: "Once out of this and I'll never borrow another dollar as long as I live!"

Millions must also have promised themselves that they never again would buy common stock, real estate, or second-grade bonds.

Now that the outlook is for some kind of inflation, the experts tell us that we must unlearn the lessons of deflation and repeat the insanity that got us into so much trouble before.

This outline of procedure during inflation comes to me from a man who spends most of his time studying economics.

Buy common stocks, speculative and second-grade bonds.

Buy commodities with payments extended as far into the future as possible.

Buy commodity common stocks.

Borrow as much money as you can for a five-year term.

Get out of "sound" securities.

William Feather.

Loss Ratio of Mutuals Low

The Associated Factory Mutuals reported losses from fire, tornado, sprinkler leakage and use and occupancy for 1932 were 17 cents per \$1000 of the insurance carried. This loss ratio was considerably less than were the losses for 1931 and one-third below the average for ten years. Over half of the loss claims were for less than \$250, while the average for a total of almost 2300 losses was reported as being less than \$725. The amount of insurance in force decreased due to the decrease in property values and general business conditions.

Figures like these quoted state a reason for the growth of mutual insurance throughout the country. One of the troubles of mutual insurance is that they are not in a position to take a large proportion of the risks offered.

Intelligence is very much the knack of knowing where to find out what one does not know.

Prize fighters are peaceable men. Their blows are worth money.

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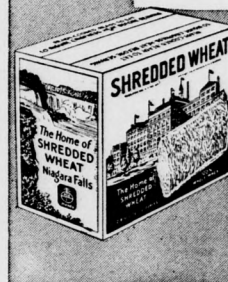


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