

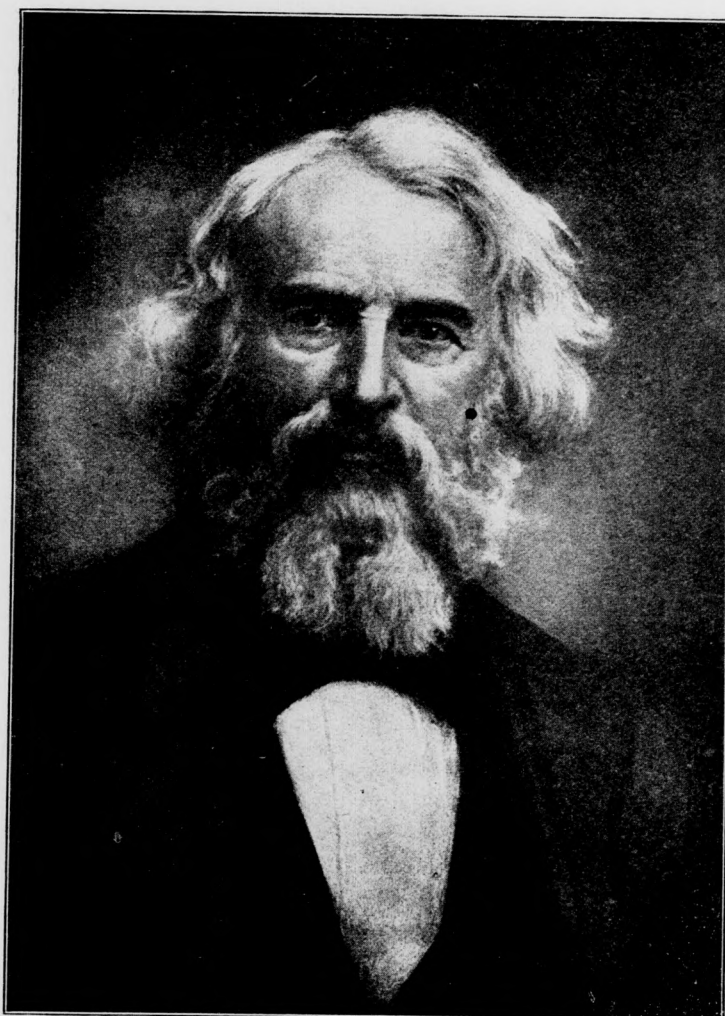
MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. EST. 1883

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 28, 1934

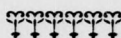
Number 2632



HENRY W. LONGFELLOW

Born Feb. 27, 1807.

Died March 24, 1882.



NOBODY KNOWS --- BUT MOTHER.

Nobody knows of the work it makes
To keep the home together,
Nobody knows of the steps it takes,
Nobody knows—but mother.

Nobody listens to childish woes,
Which kisses only smother;
Nobody's pained by naughty blows,
Nobody—only mother.

Nobody knows of the sleepless care
Bestowed on baby brother;
Nobody knows of the tender prayer,
Nobody—only mother.

Nobody knows of the lessons taught
Of loving one another;
Nobody knows of the patience sought,
Nobody—only mother.

Nobody knows of the anxious fears
Lest darlings may not weather
The storm of life in after years,
Nobody knows—but mother.

Nobody kneels at the throne above
To thank the Heavenly Father
For that sweetest gift—a mother's love;
Nobody can—but mother.



ASK YOUR JOBBER FOR FULL DETAILS

MICHIGAN BELL TELEPHONE CO.



"I DON'T KNOW WHAT I'D DO WITHOUT A TELEPHONE"

"Of course, I can't get around so much with the baby. But with our telephone, I can order my groceries, and shop . . . keep in touch with the other girls, and with Mother and Dad . . . and reach Frank at the office anytime.

"And it's worth a whole lot just to know that we can call the doctor instantly, day or night, if anything happens."



The convenience and protection of telephone service costs only a few cents a day. Visit, call or write the Telephone Business Office for information, or to place an order.

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN



THE ONLY YEAST that contains VITAMIN D THE SUNSHINE VITAMIN

● You and your customers need Vitamin D for better, more radiant health during these cold winter months, when the sun's rays are of little help. You can get your supply of this important vitamin by eating Fleischmann's Yeast every day. Tell your customers about it. Recommend it. It's a tip that will bring you good will and better business.



BISCUITS
by
Hekman
MAY BE BOUGHT
WITH CONFIDENCE
AND SOLD
WITH PRIDE

MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 28, 1934

Number 2632

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

SUBSCRIPTION RATES are as follows: \$3. per year, if paid strictly in advance. \$4 per year if not paid in advance. Canadian subscription, \$4.56 per year, payable invariably in advance. Sample copies 10c each. Extra copies of current issues, 10 cents; issues a month or more old 15 cents; issues a year or more old, 25 cents; issues five years or more old 50 cents.

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Printed by the Tradesman Company, Under
NRA Conditions

THE COUNTRY STOREKEEPER

Elegy of the Past—Hope For the Future

The history of the small-town store is arbitrarily the story of the small town, that most vital and picturesque of America's institutions, retaining more than any other the study independence and individual effort with which the nation's beginnings were wrought. Perhaps the future will evolve something better, but it seems doubtful. One can only mourn the almost inevitable passing of the stores along Main street, knowing that, as the small town is itself the backbone of the great American public, so the small-town store has been the support to which has clung with failing strength the old-fashioned spirit of village life. With neither apology nor hesitancy I present the conviction that the death of storekeeping along Main street will affect nearly every life in the country.

Probably three out of every five American adults treasure, tucked away in their minds, wrapped in sentiment and bound with old ties of friendship, memories of some small town somewhere in these United States. The details of the picture vary,—sometimes there is a white-spired Vermont church against green Vermont hills,, sometimes Main street is in the deep black shade of magnolias and chinaberry trees,—but the memories are otherwise strangely alike. The memories are incorrigibly sentimental, veiled by time into softness and vagueness. They make comedy scenes for dramatists and popular hits for song writers. The pseudo-sophisticates have taught their audiences to laugh at Main street, but somehow it is never a whole-hearted laugh; behind it is a strange nostalgia.

But, aside from the sentimental interest we all may have in the small storekeeper's losing fight for existence, there is also a deeper significance. The

history of the Main street stores all over the country offers substantial food for thought to economists and business men as well as to the homesick wanderer. Perhaps not the least remarkable feature of the situation is the ironic fact that the tragedy is unnecessary.

I

The condition is intricate. To understand it we must go back to the days of the early nineteenth century, when towns had become for the first time really cohesive, and small-town businesses had acquired entities of their own. Until then, while settlers and colonists far from cities were still each supplying his own family needs or individually ordering articles sent out from England or elsewhere, there were no small-town merchants and few enough in the cities. A ship's captain was the real trader then, inviting the public to inspect his merchandise cargo collected from his various ports of call. It was a familiar sight, when a ship had dropped anchor in the harbor, to see sailors bearing on their back large signs—considerably like the twentieth-century sandwich man—informing the town that a packet was in, laden with Oriental silks and French damasks, barrels of Jamaica rum and India spices, and other items calculated to catch the prosperous citizen's eye. A crude but highly efficient forerunner of to-day's retail advertising.

By the time of the war of 1812,, however, the storekeeper had become a prominent figure in the life of every small town. The limitations of transportation and communication accomplished two things: they confined the storekeeper's activities to his immediate community, and they restrained the members of that community from diverting their business away from their home towns. The conditions worked together admirably to benefit the small business man. Those early merchants who replaced the sea captain traders and itinerant peddlers became important persons, sharing with the 'cloth' and the banker the respect and reverence of the populace. They were shrewd and vigorous, and the world prospered then.

The simple principles of primary economics were unobscured in those days by noise and numbers. A storekeeper was well aware that, for him to succeed, not only must people buy his goods, but, first, they must desire them, and, next, they must possess the purchase price. Consequently, we find those early merchants leaders of affairs and projects whose ultimate object was to put money into the pockets of potential customers, and eventually into their own.

I have before me the diary of a man born in New England in 1786. He relates how, at the age of eighteen, he and a friend availed themselves of a

water privilege in a dense forest and erected with their own hands a machine shop. Here they set up a turning lathe and manufactured bedsteads, chairs, and wagons, with 'such other articles as the settlers could be persuaded to order.' Later we find him enlarging his activities, inventing and patenting machinery for woolen mills. In 1816, when many merchants were overstocked with woolen goods bought at the high rates provoked by the War of 1812, he was inspired to embark in the mercantile business himself, buying woolen goods from abroad at rates so low that he was able to supply his customers at prices below the wholesale costs of his competitors.

A sharp young man, obviously. He did well, according to his own record, until 1821, when his business began to decrease alarmingly, because 'the attention of the local farmers was directed generally to the raising of grain, of which there was a large surplus so that it might not be disposed of at remunerating prices.' How familiar the sound of this passage is, written though it was to describe a situation over one hundred years ago! However, at his suggestion and under his direction, the farmers turned their attention to dairy pursuits, to which their land was well adapted. He inaugurated an annual 'Cheese Fair,' at which time as much as two hundred thousand pounds of cheese was brought into town and marketed to buyers from the cities. He offered prizes for both quality and quantity, and planned and worked throughout each year to make the event a financial success. On one of the yellowed leaves of the diary appears the following entry: 'The new industry contributes largely to the wealth of the farmers and is not without a greatly beneficial effect on my own.'

Twenty years later the son of this man, writing to a friend at the time of his father's death, says of him, He was emphatically the architect of his own fortune, a self-educated, practical, sagacious, and prudent merchant, having risen unaided and by dint of his own perseverance and industry to enjoy a competence of this world's goods. For many years past he has avoided accumulating property, preferring to give away all his income over and above the economical and reasonable wants of his family.'

Here is a perfectly sketched portrait of the early American small-town merchant, an example, and not an isolated one, of what the small town could boast in its infancy. From the standpoint, however, of an inquiry into the causes of the rise and fall of the Main street retailer, the outstanding, noteworthy facts in this simple story are two: first, that he led, never followed, his market; second, that the only lasting prosperity in any community is

founded upon the general prosperity of all its members. To exert his ardent efforts to create income for those whose resources had failed must have added hours of hard and trying labor to his already well-filled days, yet that it paid in hard cash as well as in affection and honor we may find recorded in many places.

II

The annals of most small towns show that throughout the nineteenth and the early twentieth centuries the Main street merchant was a figure of dignity, of power, of leadership in his community. We find banks being organized by storekeepers; we hear of factories backed by storekeepers, of schools fostered and protected by the same men. Even the owners of those outposts, the general stores at the 'four corners,' were modestly well to do, lending money on mortgages, buying farms, and installing tenants. But the most vital characters were those county seat merchants whose little shops grew with the spreading population centering about the county seat, and whose merchandise, even with the changing times, held its own against all outside competition for nearly a hundred years. Transportation was still too uncertain and difficult even so late as 1905 for the average rural or small-town family to visit personally the more sophisticated city shops, and to order by mail was so unsatisfactory as to be rare indeed.

But as the hand of prosperity touched the large rural population, and cash began to appear freely in transactions, the shopping trend changed. Pioneering days were over, and in the Victorian eighties and nineties the feverish necessity for conquering the soil and bringing it to heel had ebbed. Farmers and small-town folk alike could relax and enjoy the fruits of their labors. And it is exactly at this point that we remark the first definite dividing of the ways for the storekeepers.

Two paths there were to follow one an easy, let-well-enough-alone passage, the other a laborious, experimental climb. It is difficult to estimate just what proportion of our country storekeepers went to the left and what to the right, but a study of the back files of country newspapers affords very plain evidence of the division. As an example, consider the old issues of a little newspaper which for one hundred and ten years has never failed to bring out its weekly edition. There are frequent mentions of the town merchants through its pages, and its advertising alone tells a fascinating story of retailing along Main street. But to an observing reader it is curiously saddening to remark the diminishing importance of certain of the merchants' names as the pages turn, until, as the eighties swing along into the proces-

sion, their advertising has shrunk to that monotonous bane to retailing success, the 'business card.' There is evident a slow but steady downhill course for some, and a definitely growing upward trend for others. By checking over all the data I have at hand I am inclined to believe that the proportion must have been almost two down to one up.

This particular country newspaper to which I refer is of especial interest here because it is not only the perfect representative of its kind, but also the organ of expression of an equally typical rural community. Furthermore, its unbroken continuity throughout those fluid years of growth and quickening nationalism presents an intricately woven but remarkably clear panorama of small-town history in the making. Looking through the issues of 1825, for example, we see a total absence of news of local or national life. And the advertising is of that sturdy variety which stands firmly on two honest feet and says, 'I, John Blake, do offer fine leathers and harnessings made by mine own hand and that which I know to be of excellent workmanship. I therefore do myself guarantee you of pleasure in your purchase and you so choose to favor your obedient servant.'

The note he strikes emphasizes that unique asset of every honest small-town merchant, then as to-day: the personal endorsement of merchandise by the dealer, backed by his integrity and earned reputation. It is a point to remember, because as we trace the downfall of storekeeping along Main street we discover that that priceless factor is left more and more often to gather dust on the shelf along with other first principles of merchandising. The mushroom growth of great city department stores has, by removing the merchant himself to an increasingly remote background and by substituting impersonal corporations and organizations, automatically debarred the city store from the use of this warm, vital contact with its customers. But to the end of the chapter it might have been the splendid, unbeatable asset of the small-town man. Bitterly enough, it has been stolen from him first by his indolence, and last by his ignorance.

During the middle century and until the beginning of the eighties, practically all the advertising approaches the reader from this so-called 'you-me' angle. But shortly after the civil war there begins to be a little more emphasis on style rather than quality alone, and by 1885 a number of progressive shops in the little town begin to announce the return of the proprietor at intervals of six months or so from the nearest large buying center, bearing the latest fashions and those fearful innovations, ready-made 'Mother Hubbards.' Until that time no ready-made clothes had ever been sold through small-town shops, except occasional rough work clothes for men. Piece goods and trimmings were all that a dry-goods merchant stocked; the banker's fine black broadcloth and his good wife's fine black silk were alike bought in the piece and constructed (no other word seems so perfectly to fit the process) by a journeyman tailor or seamstress. The invasion of ready-made merchandise was indeed

the immediate rock upon which the storekeepers split, some clinging, as we have noted, to the familiar items long upon their counters, grieved at the defection of their customers who were following after new gods, and the others, the minority, accepting the exhilarating challenge of innovation and change.

From 1890 to 1910 was surely the golden age of Main street stores, those, at least, which had taken the upward trail. Comparative wealth had descended upon a few landowners, farmers who bought and worked many farms, bankers who saw deposits and investments growing, small self-contained manufacturers supplying local needs. And moderate means were the lot of many. Physical barriers to easy traveling still maintained cohesion for the storekeeper's clientele, cash was liberally present, luxury was the order of the day. It required only the exercise of intelligence and energy for a merchant to hold his 'carriage trade.' His most efficient prestige builder was his biannual trip to the big city, and a long and tiresome journey it generally was, too. But the merchant shrewdly knew where lay his best interests, and his philosophy of life was built upon the belief in the rightness of earning his profit.

A delightful era, this, of leisurely, careful buying, of high standards of quality and fair dealing, of ungrudging payment for both.

III

But the tempo quickens, the subtle recession of placid Victorian days and the equally inconspicuous rise of twentieth-century changes are finally complete; and as the old order passes away it carries with it many of those fine and splendid citizens, the successful storekeepers along Main street. Their span has reached from the middle years of the old century to the first decade of the new, and they, with their knowledge of hard-won pioneer accomplishment removed but one generation from the grim reality, with their own sturdy independence and integrity contributing a proud chapter to the country's history, have gone to sleep one by one beside those churches in which they believed and which they so loyally helped to sustain.

And now, in quick succession, new elements enter the picture between 1905 and 1915, the old régime inevitably overlapping the new and the transition being from the bottom up rather than from the surface down. The first of these new facts to be felt was the change in ownership of the small-town stores. Sons inherited from fathers, other men's sons brought out businesses from owners too old and tired to carry on. Gradually, in all parts of the country, we find behind the store counters men just beginning their adult careers. Too often, with that tender fallacy of the self-made man, the fathers of these newcomers had passed on to them along with their prosperous business neither training nor experience, much less responsibility and energy. For many years life had been a smooth and pleasant path for the sons. They had seen only the hard-won success of their elders, with none of the shrewd vigorous campaigning of their fathers or the desperate

struggle of their grandfathers. They saw merchandise arrive in the store, and saw it sold. That was the beginning and end of storekeeping to their indolent minds. They had looked at the finished product and never seen the long and painful work of construction. Successful storekeeping was to them a simple matter of stocking one's shelves with merchandise and opening one's doors to customers.

The next new face in the picture is that of the ubiquitous traveling salesman. It is not actually his first appearance, but it is the first time he acquires importance. To the earlier generation of storekeepers the salesman was less an emissary of the manufacturer than a sort of oral digest of current events. News of the world he brought vividly if inaccurately to Main street, and for that he was welcomed. But to buy to any large extent from his samples was against the principles upon which that early merchant did business. He preferred with shrewd wisdom to do his own looking and buying, trusting his own instinct and experience as he was never willing to trust the smooth story of the traveling man. Where cautious trial proved a salesman reliable, many storekeepers found it practical to order staples in this manner, but the orders were restrained and every shipment critically scrutinized as it appeared. Even upon such little things as good needles and thread the small merchant had built his reputation, and jealously he guarded it.

But the sons of these men founded a new dynasty, with the traveling salesman as the king's familiar. He offered a method of procuring merchandise so perfectly fitted to the new generation's policy as to appear a miraculous solution to all their problems. No longer need the storekeeper bother with a long and tedious journey to buy his goods in person, no longer need he puzzle over changing dress styles or innovations in housewares; the salesman told him what to buy, when to buy, and presented him with ready-made advertising, window displays, and self-selling counter racks. With a sigh of relief the young storekeepers abandoned all individual effort, trusting the salesman's judgment implicitly, and contentedly proud of their own progressive efficiency. Inevitably, as long and longer intervals passed between the small-town man's contacts with the outside merchandising world, he came to lean with increasing heaviness upon the unofficial oracles, and, as he learned less and less by personal observation, so, in the same ratio, he accepted as truth whatever the salesman found to say.

This dependence was heady flattery to the hitherto inconsequential traveling man. It meant a tremendous accession of power to personalities previously commonplace and submerged. For the salesman who covered Main street in those days was not a commanding figure, nor was he intended to be. Small-town markets were until then too unimportant for a manufacturer or jobber to waste good ammunition upon. The old-time merchant had raised so hearty a resistance to the drummer that making the rounds of

the Main Street stores was merely a matter of routine. But as soon as the quality of the storekeeper changed, the salesmen would have been less than human if they had failed to take advantage of the unquestioning and lazy confidence of the merchant. They were after all, neither missionaries nor altruists, but commercial travelers out to sell as large a bill of goods as possible.

IV.

What began to happen to storekeeping on Main street then was behind the scenes, silent except for faint whisperings, invisible except for gentle ripples in the back drop. The founders of these small stores had built so well, their names and their characters were so firmly interknit with their business dealings, that the fabric was too stout to be easily destroyed. It resisted sturdily for years the corroding influences of careless buying, indifferent selling, and store properties permitted to run down into shabbiness and confusion. But slowly, surely, these very stores which should have been fighting with alertness the new enemies creeping daily over the horizon were actually preparing the minds of their 'carriage trade' for the discovery that shopping in city stores and by mail was both practicable and profitable. Almost overnight they had been presented with new roads, hard-surfaced, with more and better railroad facilities, and, above all, with motor cars to render each family independent of distance or time. The natural obstacles which had preserved the home markets for the old storekeepers were gone. The rural consumers who made up the carriage trade were free agents and gloried in it.

The kaiser's war affected Main street but slightly. Yet during its course the mischief continued to be worked with the stores' accustomed trade. And when the war was over we find one great change complete: the best of the trade—best in the sense of the largest spenders—had finally and wholly deserted the home-town stores.

The unmistakable effect of this defection upon the accounts of the merchants' bookkeeping might then have been a sufficient shock to startle them into awareness of impending disaster but for three things. It was not to any jobber's or salesmen's interest to have the little storekeeper see clearly what he was doing or where he was going. Main street had become a valuable outlet for all the merchandise the jobber could not sell to larger, better stores; if the country merchant should suddenly discover what he ought to be buying and demand it, this would entail a complete reorganization of distribution. That eventually it would have paid enormously in future business for manufacturer, jobber, and salesman, they were too shortsighted to see.

Aside from this condition, however, two things prevented the storekeeper's understanding his situation. Two nation-wide forces followed with great rapidity upon each other's heels. One was the post-war depression, which offered a convenient hook upon which to hang the blame for those disturbing

bookkeeping totals, and the other was the Great Era of Prosperity, which so swiftly wiped out memory of those totals with a fast and furious profit-taking that most storekeepers found opportunity for but one thought—a smugly complacent self-assurance that their original estimates of successful storekeeping were more miraculously right than ever.

Gone were doubts and fears, tossed away were any last remnants of caution or hesitation. What did the carriage trade matter, when before a man's doors was a gathering crowd of excited consumers feverishly anxious to spend? Storekeepers bought madly, wantonly, and their customers responded as witlessly. Like a crazy wildfire the whisper ran,—from manufacturer to jobber, jobber to salesman, salesman to retailer, with advertising lighting the way,—the whisper which played the world's most colossal joke on the public: "They want to spend—never mind what they get for their money. Sell 'em anything and charge 'em plenty."

Whatever mistakes the small-town storekeeper had made hitherto had been mistakes of ignorance or carelessness, never the mistakes of downright intention to defraud. And very probably no would would be more astonished than the storekeeper himself to hear the small-town merchant accused of deliberate and malicious intent to swindle his customers. Yet what else can one call a process which consistently overcharges for every item sold? To evade naming it is not to evade the stigma attached to it. I do not wish to imply that Main street stood alone in the rather fearful picture of retailing during the years of the Ten Profits. What went on in the cities and among certain groups of merchandisers was hair-raising enough, but somehow the same things against the background of the small town, with its inheritance of fair dealing between friends and neighbors, look infinitely worse and sorrier.

In many and many a little store these past three years I have found merchandise stuffed under counters, piled in lofts, shoved away into dark corners, all relics of those good old days when storekeepers bought like madmen, reaching out with greedy hands for every possible sale, fearing, with a Midas lust, to lose one single lovely coin. If one day the store up the street sold half a dozen hairbrushes, rush orders went in to jobbers from a dozen little stores for several gross of hairbrushes; if another day the report was circulated that the corner store had sold ten pairs of khaki trousers, within an hour every store in town would have the wires humming with orders for identical khaki trousers. That there might be a saturation point beyond which it was not safe to go occurred to no one. The jobbers, cutting off their noses to spite their faces, encouraged the silliness without thought of the future. Consequently mountains of stock began to pile up in all the little stores along Main street, and there they are to this very day for anyone to see, a sad memorial to the good old days, the days of the Ten Profits.

V.

There seem to be no words adequate for describing the tangle that Main street swiftly got itself into. The contagion of "things one must have" was virulent, and those previously well-balanced small-town people who had been content with mild comfort and plenty demanded luxury, ostentation, speed. The home-town retailer delightedly saw his chance, and, just as years before the salesmen had abused the retailer's trust, so now the retailer, not always maliciously, abused the faith of his townspeople, and made a splendid profit out of fooling his neighbors. These customers, these friends of his, had few concrete standards by which to judge the quality of this new merchandise that represented elegance and luxury to them. The mail-order catalogue is not, after all, a textbook on princely spending, and price was almost their only gauge. By hearsay, by radio, on the moving-picture screen, or in the newspaper they caught the stress on figures—the price of someone's fur coat, the cost of that one's furniture, this one's shoes.

Consequently, when they went shopping, price was their sole measuring rod; a thing must be good because it cost so much. With confidence in the storekeeper fostered by a reputation three generations old, they demanded, let us say, a pair of fifteen-dollar shoes. And they received shoes for which they happily paid fifteen dollars, the same shoes concerning which I hear the storekeepers moan today, when they say almost with tears in their eyes, "Oh, for the good old days, when I could sell a customers a pair of three-dollar shoes for fifteen dollars and have them waiting in line for more!"

It occurs to me that perhaps the balance of the story of the three-dollar shoes which "sold for fifteen dollars" would describe more vividly than a dozen witnesses the next four years, from 1929, along Main street.

When the bottom fell out of the business world in 1929, the small towns were not immediately affected, physically at least. But there was an intangible result, a rebirth of caution among buyers, a gradual return of common sense and native mental balance. It began once more to matter what one spent—suddenly fifteen dollars seemed a great deal of money. Too much to pay for one pair of shoes, and shoes, mind you, that lasted no longer than cheap shoes. The complacent little merchants, who for several years had been flooding the banks with deposits and had delightedly watched those banks turn their deposits into more money for them on Wall Street, these merchants began to know a sudden feeling of anxiety. Their stores and warehouses were packed with goods bought to sell at high prices, and there had come creeping upon them the preface to disaster. They discovered a thinning of those lines which so short a time before had waited at their doors to buy. Slowly, then with terrifying swiftness, came the change, until there ceased to be any customers for fifteen dollar shoes.

With perhaps a pricking of the conscience, and yet a feeling that price

would cure all, the storekeeper advertised with great headlines a sale of fifteen-dollar shoes for ten dollars! No one bothered about it at all. In a few months he made another desperate gesture, plastering signs all over his show windows—a sale of fifteen-dollar shoes for five dollars! Still his public made him no response. They were too absorbed in the spectacle of a world turning upside down to notice one more sale when every city paper was screaming "Sale, sale!" But the little storekeepers were not yet thinking in terms of the relations between their businesses and the world; they were intent upon one thing alone—saving their own skins. So with great mountains of stock, much of it optimistically unpaid for, burdening their stores and their credit, they essayed one more plunge, and with nothing more ingenious than pink sale sheets on every rural doorstep announced the impending stupendous event of a sale of fifteen-dollar shoes for exactly three dollars!

Each storekeeper had the attention of the community then, indeed. But it was an accusing, suspicious attention. They were thinking again, these Main street folk, and presently, as the full meaning of this series of sales became clear to them, they turned and almost literally ran. Being fooled without knowing it is one thing, but being fooled when you are well aware of it is very much another.

It is in this situation that we find almost all of Main street to-day. Four years of depression have depleted those brave bank accounts, the stock is old and shopworn, business is the merest trickle of life through the stores. They are tired and bewildered and hopeless, the small-town storekeepers. They feel that life has played a cruel trick upon them and they cannot fight back.

There are a few, here and there about the country, who have never relinquished throughout all the years their shining integrity, their standing as pillars of their communities. They at least have something upon which to build for the future, if they choose to go forward. But the others—I find them as pitiful as willful children who have blinded themselves for life playing a game whose rules no one thought to teach them. I sat recently in a little store while its owner, a man beyond middle age, paced the floor and raged against fate. Suddenly he turned to me and, throwing up his hands in a gesture of despair, exclaimed:

"What shall I do? I'm lost! I don't know which way to turn. I don't know what to buy—I can't sell what I have. I'm afraid to move, yet if I'm to live I must do something!"

Can anything be done? Is there a cure? I believe the answer is yes. But the chief difficulty is to persuade the small-town storekeepers to admit that it is they who are to blame for their condition, not the government or the bankers or Europe or the contrariness of their neighbors. Once let a man admit that he has been wrong, and, moreover, does not know in which direction lies the right, and the cure is well begun.

After that there are two things without which no small-town store can

ever again be healthy. One is to practice the simple rules of good merchandising and the other is to regain the trust and confidence of its community. And of the two the last is by far the more necessary.

Concerning the first, there is no place here for a discussion of all the elements which together make up good merchandising, but one thing is certain. There is definite need in the small town for a recognition of storekeeping as a real profession, requiring as much study and preparation as any other, and worthy of the best effort of a man's mind and body. No one is born knowing how to make storekeeping pay. There are things to learn about it which would fill volumes, and which a whole lifetime of study cannot cover. For merchandising is a constantly changing, developing, advancing profession, never constant, never still. The merchant who succeeds, to-day as always, is the man who leads, not follows.

Concerning the second requirement for success, it must be obvious to those who understand the complicated yet natural layout of small-town life that the storekeeper whose judgment and honesty are unquestioned has a tremendously valuable asset. It is a natural inclination to trust the man who sits near you in church each Sunday, who jumps for the fire hose when your roof is threatened, whose life from his birth has been an open book for all to read. His recommendation carries weight and is too precious to jeopardize either by ignorance or by laziness.

I believe that the road has forked once more for the small-town storekeeper. A new generation is beginning to step out alongside the old, ready to fall in and carry on. The new codes will do much, without doubt, to prevent a repetition of some of the causes of the little merchant's downfall. But nothing can take the place of honesty, hard work and common sense in storekeeping along Main street.—Margaret Dana in *Atlantic Monthly*. Reprinted by permission.

Making Our Own Toys

Once dependent upon foreign nations for a good share of its toy supply, the United States now goes in for toy-making on a large scale. Exports of toys and games (except rubber) last year soared 10 per cent. over those of 1932; imports in the same period fell away 25 per cent. All kinds of toys followed these trends with the single exceptions of "dolls and parts." Canada, United Kingdom and Argentina were biggest buyers of American playthings. Germany still is the largest source of imports, followed by Japan.

CCC A Puzzle Solver

How to drop building supplies 500 feet down into a canyon puzzled the Civilian Conservation Corps when it reached Winter location in Bandelier National Monument, near Santa Fe, N. Mex. Finally a tramway was devised and 3,000 trips were made, carrying 500 pounds a trip. This included two trucks that were dismantled and carried down in parts, then reassembled at the base.

MOVEMENTS OF MERCHANTS.

Ovid—The Bank of Ovid has increased its capital stock from \$50,000 to \$65,000.

Pontiac—The Lewis Furniture Corp. has reduced its capital stock from \$12,000 to \$10,000.

Detroit—The Luman Beverage Co. has reduced its capital stock from \$5,000 to \$2,000.

Farwell—The Farwell State Savings Bank has increased its capital stock from \$20,000 to \$30,000.

Allen—The Allen State Savings Bank has increased its capital stock from \$20,000 to \$30,000.

Shepard—The Central State Savings bank has increased its capital stock from \$20,000 to \$45,000.

Alpena—The Peoples State Bank of Alpena has increased its capital stock from \$100,000 to \$200,000.

Petersburg—The H. C. McLachlin & Co. State Bank has increased its capital from \$40,000 to \$80,000.

New Lathrop—The State Bank of New Lathrop has increased its capital stock from \$20,000 to \$40,000.

Flushing—The First State and Savings Bank has increased its capital stock from \$55,000 to \$110,000.

Detroit—The National Sheet Steel Co., Inc., has been organized with a capital stock of \$100,000, with \$40,500 paid in.

Lansing—The Lundberg Screw Products has changed its capital stock from 100 shares common to 500 shares no par common.

Detroit—McInerney's, Inc., has been organized to engage in the handling of meat and poultry. The capital stock is \$1,000, all paid in.

Detroit—The General Steel Treating Co. has been organized to engage in the heat treatment of metals. The capital stock is \$50,000.

Grosse Pointe Village—The Village Man's Shop, Inc., has been organized with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Winkler Bakeries, Inc., has been organized to produce baked goods and confectionery. The capital stock is \$1,000.

Detroit—The Refrigeration Sales Co. has been organized to make seal metal and bronze castings. The capital stock is \$1,000, all paid in.

Detroit—The Crescent Coal & Coke Co., 12844 Greenfield avenue, has been organized to handle fuel. The capital stock is \$5,000 with \$1,000 paid in.

Detroit—The Wayne Lacquer & Auto Supply Co. has changed its capital from \$100,000 common to \$10,000 preferred and 1000 shares of no par stock.

Detroit—The Cavalier Ginger Ale Corp., 1927 Michigan avenue, has changed its capital from \$70,000 common to \$20,000 preferred and 5000 shares no par stock.

Detroit—The Parke-Wolverine Co. has been organized to engage in enameling and plating. The capital stock is \$100,000 common and \$120,000 preferred, with \$1,000 paid in.

Detroit—The Robinson Furniture Co. has been organized to sell household furniture and supplies with \$100,

000 capital stock, all paid in. The store is located at 1426 Washington boulevard.

Ironwood—A warning to merchants and others to be on the lookout for counterfeit \$5 bills is given out by the police. A bus operator informed the police that he had been given one of the bills, which was an imitation of a 1928 series bill, bearing the numerals K-217.

Carson City—The interest of George K. Daniels in the form of Lyon & Daniels, owner of the flour mill here, has been purchased by Donald M. Lyon, son of Edward D. Lyon, senior member of the firm. The new firm has filed articles of incorporation under the name of the Lyon Milling Co.

Nashville—E. L. Schantz, administrator for the Kocher estate, bid in the merchandise of the former Kocher store on Main street, for less than the amount of the claim, when it was put up for sale Friday for payment of rent. The store was last operated by Ed. Purchis, but had been closed for some time on a several cornered tie-up.

Lansing—The Lawrence Baking Co. entertained about 200 grocers of the city last Thursday night, with a pig hock boiled dinner. The event was staged at the Lawrence baking plant, Cedar and Shiawassee streets. The guests were entertained by speakers and a moving picture demonstrating the benefits of "Vitamin D" bread.

Battle Creek—Burt Walker, who has been in the floor covering departments of several stores on Michigan avenue for a number of years, is now in the new floor covering department of the Grand Leader. Previously Mr. Walker has been with the Jacob Weickgenant Co., the J. C. Toeller Co., which was located where the Grand Leader now is, and the Hoffmaster store.

Detroit—Food merchants' representatives on the Michigan Food and Grocery Distributors Code Authority for Area No. 8 will be selected Thursday evening, March 8, in Cass Technical High School. Area No. eight comprises Wayne, Macomb, Oakland and Monroe counties. All food merchants in the district are urged by Gerritt Vanderhooving, of the Code Authority, to attend.

Detroit—Walter J. Strudley died Tuesday in Harper hospital. He was 50 years old. For eighteen years, until 1924, he was employed in the hardware department of the Newcomb-Endicott Co. Leaving that concern he opened his own hardware store on March avenue, which he continued to operate until his retirement three years ago. He is survived by his widow, Sophie; a daughter, Mrs. Samuel Patterson; a son, Walter J. Strudley, Jr., and a grandson.

Detroit—A throat infection caused the death last Saturday of John E. Gibbons, proprietor of a baggage shop at 145 Sproat St. for many years. He was 58 years old. Mr. Gibbons was born in Titusville, Pa., and had resided in Olean, N.Y., until he came to Detroit shortly after 1900. Before moving his shop into Sproat street, he had con-

ducted a place on Park avenue. He was a member of the B. P. O. E. and the Detroit Assembly, Fourth Degree, Knights of Columbus.

Cadillac—A heart attack caused almost instant death last Monday night when Albert E. Holmberg went to the basement of his home on returning from Mercy hospital. At the hospital he had visited his brother-in-law, E. J. Whaley, who was injured last week in a fall from the barn on his farm. Mrs. Holmberg heard her husband fall and went to find him dead. He had lived in Cadillac about eighteen years and was employed with the Acme Motor Truck Co. when he first came here. Later he conducted a grocery and meat market on Cherry street until illness forced him to give up his business about two years ago. For about a year poor health kept him from engaging in business and then he established a meat market in a part of the store building where a brother-in-law, E. R. Hector, has a grocery.

Kalamazoo—Mrs. Harriet Bean, 83-year old grocer at 1805 North Edwards street, went on with her business as usual Tuesday, after fire had destroyed a portion of the roof of her home which joins the store, Monday. The Bean home and store are combined, the store part being built onto the front of the house. Monday, fire broke out directly under the roof and burned through, doing considerable damage. The cause of the fire was a defective chimney. About three weeks ago, Mrs. Bean experienced a similar fire from the same cause. Mrs. Bean is nearly 84 years old and is doing an active business in her little neighborhood grocery. The store was opened by Mrs. Bean and her husband about 15 years ago after retiring from farm life. After six years in the store business Mr. Bean became ill and they moved to another home and rented the store. Mr. Bean died about four years ago at the age of 82. Mrs. Bean took the store over again about two years ago. She has spent all her life in or near Kalamazoo county. She was born in Alamo township. The first two years of her married life was spent in South Haven and from there the couple returned to Allegan and Kalamazoo Counties where Mr. Bean was interested in the lumber and timber business and later in stock farming.

Manufacturing Matters

Hamtramck—The Duke Stamping & Manufacturing Co. has been organized with a capital stock of \$50,000, of which \$3,500 is paid in.

Detroit—The Risdon Co. has been organized to harvest and manufacture ice. The corporation has an authorized capital stock of \$5,000 with \$1,000 paid in.

Detroit—The Old Colony Ginger Ale Co. has been organized to manufacture ginger ale and other soft drinks. The capital stock is \$10,000, with \$1,200 paid in.

Detroit—The C. F. Langdon, Inc., has been organized to manufacture and deal in lumber and wood and metal products. The capital stock is \$100,000 all paid in.

Detroit—The Jewell Funeral Supplies, Inc., has been organized to manufacture caskets and funeral supplies, with a capital stock of \$5,000, one-half subscribed and paid in.

Detroit—The Sno-Flakes Products Co. has been organized to manufacture chemical compounds, with a capital stock of \$50,000, of which \$20,000 is paid in. The factory will be located at 114 East Baltimore avenue.

Detroit—The John Johnides, Inc., has been organized to manufacture and deal in furs and fur garments. The capital stock is \$10,000, of which \$5,020 has been paid in. The organization is located at 3411 Woodward avenue.

Battle Creek—The Consumers Baking Co., 25½ South Place, has been organized to manufacture and sell baked goods, with a capital stock of \$10,000, \$2,000 of which has been subscribed and paid in.

Battle Creek—Hundreds of invitations are being sent out to Calhoun county farmers asking them to attend the formal opening of the Oliver implement store at the Nichols & Shepard plant of the Oliver Farm Equipment Co. in Battle Creek on March 8. Planned as an all-day event, the program will include entertainment and a free lunch at noon. C. W. Johnson, manager, says that a number of Oliver farm implement dealers are expected to attend the opening, as the new store is being established to work in co-operation with them and to better acquaint farmers with their products.

WE NEED FANCY

VEAL CALVES AND LAMBS

**We will pay highest market price in Michigan
for an unlimited supply of this choice livestock.**

Bring your veal and lambs each Tuesday.

GRAND RAPIDS PACKING CO.
Bristol Road, 1 Mile North of Leonard Road
Telephone 7-2414

Essential Features of the Grocery Staples

Sugar—Local jobbers hold cane granulated at 4.90c and beet granulated at 4.80c.

Tea—There has been a fairly active business in the first hands tea market during the week, due apparently to the belief on the part of everybody that prices are going to be higher. Primary markets have all been firmer and if this is maintained undoubtedly it will show itself in the way of further advances in this country. In fact, there have already been some advances here during the week.

Coffee—Coffee market has shown considerable strength during the past week and there has been a general upward movement in all grades of Rio and Santos. The week opened with future Rio and Santos weak, but almost immediately the market recovered several points. Later there was another decline followed by another quite large advance. At the present time futures are slightly off the high point on account of the heavy sales for profits. The market at the present time undoubtedly has a strong undertone. Actual Rio and Santos has, as stated, been steadily firm and higher, possibly by about 1/2 cent a pound. Milds have also shown a fractional advance, possibly about the same fraction. The jobbing market for roasted coffee is feeling firm and will undoubtedly advance generally if the present advance in greens is held.

Canned Fruits—Canned fruits like vegetables showed little change, one way or another. Florida grapefruit was being well held by large packers at 97 1/2c, Tampa, and large packers are wondering just how well covered distributors are on their requirements. From inquiries received, there is a growing belief that the big grapefruit business has still to be done, and that while a considerable amount of low priced grapefruit had been sold earlier, the market was now working more closely into the hands of first line packers.

Canned Vegetables—The canned vegetable market showed few changes in the past week. All spot goods are holding up very well and are now at their peaks, but the demand to send them higher has not developed. Packers seem content to hold whatever they have left and so the major foods present little interest from a market point of view. There was an advance in Florida standard tomatoes, however.

Canned Fish—There has been some very good business placed here in Alaska pink salmon and fancy Columbia River chinook. A lot of this salmon was sold in anticipation of stock taxes, but fancy salmon seems to have needed no such stimulant, as strictly fancy chinook had been moving out steadily, especially since England absorbed about all the fancy Puget Sound sockeye available in the Northwest. There has also been a very satisfactory movement of intermediate grades of chinooks, which in other years had proved something of a white elephant on the salmon industry.

Dried Fruits—Dried fruits continue to show quite a firm front this week with some indications of selective ad-

vances taking place in California. First hands on the Coast are finding it necessary to mark up large sized prunes in order to draw the attention of the trade to medium and smaller sizes because of the relative shortage of large sizes in last season's crop. As a result, it seems likely that the larger Santa Claras will be pushed up if the movement of other sizes is more satisfactory. Raisins show somewhat improved strength. All seed raisins, of course, are very strong under the demand for wine production, but Thompsons also have been doing better. There has been a certain amount of Thompsons bought by brandy distillers and the prospects of a marketing agreement being adopted also have provided a better background. At the present packers are calling attention to the scarcity of Adriatic figs of the better grades. It is understood that fancy and extra fancy Adriatics, for all practical purposes, are out of the way, and the top grade is now extra choice, which are firmly held at 7 1/2c, packing house. Apricots and peaches show no particular changes, but are being well maintained at their peaks and the movement of off grades has been stimulated. Northwest dehydrated apples also are practically cleaned up, while there are only moderate stocks in California and not much left in New York state.

Beans and Peas—Practically the only firmness evident in dried beans during the week was in California limas which have been rather firm during the whole week. The balance of the list is neglected and dull, but without any material change in prices. No change in dried peas.

Nuts—Shelled nuts are moving in a fair way here, most jobbers reporting a better market demand. Prices on shelled nuts have been on the advance, with domestic walnuts, almonds and pecans higher in price. Foreign shippers have been quoting relatively high prices, too, and have been reluctant to sell very heavily for future shipment. Distributors as a result have found that domestic nuts have been cutting in rather heavily on the market here, which once was largely served by imported nuts. There is very little feature to nuts in the shell. Demand has been rather flat and prices seem to have been adjusted down to about the best levels possible to secure distribution.

Olive Oil—The market abroad showed increased strength as the week opened. Drums were about one peseta higher in Spain, which while not much of an increase in itself, shows which way the wind is blowing, and in addition to the high exchange relationship between this country and Spain, makes importers here wonder how they are going to maintain much volume. Prices in Italy are also firmer, but not higher. Business here is rather routine.

Rice—While there is a fair spot business being done in clean rice, nothing very big in the way of distribution is developing just at this time. Prices, of course, are well maintained under the control arrangement, but the export price set by the Government seems to have shut off a lot of shipments to foreign countries which otherwise might have taken place, in the view of some

shippers. Trade interest more or less centers on the efforts which have been made in the South to get millers signed up to a new marketing agreement on next year's crop before the rice is planted. The Government has been exerting more or less pressure to get this agreement signed and sealed promptly, but some factors have been slow in responding. They have been examining the terms of the agreement with an eye alert to their individual interests and it seems like another phase of the big business versus small business controversy which has risen in so many other lines. There likewise appears to have been some request to cove the dealers in the agreement, until it was pointed out that there was no way of licensing dealers, and this has created the question as to how dealers, in the event they were allowed a concession on clean rice by the mills, could be forced to live up to control prices fixed by the board, which had no authority over them. There the matter, for the time being, rests.

Salt Fish—Salt fish maintained a good volume of movement into consumer hands. With the Lenten season still five weeks to go, a thorough cleaning up of salt stocks is anticipated. No. 4 Norway, Irish and American mackerel are all gone here. Codfish scarce and pink Alaska salmon likewise. Scotch large natjes in oversupply here. As a result prices rule considerably lower than a short time back.

Syrup and Molasses—Comparatively little sugar syrup is being produced at the present time and the demand is good so that the undertone is firm. No advance reported as yet, but unless the situation is relieved there will be advances. Compound syrup is quiet without change in price. Finer grades of molasses as selling quite well at unchanged prices.

Review of the Produce Market

Alligator Pears—19c each.

Apples—Northern Spy, \$1.50 for No. 1; \$1.75 for extra fancy; Delicious, \$1.75 per bu. for No. 1 red.

Asparagus—\$5 per case of 12 2-lb. bunches from California.

Artichokes—Calif., 90c per dozen, 4 doz. in box.

Bananas—4 1/2c per lb.

Butter—Tubs, 25 1/2c; printed, 25 1/2c; cartons, 26c.

Cabbage—New from Texas, \$2 per crate of 85 lbs.

Carrots—50c per dozen bunches of Calif.; 75c per bushel for home grown.

Cauliflower—\$1.50 per crate for California.

Celery—Florida, 6 and 8 doz. crates, \$2.50.

Celery Cabbage—75c per doz.

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

Cucumbers—No. 1 Florida, \$1.25 per dozen.

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

C. P. H. from farmer.....\$2.35

Light Red Kidney from farmer.. 4.35

Dark Red Kidney from farmer.. 5.25

Light Cranberry..... 4.50

Eggs—Jobbers pay 10c per lb for mixed eggs and 11c per lb. for heavy white eggs. They sell as follows:

Fancy, fresh white.....21c

Candled, fresh.....19c

Candled, large pullets.....17c

Checks.....16c

Storage eggs are exhausted.

Grape Fruit—Texas and Florida are held as follows:

	Texas	Florida
64.....	\$4.00	\$3.25
70.....	4.00	3.25
80.....	4.00	3.50
96.....	3.75	3.25

Green Beans—\$3.25 per hamper for Louisiana grown.

Green Onions—Shalots, 40c per dozen for Louisiana.

Green Peas—\$3.25 per hamper of 30 lbs. for Calif. grown.

Green Peppers—California, 50@60c per dozen.

Hubbard Squash—2c per lb.

Lemons—The price is as follows:

360 Sunkist.....	\$5.50
300 Sunkist.....	5.50
360 Red Ball.....	5.00
300 Red Ball.....	5.00

Limes—25c per dozen.

Lettuce—In good demand on the following basis:

California, 4s and 5s, crate.....\$3.25

Leaf, hot house......50

Mushrooms—30c per one lb. carton.

Onions—Home grown, \$1 per bu. for Yellow.

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

126.....	\$3.25
176.....	3.50
200.....	3.50
216.....	3.50
252.....	3.50
288.....	3.50
324.....	3.25

Red Ball, 50c per box less.

Parsley—30c per doz. for hot house.

Pomegranates—60c per dozen for Calif.

Potatoes—. \$1.10 per bu.; Idahos, \$2.50 per 100 lb. bag.

Poultry—Wilson & Company pay as follows:

Heavy Fowls.....	12c
Light Fowls.....	10c
Ducks.....	8c
Turkeys.....	14
Geese.....	7c

Radishes—30c dozen bunches hot house.

Rhubarb—Hot house, 40c for five lb. carton.

Spinach—80c per bushel for Texas grown.

Strawberries—Florida, 16c per pint.

Sweet Potatoes—Jerseys from Indiana, \$2.25 per bu.

Tangerines—\$2 per bu.

Tomatoes—Repacked Mexican, \$1.10 for 10 lb. carton.

Turnips—90c per bushel.

Veal Calves—Wilson & Company pay as follows:

Fancy.....	8 @9c
Good.....	7c

Vegetable Oysters—30c per doz.

Wax Beans—\$3.25 per hamper for Louisiana grown.

Six New Readers of the Tradesman

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

O. F. Sowers, Goshen, Ind.

Wm. J. Dykstra, Grand Rapids

A. G. Butler, Bellevue

James T. Miles, St. Ignace

J. L. Hall, Jackson

C. G. Turner, Grand Rapids.

MUTUAL INSURANCE (Fire and Life)

Ways to Put Men to Work

1. A feature of the National Recovery Act is that funds may be obtained for improvements in public institutions such as hospitals, asylums, prisons, homes for the aged, and schools. Every state and city should take advantage of this opportunity to secure adequate fire protection for existing unsafe institutions. Every local fire prevention committee knows of institutional buildings that are hazardous to the lives of their occupants and should act to see that funds are secured for proper fire protection.

2. Funds for the extension of existing water systems and the laying of water mains may be secured as a part of the public works program. Such work is of vital importance in providing better fire protection. Existing dead end mains should be tied into the gridiron system, new mains laid in areas needing fire protection, and existing inadequate mains replaced with larger mains.

3. Providing small reservoirs and water holes for fire department pumps in places where there are no hydrants gives protection to areas on outskirts of cities and towns and in rural districts and gives work to unemployed. This is a recognized Civil Works Administration project which can be taken advantage of in every part of the country. A successful project of this sort utilizing several hundred men is being carried on by the Massachusetts Department of Agriculture.

4. Painting and repairing of fire department stations provides jobs for painters and carpenters and improves the morale and efficiency of the fire department.

5. Painting of fire hydrants and fire alarm boxes is a desirable maintenance project.

6. The erection of a drill tower for the fire department where such facilities are now lacking is of permanent value.

7. Burning over of vacant lots or cutting and removal of grass and weeds decreases the fire hazard to surrounding property and cuts down the number of fire department runs.

8. City-wide clean up of alleys, back yards and other places where rubbish accumulates reduces the fire hazard and improves the appearance of the community.

9. A detailed survey to determine the number and location of dilapidated vacant buildings and sheds and the razing of such buildings materially reduces the conflagration hazard.

Heroes on the Battlefield of Fire

Last year will go down in history as a period of indescribable suffering and loss from fire. It will also be memorable because of the heroes it made in this field. Bravery and courage supreme are not lacking in this independent, "everybody for himself" age. "Greater love hath no man than this."

At Shelby, Ohio, in January, 1933, James Miller died after futile attempts to rescue his wife and their five chil-

dren from their burning home. This heroic man made repeated efforts to get his family out of the house, but his burning night clothes and the intense heat foiled him.

From East Concord, Vt., in February of 1933 came this story of a boy and girl whose heroism saved the lives of their family.

John Boutwell, 12, bleeding, barefoot and attired only in nightclothes, sped out of the foothills on a sled before dawn to summon rescuers to his burning home and save the lives of his mother, father and brother. It was ten above zero. But John was not the only hero in the Boutwell family. Firefighters found that his 15 year old sister, Edna, had carried three younger sisters from the building and had had her hair almost burned off in doing so.

On Feb. 9, 1933, fire destroyed the old Millard Hotel in Omaha, Nebr. Courageously fighting the flames seven firemen brave and true, gave up their lives in the battle and twenty-one more were injured.

In Omaha, on July 3, a grandmother, Mrs. Alice Flynn, attempted in vain to beat out the flames which fatally burned her five months old grandson. Her hands were badly burned, also, when she beat out the flames on the body of her 28 year old, crazed, daughter-in-law who had set fire to herself and her baby. The baby died at the hospital a short time after its mother. Tragedy which a brave woman attempted in vain to prevent.

Selected at the country's outstanding living fire hero in September, 1933, the story of Warren Dues, 23 years old, Flint, Mich., youth was revived to thrill the hearts of American people after nearly two years. Warren Dues, indeed was courageous. He rescued Clara Smith, 15, and six younger children from a burning house. After a kerosene explosion, Dues first saved the Smith girl whose clothing caught fire, then went back into the blazing house and rescued the six other children. He was seriously burned and in the hospital for some time.

At 1:30 on a September morning of last year fire broke out in the meat market at What Cheer, Iowa. Local firemen fearlessly answered the call. While fighting the blaze a terrific explosion occurred killing four firemen. Two of the men were but twenty-five years of age, the other two middle aged men.

Perhaps the most heroic act of the year was that of Captain R. Lee West, skipper of the Coldwater, who carried through the roaring flames the two small daughters of the steamer's only passenger, Mrs. S. C. McPherson of Savannah, Ga., placing them safely abroad a lifeboat. Captain West's ship collided with the President Wilson, Dollar line steamer, off Cape Lookout on the Carolina coast on a day early in September, 1933. The blow cracked open fuel oil tanks which burst immediately into flame, igniting the turpentine, principal cargo of the steamer Coldwater. The thirty-five survivors of the Coldwater will never forget Cap-

tain West's bravery, during this holocaust of his ship. His courage and prompt action are the reasons why all were saved and like a true captain he was the last man to leave the ship.

On Sept. 5, 1933, John Taylor, 64, of Omaha, Nebr., was severely burned when he sought to rescue Mary Sanderson, 6, after she and some other children had poured gasoline into the motor of an abandoned auto near her home. A match struck caused an explosion which threw the burning liquid over the child, badly searing the greater part of her body before Taylor could put out the flames.

One day last November, Dave Strick, a farmer near Scottsbluff, ran into the flame filled house of his neighbor and carried Mrs. Hiegel, her clothes aflame, from the house. An explosion of a gasoline stove covered both Mr. and Mrs. John Hiegel with flames. They were fatally burned in spite of the brave man's efforts.

Measuring Millions

Equipped to make accurate tests, the Bureau of Standards examines testing machines which determine the strength of structural materials. Sometimes these machines have a capacity of several million pounds. The Bureau has designed a small-size device to make these tests. It consists of a thick steel ring which deflects a definite amount for any given load. Deflection is measured by a micrometer mounted inside the ring.

Corporations Wound Up

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:

G. Mathes Co., Detroit.
Consumers' Co-operative Park Association of Marquette District, Rock.
Dearborn State Corp., Dearborn.
Pontiac Knitting Co., Pontiac.
National Magnestic Stucco Co., Wyandotte.

North American Fibre Products Co., Detroit.

Columbia Theatre Corp., Detroit.
Rapids Land Development Co., Grand Rapids.

Burkhardt's Detroit Lunch, Inc., Detroit.

Whitall Tatum Co., Detroit.
American Newfoundland Pulp & Lumber Co., Grand Rapids.

Salter Corp. Detroit.
Lennon Elevator Co., Lansing.
Struthers-Ziegler Coöperage Co., Detroit.

Edward McDonnell Co., Detroit.

Ward Lumber & Coal Co., Big Rapids.

Ruoff Estate Land Co., Detroit.

Bonded Commercial Service Corp., Kalamazoo.

Austin F. Bement, Inc., Detroit.

Wellman, Inc., Detroit.

Spring Valley Outdoor Recreation Co., Utica.

Honor, integrity, truthfulness, diligence, thrift, sobriety, modesty, may be old fashioned virtues, but they are still the only rules of life which can lead to real greatness.

FOR MORE THAN 24 YEARS

WE HAVE Saved our members from 25 to 40% on their Insurance premium.

WE AIM To adjust all losses satisfactory to the assured.

WE DO Pay all claims promptly upon receipt of proof.

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

affiliated with the

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION
320 Houseman Building
Grand Rapids, Michigan

**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

MEN OF MARK

T. B. Doyle, Assistant United States District Attorney

Thurman B. Doyle, Assistant United States District Attorney, hails from the Upper Peninsula, his home being at Menominee, where he was born thirty-seven years ago.

As his name indicates he is a Democrat, having been named after the late Governor Allen G. Thurman, of Ohio, the Democratic candidate for vice-president in Cleveland's second run. Mr. Doyle inherits his democracy from one of Michigan's early democrats, his father, the late Michael J. Doyle. The senior Doyle first achieved political prominence when in 1890 he was elected to the State House of Representatives from Chippewa county on the Democratic ticket, defeating the Republican candidate of ex-Governor Chase S. Osborn of the Soo. Until his death in 1928, the senior Doyle was prominent in Democratic State political affairs, having been his party's candidate for Congress in 1918, for Lieutenant Governor in 1924 and for Justice of the Supreme Court in 1926. He was the first Democrat elected Prosecuting Attorney in Menominee county, having served three terms from 1904 to 1910.

The younger Doyle first entered the political arena in 1924 when he was the Democratic candidate for Court Commissioner of Menominee county, meeting the usual defeat administered to Democrats. In 1928 he was his party's choice for Prosecuting Attorney, only to be defeated by the Republican candidate.

Thurman B. Doyle is a graduate of the Law School of the University of Michigan with the class of 1921. He entered the University in 1915 and remained until the United States entered the kaiser's war. In the spring of 1917 Mr. Doyle withdrew from the University to enlist in the Navy. He served as a gunner's mate on the United States Submarine K8 until the summer of 1918, when he was transferred to the Naval Fying Corps, in which he served until his discharge from service in December, 1918.

Immediately after his discharge from service Mr. Doyle re-entered the University and commenced his study of the law, which he completed in 2½ years, graduating with the class of 1921. While in the law school he was President of the Junior law class, a member of the Barristers, and of the legal fraternity of Gamma Eta Gamma. It was while at the University he met and became a close friend of Joseph M. Donnelly, United States Attorney, Mr. Doyle's Chief. Both Mr. Donnelly and Mr. Doyle are members of the same legal fraternity.

It was at the University that a close friendship arose between Horatio J. Abbott, Democratic National Committeeman and Mr. Doyle. The former was then Postmaster at Ann Arbor and the Assistant District Attorney was the organizer of the first student Democratic club on the campus. The early friendship between these two men has become closer as time goes on.

Mr. Doyle has lived in Grand Rapids since last October with his wife and two children, Michael J. II, and John P. His law office at Menominee is being maintained in his absence by his brother and partner, under the firm name of Doyle & Doyle. It was expected by Mr. Doyle that he would have been appointed Assistant to the District Attorney in charge of the work in the Northern Division, which is the Upper Peninsula. Due, however, to the economies practiced in the present administration, the Assistant in the Northern Division has been done away with, necessitating Mr. Doyle's moving to Grand Rapids for the time being.

Prior to his coming to Grand Rapids, Mr. Doyle was Assistant Prosecuting Attorney for Menominee county for six years, and was City Attorney



Thurman B. Doyle

from 1924, resigning that position to accept the appointment as Assistant District Attorney. Mr. Doyle was appointed Special Assistant Attorney General of Michigan early in 1933 to represent the State Attorney General and the Auditor General in tax litigation in Menominee county. Upon coming to Grand Rapids, he resigned as Public Administrator of Menominee county, having been appointed as such by Attorney General Patrick H. O'Brien shortly after the latter took office.

Outside of his law office, Mr. Doyle has one hobby, and that is to take his family to his summer cottage on the Pere Marquette river near Baldwin where he can roam the woods. His ability as a hunter is best illustrated by the story he tells of his experiences with a rifle while in service. After a few times of practice on the range, his instructor came to him confidentially and suggested that the ammunition cost money and not to waste any more of it.

Mr. Doyle is a member of the Carl A. Johnson Post of the American Legion, a charter member of Menominee Post No. 1887, Veterans of Foreign Wars, and a member of the Peninsular Club of Grand Rapids.

Mr. Doyle was married to Miss Marcels Hinker, of Menominee, Aug. 19, 1925. They and their two children reside at 1321 Thomas street. They are all members of St. Stephens church.

Mr. Doyle has a pleasant personality which enables him to make and retain friends indefinitely.

**Lines of Interest to Grand Rapids Council**

The general committee in charge of the annual ball and home coming party of Grand Rapids Council held its final meeting at the home of Senior Counselor and Mrs. Gerald Wagner on Morningside Drive, Saturday evening. The committee in charge of Charles Ghysels made its complete arrangements for the party which will be held Saturday evening, March 3, in the large ball-room of the Moose Temple. After the business meeting, the group was entertained at bridge, following which a very fine luncheon was served. The committee was amply repaid for all their work by the hospitality accorded them by the host and hostess. If all functioning committees could enjoy themselves after a session as did the committee Saturday evening, there would be a scramble for the opportunity to serve. Those present were Mr. and Mrs. Chas. Ghysels, Mr. and Mrs. R. E. Groom, Mr. and Mrs. L. L. Lozier, Mr. and Mrs. Gilbert Ohlman, Mr. and Mrs. L. V. Pilkington and Mr. and Mrs. Gerald J. Wagner. Mr. and Mrs. Frank F. Holman, other members of the committee, were unable to be present.

We understand that R. W. Radcliffe has made an attempt to board a milk wagon. We have heard of individuals but to climb on a milk wagon is something else. It is rumored that the incident happened through a slight collision between Rad's car and a horse drawn milk cart. We presume Rad was unable to get out of the way of the swiftly moving vehicle. Slight damage was done as the result of the accident.

Many of the members who knew W. J. Sullivan, Supreme Secretary, will be shocked to learn of his sudden passing last week. He died as a result of an operation. His body was removed from Columbus to Chicago for burial.

Grand Rapids Council boasts of two new members in the "Dunkers Club." Ray Bentley and Oscar Levy are both dunking until their new teeth grow out.

W. D. Dunbar, of 1120 Jefferson avenue, has assumed a traveling position with the Regan Distributing Co., of 46 South Division. He will carry the Libby line of glassware and all accessories pertaining to the line. He will cover Western Michigan.

Ray Hotchkiss, of the Webb Coal Co., has been transferred to the Kalamazoo office. We understand the transfer involves a promotion for past services rendered.

It is to be regretted that Ed Donahue, the popular candy distributor, will be unable to attend the annual party of the Council this year. Ed is Exalted Ruler of the local Elk's lodge and the lodge is giving a charity party on the night of March 3. Ed has always been present at past events of the Council and would be very much in evidence Saturday evening but for his connection with the Elk party. Their efforts are to be commended, so we wish Ed and his cohorts much success.

Education pays unless you settle down to be an educator.

Carl Verburg, a member of Kalamazoo Council and a popular shoe salesman in the state, made a combination business and pleasure trip to our city last week.

R. W. Bentley turned in two reinstatements to the secretary Saturday morning. He secured the names of J. Van der Molen and Carl Bloom on the dotted line.

Eugene C. Rust, a member of Jackson Council, passed away Friday at the O'Keefe sanitarium. He was 69 years of age and his death was caused by a complication of diseases. He was a member of the United Commercial Travelers and the Masons. Those who survive him are his widow, Bessie, two sons, a stepson, two brothers and one sister. The funeral was held Monday afternoon at the Greenhoe funeral parlors, with interment in Oakhill cemetery.

An explanation has reached us why Michigan ranks so high in goiter affliction. Geographical surveys show that the central section of the country, including Michigan, is the oldest part of American area. Analytic chemistry shows that erosion with the aid of rainfall has caused a deficiency in the mineral contents of the soil, thus denying plant life the proper amount of organic minerals to feed the ductless glands of the body, thus causing many diseases, among which is the enlargement of the thyroid. It is noted that those who partake of great quantities of sea food have little or no ailments suffered by those of the middle section of the country. This is because the ocean foods are rich in organic minerals such as iron, copper, magnesium, iodine, etc. All such organic minerals are necessary for the proper health of the body.

Flirtatious girls make very poor teachers. Naturally. If they can't make their eyes behave, they can't make their pupils behave.

The first steamboat to sail from the head waters of the Ohio to New Orleans started its memorable journey in September, 1811, and docked at New Orleans the following spring. The year 1811 was the year a great comet fell in this country and the most violent earthquake on record in this country added to the trials of the crew that sailed the New Orleans down to the mouth of the Father of Waters. The boat was constructed under the supervision of Robert Fulton and financed by Nicholas J. Roosevelt, an early member of the New York family.

Charlie Ghysels has reverted back to type. We understand he is going to move out into the country. Someone said his new location was so far out of the city that the Sunday paper would

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BURDEN PUT ON STORES

Grasping the opportunity to be presented by the open hearings on the NRA, retail stores of the country will wage a determined fight to have many provisions objectionable to them stricken out or amended in the manufacturers' codes.

Data and complaints have been gathered by the National Retail Dry Goods Association, and bulwarked by the consumers' organizations, the department store body will charge at the hearing on Tuesday in Washington that many codes contain oppressive restrictions, tending toward excessive prices and monopolistic practices.

The hearings, however, are expected to standardize policies of the administration on code matters, with general benefit to both business and the public, Irving C. Fox, member of the council studying open price associations for the NRA Consumers Advisory Board and Washington code representative of the Dry Goods Association, said yesterday.

An important point to be stressed by both consumers and retailers is that while the allegedly harmful provisions have been permitted in only a relatively small group of codes, once these provisions are accepted in principle they will be written into many codes. The result would be that unnecessarily steep prices would become general, it is felt.

In a statement issued by the National Retail Dry Goods Association it is charged "that many manufacturing industries have been going ahead for months revising standard discounts, changing customary shipping practices, setting up evasive cost factors and fostering monopolistic practices in a variety of methods."

"Provisions containing these features," the Association continued, "are burdening stores by decreasing their operating margin, just when stores everywhere are valiantly attempting to comply with terms of their own code in shortening hours, increasing wages and hiring additional employees. Now that a greater number of codes has been approved, most stores no longer are able to absorb the unwarranted increases brought about by these provisions and find it necessary to pass them on to the consumer. This has the effect of crippling the purchasing power of the consumer when the intent of the recovery movement is to improve it."

The Association reported that it has received a "deluge of letters" from stores protesting against the objectionable codes. The testimony from the stores provides concrete evidence that certain codes have considerably raised store expense and unduly increased prices, the Association declared.

Some of the complaints of retailers were: Objection to price lining by manufacturers without consulting retailers, sharp reductions in discounts without a corresponding cut in list prices, the arbitrary stand of some industries on returns and "exorbitant" rises in the cost of supplies. Some retailers protested that it was unfair for suit and coat manufacturers to pass on the expense of buying NRA labels and others declared that the restriction on

"seconds" is having a harmful effect on prices in basement stores.

Mr. Fox, in predicting that the hearing will lead to a standardization of code practices, said that the rush to approve codes had permitted many objectionable features to slip through. But now with most industries under codes there is opportunity for revision, he said, and many of the things originally accepted will have to be thrown out.

NRA FIELD DAY

The NRA field day of criticism which began in Washington Tuesday, may, in the opinion of many observers, bring about real benefits. By not only announcing such conferences but earnestly urging every one with a grievance to come forward in person or by communication, General Johnson leaves his critics small room for complaint. At the same time, it may be inferred that, by inviting such a mass of testimony, there is a good chance that the recovery administration may be in a splendid position to work out its own ends.

In the rush of code consideration and adoption, it is quite true that mistakes could easily be made. It is probably true also that producers and distributors had to get some of the things they wanted before they would "go along." On the other hand, the three glaring weaknesses of the program have been, first, the delay in clearing up the constitutional questions involved at various points in the recovery measure; secondly, the failure to push home the labor provisions, and, thirdly, the practical ignoring of consumer interest.

Obviously, the legality of all provisions of the act must be tested or else there will continue to be opposition from quarters which are sure that the whole scheme is just a gigantic bluff. Senator Wagner admitted a major difficulty in his report for the National Labor Board when he said, "Certain industrialists' effort to challenge the board's authority is symptomatic. Far more significant is the fact that three-quarters of all the disputes involve complaints of denial of the rights of self-organization and collective bargaining contained in Section 7a of the Recovery Act. Clearer understanding and recognition of these rights and of the National Labor Board's authority seem to be the requirements of the present situation as indicated by our six months' experience."

SOME SLACKENING NOTED

Some tendency toward slowing down in industry has been noted during the past week and it could probably be ascribed not only to weather conditions but to the desire of many producers to wait upon results from the NRA hearings at Washington. It is a little unfortunate that this uncertainty coincides with the CWA curtailment over which there is also anxiety.

However, the trend described was not yet manifest in the statistics of industry. The index has advanced again. Only the automobile series declined and for the reason that manufacturing difficulties again cut output slightly when a seasonal rise is usual. The de-

mand for cars is most certainly present, according to all reports, but production and material problems are interfering with schedules.

Steel activity gained further in a week that usually sees some falling off. Electric power production advanced slightly and important industrial areas increased their gains over last year. Building contract awards have been running somewhat less than double those of last month.

Enough progress has been made upon the financing problem of the capital goods industries to indicate that more ample credit with soon be available in this field. Capital supply for deserving companies to afford relief from the depletion wrought by the depression is also being planned through the medium of intermediate banks. An easing up of credit all around appears to be in near prospect.

Should this be the case and there are a few needed decisions regarding future operation under the NRA, then it will be a matter of holding down rather than aiding recovery.

PRICING FORMULA READY

Of equal interest with the hours question is the settlement of the pricing problem, involving as it does the much-discussed matter of "sales below cost." Producers and distributors alike have centered their efforts largely upon attaining a formula which would eliminate ruthless competition. These efforts have resulted in a good deal of arbitrary price fixing and thinly disguised methods of price control.

During the past week it was announced that officials of the NRA had devised a plan which it is hoped may do away with outright price fixing through a standard provision to be used as a substitute in codes for what is now probably illegal. This provision would permit an industry to determine "reasonable costs" in an "emergency," these costs to be based upon the operations of plants of average efficiency.

While such an arrangement is to be preferred over the scheme to have costs based upon the highest charges prevailing in an industry, and also offers the advantage of freeing all prices except those which bring about an "emergency," nevertheless it means averaging up and on the higher side.

If this formula was used as a basis for requiring the producer to prove his costs according to an accepted system of accounting, it should lead to an improvement. Actually, however, the only proper way of dealing with this whole problem would be to enforce wage and hour standards rigidly. Then if a company wished to sell below costs it could do so for only a short time, and rather quickly sell itself out of business. Throughout the period of ruthless competition the only salvation of such concerns has been through taking losses out of the workers.

CUTTING WORK HOURS

Uppermost in the minds of industrialists upon the eve of the Washington conferences is the fear that another sharp cut in operating hours may be a major step taken to reduce unemployment further. Labor is pushing for the thirty-hour week, and there remain

upward of 4,000,000 for whom work must be found.

Business generally is anxious over the effects of such a reduction, being aware of the fact that costs and prices must be increased and that already there is some resistance to higher quotations. The major problem here is that restricted production must react upon business volume. High wages with unrestricted output is the proper direction.

Among those who have given the question of hours long consideration there has grown the hope that no blanket cut will be regulated. It is felt that the circumstances of each industry should be studied from the standpoint of what it has already accomplished in advancing the recovery program. If large numbers have been put back to work, then the industry should be exempt, it is believed, from further reduction in schedules. In other cases, where there has been little or no change, some lowering of the operating rate might well be urged.

A contrast might be drawn in this respect between the cotton-textile and shoe industries, for instance. The former is ahead of 1926 employment, while the latter, according to testimony presented by a labor official at Washington, shows production and wholesale prices at the 1926 level, but with employment 70 per cent. and payrolls 46.4 per cent. of the figures for that year.

DRY GOODS CONDITIONS

Over a wide area the storm of last week brought a very sharp cut in trade. The full effect here was felt here, but the sales figures in many instances went ahead of last year's, although, of course, at that time business was very nearly at a standstill as the banking crisis deepened. Toward the close of the week store volume improved.

From sections not affected by the storm cheerful reports continued to come in. Curtailment of CWA work has affected purchasing to some extent, but the effects are not yet of a marked character.

January sales in small towns and rural areas were reported by a Department of Commerce official as 45 per cent. ahead of the same month last year, the figures being based on mail-order and chain-store results in these sections. Dry goods wholesalers report that Spring orders covering about the same regions are from 75 to 100 per cent. higher.

All these comparisons for the time being are distorted, of course, by the abnormal situation of a year ago, when the country was close to shutting up shop. For that reason retailers recognize they must be handled with care and not used as a basis for overlavish plans.

The wholesale merchandise markets were quieter in the week with Spring operations held up due to weather conditions. Stores are well supplied for the time being. Dry goods jobbers continued to put in orders on a fair scale.

A thrifty American is merely one who keeps so busy making it that he hasn't time to spend it.

OUT AROUND

Things Seen and Heard on a Week
End Trip

When I was considering what subject would be uppermost in this week's Out Around the question solved itself, for out of the ample mail which reaches me every day, when the postoffice department permits us to have any mail, came a letter from a merchant who has been very active ever since he engaged in trade to further the interests of retail merchants and has been of great assistance to me in working along the same line. I refer to D. D. Alton, the Fremont druggist, who sent me the following letter:

Fremont, Feb. 22—I am wondering if the enclosure is not of sufficient interest and importance to deserve publication?

That house-to-house peddlers and solicitors are a nuisance is beyond question and I believe this is the only method yet discovered which has stood the test of the courts. Many thousands of dollars are taken every year from the cities and villages by the peddler route and it is very gratifying to find a means whereby this method of merchandising can be curbed.

I am sending under separate cover, a report of the original case with the rulings of the court. The ordinance enacted by Green River has been enacted by our city commission and is now in force. The details of enforcement will be worked out through our Chamber of Commerce and I shall be pleased to go over these details with you if you are interested. Possibly I am too optimistic, but I believe a like ordinance should be enacted in every small city and village. Possibly it would not work as well in the larger cities but we surely have a lot of faith in it.

I would like to add to what I have already said that the attitude taken by the Chamber of Commerce might come under the heading, "Am I my brother's keeper," with the answer in the affirmative.

The enforcement of this ordinance is a protection to every housewife against the smooth and oily tongued salesman repeating a well learned sales talk. Without the least doubt this is a protective measure.

D. D. Alton.

The following appeared in the latest issue of the N.A.R.D. Journal:

The case of the town of Green River vs. Fuller Brush Company, 65 F (2nd) 112, mentioned on page 1055 of the November 16 issue of the N.A.R.D. Journal, has created much interest among N.A.R.D. members and druggists generally.

So many city ordinances attempting to curb unfair peddler competition and protect the householder from peddler annoyance have been declared unconstitutional that it is a relief to find a city ordinance sustained by the courts.

While it is possible that the United States Supreme Court might reverse this decision, the decision of the Circuit Court of Appeals of the Tenth District seems sound and one that will stand.

Judge Lewis, in rendering the decision, clearly shows the difference between the right of the peddler to sell his wares and the fact that he has no right to disturb the guest of the home and become an annoyance.

The ordinance is given in the decision, which decision in part is as follows:

Lewis, Circuit Judge.

The decree in this perpetually enjoined the town of Green River, Wyom-

ing, its officers and their successors "from enforcing or attempting to enforce against said plaintiff, the Fuller Brush Company, the ordinance of said town of Green River known as Ordinance No. 175, as same is set forth in full in the answer of said defendant herein."

The said ordinance is in these terms:

Be it ordained by the town council of the town of Green River, Wyoming:

Section 1. The practice of going in and upon private residences in the town of Green River, Wyoming, by solicitors, peddlers, hawkers, itinerant merchants and transient vendors of merchandise not having been requested or invited so to do by the owner or owners, occupant or occupants of said private residence for the purpose of soliciting orders for the sale of goods, wares and merchandise, and for the purpose of disposing of and peddling or hawking the same, is hereby declared to be a nuisance, and punishable as such nuisance as a misdemeanor.

Section 2. The town marshal and police force of the town of Green River are hereby required and directed to suppress the same, and to abate any such nuisance as is described in the first section of this ordinance.

Section 3. Any person convicted of perpetrating a nuisance as described and prohibited in the first section of this ordinance, upon conviction thereof shall be fined a sum not less than Twenty-five (\$25) dollars, or not more than One Hundred Dollars (\$100), together with costs of proceedings, which said fine may be satisfied, if not paid in cash, by execution against the person of anyone convicted of committing the misdemeanor herein prohibited.

Section 4. All ordinances and parts of ordinances in conflict with this ordinance are hereby repealed.

Oppression Contended

Section 5. It being deemed by the town council of the town of Green River that an emergency exists, this ordinance shall be in force and effect from and after its passage and approval.

Enacted this sixteenth day of November, 1931.

Appellee relying on the Federal Constitution (Amendment 14; article 1, para. 8) claims that the enforcement of the ordinance against its solicitors, representatives and agents would deprive it of its property without due process of law, deny to it equal protection of law, and would interfere with interstate commerce. It further contends that the ordinance is not a valid exercise of the police power, but is an arbitrary and unreasonable attempt to exercise that power and would be oppressive on appellee, and its enforcement without lawful right.

But the ordinance here under consideration did not attempt to prohibit any of the parties named from selling their wares, either of goods carried with them or on samples for delivery. It

denounces a particular practice of such vendors or their agents. We must assume that the practice existed in the town as the first section states, and that it had become annoying and disturbing and objectionable to at least some of the citizens. We think like practices have become so general and common as to be of judicial knowledge, and that the frequent ringing of doorbells of private residences by itinerant vendors and solicitors is in fact a nuisance to the occupants of homes. It is not appellee and its solicitors and their methods alone that must be considered in determining the reasonableness of the ordinance, but many others as well who seek in the same way to dispose of their wares. One follows another until the ringing doorbells disturb the quietude of the home and become a constant annoyance. Another practice of the same sort has arisen within recent years of throwing advertisements at the entrance of homes. Men are employed for that purpose. Whole residence sections of cities and towns are at times flooded in this way to the annoyance of its citizens.

Does Not Encroach

We are also of opinion that the ordinance and its enforcement would not encroach, directly or indirectly, on appellee's constitutional rights, nor interfere with interstate commerce. It does not purport to interfere in any respect with appellee's right or privilege of selling and transporting its wares in interstate commerce. It is free to carry on a business of that sort except to solicit orders in the manner specified in the ordinance, and obviously it could do so in many ways other than imposing itself upon and disturbing the residents of the town as prohibited by the ordinance. Public notice of the presence of its agents in the town for the purpose of taking orders for appellee's goods could be given, stating when and where such agents could be found, samples of its wares given, and their use explained and demonstrated and orders taken.

The act of strangers in going upon private property uninvited and ringing doorbells is not in our judgment property right. We therefore are of opinion the decree granting the writ should be reversed and the bill dismissed.

Many local merchants' associations may well take heart at this decision, and work out similar ordinances in their communities to control the "peddler" problem.

The promotion of Glenn R. Chamberlain from Vice-President to President of the Grand Rapids Gas Light Co. was certainly a very gracious act on the part of the directors, who continue his title as general manager as well as that of president. Mr. Chamberlain has devoted his life to the gas company and richly deserves the recognition he has received from that organization.

I feel greatly distressed for many people in Grand Rapids that the 100 per cent. assessment should come on two local bank stocks at this time. It seems to me that in all fairness this matter should have been delayed at

least a year or two, if it had to come at all. It will cause great distress and a serious setback to the community, just when things were beginning to look a little brighter for all. This will force many people into a position where they will have to take such steps as they would not ordinarily take, and which they will feel very badly about having to take.

If Erastus Shattuck lives until Oct. 24 he will have rounded out eighty-nine years on this sphere of activity. He came to Grand Rapids in 1872 and worked as cutter for Col. E. S. Pierce sixteen years. He then became a partner in the house for three years, when he entered into another co-partnership under the style of Shattuck & Trowbridge, which relation continued several years. He then bought the interest of Mr. Drago in the clothing firm of Williams & Drago. This partnership continued three years under the style of Williams & Shattuck, when he sold his interest to his partner and went on the road for John G. Miller & Co., wholesale clothiers of Chicago, carrying eight trunks and covering the retail trade of Michigan, Northern Ohio and Northern Indiana. Three years later he relinquished this relation on account of the hard work involved in handling so large a line of samples and engaged in the sale and installation of copper door strips and window screens. Two years later he relinquished that line to go on the road for the Michigan Harse & Motor Co. Three years later found him on the road as the representative of the Rock Falls Manufacturing Co., of Sterling, Ill. He then associated himself with the Davis Clothing Co., of Cincinnati, whom he has now represented for thirteen years. He joined Valley City Lodge, F. & A. M., fifty years ago this month and subsequently joined every other Masonic body and the Shrine. He has paid no dues to any of the Masonic orders for ten years. He works forenoons and spends his afternoons at the Masonic Temple, playing contract bridge. He is in remarkably good health, considering his age, and holds the confidence and respect of everyone who knows him.

Milan, Feb. 26—The Mills Baking Co., of Ypsilanti, is peddling baked goods from house to house over our territory and all around our little town.

Last Saturday about three the driver came in to my store and wanted to buy some bread and offered me retail price. I told him I could not spare him any—that I would need all I had for my own trade. He said I was obliged to sell him bread if he demanded, as long as he had the money to pay for it at retail price, and that if I refused he could make me trouble.

Will you please give me your opinion on this as soon as possible?

M. Davenport.

I think the driver of this bread wagon has overstepped the mark. If he was purchasing the bread for the use of himself or family and they were hungry for bread his position would be sustained by the statute, but under the circumstances he had no standing in the law. He should have been invited to leave the store with such a flimsy threat on his lips.

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FINANCIAL

Some of the Dangers of the Goodwin Plan

Our churches are being tempted in these days of financial stress by a very cleverly devised commercial scheme for raising money on a wholesale scale. This scheme is known as the Goodwin Plan and operates through the women's organizations of the churches. It has been endorsed by many of the so-called leaders of various denominations, Catholic, Protestant, and Jewish.

The Goodwin Plan presents to the American family a list of 400 or more products on which, if purchased, their church will receive a commission of two per cent. This remuneration goes to the church society as a reward for the "specific service of trade stimulation." The list includes but one brand of each article: one type of corn flakes, one brand of chewing gum, and thus down the scale of all our wants and needs. The conclusion is, of course, that each loyal church member will buy these articles that will bring a two per cent remuneration to his church rather than any other brand. Thus it is proposed that the churches of America join hands with Mr. Adolph Goodwin, president and originator of the plan, in a great sales-promotion campaign.

It is my personal conviction that many dangers are lurking in this wholesale tie-up of the churches with commercialism. For the plan is truly commercial in origin and purpose. It was not mothered by the churches, nor does it propose a great "altruistic" program for their sole benefit. The question for our church women and our pastors and sessions to answer is this: "Shall the great spiritual organism, the Church of Jesus Christ, enter into such a partnership and become a market for worldly goods, or shall she keep herself 'unspotted from the world?'"

In an insidious manner sanctimonious terms are being used to try to lead our churches astray. The women appointed to collect the "evidences of sale" are referred to as "Good News Broadcasters." A "Good News Broadcaster" might easily be confused with a "gospel messenger." But the gospel which our women would teach would not be the good news of Jesus Christ, but rather "buy Goodwin listed products." And these lists containing the products to be purchased (as yet undetermined) are to be called "Loyalty purchase Lists." The question arises in my mind: "Is it loyalty to the church or to the Goodwin Corporation that would be manifested by the purchase of the articles named?" Certainly far-seeing Christians will not permit any private corporation to capitalize upon their loyalty.

Coupled with these sanctimonious terms, in an endeavor to make the plan all the more alluring, are the "ethical standards" demanded of all co-operating companies. These are phrased in such indefinite language and couched in such general terms that almost any business concern in the nation would accept them without even giving them a second reading. Yet the Goodwin Corporation of America would use

them to picture itself as a great promoter of social justice.

Basic principles of stewardship, which we have been attempting to teach in our churches for years, will be undermined by such a program as is here presented. It has been my good fortune to cast my lot with a group of Christian people who believe that the Church of Christ is to be maintained by the voluntary contributions of its membership. We have not wavered from this ideal even in the midst of such distressing conditions as we have witnessed during the past few years. Temptations to do so have been frequent. Yet if there was ever a day when the Church needed to hold fast to her ideals of spiritual existence, that day is to-day.

It is quite natural to expect our church women to feel that their stewardship-of-time requirement will be met when their "good news broadcasting" has been completed. Pastors will hesitate to ask for their assistance in other programs having to do with "seeking and saving the lost." For their time has been spent seeking the ever elusive "evidence of sale." Only a certain amount of time can be rightfully demanded by the church. If this is used for an inferior purpose, the loftier causes will suffer. If used to promote the financial side, it cannot be expected also to develop the spiritual.

The danger of substitutionary giving seems imminent. The two per cent. from Goodwin listed articles might very easily be made to serve as the contribution to the church. Certain individuals will reason that their obligation to the church has been met when they turn over their coupons and "evidences of sale." The tithe of the sacred Scripture may be replaced by the two per cent. from Mr. Goodwin. Of course, we realize, that had the tithe been "holy unto the Lord" in past years, commercial plans of to-day would have no appeal, for the Church would have no need. Yet certainly it is a sad day for the Church of Christ when church members turn from the Scriptural teaching of stewardship, and expect her to maintain her existence on coupons from soap and chewing gum. If the Church is worthy of that only, let the doors be closed.

The economic difficulties presented by the plan are numerous and intricate. They need not be discussed here. Sufficient it is to say that certain retail grocers' associations, and certain chambers of commerce, are opposing the plan strongly. Large numbers of ministerial groups, after weighing both the economic and spiritual factors involved, have decided to reject the plan. This seems to be the only logical conclusion to which sound business men and spiritually minded ministers can come.

It is always well to view with suspicion that which purports to be your savior in the time of great need, for the devil works overtime in days of financial depression and crisis. Certain diabolical earmarks, horns and a tail, appear attached to this program. We will not be deceived by any mask that it may wear. Let all concerned think seriously before aligning themselves with this plan. But where churches

already find themselves associated with the Goodwin Corporation, it is not too late to appreciate such action. No binding contract has been signed. By notifying the corporation, your agreement will be nullified, and you can call in your broadcasters. You will then be in a position to arm yourself with the "whole armor of God—having girded your loins with truth, and having put on the breastplate of righteousness, and having shod your feet with the preparation of the gospel of peace; withal taking up the shield of faith, wherewith ye shall be able to quench all the fiery darts of the evil one. And take the helmet of salvation, and the sword of the Spirit, which is the Word of God." These are the weapons the Church must use to fight her battles and to solve her difficulties.

I would venture a prophecy as my final word. I am of the conviction that the churches participating in the Goodwin Plan at the end of three years will find themselves in no better financial condition because of it. And I also sincerely believe that their spiritual life will be at a lower level because of this wholesale tie-up with commercialism.

W. C. Shone,
United Presbyterian Clergyman.

Stock Market Gambling and Ways to End It

For a long time there has been agitation to take gambling out of the buying and selling on the securities markets. Throughout last summer a committee appointed by the President dug into the question of stock speculation and how it could be regulated. As a result there has been introduced into Congress a bill which embodies some of the recommendations of the committee.

To take the gambling out of the buying and selling on the securities markets, certain practices would be prohibited under the bill. Two practices that would come under the ban are: "Wash sales," and "matched orders."

What do these terms mean?

The securities markets are places where stocks and bonds are bought and sold. Stocks are documents which show that the holder owns a financial interest in a certain concern. Bonds are documents which show that the holder has loaned money to a certain concern.

Persons who want to buy or sell stocks and bonds do not go on the market directly. Rather, they hire a broker whose job it is to buy and sell securities for his clients.

Prices for which securities are bought, or at which they are sold are determined by supply and demand. If there is a great demand for a certain type of security, the price is forced up. Brokers have to pay more for it for their clients. On the other hand, if there is very little demand for a type of security, the price will drop. Brokers will pay much less for it. If the price goes down very much or very fast, often people who hold that particular type of stock or bond will order their broker to sell. This throws even more of these securities on the market.

Sometimes attempts are made to force the prices of certain securities up or down by artificial means. That is,

there are persons known as speculators who want to make big profits on certain securities. They can do so if the prices are changed decidedly. Therefore, these speculators take steps deliberately to bring about this price change.

"Wash sales" and "matched orders" are the names of two types of practice by which speculators try to change the price of securities by artificial means.

"Wash sales" are fictitious transactions in buying and selling securities. The purpose is to raise the prices of these securities. It is brought about in this way: One broker agrees to sell a type of security at a point higher than it would be commanding on the market at that time. Another broker agrees to

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buy that type of security. However, neither has any intention of actually making any exchange of goods or money.

But this is the effect of the "wash sale": The inflated price, that is the price higher than the market price, goes over the stock tickers. This creates the impression that this security is moving upward and commanding buyers. Therefore, it tricks the public into buying at the higher price.

This practice is outlawed on some of the exchanges. One way by which an attempt is made to check this practice is to make the broker give an accounting to his client of securities bought and sold. He must give his customer, on request, a confirmation of every order executed for him. This confirmation states the name of the firm from whom the customer's stocks were purchased or to whom sold. This prevents the broker from only pretending to make the transactions instead of actually making them.

"Matched orders" is another practice to regulate the price of certain securities artificially. The brokers who engage in it may not be aware of what they are doing. This is the way the practice works: An outside party hires two brokers, unknown to each other. He orders one to sell a certain security at a certain price, and the other to buy that security at that same price. This procedure gives the appearance to the public of great activity in that particular security. Therefore it often fools the public into buying this type of security. This sends the price up naturally, and gives the speculator who started the activity a chance to sell his holdings at the profit he wants.

This practice is already outlawed on some of the security markets.

Air of Confidence on Part of Business Men

In general business has had many distracting elements to face the past week with policies changed within the Administration, strikes in several large industrial communities and Government intervention in branches of business. Car loadings disclosed an increase in handling for the third week of February, this being the seventh consecutive weekly increase in the totals. Reports of January earnings of railroads indicate that the gross revenue increases are carried through to their net operating income. Steel industries report operation within three points of the 50 per cent. rate of operation and indications are for continuation through March, due to heavy demands from the automobile makers. Retail sales for the first half of February were 15 per cent. to 35 per cent. greater than in the same period of 1933. It is expected that the Administration will dig into the foreign trade problem the coming week because the tariff structure is a part of the problem of industry. The Administration's policy on tariffs is awaited with interest.

The stock and bond market at the writing of this article is reactionary. However, the investing public has been impressed by the strides business has made and there has been a sharp turn about in earnings which yearly state-

ments are now bringing to the public's notice. Progress of the hearings on the Fletcher-Raeburn Bill for the stock exchange regulations is being carefully watched. Unless the final bill is freed of the more objectionable features, the market may have to consolidate at these levels before any further developments.

In general there seems to be an air of confidence on the part of businessmen and investors with considerable money available for investment buying still a backlog for the securities market.

J. H. Petter.

Will Hasten Destruction of Chain Store Menace

The time is here when every independent merchant, manufacturer and interested citizen should write the President, urging him to begin prosecution of monopolies in the interests of the common welfare. Public utilities strictly under Government control to be the only exception. On many occasions the President has declared against monopoly and has expressed sympathy with the smaller business and its rights to exist. Thus far this is all he has done. However, he has done so much more than was expected, in the way of monetary reform and unemployment relief, that everyone was willing to wait, in the belief that he will attend to other reforms as fast as he can get to them.

It is nearly a year since he took office and during this time monopoly has added greatly to the mortality list of smaller merchants and manufacturers. The great monopolies have had a good year, having declared their usual dividends and often special ones. The dire necessity of the people has driven them to the big chains for their low price bait, which hastens the demise of thousands of small merchants, as well as jeopardizing the life of every independent merchant.

It was the pleasure of the writer, while representing the Tradesman, to travel over much of this state last year and to talk with hundreds of merchants and business men. A careful survey was made of business conditions and the effect monopolies was having upon them and their communities. It was found that merchants and manufacturers, who had been leaders in building up the town or city, financing its banks and various enterprises, paying heavy taxes for the upkeep of the community, were finding it extremely difficult to live. Giant monopolies had come in to harvest the opportunities that home business had built up. These had no interest in the community except to get its money.

We have been told that monopolies are here to stay and each community must adjust itself to them. Don't you believe this. The President does not. Go into any community where monopolies control the sale of necessities and you will find it impoverished. The money is drained out of local channels. If this deplorable condition is to be corrected and local initiative and enterprise encouraged, monopolies must be destroyed. Our statesmen of forty years ago saw this danger and they passed the anti-trust law against them,

but greedy wealth has prevented enforcement of the law. Thus have monopolies grown until they have invaded every town and city wherein they find sufficient business.

Business men and women should let the President know they appreciate what he has done, and that they are ready to support him in a fight against monopoly. Write him and get your neighbors to write him and tell him the conditions in your community and ask that he begin action to prosecute and destroy greed. If every merchant, manufacturer and interested citizen will do this, it will hasten the destruction of this great menace to the peace and prosperity of the Nation.

E. B. Stebbins.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Frank N. Robinson, individually and doing business as Manufacturer's Sales Service, bankrupt No. 5573. The first meeting of creditors has been called for March 6, at 2 p. m.

In the matter of Old Heidelberg Cafe, Inc. Bankrupt No. 5566. The first meeting of creditors has been called for March 6 at 10 a. m.

In the matter of William Miller Hardware Co., Inc., final meeting of creditors was held under date of Feb. 16. Fred G. Timmer, trustee, was present and represented by Belcher & Hamlin, attorneys. Bidders on account present in person. Trustee's final report and account approved and allowed. Report and account of William J. Bolton, trustee under trust mortgage prior to bankruptcy, was considered and approved and allowed except that any further fees or compensation to said William J. Bolton was denied. Balance of bills, notes and accounts receivable sold without warranty to Robert Miller for sum of \$65.00. Shares of stock in Chippewa Hotel and in Filer Fibre Co. also sold to Robert Miller. Shares of stock in Winchester Repeating Arms Co. abandoned as worthless and burdensome. Order was made for the payment of expenses of administration, a supplemental first dividend of 10 per cent. and a final dividend of 2.4 per cent. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

Feb. 19. On this day first meeting of creditors in the matter of Joseph Gesell, doing business under the assumed name of Manistee Brewery Co., bankrupt No. 5547, was held. The bankrupt was present in person but not represented by attorney. Fred G. Timmer, receiver, was present in person and represented by Max C. Hamlin, attorney. Certain creditors Norcross & Judd, Louis H. Osterhaus, itors were present in person and Warner, Dilley & Dilley, Butterfield, Keeney & Amberg and Seth R. Bidwell, attorneys, appeared on behalf of creditors. Claims were considered and referred to the trustee. The bankrupt was sworn and examined before a reporter; transcript ordered. Receiver's report and account approved and allowed. Meeting adjourned to Feb. 23 at 10 a. m.

Feb. 20. On this day first meeting of creditors in the matter of Carl I. Campbell, bankrupt No. 5572, was held. The bankrupt was present and represented by Thomas D. Meggison, attorney. Creditors were represented by Max C. Hamlin and Taggart & Kingston, attorneys. Sale of assets at private sale to William H. Garland for the sum of \$4,000.00 was ratified and confirmed. Claims proved and allowed or referred to trustee. Fred G. Timmer, of Grand Rapids, was appointed trustee with bond of \$500.00. The meeting then adjourned without date.

Feb. 23. On this day adjourned first meeting of creditors in the matter of Joseph Gesell, doing business under the assumed name of Manistee Brewery Co., bankrupt No. 5547, was held. Fred G. Timmer, Trustee, was present in person and represented by Max C. Hamlin, attorney. Bankrupt and wife were present in person and represented by A. W. Penny, attorney. Certain creditors were present in person and represented by Warner, Norcross & Judd, Max Neal, and Dunham & Sherk, attorneys. Mr. George S. Norcross presented written offer for purchase of the trustee's equity in assets on behalf of Carroll Graham Glass Co., one of the largest creditors. It was agreed, after due consideration, that show cause order should be issued to creditors and hearing had on such offer, to be returnable March 12, 1934, at 10 a. m. First meeting of creditors accordingly adjourned to the same date and time.

Feb. 24. On this day the schedules, reference, and adjudication in the matter of Doyle Composition Co., bankrupt No. 5595, were received. The bankrupt is located in Grand Rapids. The schedules show total assets of \$22,518.27, and total liabilities of \$9,915.59, listing the following creditors:

State of Michigan, Lansing.....	\$ 15.00
City of Grand Rapids.....	1.00
John Walsh, G. R.....	60.00
Joe Andre, G. R.....	15.00
Tonie Veldhuis, G. R.....	20.00
Walter Droski, G. R.....	140.00
William B. Doyle, G. R.....	300.00
Louise Stiles, G. R.....	7.50
Lyle Wellman, Lansing.....	40.00
Joe Tobin, G. R.....	23.40
Arloa DeGraff, G. R.....	25.00
Michigan Trust Co., G. R.....	26.00
Langston Monotype Machine Co., Philadelphia.....	5,000.00
Charles N. Remington, G. R.....	1,000.00
Advertising Club, G. R.....	10.00
E. W. Blatchford, Chicago.....	24.47
Central Trade Plant, G. R.....	104.96
Consumers Power Co., G. R.....	28.49
City of Grand Rapids.....	1,026.98
Graphic Arts Ass'n., G. R.....	155.62
G. R. Electrotype Co.....	32.73
G. R. Gas Light Co., G. R.....	57.35
Gelock Transfer Co., G. R.....	2.00
G. R. Herald, G. R.....	32.50
International Trade Composition Ass'n., Washington, D.C.....	15.00
Metals Refining Co., Hammond.....	284.47
Master Tire Service, G. R.....	31.26
Mich. Bell Telephone Co., G. R.....	25.09
Printers Supply Service, Chicago.....	48.80
Printing Trades Blue Book Co., Chicago.....	25.00
Printers Appraisal Co., Chicago.....	10.00
Quimby-Kain Paper Co., G. R.....	4.39
Tatum Book Binding Co., G. R.....	16.90
Jeffers-Hake Co., G. R.....	52.77
Intertype Co., Brooklyn.....	48.00
National Lead Co., Chicago.....	25.00
Wilson Van Hinkle, Oak Park.....	125.00
J. Hendricks, G. R.....	480.00
Frank Herman, Piqua.....	550.00
Michigan Trust Co., G. R.....	26.00

Feb. 24. On this day schedules, reference and adjudication in the matter of Westend Furniture Co., bankrupt No. 5598, were received. The bankrupt is located at Kalamazoo, Mich. The schedules show total assets of \$1,664.03, and total liabilities of \$3,921.12, listing the following creditors:

City Treasurer, Kalamazoo.....	\$ 89.43
State of Michigan, Lansing.....	29.70
Rockford Superior Furniture Co., Rockford.....	78.50
Holland Furniture Co., Holland.....	155.76
Bryout, W. M. Ins., Detroit.....	10.00
Kalamazoo Gazette, Kalamazoo.....	171.23
Kalamazoo Retail Cred. Ass'n.....	12.00
Walter K. Knowles.....	18.00
Allegan Woodcraft Shops.....	17.50
Arcadia Furniture Co., Arcadia.....	12.25
Areal Cabinet Co., Peru, Ind.....	16.00
Brickwede Bros. Co., Marietta.....	291.30
Campbell Lamp & Shade Co., Detroit.....	25.52
Charlotte Chair Co., Charlotte.....	34.40
Ceryshoga Picture & Lamp Co., Cleveland.....	11.08
Davis-Birely Table Co., Shelbyville.....	36.48
The Dunbar Furniture Co., Berne.....	48.15
Durham Mfg. Co., Muncie.....	12.64
Falcon Mfg. Co., Big Rapids.....	19.00
Folding Furniture Works, Inc., Stevenspoint, Wis.....	110.05
G. R. Bedding Co., G. R.....	322.14
Haggard & Marcusson Co., Chicago.....	66.55
Haywood-Wakefield Co., Menominee.....	82.07
Indian Splint Co., Rochester.....	6.95
Leutz Table Co., Nashville.....	13.60
Luxury Furniture Co., G. R.....	584.20
Luxifibre Furniture Co., Waukesha.....	14.90
Marietta Chair Co., Marietta, O.....	13.41
Morton Sales Co., Detroit.....	10.95
Mt. Airy Furniture Co., Mt. Airy.....	4.00
Murphy Chair Co., Cevashoro.....	12.00
Mutechler Bros. Co., Nappanee.....	12.00
The Park Furniture Co., Rashville.....	186.15
Puritan Bed Spring Co., Indianapolis.....	16.00
Rockford Eagle Furniture Co., Rockford.....	11.75
Silrite, Inc., New York.....	10.82
Space Save Cab't. Co., Martinsville.....	16.15
Standard Screen Co., Chicago.....	32.00
Star Furniture Co., Jamestown.....	55.75
Singlow Industries, Mansfield.....	66.40
West Mich. Furniture Co., Holland.....	25.80
Youngsville Sales Co., Youngsville.....	18.55
Youngsville Mfg. Co., Youngsville.....	124.95
F. S. Weston, Kalamazoo.....	2.78
Bank of Kalamazoo, Kalamazoo.....	190.00
The Lilly-Ames Co., Columbus.....	600.00

Someday in Court

Before long the court stenographer will be yielding to the advances of radio. When we wish to refer to the testimony the switch will start the machine and the entire court procedure will be reacted and not only the words, but the tone of voice, etc., will be given and error will not be claimed. Perhaps then will come the picture and we can watch the attorneys make faces at each other.

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—Herman Hansen, Grand Rapids.
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.

Secretaries' Convention Talks Solid Good Sense

Grocers Association secretaries held their annual convention in Chicago last month. Wm. D. Hader, newly-elected president of the secretaries, reporting "a most successful meeting," sketched some salient resolutions, then this:

"It was proven in each state that the chain store tax was detrimental to the entire food industry, inasmuch that at the following session of the legislature where classified tax was placed on chain stores at previous session, a general tax was placed on the entire food industry because of this chain store tax idea that was presented by independent retailers in those states, again proving that the contention of the California Retail Grocers & Merchants Association that a chain store tax was not to the best interests of the industry is correct."

I quote that with considerable satisfaction, not that I assume the "I-told-you-so" attitude, but that it is always hopeful when men begin to see straight—if only they do that in time. It is, nevertheless, true that more than four years ago, in the incipency of this mistaken plan, I warned grocers everywhere that it was basically unsound to attempt to limit anyone's capacity to develop or otherwise curtail his freedom, since that must inevitably react in limitation of our own liberties.

It is likewise pleasing to know that our California association officers have been consistent in this attitude. Their reports from other meetings of secretaries have been similar in tone, though not, it seems to me, quite so emphatic or extended as this one. This fact manifests some of the handicaps under which such officials must work. They can not always or immediately go in what they know is a wise direction. They have to bring their constituents to sound views and procedure and, against any fever of prejudice, and that process takes time.

I know that plenty of quite sincere grocers' secretaries have been themselves strong for the special tax plan and years were required for them to see the error of such views. News of this last meeting is that those formerly hard set in this mistake are now frank to acknowledge that they were wrong.

Without exhausting the list of effective grocer associations, a few exceptionally strong ones I have contacted with are these: Pennsylvania and California. I can not say that either is stronger than the other. Both have one characteristic in common—that they absolutely discountenance snake dancing and put no faith in medicine men or witch doctors. And that is something, believe me.

Other good ones—again I say not all of them—are Cleveland, Cincinnati, New England, Kentucky, St. Louis.

Many others are half-way, but coming up. This present news from Chicago should help all of them.

It is proper, no question, that everybody should pay his just share of taxes, but to effect that there are plenty of laws now. Any failure is due to administrative shortcomings. A case splendidly illustrating this is just reported from Kansas.

In one Kansas town, it seems, a Penney store made a return of some \$27,000. The local assessor, reported to be that political exception, an official who takes his duties seriously and is above being "seen," so that he has raised figures regardless where he thought raising was indicated, changed the Penney figure to around \$94,000. The courts decided on \$55,700 and tax was paid on that basis.

Now, "all I know is what I read in the papers." I have no real knowledge of this case, except that I fully agree with the trade editor's remarks that the Penney organization is one of the better class. Anyone who is familiar, as I am, with the little coal mining village of Kemmerer, Wyoming, in which J. C. Penney, the smallest kind of "independent" merchant, started his single hole-in-the-wall in 1903 and from that has constructed the present magnificent line of perhaps 1500 stores is apt to coincide with that editorial opinion.

My point is simply this: That for the purpose of spreading tax burdens equitably our machinery to-day is ample. It fails for two reasons: Our universal habit of dodging where we can—all of us; and that officials whose offices depend on local voters wink at tax dodging. A case in this point was started a while back, ostensibly to ferret out what the chains were hiding, and I looked eagerly for future news. But no news came. Later it transpired that the local assessor told his constituents that if they pressed the suit, he'd be "on the spot" since all of them were making short returns. "I may lose my job," he said, "but if I do I shall have to embarrass a lot of you boys in the process."

It is really quite risky for those who live in glass houses to throw stones. See John: VIII, v7. But, purely from the standpoint of sordid self-interest, it has seemed from the start that this anti-chain tax plan must certainly boomerang on its movers. Experience shows that it does just that.

Now our trade is operating under a food code which recognizes each segment as legitimate and worthy of precisely equal rights and treatment. The San Francisco first meeting of the clans occurred Thursday, Feb. 8. Many questions were given the run-around, because, as a fact, no issue is definitely decided as yet—except what it will cost to administer the code.

The cost is definite—at least the beginning of the cost; for no man knows what the end of any of these governmental experiments with business and industry will cost eventually, either in money or otherwise. We are here again reminded of the certainty of death and taxes, for we are told that, at once or sooner, we must put up one dollar for each person engaged in any store. If, as is commonly stated, there are 480,000 grocery stores in our coun-

try, perhaps it is conservative to estimate that this dollar-per-person first tax will yield \$1,500,000.

Now, a million and a half dollars is hardly small change in any of the schemes Uncle Sam has lately set up. The new employees under the New Deal alone are reported at 23,000. Do we know what that means?

Well, in 1787 Uncle Sam started with 15 employees all told. 23,000 is 184 times as many as his total was then. So while population has increased thirty times, this one department alone, sprung up within the year, requires 184 times the personnel the entire government needed to begin keeping house.

It is reported now that our tax on sugar yields the "small burden" of \$1.86 per capita and that is reported as "equitable" because spread evenly over all people. Now think: As late as 1850 Uncle Sam's total cost was \$1.93 per capita. In 1930 it was \$38.42—\$192.10 on each family of five persons. What is it now—total?

What we get is problematical, but the minimum we pay—not the maximum—is absolutely certain. "The consent of the governed" is pretty much forgotten. The expense of the governed can not be forgotten.

Paul Findlay.

How Higher Cost of Foods Affects Nation's Pantry

Fewer groceries were purchased in the United States in January than in the same month last year.

Preliminary returns from a survey made by the Department of Commerce show that there was a 7 per cent. decline in the quantity of food sold although an increase in prices accounted for a 4 per cent. rise in the dollar volume of sales. The survey was based on sales reported from a selected group of chain units.

Officials point out that the buying of the Federal Surplus Relief Corporation and the difference in relief methods this year and in 1933 may have something to do with the decline in volume of grocery sales. A year ago much of the food consumed by those on relief figured in grocery orders. To-day much of this food is furnished directly through the FSRC.

Grocery prices during January were approximately 11 per cent. higher than a year ago.

The dollar value of groceries bought in January, 1934, even with its 4 per cent. advance over 1933, was 13 per cent. below January, 1932; 25 per cent. below January, 1931; 31 per cent. below January, 1930; and 39 per cent. below January, 1929.

The paradox of great quantities of surplus products on American farms and scarcity among the needy unemployed has been effectively surmounted by the Federal Surplus Relief Corporation relief program, started last October. This assertion is made by the Consumers' Counsel of the Agricultural Adjustment Administration.

Surpluses can't last forever, it is pointed out. The better the agricultural program succeeds the smaller will be the chance of future gluts of supplies.

The Consumers' Counsel says that purchases made by the FSRC have resulted in huge savings of food products and in the less tangible elements of

human morale, strengthened by an adequate supply of food.

The FSRC has bought blankets and coal but has discontinued a wholesale program of clothing purchases. Clothing for the needy is being bought by regular relief agencies with funds from the FERA in the amounts needed for each locality.

Protecting Quality of Food and Drugs

Candy containing alcohol, unclean butter, insect-infested apricots and peaches, partially decomposed shrimp, wormy olives, bad eggs, and also misbranded syrup, salad oil, patent medicines and stock remedies were among the 144 seizures made in January for violation of the Federal Food and Drugs Act.

One of the most stringent provisions is against the use of alcohol or alcoholic substances in candy. Repeal of the Prohibition Amendment, it is stated by Chieftain W. G. Campbell, of the United States Food and Drug Administration, has in no way modified this section of the law.

So-called soothing syrups, dangerous to infants and children for whom intended, still continue to be sold. An important seizure was that of a number of "Sirop d'Anis Gauvin Compound," recommended for coughs, colds, bronchitis and other ills, and denounced as fraudulently labelled in regard to these remedial claims.

This compound was found to contain morphine, Chief Campbell asserts, and was used largely by mothers working in New England textile mills. These women were found to be dosing their children to keep them quiet while they were away at work.

Brands of whiskey below United States Pharmacopeia standards and labeled as remedies for various diseases were among the seizures. "Old Nectar Whisky," claimed to be a curative for bronchitis, influenza, and other maladies, was denounced as fraudulently labeled and 1,200 bottles taken into custody.

Please Pay Up

The rose is red, the violet blue,
This little bill is overdue:
So pay it now—don't wait till when
The rose and violet bloom again;
For if you do delay it thus,
No violet will bloom for us.
Unless you pay, the rose will rest
Upon a fair and manly chest;
The birds will sing, but what of that?
We will not hear where we are at—
So come across, we need the dough—
Not in the Spring, but now, you know.
The rose is red, the violet blue—
Do we need cash? I'll say, we do!

A "Buy Now" Racket

Riding the wave of "Buy Now" enthusiasm stirred up by the Blue Eagle, little "racketeers" have tried all sorts of stunts to line their pockets. Latest fraud unearthed by the NRA is the solicitation of funds from citizens and merchants to be used for trade stimulation campaigns. Administrator Hugh S. Johnson wants the country to know that the Government has not designated anyone to solicit funds for "Buy Now" drives.

Happiness could be spelled: Usefulness.

MEAT DEALER

NRA Withholds Action on Meat Code

Nothing has come out of Washington to indicate the attitude of the National Recovery Administration toward reopening negotiations for a proposed separate code for the retail meat trade.

Nor has any announcement been made as to what was done about the request for a stay of application of the Food and Grocery Code to the retail meat trade, which was referred to the NRA policy committee three weeks ago.

Chairman Walter Kay and Secretary John A. Kotal, of the Code Committee of the National Retail Meat Dealers Association, say everything is all right; that meat dealers are not bound by the grocers' code and that Congressman Celler from New York, whom they appointed to represent them in the capital on account of his political influence, assured them that he will secure a separate code.

We are endeavoring to bring about a complete understanding among the meat merchants throughout the United States by publishing their views. Most of the expressions have been decidedly favorable to a separate meat code and these have given explicit reasons. The letters favoring adherence to the grocery code have indicated that the action of their groups in the matter is decisive. These believe that the expense of organizing code authorities and administering a separate code would outweigh the benefits. They will be satisfied to operate under the Food and Grocery code if the word grocery is eliminated and if supplemental provisions pertaining to meat trade problems are added, and a voice in the solution of them be granted.

In the meantime the meat trade is absolutely bound by the Food code.

State and local Food code authorities are being formed throughout the country to administer the food and grocery code and in some cities meat dealers are accepting places on them.

Even though the meat trade is without a code of its own, it is not necessarily floundering any more than the grocery industry, the code authority for which will not get into operation until the State and local code districts are fully organized, financed and operating. Probably the greatest task ahead for the grocers is putting their fee collecting machinery into motion.

Local flareups in various parts of the country have been keeping the national grocers' authority on edge, but generally speaking the national body has let each settle its own affairs. In New York city plans to have the code administered by one group for the metropolitan district caused an uprising when the slate was put through at a meeting said to have been packed for it, and the election was later declared void. Now the plan is to have seven district code authorities, which enables separation of areas that could not agree. These will be administered by a metropolitan area committee.

It seems that gradually the national government has come to a realization that it hasn't jurisdiction over state and local matters and that it can step

in only where interstate business is concerned.

There is a feeling among leading meat retailers that at any minute the local compliance boards may clamp down on business concerns that are not complying with the food code as to hours.

Space in this issue does not permit publishing many of the letters subscribers have written us expressing their views on the meat code situation. We will be able to give more space to such letters in the next issue and shall be glad to receive more of them. NRA headquarters in Washington is interested in these comments and in learning the sentiment of meat tradesmen. So write frankly. If you wish we will withhold the name, but write. Even if you merely say you do or don't favor a separate meat code—write.

New Law on the Codes

Slowly the courts are beginning to get the various questions arising out of the codes, and it is very clear from their decisions that a good many judges are gravely doubtful whether a lot of the code stuff is constitutional.

In one of the Western states during the week, a court held that the Government could not go after a certain oil man who had paid his employees smaller wages than the code required. There were two reasons: First, he had not signed the code, and second, he did only an intrastate business, that is, a business done wholly within one State. This court held that the code was operable only against people who signed it, and enforceable only against people shipping from state to state, that is, interstate shippers.

This I believe to be sound law, and I do not believe the Supreme Court will decide otherwise.

A great many retail grocers are in position to take advantage of the law laid down in the above case. For instance, recently a retail grocer wrote the NRA people that unless he could be permitted to pay smaller wages than the code required (which his employees were perfectly willing to take) he would have to go out of business. Well now nobody would expect him to go out of business, just to save a code, good as it is. I don't know what he finally decided to do, but I know what I would have advised him to do if he had consulted me. I would have advised him to stay in business. I don't believe the Government would have put him out of business even if it could, but I don't believe it could if he did no state-to-state business, and particularly if he had not signed the code.—Modern Merchant.

I am one of those people optimistic enough to believe in the future of democracy. No matter how widely we may have departed from the practice of democracy, no matter how many failures we may have had as a nation, it is a conviction to me that it is something too precious to make it a matter of any light moment that those things should be discarded. — Dr. Harry Woodburn Chase.

Wealth may spoil; but doesn't poverty?

Value of Diet as Preventive of Common Colds

During the Winter and early Spring, when the weather is changeable, some of us, especially our children, manage to get one cold after another, so that we never feel perfectly well until the warm sunny days settle down for good.

A good many people would like to know what causes these colds, and whether they could be prevented by some special diet. We hear that certain vitamins, particularly A, will prevent colds, and would like to know the truth of the matter. And what about the theory of alkaline diets, and diets that have an acid reaction in the body and their relation to colds?

There is no diet that prevents colds, any more than there is a diet that prevents measles. A cold is an infection.

Of course, the right kind of a diet helps to prevent any kind of infection. That is a good diet with plenty of vitamins and minerals and all the other food substances the body needs.

The body has to fight continually against the bacteria which cause colds. When the body's resistance is lowered it cannot fight the cold germs so well. That's when we "take cold" from other people around us, or from germs in the very air we breathe.

They are hard to escape. In schools, colds spread rapidly in this way, and the children whose resistance is low are the ones who catch them.

Again, if you eat a lot of rich, heavy foods and get your digestive tract upset, if you get constipated so that waste matter is not carried off as usual, you are bound to be much more vulnerable to colds.

Many authorities believe that a diet which maintains a normal alkali reserve in the body is a safeguard against colds. If the alkali reserve of the body is low and you are exposed to a lot of lively cold bacteria, your body is poorly prepared to deal with them.

People who aren't chemists sometimes do not understand how it is possible that the foods that taste acid on the tongue have an alkaline reaction in the body after we eat them. Take grapefruit, for instance. Sour as it is, grapefruit helps to make the body alkaline. And so do oranges and tomatoes, and most other fruits and vegetables.

This is because after they are digested they give substances that are alkaline in their reaction. Milk is another alkaline, or base-forming food.

In the acid-forming group are meat and eggs and fish; in other words the protein foods; and also bread and cereals. Fruits and vegetables, because of their potential alkaline properties, as well as their vitamin content, should be used liberally in the diet.

When experimental animals or human beings for weeks and months eat foods that contain little or no vitamin A, their eyes begin to get sore, and the mucous membranes of the nose, throat and lungs become infected. These are the tissues, of course, that colds attack. A diet rich in vitamin A helps to keep these tissues healthy and so better able to withstand the cold bacteria.

But I don't believe in people's dosing themselves with all sorts of vitamin A preparations with the idea that colds will thus be prevented. It is much better and wiser, and probably much cheaper to get your vitamin supply from natural sources. A good generous helping of spinach or some other green leafy vegetable will supply plenty of vitamin A for a day.

Eat vegetables of green or yellow color if you want vitamin A. This is true of some fruits, too. You'll find vitamin A in apricots, bananas, yellow peaches, muskmelon, and many others.

Butter and cream and liver are all good sources of vitamin A among the animal products. And cod-liver oil comes at the head of the list.

Keep your body as healthy as you can by eating a variety of the right kinds of foods, including those that are rich in vitamin A, and you'll have a better chance to prevent taking colds than if you eat a one-sided diet, especially one lacking in vitamins. Also look for those foods that will build up your alkaline reserve, and you will be pretty much on the safe side.

Dr. Hazel Munsell.

How to Weigh a Haystack

Mathematicians of the University of Nevada have rushed to the rescue of farmers who want to know how many tons of hay they have in the stacks and don't want to haul it to the scales. The formula devised by the agricultural extension service of the University is as follows: "Multiply the 'over' (that is, the height of the stack from the ground, over the top and down the other side) by .04. Multiply the circumference by .12. Subtract this result from the first one. Multiply the result thus obtained by the circumference squared, which gives the number of cubic feet in the stack."

Copper Improved

Copper consumption in the United States increased 28 per cent. in 1933, while importations of that metal declined 30 per cent. in raw copper and 7 per cent. on refined. Copper conditions are better in the United States than abroad. Local stocks are declining rapidly.

It's all right to take your time, but not your employer's.

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

HARDWARE

Michigan Retail Hardware Association.

President — Henry A. Schantz, Grand Rapids.

Secretary—Harold W. Bervig, Lansing.

Treasurer—William Moore, Detroit.

Field Secretary — L. S. Swinehart, Lansing.

Examination of Distribution Policies of Manufacturers

Hardware distribution has, throughout its history, suffered from a lack of orderly distribution policies. One may as well recognize, at the start, that one of the principal causes for the lack of orderly distribution policies arises in the fact that "hardware" is an inclusive term covering a considerable number of specialty lines, practically any of which is an industry in itself, with manufacturers, wholesalers and retailers specializing in those individual lines. The hardware store is, in a way, a modified department store—a grouping of specialty lines. I need not mention more than a few of these; such as sporting goods, paints, electrical merchandise, builders and contractors' supplies, housewares, and many others.

The variety of outlets handling lines customarily considered hardware has developed a system of distribution that is, to some extent at least, "hit or miss." This has resulted in:

a. The manufacturer selling all he can to the wholesaler, to department stores and to syndicates.

b. The wholesaler selling all he can to hardware dealers, to stores specializing in various lines other than hardware, to industrial plants and to other large and small consumers.

c. The consequence of this is that the hardware dealers' market is narrowed by encroachments from all sides.

d. Because of this confusion in distribution and, as a general result of an idea to, "get all they can and give as little as possible," the pricing policies of some manufacturers reflect a favoritism to certain outlets. Coupled with this is a frequent lack of clear recognition of what constitutes a logical outlet for the sale of hardware items by distributors.

It is extremely interesting to study sales and price policies of various manufacturers. We can approach this problem and perhaps get a better understanding of the situation by using what the legal fraternity calls the case method. One hears a great deal of talk about so-and-so does. Sometimes this information is more or less accurate and, again, it is inaccurate and misleading. The case that I will present to you is one that is substantiated by an investigation undertaken by the Federal Trade Commission and concerns the distribution agreement of the Goodyear Rubber Co. with Sears, Roebuck & Co.

In the last seven years, according to the Federal Trade Commission report, Goodyear sold Sears \$122,820,000 of tires at Sears' contract prices. This was 18 per cent. of the total Goodyear output in number of tires, but only eleven per cent. of the total Goodyear volume. Of the \$122,820,000 of sales through Sears, \$8,555,000 was returned

to Sears in the form of "adjustments." The position of the government was that these adjustments were, in effect, rebates.

In 1931 a most unusual contract was drawn up between Goodyear and Sears. An arrangement, magnificent in conception but dissimilar only in degree from other types of arrangements made all-together too often between large distribution outlets and manufacturers. Goodyear presented Sears with 18,000 shares of Goodyear common stock and, in addition, \$800,000 in cash with which to buy 32,000 more shares of common stock. This was done to cement friendship and, according to General R. E. Wood, President of Sears, to "insure the absolute performance of the contract." C. H. Brook, Comptroller of Goodyear, testified that 45 per cent. of the 1933 profit on the Sears contract went toward amortizing this \$1,250,000 stock and cash payment.

See Table Number One.

In regard to this contract Paul Litchfield, President of Goodyear, offers the usual explanation of all manufacturers and distributors in defending a policy which frequently, they, themselves, do not really approve that "If they couldn't get tires from us, they could get them from someone else." This is on the same principal of the man, who caught stealing an automobile said, "If I didn't swipe it, somebody else would."

There is a large amount of information available as to inside allowances given many of the larger distributors who, while they market a very considerable volume, distribute only a minor percentage of the total volume. In effect, the policy represents a direct subsidy which the regular distributor

contributes to his most bitter competition.

The results of the Federal Trade Commission report explains much of the mystery of chain store competition. The special allowances found in the examination of policies of hundred of manufacturers indicate that they were given principally for two reasons.

In 25 per cent. of the instances, for advertising and promotion. In 25 per cent. of the instances, for displays featuring deals.

In the drug field, 682 manufacturers sold 39 per cent. of their volume to chains and gave them 70 per cent. of all allowances. No special allowances, according to these reports, were given to wholesalers representing 87 per cent. of the total number of customers.

Liggett's received 10.28 per cent. special allowances on purchases in 1929 and 13.69 per cent. in 1930. Sears received 10.02 per cent. in 1929, 9.48 per cent. in 1930.

As to pricing policies the Federal Trade Commission says, "Price policies claimed by chains are one thing, while the policies pursued are quite another."

The Commission also found that the claims of chains as to super-efficiency were not justified and mention, for example, that the capital turnover, including grocery chains, was shown by the report to be only 3.22 times.

The conclusion from this report is obvious that chain store profits are pretty largely the result of forcing manufacturers into giving special rebates not shared by sources distributing a major portion of the volume. The much vaunted efficiency of these outlets evidently did not particularly impress the Commission. It concludes

by saying "Notwithstanding the general growth of the chain store business as a whole and the increase in size and great success of many individual chains, the tendency of most kinds of chains clearly appears to be (1) declining average sales per store, (2) declining income per store, (3) decreasing turnover of business investments and (4) declining rates of return on investment."

Open Price Policies

The foregoing argument concerning distribution policies was introduced to give a clearer picture of the situation concerning special privileges received by favorite distributors. The policies introduced by passage of the NRA in distribution problems have not been as effective as some had hoped, but may, eventually, result in clearing up some inconsistencies in distribution. Among some of the policies adopted by various manufacturing groups who are deeply concerned with the tactics of what they call the "chiseler" among their own groups, is the open price policy. This is not an innovation of the NRA, but is a principle adopted in many codes, following the plan of various agreements that manufacturers' associations had endeavored to adopt in the past. This policy establishes that manufacturers must publish prices openly a certain number of days, generally ten days, before the price goes into effect and that they cannot sell for less than that published price without violating their code. Other manufacturers may meet that published price even though it means selling at a loss. The net result in the case of industries with few producing units can scarcely be distinguished from out-and-out price fixing.

The first code containing the open price policy is that of the Electrical Manufacturer's Code. Information received since the adoption of the code indicates what had been suspected, without complete proof, that large syndicates had received exceptionally low prices and were continuing to receive them when contracts were renewed in the latter part of 1933.

Over fifty industries have adopted the open price policy and received approval from the NRA.

See Table Number Two.

Price Paid by Dealers

The problem is so complex that the actual effect of the codes can not be known. It is probable that there will be a change for the better, due to expiration of contracts, but ways have been found by the syndicates in many cases to continue to secure favorable contracts. One that has caused a great deal of difficulty is that concerning present mail order connections on wire and nails. This matter was discussed on Tuesday.

Prices in the 1934 mail order catalogue show some items about 10 per cent. higher, a large number around 5 per cent. higher and a few less than in the earlier catalogue.

See Table Number Three.

There are many lines showing a very difficult situation in regard to price that

(Continued on page 17)

TABLE NUMBER ONE

According to the testimony presented before the Federal Trade Commission the following figures in regard to the Goodyear-Sears-Roebuck contract are interesting.

Factory Cost All-State Tires.....	\$3.92	All Weather.....	\$3.82
Billing Price All-State Tires.....	4.39	All Weather.....	7.27
Net Operating Profit.....	.27	All Weather.....	1.24

TABLE NUMBER TWO

It is interesting to note the effects on prices of the adoption, by manufacturers of various methods of controlling the price. In a study, taking 1926 as a base, the situation has resulted as follows:

	1924	1926	1929	1933
1. Without Price Fixing.....	108.2	100.0	88.8	82.7
2. Price Fixing Provisions.....	100.8	100.0	95.5	98.6
3. Open Price Provisions.....	101.2	100.0	90.2	111.2

TABLE NUMBER THREE

A preliminary study has been made by the National Price Committee in connection with the State Trade Relations Committee which indicates some of the difficulties of the present situation. This study covered a considerable number of representative items taken from 75 lists sent in by dealers who reported trouble in securing competitive prices. The following examples show the situation which applies to a very considerable group of items:

M. O. Page No.	Catalog Price	Average Cost Michigan
S789 Old Reliable Bar Solder		
40 per cent. tin, 60 per cent. lead.....	\$.27	\$.29
Standard St. Shank $\frac{3}{8}$ in.....	M .10	.07%
Twist Drills, $\frac{1}{4}$ in.....	M .14	.11
S793 2d grade Stillson wrench, 10 in.....	M .59	.44
M463 Steel Sledge, 8 lb.....	M .85	.78
Double Face, 10 lb.....	M 1.05	S \$.80
S800 Mortise Lock Set, broad bevel.....	M .45	S 1.00
M460 Rural Mail Box, standard approved.....	M 1.98	S .45
S869 Standard Galv. Pipe, $\frac{3}{4}$ in.....	M .06%	S 1.98
1 in.....	M .09½	S .06%
S804 Japanned Tubular Rivets, 50 asst.....	M .10	S .09½
		S .08

DRY GOODS

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

Dubious on Men's Easter Wear

Men's wear retailers are somewhat dubious about the success of pre-Easter offerings of new Spring clothing and furnishings. Most of them are planning on showing the new ranges about the middle of March, which will give them two weeks' time before Easter. A great deal, however, will depend on the weather during the latter part of next month, with store executives doubting that it will be sufficiently mild to encourage the sale of Spring goods. On the other hand, the nearness of Easter may force the movement of goods which otherwise might be held up for several weeks until the weather really warranted Spring purchases by consumers.

Active Inquiry for Glassware

With the number of inquiries from buyers touching the highest point in more than five years, all branches of the glass industry look forward to an extremely active Spring trade. Production of plate glass, liquor glassware and containers continues at an extremely active rate. Producers of safety plate glass are operating at capacity to keep automobile makers supplied. Manufacturers of window glass, rolled and special flat glass for building construction report their sales ahead of the corresponding period in 1933, and producers of stemware and of glass containers are working full time to keep up with demand.

Strikes Affect Dinner Ware

Labor troubles in several potteries in Ohio complicated the delivery problem in the dinner ware industry last week. A strike, called by mould runners and some other types of workers, had been confined to a few Ohio plants, but is threatening to spread to other states. Most manufacturers are now operating at capacity in getting out orders booked in January and due for delivery over the coming few weeks and a tie-up in production would be serious. In the wholesale market here buyers watched the situation but made no preparations to cover their requirements if the strike spreads.

Fall Sweaters to Be High

Worsted heavyweight sweaters for Fall will be about 50 to 70 per cent. above last year's opening levels when they are officially priced for 1934, around March 1. They will, however, be slightly under the high point reached last Fall. Sport coats, which opened last year at around \$13 to \$13.50 per dozen, reached a price of \$22 to \$24 per dozen. Some rumors have been heard of quotations as low as \$19 to \$20 for the coming season, but details as to construction and yarn are lacking.

Millinery Orders Show Gain

Orders for millinery have continued to reach the Eastern market in good volume and indications are that the pre-Easter trade will show substantial

gains over a year ago. Immediate delivery on volume-selling types is being stressed and the variety of styles available has been increased by recent showings. Straws are coming in for a large share of attention, with felts also emphasized. The Breton sailor style continues important, with off-the-face types in general well in the lead. The matching of hat colors with suits and accessories is emphasized.

Buying Starts at Gift Show

Buyers in the Eastern market this week to visit the gift show in progress at the Hotel Pennsylvania, began purchasing for early Spring delivery. The orders covered a wide range of products from compacts copied from the French and made to retail around \$1, to inlaid wood bridge tables prices to sell around \$50 and silver-plated cocktail sets to retail up to \$100. Commitments averaged 10 to 13 per cent. more in volume than initial purchases at the last exhibit, manufacturers said. Attendance continued good yesterday with a total of 350 new buyers registered up to closing time.

Men's Wear Sales Fall Back

The let-down in men's wear sales during the week was disappointing to retailers, who had hoped to start clearing out promotional goods prior to the showing of Spring styles next month. The cold weather and holiday held down consumer interest, with the result that volume was considerably under the previous week. Stores, however, expect that they will not carry over very much clearance goods into the Spring selling season, scheduled to start about the third week in March. Prices will be cut sharply in the next few weeks, if present quotations do not move goods as quickly as is desired.

Lamp Buyers Active in Market

Orders placed by buyers in the lamp market advanced sharply during the past week, due in part to the presence in the market of large numbers of gift-ware buyers who also handle lamps. The demand was chiefly for novelty bridge and table lamps, with special emphasis placed on china base table lamps to retail up to \$25. Interest in metal base floor lamps decorated with modernistic touches continues keen. Floor lamps with bases of crystal and black glass were popular, as were those with black glass bases decorated with silver or chromium-plated trimmings. The standing lamps were wanted to sell up to \$50.

Weather Cuts Apparel Trade

Hopes of a brisk revival this week in the demand for dresses and Spring coats were upset by the effect of the blizzard over a wide area of the country. Retailers, except in the South and on the Coast, have had as yet little or no opportunity to move early Spring merchandise stocks. Active consumer buying was not particularly expected at this time, but the current situation was held to emphasize once more the uncertainty of weather in the pre-Easter outlook.

Shoes for Easter in Demand

With Easter only slightly more than a month away, demand for shoes picked up in the Eastern markets dur-

ing the past week. Children's styles in particular were sought, while the call for women's numbers was also better. Steady purchases of men's shoes were made. With stores expecting a 15 to 20 per cent. increase in Easter business over last year, manufacturers' sales at this time are running about that much ahead of 1933. The demand, however, is still somewhat confined to the cheaper ranges.

Fall Hosiery Shipments Asked

Large retail stores are beginning to take in shipments of Fall hosiery which they have been ordering in good quantities in the last few weeks. Staples, such as children's ribbed goods and men's heavier half hose, are in particular demand, because of fear that a shorter work week will raise the price level. In full-fashioned goods, however, the market is definitely weak and a few sellers are offering low-end styles at prices under those prevailing earlier in the year.

Asks Free Imports of Rags

Because of the present scarcity of unwashed wiping rags in this country, the Sanitary Institute of America will make an attempt to obtain the free importation of such products from foreign countries. These rags are sterilized in this country and sold as sanitary wipers. The present tariff of 3 cents per pound on imported sanitary wipers, which compete with the American product, should be maintained, however, the institute feels.

When on Your Way See Onaway

ICE, spelled with capitals because it measures twenty-six inches in thickness, and so clear that it will barely cast a shadow. Russ Hitzert is right in the business now filling his several houses and employing a number of men. Russ says he does not intend to run short on his supply this summer. Last year there was a shortage of ice.

Miss Edyth Shirtum, editor and publisher of the Onaway Outlook, has established her office in the Information building occupied by the Gregg studio, a central location and very convenient for the public at large.

The city was shocked to learn of the sudden death of Mayor Edwin J. McClutche, which occurred Monday evening immediately after the regular session of the city commission. Mr. McClutche has been under observation of the doctors for some time, but was able to attend his office and business affairs until taken suddenly with a hemorrhage and passed away in about fifteen minutes. Mr. McClutche has conducted the East side grocery for about fifteen years; served two terms as commissioner and two as Mayor; also served as councilman under the old aldermanic form of government. Funeral services were held at the residence Feb. 22; all the places of business were closed and flags all over the city at half mast. Many county officials attended as Mr. McClutche, by virtue of his office, sat with the board of supervisors; Mrs. McClutche, three sons and one daughter, Mrs. John Perry, of Petoskey, are left to mourn the loss.

Mart Mahoney has been appointed as city commissioner to fill vacancy caused by the loss of Mr. McClutche. Ray Young has been appointed to the office of city clerk because of the resignation of Clayton Smith.

All temperature records have been broken this winter. This morning, Feb. 24, it registered 17 below, which is quite mild as compared with Jan., when it dropped to 45 below in the city and down to 51 at the C. C. C. camps South of town.

As the cold continues the ice man reports a gain of three inches, now making a total thickness of 29 inches and the cakes weighing between 400 and 500 pounds each.

The evening grosbeaks make their daily visits to the houses for their morning feed; as high as forty at one time have visited our home and the amount of sunflower seed which they consume is surprising. It is said that the partridge are feeling the effects of the cold.

We are blessed with a good supply of wood for fuel. A great many loads of birch, beech and maple are coming in which sell from \$1.25 to \$2 per cord. Good sleighing and not too much snow to stop traffic.

Squire Signal.

People Love to Believe Bad Omens

Barnum said the world loved to be humbugged. When the tomb of King Tut-ankh-Amen was opened we heard the story of the "curse of Pharaoh." Recently Herbert E. Winlock of the Metropolitan Museum of Art, gave out the following facts:

The man, Howard Carter, who alone found the steps of the tomb is now 60 years of age and hale and hearty. Of the five who attended the opening of the tomb, one is dead. Of the twenty-two who stood by when the sarcophagus was opened only three are dead, and of the ten who examined the mummy all are living.

Considering that all these men were of mature years at the time of the opening of the tomb it rather proves that the American and English speaking world still love to be humbugged.

Cancer Yielding to Research

Dr. Francis Carter Wood, director of the Crocker Institute of Cancer Research, Columbia University, says that four important discoveries have been made in 1933, which are more important for the future study of cancer than anything previously learned about it since man began to observe the disease.

The discovery that rats produce a substance that cures tumors grafted on them. If this substance can be isolated a general cure may be produced.

Certain tissue extracts have been found to effect tumors in a way that may lead to cure.

New methods have been advanced for avoiding cancer.

Two synthetic substances which have an extraordinary capacity for rapidly producing cancer in animals in which they are injected. This will allow the study of the early stages of cancer which is now rarely possible. This will have far-reaching effects in producing rules for avoiding the disease by protective sanitation.

HOTEL DEPARTMENT

Los Angeles Does Not Take to Nudists

Los Angeles, Feb. 24.—Out here a so-called nudist colony asked the Los Angeles park committee to set apart one of the city recreation areas for the purpose of allowing this particular cult to perform their antics, but it did not take the commission very long to decide that public parks are public property for the free use of all decent citizens and they could not be used by decent citizens if any portion of them were allotted to these extremists. Sun worshippers who want more liberty than they are now allowed on our bathing beaches should buy a vacant island or charter a ship and anchor it well outside of the limit of a telescope.

Freedom of the press is all right in its way, but a muffler should be placed on the oral facilities of some of the peace officers who are looking for dangerous criminals and daily make reports to the public press of the results of their activities. In the trial of a kidnapper here the other day the defendant testified that he would never have been able to form or carry out his plans had it not been for the daily bulletins of the police department handed out to the reporters daily.

The California state parole board is making a fight against a movement to compel them to hold their session openly, and claim that these efforts are "misguided." Misdirected they may be when appealing to the intelligence of such a board, but certainly not "misguided" in their purpose. That purpose is to prevent the liberation of hardened and desperate criminals who have served no more than a small portion of the sentences imposed upon them. The California pardon board, and I might say similar officials in various states, including Michigan, have advanced the argument that they take such action because of crowded conditions in penal institutions. Why not go a step further and allow law enforcers the same privileges, save the expenses of trials, granting pardons before the cause comes up for trial? To my notion, as Al. Smith would say, our prisons are overcrowded because light sentences and secret paroles attract and encourage criminals. Justice is extremely lenient in its operations, hence one may be reasonably certain that the evidence submitted at trials of these malefactors is sufficient to warrant the sentences imposed. It is more than probable that California has more than an average share of criminals because of leniency in these details. Many of them, after committing crimes in the East, graduate here because trials and court sentences are meaningless formalities to be disregarded by a prison board with the power to fix terms and then cut them down to nothing.

One of my old Michigan traveling friends, whom I meet here frequently, in complimenting me on my hotel page, suggested that by reason of the fact that most commercial men read same, the Tradesman should inaugurate a hotel guide, listing all the desirable hotels in Michigan, for the convenience of this particular calling. While the listing of these hotels would be possible, it just occurs to me that most of the Michigan hotels could utilize advantageously the advertising columns abutting on the hotel page, if, as my traveling friend says, "most commercial men read it."

R. M. Lewis, formerly with the front office of Book-Cadillac, Detroit, is now managing Hotel Colonial, Cleveland.

Busy dining rooms and crowded hotel lobbies tell their own stories. Speak-easies, according to gleaned knowledge from reliable sources, are in their death throes, and prosperity is returning to the hotel and restaurant business. In New York, food sales alone, since the first month of repeal, increased 36 per cent., with rooming business following closely.

Twenty operators in the Upper Peninsula met in a conference recently at Hotel Northland, Marquette, as guests of Leon A. Deglman, its manager, and talked on many subjects interesting to their cult, especially NRA topics. Officers were elected in a district organization and a fair practice code committee was named. Mr. Deglman was made chairman of said committee, which includes F. A. Janzen, Hotel Janzen, Marquette; Clyde Burns, Hotel Delta, Escanaba; C. A. Robinson, Iron Inn, Iron River; Felix Cannon, Hotel Ironwood, Ironwood, and S. J. Peterson, Hotel Menominee, Menominee.

Detroit. Greeters still continue their activity, which was demonstrated a short time ago at a largely attended meeting at Greenfield's new restaurant, one of the finest in Detroit, and operated by Fred. A. Simonson, past president of the National Restaurant Association.

Improvements on Hotel Detrolter, Detroit, to the extent of \$50,000 are expected to be completed by March 1. In addition to the remodeling of the Woodward avenue front, due to street widening, a new coffee shop is to be installed on that side of the building, done in American style, and a cocktail room is being installed in connection with the main dining room at the rear of the main floor. I believe I mentioned recently that Chas. N. Agree, Detroit hotel architect, is in charge.

Under a proposition submitted to Michigan lawmakers, as I understand it, the legislature will be asked to appropriate \$100,000 for the purpose of advertising state resort and vacation attractions both to residents and non-residents. In case this programme is adopted the hotel and resort operators will undertake to supplement such an appropriation by a 25 per cent. donation, from their various organizations, co-operating with regularly organized promotion associations.

Samuel W. Miller, a Holland restaurant proprietor for twenty-four years, has been appointed manager of the catering department of Warm Friend Tavern in that city.

President Preston D. Norton, of the Michigan Hotel Association, has designated John A. Anderson, manager of Hotel Harrington, Port Huron, as chairman of the committee who will have in charge the administration of the hotel code, under the NRA program. Mr. Norton will act as vice-chairman. Vice-chairmen from nine different districts have been appointed to act with them. It is needless to state that with "Jack" Arendson at the helm nothing in the way of activity will be omitted, and he is to be backed by the cream of Michigan hotel executives.

Mr. and Mrs. W. W. Witt were well-known in Michigan hotel circles as operators of Hotel Colonial, Mt. Clemens. Several years ago they broke away from the Wolverine state and took up the operation of Hotel Spaulding, Michigan City, Indiana, and which they still continue to conduct most successfully and satisfactorily for its owners. Now Mrs. Witt has been appointed manager of the Lyndora Hotel, at Hammond, Indiana, a right smart institution, and there is no doubt in my mind that she will continue her

hotel successes. She will, however, continue her residence at Michigan City and commute between the two cities.

Francis A. Anderson, secretary of the Ludington chamber of commerce, has purchased the Bugg House, one of the larger resort hotels on Upper Hamlin lake, in the Epworth sector, and will open it for business this season.

The Night Clerks' Club of Detroit was organized at a breakfast for clerks on the "night shift" with Edgar E. Pitts, assistant to A. B. Riley, manager of Hotel Seville, presiding. Mr. Pitts, well-known throughout Michigan, is a past national president of the American Greeters, and was for several years secretary of the Detroit Hotel Association and of the Greater Detroit Hotel Association as well. Twenty-six clerks attended the organization meeting, sponsored by Mr. Pitts, who feels that the night shift is usually left out of associational activities due to the difficulty of attending noon or evening meetings. Mr. Pitts was elected president of the club and William Loos, night manager of Hotel Whittier, secretary-treasurer.

The Hotel World-Review well says that even with full knowledge of human frailty, it is a "little disconcerting to find a group of traveling men voting condemnation of hotels for having increased their rates, particularly in view of the fact that the firms employing these traveling men have in most instances advanced their prices to a considerably greater extent than the hotels did." The increased costs to the hotels living up to the national code are greater in proportion than in most other fields, and in no other large industry has the depression resulted in so many large units failing to earn enough to meet operating expenses and taxes, to say nothing of interest or profits. Hotels must, of course, expect this sort of criticism, and must not permit themselves to be influenced thereby against making the adjustments of their charges which are absolutely essential if their houses are to continue in operation. It may be painful for the traveling man selling an article which is being offered at an advance of 25 per cent. over the price prevailing a year ago, to find the hotel man asking him 10 per cent. more for his room and for his food, but even without the NRA, the adjustment would have to come. It may be tough for the guest, but the hotel simply cannot be the only business unit to remain on the old price level—a price level which the government has definitely declared its purpose to raise.

The MORTON

400 ROOMS EACH
WITH BATH

\$1.50 up

Grand Rapids' Friendly Hotel
Phil Jordan, Manager

THE ROWE

GRAND RAPIDS

The Most Popular Hotel
in Western Michigan

300 ROOMS — SHOWERS
SERVIDOR

Direction of American Hotels Corp.
J. Leslie Kincaid, President

"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 \$2.00 and up.
Cafeteria — Sandwich Shop

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO
IONIA AND

THE REED INN

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

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb
—Location Admirable.
GEO. ANDERSON, Mgr.
ALBERT J. ROKOS, Asst. Mgr.

New Hotel Elliott

STURGIS, MICH.

50 Baths 50 Running Water
European
D. J. GEROW, Prop.

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.
Muskegon — Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

Hotel and Restaurant Equipment

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GRAND RAPIDS, MICH.

Store, Offices & Restaurant Equipment

G.R. STORE FIXTURE CO.

7 Ionia Ave., N. W. Phone 86027

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

I note that the Delta Hotel Co., at Escanaba, with Clyde J. Burns at its head, has been organized. It has taken over the building, stock and furnishings, and will, I presume, operate same in the future. With Mr. Burns at its head, success in the highest degree is assured. As I remember the property, it is modern in every way, and I presume has been kept up to a certain standard which its versatile manager knew how to maintain.

The Tradesman announces the fact that W. L. (Bill) Berner, manager of the Lee & Cady Grand Rapids establishment, has finally treated himself to a vacation. I have known Bill for a great many years and to the best of my knowledge the only vacations he ever participated in was when he indulged in the sports of the arena—playing cribbage with me in Dear Old Pentwater. It is to be regretted that he was unable to hook a Yiddisher fish at Palm Beach, but he is in a position where he can help himself to kippered herring, which is something. Do you know I like that lad amazingly? Every time I visit him in Grand Rapids, we reminisce over the events of the happy times when he, Ernie Welton, of the Hume Grocer Co., Muskegon; Perry Dowling, of the Michigan Trust Co., and several others of the "regular" fellows used to congregate, of a Monday night, at Pentwater and radiate happiness for all who came in touch with them. That was twenty years ago, but the memory of those times still gives me a thrill. Try it again, Bill, and the next time give us Californians a chance to look you over.

The newspapers teem with accounts of the attempted kidnapping of E. P. Adler, the well-known chain newspaper man, also among my old-time friends, who used to encourage me with occasional orders when he was operating the Davenport (Iowa) Times, and I was peddling type for Barnhart Bros. & Spindler. I am glad he handed his attempted abductors more than they were really looking for, but he is just that type of individual.

Frank S. Verbeck.

Examination of Distribution Policies of Manufacturers

(Continued from page 14)

need further analysis and concerted action.

It is obvious that mail order houses will make every effort to avoid conforming to any established retail price as the very existence of their business, in their opinion, and a very dominant principle of mail order distribution, is that they must receive a price that will enable them to sell at a lower price than other outlets. That principle obviously cannot be acceptable to other outlets without being followed by business suicide.

Also, it is apparent that misleading advertising is frequently indulged in to carry out the impression of lower prices on standard merchandise. For example, in Ward's Spring Flyer, lamps are advertised, made under General Electric patent, using the "G-E" trademark. This matter was brought to the attention of General Electric Co., which, over the signature of the general sales manager of the incandescent lamp department, replied to our letter as follows:

"We are taking up the matter of the misuse of our trademark with Montgomery Ward & Co., with the idea of stopping this misleading publicity for the future."

How This Situation Can be Remedied

What has been said before obviously indicates a need for a more thorough analysis of the situation and of the part to be played by various units of the hardware industry if we are to continue dominant factors in the distribution of hardware.

In correcting the situation, I shall mention various things which I believe should be done, likewise various things which should not be done by the wholesaler, the association and the hardware retailer himself.

As to the wholesaler it is obvious that there should be more of an effort to analyze the competitive price situation of his customer—a building back from the retailer and consumer, instead of "forward" from the manufacturer.

Probably more effort could be placed upon the examination of manufacturer's policies concerning preferential prices to syndicates and a continued demand that syndicates be not subsidized by the manufacturer in granting special prices or preferential treatment.

The activities of the wholesaler do not consist in the shutting off of sources of supply for dealers, which may result in dealers' losing out entirely in the sales to large consumers. It is obvious that wholesalers should not expect to get all the dealers' business and, at the same time, get all the quantity sales of consumers.

It seems reasonable to assume that the wholesalers' policy of demanding price protection from manufacturers should be accompanied by an equivalent release of consumer markets to the retailer. What other basis should be adopted? This subject requires a great deal of co-operative thought.

The Association, obviously, has a big place in this picture. Their activities should largely surround the following points:

A. An analytic and continued study of the price situation to prevent discrimination against the retailer.

B. Frequent conferences with sources of supply, whether wholesalers or manufacturers, by the State Trade Relations Committee and the National Price Committee to remedy unfavorable situations.

C. Publicity to the findings of price studies and to the result of conferences or other work with sources of supply.

In this connection it will be interesting to review briefly some of the work which has been done by the association to correct inequities. The work of the Price Committee started a year and a half ago and their report was presented at the 1933 convention in Grand Rapids, together with a display of competitive merchandise. Following this a 20 page pamphlet containing an analysis of the situation with a very extensive list of competitive items was sent to all members.

The plan of operation for the Price Committee was drawn up at the state Secretaries' Conference held in Chicago last October. This consists in a National Price Committee assisted by Trade Relations Committees in the various states. The chairman of the National Price Committee is C. G.

Gilbert, of Oregon, Illinois, who talked to you two years ago in this city. The duties of the National Price Committee is to work on the price situation, group by group, selecting a limited number of items for study at one time, gathering information as to syndicate prices, dealers' average cost, dealers' selling prices and any other information available as to prices and terms. This information is transmitted to the state Trade Relations Committees.

The state Trade Relations Committees are to assist in gathering information as to prices for the National Price Committee, to adjust localized price problems, so far as possible and to work on other problems involving the several branches of hardware distribution, whether manufacturers' or wholesalers'. The chairman of the state Trade Relations Committee is Joseph Gartner, of Wyandotte, assisted by Fred Olson, Ovid; Grant A. Smith, St. Clair; C. L. Goddeyne, Bay City; Chas. H. Sutton, of Howell. These men have assisted in gathering some of the information being presented to you today.

Place of the Hardware Retailer

It may be very well to talk about the faults of others and what others should do. At the same time, I make bold to say that the solution of the problem herewith presented would be easy if we were not forced with the inertia and inactivity of a great part of our own trade. 90 per cent. are likely to complain about a situation but only about 10 per cent. are willing to work. Like most people, dealers are just about as lazy as they dare to be.

Relief can be had only in proportion to the time, work and energy the hardware retailer himself is willing to expend. He cannot exercise his energy in complaint alone, no matter how much relief he may feel after he has entered the complaint.

The hardware retailer's house needs to be put in order and, in most cases, he has the plans and specifications for doing that. If the dealer thinks he can face a competitive price situation by scattering his business all over the face of the globe, giving a salesman a \$10 or \$15 order whenever he comes around and paying bills after they are two or three months past due, he might as well fold up right now because the situation is not going to be improved by continuance of lackadaisical methods of doing business. Perhaps those who have most seriously violated this business practice are not in this room. I am merely making a general observation.

I say this with full understanding of the difficult credit situation but nevertheless I have seen sufficient evidence of what can be done when the will to do so is present.

If accounts are long past due, make a settlement, possibly in a series of notes to pay off the past due accounts gradually, taking care of current bills promptly.

Accompanying this should come a control plan, setting up possible volume, purchases and expenses and checking those figures every month. I know of nothing that will so quickly

turn a failing business into a profitable one as such an examination.

An organized sales and display program should accompany the finance control plan just mentioned.

"The battle is not to the strong, nor the race to the swift." The battle goes to the man or organization which has a consistent plan and is willing to put the time, effort and energy into that plan necessary to carry it to a successful conclusion. No one can evade his responsibility and expect to achieve a result. Our own situation is pretty much as we make it, or allow it to be made.

H. W. Bervig.

Late News From the Verbeck Studio

Los Angeles, Feb. 26—Word just reaches me that Clyde J. Burns, manager of Hotel Delta, Escanaba, was seriously burned when he fell asleep smoking a cigarette in his apartment in the hotel last week. Badly burned and partially overcome by smoke, he managed to knock the phone receiver off the hook and was rescued by the clerk and two guests. He is now in a hospital and is expected to recover rapidly. Clyde is a mighty good friend of mine, of many years standing, and I feel warranted in suggesting to him that henceforth he either utilizes asbestos cigarettes, or resort to the old cob with Peerless for fuel.

H. F. Heldenbrand, who operates Hotel Kimbark, Bay City, an individual whom I have met on occasions, officially announces that he starts on his automobile trip to St. Augustine, Florida, leaving Bay City on March 16 and returning on the thirteenth day thereafter. I understand he invited the Tradesman conductor to go with him, but ye editor intimated he possesses a desire to cater to his readers for a while longer.

The Poet's Pen On Chittenden

Detroit—William J. Chittenden, Jr., resident manager of the Book Cadillac, was the subject of a two-column caricature in a local newspaper last Saturday, below which was this legend:

To-day, by means of pencil's trace,
Combined with poet's quill,
We celebrate a Boniface
Known locally as "Bill."
A pleasant task for any pen
To take a friendly crack,
At William Chittenden,
Of the Book-Cadillac.

Frank S. Verbeck.

Gabby Gleanings From Grand Rapids

Pastoor Bros. have merged their grocery and meat business into two corporations. One will be known as Pastoor Bros., Inc., and will deal in groceries and provisions. The other will be known as Pastoor Bros. Holding Co. and will attend to the financing and conduct of the manufacturing business. The business of both organizations will be conducted at 753 Eastern avenue.

The Grand Rapids Packing Co. has decided to specialize on lambs and veal from now on. Both will be taken in on Tuesday of each week. This will necessitate the erection of another building and the installation of additional machinery.

There's so much planning of careers; so little building of them.

Hitting the high spots has landed many a man at the bottom.

Put principle before profit.

DRUGS

Michigan Board of Pharmacy
 President—Earl Durham, Corunna.
 Vice-President—M. N. Henry, Lowell.
 Other members of the Board—Norman Weess, Ewart; 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.

Progress of Revision of U. S. Pharmacopoeia

The Eleventh Revision is progressing normally and the interest and energy of most of the members of the Committee of Revision are such that the best traditions of the U. S. P. are being fully maintained.

In this day of change and economic pressure it speaks well for the underlying principles of the Pharmacopoeial organization that the Revision has proceeded without reduction in activity or modification of program.

The Scope of the U. S. P. XI

Since announcing the proposed additions and "deletions" at this meeting a year ago many communications have been received from physicians and pharmacists, some approving and others opposing the recommendations. These have all been placed in full before the General Committee of Revision and referred to the Sub-committee on Scope.

For the information of those who may be especially interested in this problem, all of these comments have been assembled under the official titles and pasted in a scrap book and this will be on display at the Pharmacopoeial Exhibit throughout the week. The results of the "Prescription Ingredient Survey," prepared under the direction of Professor Gathercoal, has also been of value in reaching final decisions.

As the objective toward which to strive, the General Chairman recently sent the following statement to the members of the Sub-Committee on Scope and repeated it to the entire Committee at the Conference held last June:

"The Scope of the U. S. P., from the viewpoint of 'therapeutic usefulness,' does, however, become one of the most important factors in the U. S. P. Revision, and it is this grave responsibility which the Sub-Committee on Scope assumes. Dependent upon the decisions on Scope largely rests the success of the Revision. It is assumed that there are before the members of the Sub-Committee the vast array of known therapeutic agents resulting from centuries of empiric medicine and the more recent scientific studies into the clinical and pharmacologic value of drugs. From these thousands of drugs,

chemicals and preparations, this group are asked to select 'drugs and medicines of therapeutic usefulness or pharmaceutical necessity, sufficiently used in medical practice within the United States or its possessions.'

"Our new Pharmacopoeia should therefore include those therapeutic agents which the consensus of medical opinion of today accepts as of the greatest value and should represent a wide field of application so that, theoretically, there should be no justification for any physician to step outside the list of U. S. P. XI basic drugs for any treatment of disease which he may be called upon to render. Furthermore, the Pharmacopoeial Scope should be such that every medical school would naturally and properly use the Pharmacopoeia as the basis of its teaching, so far as treatment is concerned, so that the physicians of the country would think primarily of official titles and medicines when prescribing. Its completeness as to scope and efficiency should also be such that in hospital practice few other than official drugs should be employed."

A most earnest and conscientious effort has been made to reach this ideal and when the final list is published it will be accompanied by an explanation, prepared by the members of the Scope Sub-Committee, that all may know the reasons for the more important decisions.

Interim Revisions

At the last four decennial U. S. P. Conventions authority has been granted for the issuance of "Supplements" to the Pharmacopoeia. The 1930 Convention approved the following:

"It is recommended that the Committee of Revision be authorized to prepare supplements to the Pharmacopoeia, or lists of admissions or changes at any time they may deem such action desirable."

Under the authorization of the 1900 Convention, several supplements were issued immediately following the passage of the Food and Drugs Act—in 1906. Another "Supplement" was prepared to meet conditions arising from the World War, but the unexpected ending of the War made its issuance unnecessary.

The rapid development of the knowledge of vitamins, affecting Cod Liver Oil standards, and the extensive studies here and abroad, dealing with the drug, Ergot, have made changes in these texts desirable. The Ergot revision has already been released and the Cod Liver Oil Text is assured within a few weeks.

A third "Interim Revision Announcement" will also be issued within a few months covering a number of minor changes which have long been recognized as desirable, and were in line for change in the U. S. P. XI, but as an aid to the enforcement of standards under the Food and Drugs Act, will be announced now without waiting for the appearance of the new Pharmacopoeia.

The New Cod Liver Oil Standards Entirely unforeseen conditions made it necessary for extensive develop-

ments in Pharmacopoeial activities in the field of vitamins. The need for standards for Vitamins A and D, the establishment of International standards for these and other vitamins and the necessity for the U. S. P. meeting this situation, have been responsible for the setting up of a U. S. P. "Vitamin Advisory Board," the organization of a group of laboratories to assist in the development of satisfactory vitamin assay methods and the determination of the Vitamins A and D potency of a special "Reference Cod Liver Oil." This will be distributed in the United States as the official standard of comparison in assaying new Vitamin A or Vitamin D-containing products, both medicines and foods.

In this program, the Pharmacopoeia is working closely with the Food and Drug Administration and Dr. Nelson, Director of the Government Vitamin Laboratory, is a member of the new U. S. P. Vitamin Board.

We are undertaking a new and difficult program in attempting to coordinate the bio-assay results of seventeen vitamin laboratories, all using the new U. S. P. assay method for Vitamins A and D, but the willingness of the vitamin experts of the United States to assist has been a remarkable tribute to the authority and acceptability of the Pharmacopoeia and to the liberality of participating groups. Unfortunately, the cost of a vitamin assay is large, and without such extensive help from established laboratories this program would be impossible. The Board of Trustees is meeting the cost in two laboratories, but all other check tests have been offered without expense to the U. S. P.

A Suggested Development

It seems to be generally conceded that for the Pharmacopoeia to fully meet the increased demands placed

upon it, there should be the revision of texts whenever the need for a change is demonstrated, through newly-developed scientific facts. Also it is recognized that, without waiting for the decennial period, some newly developed therapeutic agents should find their place in the official standard. Ephedrine and its salts and some of their solutions, also Liver Extract, are illustrations.

The objection to "Interim Revisions" has been chiefly the difficulty of giving the change the needed publicity and permanent form. To meet this situation it is now proposed that, as changes are made after the appearance of the U. S. P. XI, they be announced in the medical and pharmaceutical press to become official on January 1st of the following year. Then, on the first of each year, a printed supplement to the U. S. P. XI shall be issued, uniform in size with the original volume, with each succeeding "supplement" carrying an index covering all preceding "Supplements." To increase the practicability of this plan it is suggested that a spring binder be supplied for these "Supplements," the size and appearance being uniform with the original volume. Perhaps at the end of five years the original U. S. P. XI could be reprinted with all supplements included. Another feature will be the inclusion in the back of the U. S. P. XI of a page of coupons. The owner of a book will thus be given the opportunity of filling out the coupon for any of the subsequent annual supplements and obtaining it from the publishers at a nominal price to cover the cost.

If properly carried out this plan will keep the Pharmacopoeial text and contents in accord with changing and developing medical science and render it more valuable and useful. This gen-

SPRING SPECIALTIES

Marbles Rubber Balls Jacks
 Base Balls Golf Supplies Tennis Supplies
 Playground Balls Shelf Papers
 Seed Disinfectants Insecticides
 Bathing Supplies Goggles
 Soda Fountain Supplies Waxed Papers
 Picnic Supplies Paint Brushes
 White Wash Heads Kalsomine Brushes
 Turpentine Varnishes Enamels
 Brushing Lacquer Etc., Etc.

Sundries Now on Display in Our Sample Room. Come look them over.

Hazeltine & Perkins Drug Co.
 Grand Rapids
 Michigan

eral plan has received the approval of the members of both the U. S. P. Committee of Revision and the Board of Trustees.

Preparing Percentage Solutions

The correct method for preparing a percentage solution for medicinal use has long been in dispute. Some authorities have always insisted upon using the "Weight-weight" (w/w) method as the only correct procedure. Others have argued with equal insistence that the "Weight-volume" (w/v) method was the only practical plan. The new British Pharmacopoeia has led the way to make the practice in drug stores uniform by prescribing an official method as follows:

Percentage Solutions

"In defining standards, the expression 'per cent.' is used according to circumstances with one of three different meanings. In order that the meaning to be attached to the expression in each instance may be clear, the following notation, which has long been in use by pharmacists, has been adopted.

"Per cent. w/w, percentage, weight in weight, expresses the number of grammes of active substance in 100 grammes of product.

"Per cent. w/v, percentage, weight in volume, expresses the number of grammes of active substance in 100 millilitres of product.

"Per cent. v/v, percentage, volume in volume, expresses the number of millilitres of active substance in 100 millilitres of product.

"The strengths of solutions of solids in liquids are expressed as percentage weight in volume, of liquid in liquids as percentage volume in volume, and of gases in liquids as percentage weight in weight.

"In the dispensing of prescriptions, when the expression 'per cent.' is used without qualification, it is to be interpreted to mean, for solutions of solids in liquids, per cent. weight in volume, for solutions of liquids in liquids, per cent. volume in volume, for solutions of gases in liquids, per cent. weight in weight. Thus, a '10 per cent.' or a '1 in 10' solution is prepared by dissolving 10 grammes of a solid, or 10 millilitres of a liquid, in sufficient of the solvent to make 100 millilitres. A solution of the same strength may be prepared on the Imperial System, and on the Apothecaries' System, by dissolving 44 grains (more precisely 43.847 grains) of a solid, or 48 minims of a liquid, in sufficient of the solvent to make 1 fluid ounce (480 minims) of solution."

Our own Committee of Revision after discussion, voted at the recent Conference to introduce a similar paragraph in the new Pharmacopoeia.

Revision of Food and Drugs Act

No one can now predict the final form in which the rewritten Federal Food and Drugs Act may be passed by Congress or when that may occur, but it is of the utmost importance to the work of our Committee and to the future of the United States Pharmacopoeia that it should retain essentially the status proposed in the first draft offered to Congress by the Secretary of

Agriculture, and introduced into both the Senate and the House.

The added recognition of Pharmacopoeial standards, covering as it does the U. S. P. and N. F. definitions, descriptions, formulas, tests, assays and the packaging and labeling specifications, places greatly increased responsibility upon the decisions of the U. S. P. Revision Committee.

The "variation clause" is retained to meet the legitimate need for modifications in official products, such as the demand for a "Half-Strength or Double-Strength Ointment of Mercuric Oxide," "Half-Strength Tincture of Iodine," etc., and to allow the sale of products of technical grade and also to permit the sale of established preparations differing in flavor, color or strength from the official. However, the new requirement will compel a labelling which clearly indicates wherein the unofficial product differs in strength, quality and purity from the specifications of the Pharmacopoeia or National Formulary. This has not been a part of the law heretofore.

The feature which authorizes the Secretary to prescribe additional tests or assay methods to determine whether or not the official standards are being complied with, should it be found necessary, is entirely new. This, however, greatly strengthens the position of the Pharmacopoeia, for no vital objective or responsibility of our Committee is disturbed and the enforcement of the necessary standards, which our Committee have established, is helped. The first duty of the Committee of Revision is to decide the scope of the new Pharmacopoeia, that it may represent the therapeutic agents of the day believed to be worthy of recognition. This duty remains exclusively in our hands.

A. Fullerton Cook,
Chairman of U. S. P. XI Committee of Revision.

Wholesale Sales Jump

With the Spring buying season well under way, dry goods wholesalers have increased their sales to retailers from 75 to 100 per cent over those of last year, according to reports in the local markets yesterday. The season to date has been one of the most active since the start of the depression, wholesalers said, and shows no signs of let-up.

While all sections of the country have shown marked improvement over last year, the gains in the South have been astonishing. It is in that section that jobbers have done their best business, it was said. The Northern markets have also been profitable, but not to the same extent as in the South.

The heavy increase in dollar volume was attributed partly to the sharp rise in price.

Boost in Rural Sales

Higher prices and Federal checks for farmers who cut production boost the dollar volume of merchandising in small towns and rural areas. How much they help this trade is shown by the Department of Commerce which finds that January sales (value) increased 45 per cent. over the same month last year. For the entire year 1933, sales were 9 per cent. above those of 1932.

WHOLESALE DRUG PRICE CURRENT

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

ACID			GUM			Hemlock, Pu., lb.			1 70 @ 20
Acetic, No. 8, lb.	06 @	10	Aloes Barbadoes,			Heml'k Com., lb.	1 00 @ 1 25		
Boric, Powd., or			so called, lb. gourds	@	60	Juniper Ber., lb.	3 00 @ 2 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	Aloes, Socotrine,			Lav. Flow., lb.	3 50 @ 4 00		
Citric, lb.	35 @	45	lb.			Lav. Gard., lb.	1 25 @ 1 50		
Muriatic, Com'l.,			Powd., lb.	@	75	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.	35 @	46	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 25 @ 4 80		
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.	22 1/2 @	30	Sassafras,			
4-F, lb.	05 1/2 @	13	Ground, lb.	22 1/2 @	30	true, lb.	1 90 @ 2 40		
3-F, lb.	05 1/2 @	13	Shellac, white,			Syn., lb.	85 @ 1 40		
Carbonate, lb.	20 @	25	(bone dr'd) lb.	35 @	45	Spearment, lb.	2 50 @ 3 00		
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 75 @ 6 20		
BALSAMS			HOPS			Birch, lb.	4 00 @ 4 60		
Copaiba, lb.	60 @	1 40	1/2 Loose, Pressed,			Syn.	75 @ 1 20		
Fir, Cana., lb.	2 00 @	2 40	lb.	@	1 00	Wormseed, lb.	3 50 @ 4 00		
Fir, Oreg., lb.	50 @	1 00	HYDROGEN PEROXIDE			Wormwood, lb.	4 50 @ 5 00		
Peru, lb.	2 00 @	2 50	Pound, gross	27 00 @	29 00	OILS HEAVY			
Tolu, lb.	1 50 @	1 80	1/2 lb., gross	17 00 @	18 00	Castor, gal.	1 45 @ 1 60		
BARKS			1/4 lb., gross	11 00 @	11 50	Cocoonut, lb.	22 1/2 @ 25		
Cassia			INDIGO			Cod Liver, Nor-			
Ordinary, lb.	@	30	Madras, lb.	2 00 @	2 25	wegian, gal.	1 20 @ 1 50		
Ordin., Po., lb.	25 @	35	INSECT POWDER			Cot. Seed, gal.	85 @ 1 00		
Saigon, lb.	@	40	Pure, lb.	31 @	41	Lard, ex., gal.	1 55 @ 1 65		
Saigon, Po., lb.	50 @	60	LEAD ACETATE			Lard No. 1, gal.	1 25 @ 1 40		
Elm, lb.	40 @	50	Xtal, lb.	17 @	25	Linseed, raw, gal.	77 @ 92		
Elm, Powd., lb.	38 @	45	Powd. & Gran.	25 @	35	Linseed, boil., gal.	80 @ 95		
Elm, G'd, lb.	38 @	45	LICORICE			Neatsfoot,			
Sassafras (P'd lb.)	45 @	35	Extracts, sticks,			extra, gal.	80 @ 1 00		
Soap tree, cut, lb.	20 @	30	per box	1 50 @	2 00	Olive,			
Soap tree, po., lb.	35 @	40	Lozenges, lb.	40 @	50	Malaga, gal.	2 50 @ 3 00		
BERRIES			Wafers, (24s) box	@	1 50	Pure, gal.	3 00 @ 5 00		
Cubeb, lb.	@	45	LEAVES			Sperm, gal.	1 25 @ 1 50		
Cubeb, po., lb.	@	75	Buchu, lb., short	@	60	Tanner, gal.	75 @ 90		
Juniper, lb.	10 @	20	Buchu, lb., long	@	70	Tar gal.	50 @ 65		
BLUE VITRIOL			Buchu, P'd, lb.	@	30	Whale, lb.	@ 2 00		
Pound	06 @	15	Sage, bulk, lb.	25 @	30	OPIUM			
BORAX			Sage, loose			Gum, ozs., \$1.40;			
P'd or Xtal, lb.	06 @	13	pressed 1/4s, lb.	@	40	lb.	17 50 @ 20 00		
BRIMSTONE			Sage, ounces	@	85	Powder, ozs., \$1.40;			
Pound	04 @	10	Sage, P'd & Grd.	@	35	lb.	17 50 @ 20 00		
CAMPHOR			Senna,			Gran., ozs., \$1.40;			
Pound	80 @	1 00	Alexandria, lb.	35 @	40	lb.	17 50 @ 20 00		
CANTHARIDES			Tinnevela, lb.	25 @	40	PARAFFINE			
Russian, Powd.,	@	4 50	Powd., lb.	25 @	35	Pound	06 1/2 @	15	
Chinese, Powd.,	@	2 00	Uva Ursi, lb.	@	31	PEPPER			
CHALK			Uva Ursi, P'd, lb.	@	45	Black, grd., lb.	25 @ 35		
Crays, lb.	@	30	LIME			Red, grd., lb.	45 @ 55		
White, dozen	@	3 60	Chloride, med., dz.	@	85	White, grd., lb.	40 @ 45		
Dustless, doz.	@	6 00	Chloride large, dz.	@	1 45	PITCH BURGUNDY			
French Powder,			LYCOPodium			Pound	20 @	25	
Coml., lb.	03 1/2 @	10	Pound	45 @	60	PETROLATUM			
Precipitated, lb.	12 @	15	MAGNESIA			Amber, Plain, lb.	12 @	17	
Prepared, lb.	14 @	16	Carb., 1/4s, lb.	@	30	Amber, Carb., lb.	14 @	19	
White, lump, lb.	03 @	10	Carb., 1/16s, lb.	@	32	Cream Whi., lb.	17 @	22	
CAPSICUM			Carb., P'd, lb.	15 @	25	Lily White, lb.	20 @	25	
Pods, lb.	60 @	70	Oxide, Hea., lb.	@	75	Snow White, lb.	22 @	27	
Powder, lb.	62 @	75	Oxide, light, lb.	@	75	PLASTER PARIS DENT'L			
CLOVES			MENTHOL			Barrels	@	5 75	
Whole, lb.	30 @	40	Pound	4 54 @	4 88	Less, lb.	03 1/2 @	08	
Powdered, lb.	35 @	45	MERCURY			POTASSA			
COCAINE			Pound	1 50 @	1 75	Caustic, st'ks, lb.	55 @	88	
Ounce	12 68 @	14 85	MORPHINE			Liquor, lb.	@	40	
COPPERAS			Ounces	@	11 80	POTASSIUM			
Xtal, lb.	03 1/4 @	10	1/4s	@	13 96	Acetate, lb.	69 @	96	
Powdered, lb.	04 @	15	MUSTARD			Bicarbonate, lb.	30 @	35	
CREAM TARTAR			Bulk, Powd.,			Bichromate, lb.	15 @	25	
Pound	23 @	36	select, lb.	45 @	50	Bromide, lb.	66 @	93	
CUTTLEBONE			No. 1, lb.	25 @	35	Carbonate, lb.	30 @	35	
Pound	40 @	50	NAPHTHALINE			Chlorate,			
DEXTRINE			Balls, lb.	09 @	18	Xtal, lb.	17 @	23	
Yellow Corn, lb.	06 1/2 @	15	Flake, lb.	09 @	18	Powd., lb.	17 @	23	
White Corn, lb.	07 @	15	NUTMEG			Gran., lb.	21 @	28	
EXTRACT			Pound	@	40	Iodide, lb.	2 71 @ 2 90		
Witch Hazel, Yel-			Powdered, lb.	@	50	Permanganate, lb.	22 1/2 @ 35		
low Lab., gal.	1 10 @	1 70	NUX VOMICA			Prussiate,			
Licorice, P'd, lb.	50 @	60	Pound	2 10 @	2 60	Red lb.	80 @	90	
FLOWER			Powdered, lb.	15 @	25	Yellow, lb.	50 @	60	
Arnica, lb.	50 @	55	OIL ESSENTIAL			QUASSIA CHIPS			
Chamomile,			Almond,			Pound	25 @	30	
German, lb.	35 @	45	Bit., true, ozs.	@	50	Powd., lb.	35 @	40	
Roman, lb.	@	1 00	Bit., art. ozs.	@	30	QUININE			
Saffron,			Sweet, true, lb.	1 40 @	2 00	5 oz. cans, ozs.	@	77	
American, lb.	50 @	55	Sw't, art., lbs.	75 @	1 20	SAL			
Spanish, ozs.	@	1 35	Amber, crude, lb.	71 @	1 40	Epsom, lb.	03 1/4 @	10	
FORMALDEHYDE, BULK			Amber, rect., lb.	1 30 @	2 00	Glaubers,			
Pound	09 @	20	Anise, lb.	1 00 @	1 60	Lump, lb.	03 @	10	
FULLER'S EARTH			Bay, lb.	4 00 @	4 25	Gran., lb.	03 1/2 @	10	
Powder, lb.	05 @	10	Bergamot, lb.	3 00 @	3 60	Nitre,			
GELATIN			Cajeput, lb.	1 50 @	2 00	Xtal or Powd.,	10 @	16	
Pound	55 @	65	Caraway S'd, lb.	2 80 @	3 40	Gran., lb.	09 @	16	
GLUE			Cassia, USP, lb.	2 10 @	2 60	Rochelle, lb.	17 @	30	
Brok., Bro., lb.	20 @	30	Cedar Leaf, lb.	1 70 @	2 20	Soda, lb.	02 1/2 @	08	
Gr'd, Dark, lb.	16 @	22	Cedar Leaf,			SODA			
Whi. Flake, lb.	27 1/2 @	35	Coml., lb.	1 00 @	1 25	Ash	03 @	10	
White G'd, lb.	25 @	35	Citronella, lb.	1 05 @	1 40	Bicarbonate lb.	03 1/2 @	10	
White AXX light,			Cloves, lb.	1 75 @	2 25	Caustic, Co'l., lb.	08 @	15	
lb.	@	40	Croton, lbs.	4 00 @	4 60	Hyposulphite, lb.	05 @	10	
Ribbon	42 1/2 @	50	Cubeb, lb.	4 25 @	4 80	Phosphate, lb.	23 @	28	
GLYCERINE			Erigeron, lb.	2 70 @	3 35	Sulphite,			
Pound	15 1/2 @	35	Eucalytus, lb.	85 @	1 20	Xtal, lb.	07 @	12	
Hemlock, Pu., lb.			Fennel	2 25 @	2 60	Dry, Powd., lb.	12 1/2 @	20	
Heml'k Com., lb.			Hemlock, Pu., lb.			Silicate, Sol., gal.	40 @	50	
Juniper Ber., lb.			Heml'k Com., lb.			TURPENTINE			
Junip'r W'd, lb.			Juniper Ber., lb.			Gallons	76 @	91	
Lav. Flow., lb.			Junip'r W'd, lb.						
Lav. Gard., lb.			Lav. Flow., lb.						
Lemon, lb.			Lav. Gard., lb.						
Mustard, true, ozs.			Lemon, lb.						
Mustard art., ozs.			Mustard, true, ozs.						
Orange, Sw., lb.			Mustard art., ozs.						
Organum, art.			Orange, Sw., lb.						
Pennyroyal, lb.			Organum, art.						
Peppermint, lb.			Pennyroyal, lb.						
Rose, dr.			Peppermint, lb.						
Rose, Geran., ozs.			Rose, dr.						
Rosemary			Rose, Geran., ozs.						
Flowers, lb.			Rosemary						
Sandalwood,			Flowers, lb.						
E. I., lb.			Sandalwood,						
W. I., lb.			E. I., lb.						
Sassafras,			W. I., lb.						
true, lb.			Sassafras,						
Syn., lb.			true, lb.						
Spearment, lb.			Syn., lb.						
Tansy, lb.			Spearment, lb.						
Thyme, Red, lb.			Tansy, lb.						
Thyme, Whi., lb.			Thyme, Red, lb.						
Wintergreen			Thyme, Whi., lb.						
Leaf, true, lb.			Wintergreen						
Birch, lb.			Leaf, true, lb.						
Syn.			Birch, lb.						
Wormseed, lb.			Syn.						
Wormwood, lb.			Wormseed, lb.						

GROCERY PRICE CURRENT

The following list of foods and grocer's sundries is listed upon base prices, not intended as a guide for the buyer. Each week we list items advancing and declining upon the market. By comparing the base price on these items with the base price the week before, it shows the cash advance or decline in the market. This permits the merchant to take advantage of market advances, upon items thus affected, that he has in stock. By so doing he will save much each year. The Michigan Tradesman is read over a broad territory, therefore it would be impossible for it to quote prices to act as a buying guide for everyone. A careful merchant watches the market and takes advantage from it.

ADVANCED

Canned Peas
Coffee
Kellogg Cereals
Karo Syrup

DECLINED

Baker Chocolate

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, 12-31 oz., doz. 1 55

BAKING POWDERS

Royal, 2 oz., doz. 80
Royal, 6 oz., doz. 2 00
Royal, 12 oz., doz. 3 85
Royal, 5 lbs., doz. 20 00



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

BLEACHER CLEANSER

Clorox, 16 oz., 24s 3 25
Clorox, 22 oz., 12s 3 00
Lizzie, 16 oz., 12s 2 15
Sunrae, 18 oz., 12s 1 35

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 90
White H'd P. Beans 3 70
Split Peas, yell., 60 lb. 3 90
Split Peas, gr'n, 60 lb. 5 40
Scotch Peas, 100 lb. 7 00

BURNERS

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

BOTTLE CAPS

Dbl. Lacquer, 1 gross pkg., per gross 15

BREAKFAST FOODS

Kellogg's Brands
Corn Flakes, No. 136 2 90
Corn Flakes, No. 124 2 90
Pep, No. 224 2 20
Pep No. 250 1 05
Krumbles, No. 412 1 55
Bran Flakes, No. 624 1 90
Bran Flakes, No. 650 35
Rice Krispies, 6 oz. 2 40
Rice Krispies, 1 oz. 1 10
All Bran, 16 oz. 2 30
All Bran, 10 oz. 2 75
All Bran, 1/2 oz. 1 10
Kaffe Hag, 6 1-lb. cans 2 57
Whole Wheat Fla., 24s 2 40
Whole Wheat Bis., 24s 2 65
Wheat Krispies, 24s 2 40

Post Brands

Grapenut Flakes, 24s 2 10
Grape-Nuts, 24s 3 90
Grape-Nuts, 50s 1 50
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Post Toasties, 36s 2 90
Post Toasties, 24s 2 90
Post Bran, PBF 24 3 15
Post Bran, PBF 36 3 15
Sanka 6-1 lb. 2 57

Amsterdam Brands

Gold Bond Par., No. 5 7 50
Prize, Parlor, No. 6 8 00
White Swan Par., No. 6 8 50

BROOMS

Quaker, 5 sewed 6 75
Warehouse 7 25
Rose 4 15
Winner, 5 sewed 5 75
Top Notch 4 35

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

Hansen's, 4 oz. bottles 2 40
Hansen's, 2 oz. bottles 1 60

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 5 00
Apple Sauce
No. 10, dozen 5 25
No. 2, dozen 1 10

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

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. 80
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, Mince, No. 1 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 2 25
Shrimp, 1, wet 1 50
Sard's, 1/4 Oil, k'less 3 35
Sardines, 1/4 Oil, k'less 3 35
Salmon, Red Alaska 2 25
Salmon, Med. Alaska 1 85
Salmon, Pink, Alaska 1 50
Sardines, Im. 1/4, ea. 6@13 1/2
Sardines, Cal. 1 00
Tuna, 1/2 Van Camps, doz. 1 15
Tuna, 1/4s, Van Camps, doz. 1 15
Tuna, 1s, Van Camps, doz. 3 45
Tuna, 1/2s, Chicken Sea, doz. 1 60

CANNED MEAT

Bacon, med., Beechnut 1 71
Bacon, lge., Beechnut 2 43
Beef, lge., Beechnut 3 51
Beef, med., Beechnut 2 07
Beef, No. 1, Corned 1 95
Beef, No. 1, Roast 1 95
Beef, 2 1/2 oz., Qua., Sil. 1 30
Corn Beef Hash, doz. 1 90
Beefsteak & Onions, s. 2 70
Chili Con Car., 1s. 1 05
Deviled Ham, 1/4s 90
Deviled Ham, 1/2s 1 35
Potted Meat, 1/4 Libby 43
Potted Meat, 1/2 Libby 75
Potted Meat, 1/2 Qua. 65
Potted Ham, Gen. 1/4 1 35
Vienna Saus. No. 1/2 90
Vienna Sausage, Qua. 90

Baked Beans

Campbells 48s 2 30

CANNED VEGETABLES

Hart Brand

Asparagus

Natural, No. 2 3 00
Tips & Cuts, No. 2 2 25

Baked Beans

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

Lima Beans

Little Quaker, No. 10 7 90
Baby, No. 2 1 60
Marcellus, No. 2 1 25
Reber Soaked 95
Marcellus, No. 10 6 00

Red Kidney Beans

No. 10 4 25
No. 2 90

String Beans

Choice, Whole, No. 2 1 60
Cut, No. 10 7 25
Cut, No. 2 1 35
Marcellus Cut, No. 10 6 00

Wax Beans

Choice, Whole, No. 2 1 60
Cut, No. 10 7 25
Cut, No. 2 1 35
Marcellus Cut, No. 10 5 50

Beets

Extra Small, No. 2 2 00
Hart Cut, No. 10 4 25
Hart Cut, No. 2 90
Marcel. Whole, No. 2 1 35
Hart Diced, No. 2 90

Carrots

Diced, No. 2 95
Diced, No. 10 4 20

Corn

Golden Ban., No. 2 1 35
Golden Ban., No. 10 10 00
Country Gen., No. 2 1 20
Marcellus, No. 2 1 20
Fancy Crosby, No. 2 1 35
Fancy Crosby, No. 10 6 75
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 40
Marcel, E. Ju., No. 10 7 75

Pumpkin.

No. 10 4 75
No. 2 1 25
No. 2 92 1/2

Sauerkraut

No. 10 4 25
No. 2 1 35
No. 2

Spinach

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

Squash

Boston, No. 3 1 35

Succotash

Golden Bantam, No. 2 1 75
Hart, No. 2 1 55
Pride of Michigan 1 25

Tomatoes

No. 10 6 25
No. 2 1 10
No. 2 1 55
Pride of Mich., No. 2 1 35
Pride of Mich., No. 2 1 10

Tomato Juice

Hart, No. 10

CATSUP

Regal, 8 oz. doz. 95
Regal, 14 oz. doz. 1 28
Sniders, 8 oz. doz. 1 30
Sniders, 14 oz. doz. 1 85
Quaker, 10 oz. doz. 1 23
Quaker, 14 oz. doz. 1 35

CHILI SAUCE

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

OYSTER COCKTAIL

Sniders, 11 oz. 2 00

CHEESE

Roquefort 80
Wisconsin Daisy 16 1/2
Wisconsin Twin 16
New York June 24
Sap Sago 48
Brick 13
Michigan Flats 15 1/2
Michigan Daisies 16
Wisconsin Longhorn 17
Imported Leyden 23
1 lb. Limberger 28
Imported Swiss 56
Kraft, Pimento Loaf 24
Kraft, American Loaf 22
Kraft, Brick Loaf 22
Kraft, Swiss Loaf 27
Kraft, Old End, Loaf 31
Kraft, Pimento, 1/2 lb. 1 60
Kraft, American, 1/2 lb. 1 50
Kraft, Brick, 1/2 lb. 1 50
Kraft, Limbur., 1/2 lb. 1 31

Note that imported items are advancing due to the present dollar.

CHEWING GUM

Adams Black Jack 61
Adams Dentyne 65
Beeman's Pepsin 65
Beechnut Pappermint 65
Doublemint 65
Peppermint, Wrigleys 65
Spearmint, Wrigleys 65
Juicy Fruit 65
Wrigley's P-K 65
Teaberry 65

CHOCOLATE

Baker, Prem., 6 lb. 1/2 2 30
Baker, Pre., 6 lb. 3 oz. 2 40
German Sweet, 6 lb. 1/4s 1 70
Little Dot Sweet 6 lb. 1/2s 2 30

CIGARS

Hemt, Champions 38 50
Webster Plaza 75 00
Webster Golden Wed. 75 00
Websterettes 37 50
Cincos 38 50
Garcia Grand Babies 40 00
Bradstreet 38 50
Odins 40 00
R. G. Dun Boquet 75 00
Perfect Garcia Subl. 95 00
Hampton Arms Jun'r 33 00
Rancho Coronado 31 60
Kenway 20 00
Budwiser 20 00
Isabella 20 00

Cocoanut

Banner, 25 lb. tins. 19 1/2
Snowdrift, 10 lb. tins. 20

CLOTHES LINE

Riverside, 50 ft. 2 20
Cupples Cord 2 90

COFFEE ROASTED

Lee & Cady

1 lb. Package
Arrow Brand 23
Boston Breakfast 24
Breakfast Cup 23
Competition 17 1/2
J. V. 21
Majestic 30
Morton House 32
Nedrow 27
Quaker, in cartons 23
Quaker, in glass jars 27 1/2

McLaughlin's Kept-Fresh



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

CONDENSED MILK

Eagle, 2 oz., per case 4 60

CONFECTIONERY

Stick Candy

Pails
Pure Sugar Sticks-600c
Big Stick, 28 lb. case
Horehound Stick, 120s

Mixed Candy

Kindergarten
Leader
French Creams
Paris Creams
Jupiter
Fancy Mixture

Fancy Chocolate

5 lb. boxes
Bittersweets, Ass'ted
Nibble Sticks
Chocolate Nut Rolls
Lady Vernon
Golden Klondikes

Gum Drops

Cases
Jelly Strings
Tip Top Jellies
Orange Slices

Lozenges

Pails
A. A. Pep. Lozenges
A. A. Pink Lozenges
A. A. Choc. Lozenges
Motto Hearts
Malted Milk Lozenges

Hard Goods

Pails
Lemon Drops
O. F. Horehound Drops
Anise Squares
Peanut Squares

Cough Drops

Bxs.
Smith Bros. 1 45
Luden's 1 45
Vick's, 40/10c 2 40

Specialties

Italian Bon Bons
Banquet Cream Mints
Handy Packages, 12-10c 80

COUPON BOOKS

50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CRACKERS

Hekman Biscuit Company

Saltine Soda Crackers, bulk 14
Saltine Soda Crackers, 1 lb. pkgs. 1 86
Saltine Soda Crackers, 2 lb. pkgs. 3 26
Saltine Soda Crackers, 6 1/4 oz. pkgs. 1 00
Butter Crackers, bulk 13
Butter Crackers, 1 lb. 1 72
Butter Crackers, 2 lb. 3 12
Graham Crackers, bulk 14
Graham C's, 1 lb. 1 90
Graham C's, 2 lb. 3 36
Graham C's, 6 1/4 oz. 1 00
Junior Oyster C's, blk. 13
Oyster C's, shell, 1 lb. 1 84
Club Crackers 1 86

CREAM OF TARTAR

6 lb. boxes 35

DRIED FRUITS

Apples
N. Y. Fcy., 50 lb. box
N. Y. Fcy., 14 oz. pkg.

Apricots

Evaporated, Ex Choice 18
Fancy 25
Ex. Fancy Moorpack 25

Citron

5 lb. box 37

Currents Packages, 11 oz.----- 14	JUNKET GOODS Junket Powder ----- 1 20 Junket Tablets ----- 1 35 Junket Food Colors... 1 60	FRESH MEATS Beef Top Steers & Heif. 11 Good Steers & Heif. 09 Med. Steers & Heif. 08 Com. Steers & Heif. 07	HERRING Holland Herring Mixed, kegs ----- 80 Milkers, kegs ----- 88 Boneless, 10 lb. box... 1 25	SOAP Am. Family, 100 box... 5 05 F. B., 60c. ----- 2 25 Fels Naptha, 100 box... 4 65 Flake White, 10 box... 2 60 Jap Rose, 100 box ----- 7 40 Fairy, 100 box ----- 3 25 Palm Olive, 144 box... 6 20 Lava, 50 box ----- 2 25 Lux, 50 box ----- 3 15 Camay, 72 box ----- 3 05 P & G Nap Soap, 100@ 2 60 Sweetheart, 100 box... 5 70 Grandpa Tar, 50 sm. 2 10 Williams Barber Bar, 9s 50 Williams Mug, per doz. 48 Lux Toilet, 50 ----- 3 15	TEA Japan Medium ----- 18 Choice ----- 21@28 Fancy ----- 30@32 No. 1 Nibbs ----- 31
Dates Imperial, 12s, pitted... 1 90 Imperial, 12s, regular 1 60 Imperial, 12s, 2 lb. Imperial, 12s, 1 lb.	MARGARINE Wilson & Co.'s Brands Oleo ----- 09	Veal Top ----- 11 Good ----- 10 Medium ----- 08	Lake Herring 1/2 bbl., 100 lbs.	Mackerel Tubs, 60 Count, fy. fat 6 00 Pails, 10 lb. Fancy fat 1 50	Gunpowder Choice ----- 32 Fancy ----- 40
Figs Calif., 24-33, case... 1 70	MATCHES Diamond, No. 5, 144... 6 50 Searchlight, 144 box... 6 50 Crescent, 144 ----- 5 90 Diamond, No. 0 ----- 5 10	Lamb Spring Lamb ----- 16 Good ----- 14 Medium ----- 13 Poor ----- 06	White Fish Med. Fancy, 100 lb. 13 00 Milkers, bbls. 18 50 K K K K Norway... 19 50 8 lb. pails ----- 1 40 Cut Lunch ----- 1 50 Boned, 10 lb. boxes... 16	Spices Whole Spices Allspice Jamaica ----- @24 Cloves, Zanzibar ----- @36 Cassia, Canton ----- @24 Cassia, 5c pkg., doz. @40 Ginger, Africa ----- @19 Mixed, No. 1 ----- @30 Mixed, 10c pkgs., doz. @65 Nutmegs, 70@90 ----- @50 Nutmegs, 105-110 ----- @48 Pepper, Black ----- @23	Ceylon Pekoe, medium ----- 50
Peaches Evap. Choice ----- 13 1/2	Safety Matches Red Top, 5 gross case 5 40 Signal Light, 5 gro. cs 45	Mutton Good ----- 07 Medium ----- 05 Poor ----- 06	SHOE BLACKENING 2 in 1, Paste, doz. 1 30 E. Z. Combination, dz. 1 30 Dri-Foot, doz. 2 00 Bixbys, doz. 1 30 Shinola, doz. 90	Pure Ground in Bulk Allspice, Jamaica ----- @18 Cloves, Zanzibar ----- @23 Cassia, Canton ----- @22 Ginger, Corkin ----- @17 Mustard ----- @21 Mace Penang ----- @20 Pepper, Black ----- @20 Nutmegs ----- @25 Pepper, White ----- @30 Pepper, Cayenne ----- @26 Paprika, Spanish ----- @36	English Breakfast Congou, medium ----- 28 Congou, choice ----- 35@36 Congou, fancy ----- 42@43
Peel Lemon, Dromedary, 4 oz., doz. ----- 1 10 Orange, Dromedary, 4 oz., dozen ----- 1 10 Citron, Dromedary, 4 oz., dozen ----- 1 10	MUELLER'S PRODUCTS Macaroni, 9 oz. ----- 2 10 Spaghetti, 9 oz. ----- 2 10 Elbow Macaroni, 9 oz. 2 10 Egg Noodles, 6 oz. 2 10 Egg Vermicelli, 6 oz. 2 10 Egg Alphabets, 6 oz. 2 10 Cooked Spaghetti, 24c, 17 oz. ----- 2 20	Pork Loins ----- 13 Butts ----- 13 Shoulders ----- 10 Spareribs ----- 08 Neck Bones ----- 04 Trimnings ----- 08	STOVE POLISH Blackne, per doz. 1 30 Black Silk Liquid, doz. 1 30 Black Silk Paste, doz. 1 25 Enameline Paste, doz. 1 30 Enameline Liquid, doz. 1 30 E. Z. Liquid, per doz. 1 30 Radium, per doz. 1 30 Rising Sun, per doz. 1 30 654 Stove Enamel, dz. 2 80 Vulcanol, No. 10, doz. 1 30 Stovoil, per doz. 3 00	Seasoning Chili Powder, 1 1/2 oz. 62 Celery Salt, 1 1/2 oz. 80 Sage, 2 oz. ----- 1 35 Onion Salt ----- 1 35 Garlic ----- 1 35 Ponely, 3 1/2 oz. 3 25 Kitchen Bouquet ----- 4 25 Laurel Leaves ----- 2 25 Marjoram, 1 oz. 90 Savory, 1 oz. 65 Thyme, 1 oz. 90 Turmeric, 1 1/2 oz. 75	WICKING No. 9, per gross ----- 80 No. 1, per gross ----- 1 25 No. 2, per gross ----- 1 50 No. 3, per gross ----- 2 30 Peerless Rolls, per doz. 90 Rochester, No. 2, doz. 50 Rochester, No. 3, doz. 2 00 Rayo, per doz. 75
Raisins Seeded, bulk ----- 6% Thompson's S'dless blk. 6% Quaker s'dless blk. 7 1/2 Quaker Seeded, 15 oz. 7%	NUTS Whole Almonds, Peerless ----- 15 1/4 Brazil, large ----- 14 1/2 Fancy Mixed ----- 15 Filberts, Naples ----- 20 Peanuts, Vir. Roasted 7 Peanuts, Jumbo ----- 8 1/2 Pecans, 3, star ----- 25 Pecans, Jumbo ----- 40 Pecans, Mammoth ----- 50 Walnuts, Cal. ----- 14@20 Hickory ----- 07	PROVISIONS Barreled Pork Clear Back ----- 16 00@18 00 Short Cut, Clear ----- 12 00	Dry Salt Meats D S Belles ----- 18-29@18-10-08	Salting Pure in tierces ----- 07 1/2 60 lb. tubs ----- advance 1/4 50 lb. tubs ----- advance 1/4 20 lb. pails ----- advance 1/4 10 lb. pails ----- advance 1/4 5 lb. pails ----- advance 1 3 lb. pails ----- advance 1 Compound, tierces ----- 07 1/2 Compound, tubs ----- 08	WOODENWARE Baskets Bushels, Wide Band, wood handles ----- 2 00 Market, drop handle ----- 90 Market, single handle ----- 95 Market, extra ----- 1 60 Splint, large ----- 8 50 Splint, medium ----- 7 50 Splint, small ----- 6 50
California Prunes 90@100, 25 lb. boxes @07 80@90, 25 lb. boxes @07 1/2 70@80, 25 lb. boxes @07 1/2 60@70, 25 lb. boxes @08 1/2 50@60, 25 lb. boxes @08 1/2 40@50, 25 lb. boxes @09 1/2 30@40, 25 lb. boxes @11 20@30, 25 lb. boxes @13 18@24, 25 lb. boxes @15 1/2	Shelled Almonds ----- 39 Peanuts, Spanish, 125 lb. bags 7 1/2 Filberts ----- 32 Pecans, salted ----- 45 Walnut, California ----- 48	Sausages Bologna ----- 10 Liver ----- 13 Frankfort ----- 12 Pork ----- 15 Tongue, Jellied ----- 21 Headcheese ----- 13	Smoked Meats Hams, Cert., 14-16 lb. 15 Hams, Cert., Skinned 16-18 lb. ----- @15 Ham, dried beef ----- Knuckles ----- @22 California Hams ----- @10 Picnic Boiled Hams ----- @16 Boiled Hams ----- @23 Minced Hams ----- @12 Bacon 4/6 Cert. ----- @17	STARCH Corn Kingsford, 24/1 ----- 2 10 Powd., bags, per 100. 3 95 Argo, 24, 1 lb. pkgs. 1 58 Cream, 24-1 ----- 2 25	Churns Barrel, 5 gal., each ----- 2 40 Barrel, 10 gal., each ----- 2 55 3 to 6 gal., per gal. ----- 16
Hominy Pearl, 100 lb. sacks ----- 3 50	Salted Peanuts Fancy, No. 1 ----- 09 1/2 12-1 lb. Cellope case 1 25	Lard Pure in tierces ----- 07 1/2 60 lb. tubs ----- advance 1/4 50 lb. tubs ----- advance 1/4 20 lb. pails ----- advance 1/4 10 lb. pails ----- advance 1/4 5 lb. pails ----- advance 1 3 lb. pails ----- advance 1 Compound, tierces ----- 07 1/2 Compound, tubs ----- 08	Butter Butter Salt, 280 lb. bbl. 4 00 Block, 50 lb. ----- 40 Baker Salt, 280 lb. bbl 3 80 6, 10 lb., per bale ----- 93 20, 3 lb., per bale ----- 1 00 9 lb. bags, table ----- 45	Gloss Argo, 24, 1 lb. pkgs. 1 46 Argo, 12, 3 lb. pkgs. 2 25 Argo, 8, 5 lb. pkgs. 2 46 Silver Gloss, 48, 1s ----- 11 1/4 Elastic, 16 pkgs. ----- 1 38 Tiger, 50 lbs. ----- 2 82	Pails 10 qt. Galvanized ----- 2 60 12 qt. Galvanized ----- 2 85 14 qt. Galvanized ----- 3 10 12 qt. Flaring Gal. Jr. 5 00 10 qt. Tin Dairy ----- 4 00
Bulk Goods Elb. Macaroni, 20 lb. bx. 1 25 Egg Noodle, 10 lb. box 1 25	MINCE MEAT None Such, 4 doz. ----- 6 20 Quaker, 3 doz. case ----- 2 65 Yo Ho, Kegs, wet, lb. 16 1/2	Bologna Liver ----- 13 Frankfort ----- 12 Pork ----- 15 Tongue, Jellied ----- 21 Headcheese ----- 13	Butter Butter Salt, 280 lb. bbl. 4 00 Block, 50 lb. ----- 40 Baker Salt, 280 lb. bbl 3 80 6, 10 lb., per bale ----- 93 20, 3 lb., per bale ----- 1 00 9 lb. bags, table ----- 45	Syrup Corn Blue Karo, No. 1 1/2 ----- 2 40 Blue Karo, No. 5, 1 dz. 3 30 Blue Karo, No. 10 ----- 3 14 Red Karo, No. 1 1/2 ----- 2 62 Red Karo, No. 5, 1 dz. 3 59 Red Karo, No. 10 ----- 3 46	Traps Mouse, wood, 4 holes ----- 60 Mouse, wood, 6 holes ----- 70 Mouse, tin, 5 holes ----- 65 Rat, wood ----- 1 00 Rat, spring ----- 1 00 Mouse, spring ----- 20
Pearl Barley 0000 ----- 7 00 Barley Grits ----- 5 00 Chester ----- 4 50	OLIVES 4 oz. Jar, Plain, doz. 90 16 oz. Jar, Plain, doz. 1 95 26 oz. Jars, Plain, doz. 2 40 5 Gal. Kegs, each ----- 6 50 3 oz. Jar, Stuff., doz. 1 15 8 oz. Jar, Stuffed, doz. 2 25 10 oz. Jar, Stuff., doz. 2 65 1 Gal. Jugs, Stuff., dz. 1 80	Sausages Bologna ----- 10 Liver ----- 13 Frankfort ----- 12 Pork ----- 15 Tongue, Jellied ----- 21 Headcheese ----- 13	Butter Butter Salt, 280 lb. bbl. 4 00 Block, 50 lb. ----- 40 Baker Salt, 280 lb. bbl 3 80 6, 10 lb., per bale ----- 93 20, 3 lb., per bale ----- 1 00 9 lb. bags, table ----- 45	IMIT. Maple Flavor Orange, No. 1 1/2, 2 dz. 3 00 Orange, No. 3, 20 cans 4 47	Washboards Banner, Globe ----- 5 50 Brass, single ----- 6 25 Glass, single ----- 6 00 Double Peerless ----- 8 50 Single Peerless ----- 7 50 Northern Queen ----- 5 50 Universal ----- 7 25
Lentils Chili ----- 10	PARIS GREEN 1/2 s ----- 34 1s ----- 32 2s and 5s ----- 30	Beef Boneless rump ----- @19 00	Liver Beef ----- 10 Calf ----- 35 Pork ----- 06	Maple and Cane Kanuck, per gal. ----- 1 10 Kanuck, 5 gal. can ----- 4 75	Wood Bowls 13 in. Butter ----- 5 00 15 in. Butter ----- 9 00 17 in. Butter ----- 18 00 19 in. Butter ----- 25 00
Tapioca Pearl, 100 lb. sacks ----- 7 1/2 Minute, 8 oz., 3 doz. 4 05 Dromedary Instant ----- 3 50	PICKLES Medium Sour 5 gallon, 400 count ----- 4 75	RICE Fancy Blue Rose ----- 5 00 Fancy Head ----- 5 90	BORAX Twenty Mule Team 24, 1 lb. packages ----- 3 35 48, 10 oz. packages ----- 4 40 96, 1/4 lb. packages ----- 4 00	Grape Juice Welch, 12 quart case ----- 4 40 Welch, 12 pint case ----- 2 25 Welch, 26-4 oz. case ----- 2 30	YEAST CAKE Magic, 3 doz. ----- 2 70 Sunlight, 3 doz. ----- 2 70 Sunlight, 1 1/2 doz. ----- 1 35 Yeast Foam, 3 doz. ----- 2 70 Yeast Foam, 1 1/2 doz. 1 35
Jiffy Punch 3 doz. Carton ----- 2 25 Assorted flavors.	Sweet Small 5 gallon, 600 ----- 7 25 Banner, 6 oz., doz. 90 Banner, quarts, doz. 2 10 Paw Paw, quarts, doz. 2 80	RUSKS Postma Biscuit Co. 18 rolls, per case ----- 2 10 12 rolls, per case ----- 1 39 18 cartons, per case ----- 2 35 12 cartons, per case ----- 1 57	Washing Powders Bon Ami Pd., 18s, box 1 90 Bon Ami Cake, 18s ----- 1 65 Brillo ----- 85 Big 4 Soap Chips 8/5 ----- 2 30 Chipso, large ----- 3 45 Chimaline, 4 doz. ----- 3 60 Grandma, 100, 5c ----- 3 50 Grandma, 24 large ----- 3 50 Snowboy, 12 large ----- 1 80 Gold Dust, 12 lai ----- 1 80 La France Laun, 4 dz. 3 65 Old Dutch Clean, 4 dz. 3 40 Octagon, 96s ----- 3 90 Rinso, 24s ----- 4 80 Rinso, 40s ----- 2 95 Spotless Cleanser, 48, 20 oz. ----- 3 85 Sani Flush, 1 doz. 2 25 Sapolio, 3 doz. 3 15 Speedee, 3 doz. 7 20 Sunbrite, 50s ----- 2 10 Wyandot, Cleaner, 24s 1 85	Table Sauces Lee & Perrin, large ----- 5 75 Lee & Perrin, small ----- 3 35 Pepper ----- 1 60 Royal Mint ----- 2 40 Tobasco, small ----- 3 75 Sho You, 9 oz., doz. 2 00 A-1, large ----- 4 75 A-1, small ----- 2 85 Caper, 2 oz. ----- 3 30	WRAPPING PAPER Fibre, Manila, white ----- 05 No. 1 Fibre ----- 66 1/2 Butchers D F ----- 66 1/2 Kraft ----- 06 Kraft Stripe ----- 09 1/2
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	FRUIT CANS Presto Mason F. O. B. Grand Rapids Half pint ----- 7 15 One pint ----- 7 40 One quart ----- 8 65 Half gallon ----- 11 55	Beef Boneless rump ----- @19 00	Washing Powders Bon Ami Pd., 18s, box 1 90 Bon Ami Cake, 18s ----- 1 65 Brillo ----- 85 Big 4 Soap Chips 8/5 ----- 2 30 Chipso, large ----- 3 45 Chimaline, 4 doz. ----- 3 60 Grandma, 100, 5c ----- 3 50 Grandma, 24 large ----- 3 50 Snowboy, 12 large ----- 1 80 Gold Dust, 12 lai ----- 1 80 La France Laun, 4 dz. 3 65 Old Dutch Clean, 4 dz. 3 40 Octagon, 96s ----- 3 90 Rinso, 24s ----- 4 80 Rinso, 40s ----- 2 95 Spotless Cleanser, 48, 20 oz. ----- 3 85 Sani Flush, 1 doz. 2 25 Sapolio, 3 doz. 3 15 Speedee, 3 doz. 7 20 Sunbrite, 50s ----- 2 10 Wyandot, Cleaner, 24s 1 85	IMIT. Maple Flavor Orange, No. 1 1/2, 2 dz. 3 00 Orange, No. 3, 20 cans 4 47	YEAST CAKE Magic, 3 doz. ----- 2 70 Sunlight, 3 doz. ----- 2 70 Sunlight, 1 1/2 doz. ----- 1 35 Yeast Foam, 3 doz. ----- 2 70 Yeast Foam, 1 1/2 doz. 1 35
FRUIT CAN RUBBERS Presto Red Lip, 2 gro. carton ----- 78 Presto White Lip, 2 gro. carton ----- 83	FRUIT CANS Presto Mason F. O. B. Grand Rapids Half pint ----- 7 15 One pint ----- 7 40 One quart ----- 8 65 Half gallon ----- 11 55	Beef Boneless rump ----- @19 00	Washing Powders Bon Ami Pd., 18s, box 1 90 Bon Ami Cake, 18s ----- 1 65 Brillo ----- 85 Big 4 Soap Chips 8/5 ----- 2 30 Chipso, large ----- 3 45 Chimaline, 4 doz. ----- 3 60 Grandma, 100, 5c ----- 3 50 Grandma, 24 large ----- 3 50 Snowboy, 12 large ----- 1 80 Gold Dust, 12 lai ----- 1 80 La France Laun, 4 dz. 3 65 Old Dutch Clean, 4 dz. 3 40 Octagon, 96s ----- 3 90 Rinso, 24s ----- 4 80 Rinso, 40s ----- 2 95 Spotless Cleanser, 48, 20 oz. ----- 3 85 Sani Flush, 1 doz. 2 25 Sapolio, 3 doz. 3 15 Speedee, 3 doz. 7 20 Sunbrite, 50s ----- 2 10 Wyandot, Cleaner, 24s 1 85	IMIT. Maple Flavor Orange, No. 1 1/2, 2 dz. 3 00 Orange, No. 3, 20 cans 4 47	YEAST CAKE Magic, 3 doz. ----- 2 70 Sunlight, 3 doz. ----- 2 70 Sunlight, 1 1/2 doz. ----- 1 35 Yeast Foam, 3 doz. ----- 2 70 Yeast Foam, 1 1/2 doz. 1 35
GELATINE Jell-o, 3 doz. ----- 1 80 Minute, 3 doz. ----- 4 05 Plymouth, White ----- 1 55 Jelsert, 3 doz. ----- 1 40	FRUIT CAN RUBBERS Presto Red Lip, 2 gro. carton ----- 78 Presto White Lip, 2 gro. carton ----- 83	Beef Boneless rump ----- @19 00	Washing Powders Bon Ami Pd., 18s, box 1 90 Bon Ami Cake, 18s ----- 1 65 Brillo ----- 85 Big 4 Soap Chips 8/5 ----- 2 30 Chipso, large ----- 3 45 Chimaline, 4 doz. ----- 3 60 Grandma, 100, 5c ----- 3 50 Grandma, 24 large ----- 3 50 Snowboy, 12 large ----- 1 80 Gold Dust, 12 lai ----- 1 80 La France Laun, 4 dz. 3 65 Old Dutch Clean, 4 dz. 3 40 Octagon, 96s ----- 3 90 Rinso, 24s ----- 4 80 Rinso, 40s ----- 2 95 Spotless Cleanser, 48, 20 oz. ----- 3 85 Sani Flush, 1 doz. 2 25 Sapolio, 3 doz. 3 15 Speedee, 3 doz. 7 20 Sunbrite, 50s ----- 2 10 Wyandot, Cleaner, 24s 1 85	IMIT. Maple Flavor Orange, No. 1 1/2, 2 dz. 3 00 Orange, No. 3, 20 cans 4 47	YEAST CAKE Magic, 3 doz. ----- 2 70 Sunlight, 3 doz. ----- 2 70 Sunlight, 1 1/2 doz. ----- 1 35 Yeast Foam, 3 doz. ----- 2 70 Yeast Foam, 1 1/2 doz. 1 35
HONEY Lake Shore 1 lb. doz. 1 90	FRUIT CANS Presto Mason F. O. B. Grand Rapids Half pint ----- 7 15 One pint ----- 7 40 One quart ----- 8 65 Half gallon ----- 11 55	Beef Boneless rump ----- @19 00	Washing Powders Bon Ami Pd., 18s, box 1 90 Bon Ami Cake, 18s ----- 1 65 Brillo ----- 85 Big 4 Soap Chips 8/5 ----- 2 30 Chipso, large ----- 3 45 Chimaline, 4 doz. ----- 3 60 Grandma, 100, 5c ----- 3 50 Grandma, 24 large ----- 3 50 Snowboy, 12 large ----- 1 80 Gold Dust, 12 lai ----- 1 80 La France Laun, 4 dz. 3 65 Old Dutch Clean, 4 dz. 3 40 Octagon, 96s ----- 3 90 Rinso, 24s ----- 4 80 Rinso, 40s ----- 2 95 Spotless Cleanser, 48, 20 oz. ----- 3 85 Sani Flush, 1 doz. 2 25 Sapolio, 3 doz. 3 15 Speedee, 3 doz. 7 20 Sunbrite, 50s ----- 2 10 Wyandot, Cleaner, 24s 1 85	IMIT. Maple Flavor Orange, No. 1 1/2, 2 dz. 3 00 Orange, No. 3, 20 cans 4 47	YEAST CAKE Magic, 3 doz. ----- 2 70 Sunlight, 3 doz. ----- 2 70 Sunlight, 1 1/2 doz. ----- 1 35 Yeast Foam, 3 doz. ----- 2 70 Yeast Foam, 1 1/2 doz. 1 35
JELLY AND PRESERVES Pure, 30 lb. pails ----- 2 60 Imitation, 30 lb. pails 1 60 Pure Pres., 16 oz., dz. 1 80 12 oz. Apple Jelly, dz. 95 13 oz. Mint Jelly, dz. 1 60 7 oz. Cranberry Jelly, dz 90	FRUIT CANS Presto Mason F. O. B. Grand Rapids Half pint ----- 7 15 One pint ----- 7 40 One quart ----- 8 65 Half gallon ----- 11 55	Beef Boneless rump ----- @19 00	Washing Powders Bon Ami Pd., 18s, box 1 90 Bon Ami Cake, 18s ----- 1 65 Brillo ----- 85 Big 4 Soap Chips 8/5 ----- 2 30 Chipso, large ----- 3 45 Chimaline, 4 doz. ----- 3 60 Grandma, 100, 5c ----- 3 50 Grandma, 24 large ----- 3 50 Snowboy, 12 large ----- 1 80 Gold Dust, 12 lai ----- 1 80 La France Laun, 4 dz. 3 65 Old Dutch Clean, 4 dz. 3 40 Octagon, 96s ----- 3 90 Rinso, 24s ----- 4 80 Rinso, 40s ----- 2 95 Spotless Cleanser, 48, 20 oz. ----- 3 85 Sani Flush, 1 doz. 2 25 Sapolio, 3 doz. 3 15 Speedee, 3 doz. 7 20 Sunbrite, 50s ----- 2 10 Wyandot, Cleaner, 24s 1 85	IMIT. Maple Flavor Orange, No. 1 1/2, 2 dz. 3 00 Orange, No. 3, 20 cans 4 47	YEAST CAKE Magic, 3 doz. ----- 2 70 Sunlight, 3 doz. ----- 2 70 Sunlight, 1 1/2 doz. ----- 1 35 Yeast Foam, 3 doz. ----- 2 70 Yeast Foam, 1 1/2 doz. 1 35
JELLY GLASSES 1/2 Pint Tall, per doz. 35	FRUIT CANS Presto Mason F. O. B. Grand Rapids Half pint ----- 7 15 One pint ----- 7 40 One quart ----- 8 65 Half gallon ----- 11 55	Beef Boneless rump ----- @19 00	Washing Powders Bon Ami Pd., 18s, box 1 90 Bon Ami Cake, 18s ----- 1 65 Brillo ----- 85 Big 4 Soap Chips 8/5 ----- 2 30 Chipso, large ----- 3 45 Chimaline, 4 doz. ----- 3 60 Grandma, 100, 5c ----- 3 50 Grandma, 24 large ----- 3 50 Snowboy, 12 large ----- 1 80 Gold Dust, 12 lai ----- 1 80 La France Laun, 4 dz. 3 65 Old Dutch Clean, 4 dz. 3 40 Octagon, 96s ----- 3 90 Rinso, 24s ----- 4 80 Rinso, 40s ----- 2 95 Spotless Cleanser, 48, 20 oz. ----- 3 85 Sani Flush, 1 doz. 2 25 Sapolio, 3 doz. 3 15 Speedee, 3 doz. 7 20 Sunbrite, 50s ----- 2 10 Wyandot, Cleaner, 24s 1 85	IMIT. Maple Flavor Orange, No. 1 1/2, 2 dz. 3 00 Orange, No. 3, 20 cans 4 47	YEAST CAKE Magic, 3 doz. ----- 2 70 Sunlight, 3 doz. ----- 2 70 Sunlight, 1 1/2 doz. ----- 1 35 Yeast Foam, 3 doz. ----- 2 70 Yeast Foam, 1 1/2 doz. 1 35

SHOE MARKET

Michigan Retail Shoe Dealers Association.
 President—Clyde Taylor, Detroit.
 First Vice-President—M. A. Mittleman, Detroit.
 Vice-President—Arthur Allen, Grand Rapids.
 Vice-President—Edward Dittman, Mount Pleasant.
 Vice-President—K. Masters, Alpena.
 Vice-President—Max Harriman, Lansing.
 Vice-President—Fred Nedwick, Saginaw.
 Vice-President—Richard Schmidt, Hillsdale.
 Vice-President—Edward Stocker, Detroit.
 Vice-President—B. C. Olsee, Grand Rapids.
 Sec'y and Treas.—Joseph Burton, Lansing.
 Field Sec'y—O. R. Jenkins, Portland.
 Yearly dues \$1 per person.

Is Further Restriction of Labor Hours Possible?

One of the most encouraging "futures" indicating that the United States is making real progress toward recovery is expressed in international trade. Foreign buying of commodities and capital goods in the United States is an indication that things are also improving the world over.

For example, the report of the National Machine Tool Builders Association showed that more than half of the total current business being booked by this industry is for foreign delivery. Of this foreign demand, a minor part only is from Russia. Stop and think for a moment what that means. It means, first, that private capital abroad is going into private enterprise abroad on a long-term basis. It means that foreign concerns are replacing obsolete equipment so that they can manufacture more cheaply and thus better contend with our depreciated dollars. These nations are buying here only that part of the equipment which they cannot make themselves—yet they are taking over half of the machine tools we are producing.

There is somewhat of a warning in this to American concerns who are delaying the purchase of capital goods and equipment. Maybe they are waiting for the nationalization of labor on a thirty-hour week, which will force them to increase plant equipment to manufacture all manner of goods. The inevitable consequence will be still greater difficulty in competition with foreign factories having unlimited labor hours. But the nationalization of labor on a thirty-hour week will cure unemployment and maybe that's the first objective of the Administration.

What a strange thing is dictatorship—even in its present benign form. Not so many years ago the Recorder had an editorial as follows:

"The nation is confronted with more work than ever before—ships to build, factories to enlarge, railroads to complete. About 30,000,000 men are at work. If they work ten hours a day that is 93,600,000,000 hours a year. If they work eight hours—74,880,000,000—a difference of 18,720,000,000 hours a year. At eight hours a day, this would mean that about 7,400,000 more men must be employed to do the work. And where are they to come from?"

If we take the same arithmetic of hours and reduce it to thirty a week are we to create an artificial shortage and what are the consequences? Will we then find that our only market for goods will be within our own doors?

It is indeed a problem that should be viewed not only from the necessity of the immediate unemployment situation but from the long range effect on international trade.

In some cases we are seeing a new attitude on the part of labor expressed in reduction of output per person, as measured on the hour scale. In one shoe factory in a small town, there is at the moment a shortage of labor. The labor employed is retarding output in an attempt to lengthen out the weeks of work. Wages have been increased considerably because of the minimum requirements under the code, but the output decreases because the workers automatically slow up production.

The manufacturer is in a dilemma. He can't bring in new labor for there is no surplus housing. He is contemplating moving to a larger city where there is a reservoir of labor. What will then happen to that small community?

So you see the problem of hours of labor is a fundamental one. A recent visitor to our shores from England looks upon the American experiment in shortening hours as being a great social error. He anticipates labor disorders from the artificially shortened work week. He is of the belief that six-hour work, five days a week, is too short—for industry cannot afford the burden of the high wages that will be necessary to maintain the American standard of living. He believes that the ambitious workman, who has a capacity for more labor in the hope of more income, will become dissatisfied, while a workman who loves his leisure will become communistic in his demands for more money than the business can naturally pay. He leaves us with the saying: 'It's the hope of reward that sweetens labor; and any system that prevents that bears watching.'—Boot and Shoe Recorder.

Items From The Cloverland Of Michigan

Sault Ste. Marie, Feb. 26—We have just passed another zero week and starting in below zero at this writing. From what we can learn from the old timers this beats all previous records for zero weather for February in our time, without any signs of relief predicted; but our pessimists still predict that July will be our summer time and we are all looking forward to the good old summer time, which has made the Sault famous in past years for ideal weather and entertainment. If we were assured that next winter would be as severe, we would start our savings account to spend the winter in Florida or California.

Fred Shaw and wife left the Sault two weeks ago by auto to spend a few weeks in Florida. They were accompanied by two relatives from Sparta. They surely will be pleased at being there when they read the weather reports from their home town. There is a large colony of Sault folks spending the winter around Miami and from reports received here they surely do have a good time among themselves.

All we need is a "Men Wanted" placard signed by the foreman instead of the sheriff.

Joe Lamoinies, who conducted the service grocery for two weeks, has discontinued business, but Mr. Crimmons has restocked the grocery, which is managed by his daughter Margaret, who will continue the business.

It was announced last week that there are more Caribou on Caribou Island in Ontario than the land will support, and Hon. Chase S. Osborn, former Governor of Michigan and principal

owner of Caribou Island, has given authority to the Canadian government to remove such caribou to the Canadian mainland as shall be desirable. Mr. Osborn was informed that the game and fisheries department hoped for authorization from him to capture and remove a certain percentage of the caribou to the mainland lying East of Caribou Island. Caribou Island is about forty miles from the Canadian mainland and is approximately three miles long and a mile and a half wide. Mr. Osborn states that at one time, when Lake Superior was frozen from Caribou Island to the mainland, the Caribous were said to have trekked to the mainland. Because of the severity of the winter, it was believed that Lake Superior again would be frozen solidly between the island and mainland and this would give the caribou a chance to get away, doing for themselves what the Ontario game and fisheries department is striving to do for them. There are no inhabitants on Caribou Island, except during the marine season, at which time three lightkeepers stay there. There are believed to be about 100 caribou on the island.

We heard a new definition of "chivalry" the other day—"the behaviour of a man toward a strange woman."

The plumbing and heating business of Partridge & Barnes has been dissolved. Leonard W. Barnes has taken over the business, which will be carried on by him along the same lines as heretofore.

Frank Pingatore, of the E. Pingatore dry cleaners, and Emmett Dorgan, of the E. J. Barry dry cleaners, left last week for Detroit, to attend the dry cleaners convention held there.

Still, it's better to sacrifice a little for recovery, than to sacrifice everything for want of it.

One of the big events at Sterlingville last week was the marriage of Mrs. Hattie Rothwell, proprietor of the general store there, and Joseph F. Parmentier, of Trenton. The newlyweds will continue to make Sterlingville their home, where they will continue in the grocery business. Congratulations from their many friends have been extended.

August Clostermann, the well-known traveling salesman of Marinette, Wis., who returned last week after a two months' visit in Germany, told the Sault Rotarians at their luncheon Monday that the people of Germany do not want war and that they have a great love for America and President Roosevelt. Mr. Clostermann was enthusiastic about the work and principles of Adolf Hitler and explained the trends in Germany under Hitler's regime. When Hitler took office the country was bankrupt. Merchants and farmers were broke and unable to pay taxes. As merchants are the life of the towns, Hitler ordered that all purchases must be made from home town merchants. This did away with the mail order

houses. It was an interesting talk and enjoyed by the Rotarians.

Some men seem to think they have cut a wide swath when they go through life wrecking, instead of building.

One of the largest Upper Peninsula real estate deals of the year thus far was consummated in Escanaba, Feb. 9, when the Delta hotel building changed hands.

Mr. and Mrs. Clyde J. Burns, who have been conducting the hotel for the past three years, and their associates have purchased the stock of the Delta Hotel Co. The new officers of the company are: Clyde J. Burns, president; Josephine Walch, vice president; Mrs. Katherin Walch Burns, treasurer, and W. J. Schmit, secretary.

The company was formed in 1913, and the Delta Hotel was opened at the corner of Ludington avenue and Seventh street on June 14, 1914. A. N. Merritt was the first operator. He was followed by L. E. Heinly, who was succeeded in the management by Mr. Burns and Lawrence J. Cleary in 1922. In 1928 they disposed of their business to J. P. Oberlin, and Mrs. Burns resumed charge two years later.

The Delta is one of the best hotels in the Peninsula, and there are seventy-five rooms in the building. An annex is also maintained and about thirty people are employed.

William G. Tapert.

Alcohol and Coffee as Counteractants

Alcohol and coffee have an antagonistic effect within the human body and both may aid digestion. Taken together they show a tendency to neutralize effects.

This is the finding of a study of the drinking of alcoholic stimulants conducted at the State College of Agriculture at Cornell University, New York. The study was conducted with the aid of a photo-electric cell, which has been described as an electric eye.

Drinking of alcoholic stimulants increased liability to errors from 2 to 25 a minute, the electric eye demonstrated. This is important in its bearing on the efficiency of drivers of motor vehicles. The effects of alcohol and coffee upon capacity for coordination was determined by tests with the electric eye.

Rice Crop Control

Secretary Wallace has given tentative approval to a marketing agreement for the Southern Rice Milling Industry which provides for crop control in Louisiana, Arkansas, and Texas. The proposed agreement is to be presented to Southern rice millers for signature before it becomes effective.

OUNDNESS TABILITY

are symbolized by

MUTUAL INSURANCE

THE MICHIGAN SHOE DEALERS
 MUTUAL FIRE INSURANCE COMPANY
 MUTUAL BUILDING LANSING MICHIGAN

OUT AROUND

(Continued from page 9)

Several new political parties will be found upon the November, 1934, ballot, according to information reaching the department of state. The Progressive-Fusionist and the Peoples Progressive parties and the Commonwealth party, which is to replace the Prohibition party, already have qualified for places on the ballot. A new Farmer-Labor party to replace the one already qualified is being formed and members of the United party are planning to qualify within a few weeks.

Reports are current that another large consolidation is to be effected in the automobile trade. The corporations thus far mentioned as probable members of the merger are Chrysler, Reo, Hupmobile, Continental and Hayes-Tonia companies. No figures have been given out as to the probable capitalization of the new combine.

G. M. Dame, President of the Cherry Growers Factory, Inc., of Northport, sends me a copy of a letter his organization sent to H. A. Wallace, Secretary of Agriculture, protesting against the marketing agreement he has promulgated in regard to the unsold pack of red sour cherries for 1933 and previous years. I am sorry I cannot reproduce the letter entire. The concluding paragraphs are as follows:

"If a marketing agreement is now put into effect, as outlined, the administrators who have made records, which one who runs may read, will be vested with a dangerous power. All other individuals allied to the industry will be relegated to the position of rabbits.

"The proposed marketing agreement makes no reference to the variation in the type of cherries produced in different growing sections, nor does it take into account the difference in the efficiency as between the plants operating in the same district. To undertake to establish a flat minimum price, without regard to the quality of the product, is purely academic.

"In theory one would suppose that the product of efficient and competent management would command a premium over the offerings of less careful operators or less favored districts.

"In practice, however, this does not usually work and the effect of a dead level price usually tends to reduce the level of the quality of the output, which, in turn, affects the popularity of the product, finally resulting in a diminishing demand to the detriment of the industry.

"To put the marketing of the product in a straight jacket will not tend to the advantage of the industry on this account.

"It is always to be remembered that canned cherries should be consumed within the crop year.

"Dr. Fitzgerald, chemist for the American Can Co., insists we cannot, with any degree of safety, hold cherries longer than twelve months. After twelve months these cans are subject to acid causing perforation, loss of product, spoiling, etc.

"The Government statistics show that cherries should not be carried in cans over nine months.

"We pray that no action may be taken to formulate or endorse a marketing agreement relating to the present insight supply of cherries except as may be applicable to such canners as wish voluntarily to combine for this purpose.

"We are hopeful that the agricultural department will lend its offices toward a solution of the problem of the industry as relates to the incoming crop of 1934."

Proponents of a marketing agreement for red sour cherry canning industry said during the week at a public hearing in Washington on the proposed agreement that unless minimum prices were set for the remainder of the 1933 pack, producers would receive little more than the actual cost of harvesting. A. J. Rogers, representing the Cherry Sales Corp., Chicago, Ill., speaking for the proponents, estimated that 80 per cent. of the unsold stocks in the hands of co-operative associations and canners were sold on co-operative contracts, and that unless minimum prices were established anticipated price-cutting would destroy the equity of growers in the stocks. The proposed agreement for the cherry canners would establish minimum prices for sales by canners. It would establish a price committee, with representatives from each of the canners, to determine changes in the minimum price schedule. An executive committee would be established to supervise the performance of the agreement, and to negotiate for an agreement for the entire cherry industry for controlling production and marketing of the 1934 crop. The proposed agreement specifically requests that the Secretary of Agriculture license all canners of red sour cherries. If the remainder of the 1933 crop can be marketed under minimum price schedules, according to V. R. Gardner, of Michigan State College, East Lansing, the growers will receive a total of 2½ cents per pound for their 1933 crop. Without an agreement growers will be unable to finance their 1934 crop, he stated. Orderly marketing of unsold stocks will place the 1934 crop in a position for better prices, said Karl Reynolds, of Sturgeon Bay, representing the Wisconsin Cherry Packers Association. George S. Wenger, of Cherry Growers Factory, Northport, stated that this organization was opposed to the agreement on the ground that regulations as to price would upset marketing plans already formed by the industry. The present carry-over is not heavy, he said, and could be moved at fair prices, while establishment of a minimum price would tend to decrease consumption and make it impossible to dispose of the surplus before the 1934 crop is ready for market. He urged that the agreement not be made binding to packers not signing.

E. A. Stowe.

Syrup For Needy

Needy families in several States of the Middle West will receive 225,000 gallons of surplus cane and sorghum syrups ordered by the Federal Surplus Relief Corporation. The syrup, which cost \$130,000, will be parceled out in one-gallon cans.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Automobile headlights, flesh reducing creams and hypnotic cures for pain, are among the commodities involved in a group of stipulation proceedings made public by the Federal Trade Commission. In each case, the advertiser of the commodity has agreed to discontinue the unfair practice charged.

Several of the cases are for the public record. Names of respondents are given. They are companies which have operated in St. Louis, Chicago, Spartanburg, S. C., Greenfield, Ohio, Tacoma, Wash., Buffalo and Brooklyn.

Mimeographed copies of the full text of the stipulation in any of the proceedings may be had upon application to the Federal Trade Commission. Details of the cases are as follows:

Magazine publishing advertisements of a correspondence course in physical culture will abide by Commission action in case against vendor.

Magazine publishing advertisements of a cement for use in mending, agrees to abide by Commission action in case against vendor.

Magazine publishing advertisements of correspondence courses in physical culture, will abide by Commission action in case against vendor.

Three magazines publishing advertisements of company selling kitchen utensils and seeking agents to sell from door to door, agree to abide by Commission action against the vendors.

Magazine publishing advertisements of a cement used for mending, agrees to abide by Commission action against the advertiser.

Two magazines publishing advertisements of a correspondence course in physical culture, agree to abide by Commission action against vendor.

Publisher of a Midwest daily newspaper of wide interstate circulation publishing advertisements of the vendor of an alleged remedy for catarrh, colds, sinus troubles and kindred ailments, agrees to abide by Commission action against the vendor.

Magazine publishing advertisements of a flesh reducing cream and a fat reducing cream, agrees to abide by Commission action against vendor.

Two magazines publishing advertisements of a hair dye agree to abide by Commission action against vendor.

Magazine publishing advertisements of polishing cloths, agrees to abide by Commission action in case against vendor.

Magazine publishing advertisements of stomach tablets, will abide by Commission action in case against vendor.

Magazine publishing advertisements of dresses, and seeking agents to sell them, agrees to abide by Commission action against the vendor.

Magazine publishing advertisements of a specific for leg sores and leg troubles, agrees to abide by Commission action against vendors.

Three magazines publishing advertisements of flesh building creams and fat reducing creams, agrees to abide by Commission action against the advertiser.

George J. Masur, trading as George J. Masur Co., St. Louis, advertising a skin ulcer salve, agrees to discontinue statements held by the Commission to be exaggerated and misleading.

Lines of Interest to Grand Rapids Council

(Continued from page 7)

be discontinuing the funny sheets by the time he got delivery on one and the electric current, upon reaching his house, might be used for ice cubes in high-balls. We understand the Ghysels are going to occupy a very fine place on East Fulton road in the Cascadia district.

The graduate is discovering that in the matter of getting a job, a sheepskin isn't as important as sole leather.

Those of you who love good wine perhaps do not know or realize what expense is necessary to store fine wines for aging. The least vibration will injure the quality of good wine, so great cellars are constructed deep into the earth in order to protect the beverage from vibration. In some instances the caverns are lined with cork to insure complete insulation.

Do not forget that Saturday, March 3, will be a big day for Grand Rapids Council members and their friends. A business meeting will be held in the afternoon and in the evening the big annual home coming party and ball will be given in the Moose Temple. At the business meeting in the afternoon, officers and delegates will be selected and in the evening the new officers will be publicly installed into their offices. The big party will consist of great big chunks of dancing, lots of entertainment, favors and eats. The whole darn mess is only going to cost you 40 cents per head, bald or otherwise. Come to this big jamboree and bring your friends—there is only one place to go on that evening and this is that. Notgniklip.

So many Government officials are on the air with an equal number of solutions for what is supposed to ail us that the old radio is getting confused.

Phone 89674
John L. Lynch Sales Co.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
Grand Rapids, Michigan

Business Wants Department

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

I WILL BUY YOUR MERCHANDISE FOR CASH
Dry Goods, Clothing, Shoes, Ready-to-Wear, Furnishings, Groceries, Furniture, Hardware, Etc. Will buy entire stock and fixtures, or any part. Also short leases taken over. All transactions confidential.
Write, Phone, or Wire
LOUIS LEVINSOHN
Phone 27406 655 So. Park St.
Saginaw, Michigan

INCREASE YOUR BUSINESS using "Speedy Printer." Prints cards, circulars, Complete outfit \$12.50. Write Pekas Duplicate Co., Lesterville, South Dakota.
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THE RIGHT TO WORK

And To Enjoy the Comforts of Life

When this depression is placed under the microscope of economic analysis it shows clearly the cause is unbridled greed. The serious affect it has upon our welfare and happiness makes the subject worthy of further study. For many decades Congress and legislatures enacted many special privilege laws, at the behest of many lines of business. Each industry was out to get advantages it otherwise would not have if it depended upon its merit alone. Under the pretext of "protection," hundreds of laws were passed, which permitted the beneficiary to charge more. These privileges were first enacted to help some so-called "infant industry." No one found any particular fault in assisting a new enterprise to get established. This was as far as the aid was supposed to go, but lo and behold, many of these "infants" would not be weaned even when grown to giants.

It was this special legislation that had much to do with the building of monopolies, which now invade the field of nearly all necessities of the people. While the money problem is important, it is no more so than the stagnation brought about by organized greed. It has brought our whole national life into a struggle for existence. Under the present monopolistic industrial set-up, there is no hope for millions of able-bodied people to have employment. If this nation is going to be ruled by greedy industrialism, it ceases to be a people's government and becomes an oligarchy instead. This is the greatest menace with which we have to contend.

We are told that times have changed as a natural order of events. That we should not complain or object to these changes. That present conditions are fore-ordained and we should submit to them peacefully and adjust ourselves accordingly. This has ever been the command of oppressors, whether kings, monarchs or industrial monopolies. To-day the "handwriting upon the wall" is clearly before our eyes. Is this Nation to be preserved as the home of a happy and contented people or are they to be doomed to live longer in fear and doubt as to whether they will be permitted the God-given right to work and enjoy the fruits of their labor? Is the Government of this Nation to be the guardian of humanity or the instrument of industrial and financial greed? We are face to face with this problem and the answer depends upon our intelligence and willingness to fight for our rights.

It is one thing to fight for our rights and it is quite another thing to fight for greedy gain. The oppressors of the poor are those already possessed of plenty. They are not content to live in luxury upon the best the world can provide, but they want more and more and will fight for it. They have succeeded in nullifying the anti-trust laws made to protect the people. This permits them to charge more or to cut the price until the small business man is forced out. Then the price mounts

higher, as it did when the oil octopus forced the small dealer out and has since bled the people of billions of dollars. Thus have gigantic corporations been formed to secure national control of products the people must have. They have bought up leading manufacturing plants in various lines until they have complete control of the industry. This is possible through the use of Wall street money, thus the international bankers are interlocked with leading lines of manufacturing, besides railways, telephone, telegraph, radio, electric and gas utilities. Besides these they have had control of our national monetary system, so they can regulate the supply of money.

Those who think we live in a free country have another guess coming. Small merchants and manufacturers, as well as the great mass of the people, are tied hand and foot. The smaller bankers were but pawns and dupes of the Wall street money kings. Millions have been crushed by their greed. Human comfort and happiness means nothing compared with the thirst for gold. The small merchant and manufacturer, who were the backbone of the villages, towns and cities of the Nation, see the slimy coils of the octopus enter their community with its tentacles, then proceed to undersell and destroy those of small means. Each branch of its chain is part of a great pipe-line system, which drains the money of the community to Wall street. It not only destroys the independent business men and women, but the farmers as well, as it dictates the price of his crops and products and charges him monopoly prices for farm tools and machinery. Thousands have thus been ruined and in many towns and cities the independent merchant has been practically driven off of main street.

The tax upon chain stores will help equalize conditions for the smaller merchants, but it in no way stops the progress of monopoly, which is a violation of present laws. The big chains now have lowest prices from manufacturers, or own their own manufacturing plants, while the small merchant must buy from the jobber and pay more. So there is no protection for the small merchant, unless the anti-trust laws are enforced and monopolies abolished. In the struggle to live we just about forget the human side of our business problems. It is a case of placing human welfare in one side of the scales and greed for money in the other. A low price is the weapon used so successfully by monopolies until it gets control, then up goes the price to the consumer, who helped them. This was the tactics of the oil and farm machinery trusts, who charge all they can get.

The CWA and other plans of the President's recovery program take into consideration human distress. It is planned to give work to the greatest number of people. The plan is not based upon profits in money, but to help worthy citizens in distress through no fault of their own. The work done by these unfortunate citizens might be done for less money by

a few using labor-saving machinery, but the President says human welfare must come first. This is not only the right way to look at it during an emergency, but it should prevail at all times. Jobs for men and women should always come first, then when there is more work to be done than there are men and women to do it, start the machinery to help meet the demand. If we would make our National slogan, "a job for every worker," it would not be long until they would have buying power to keep industry and its machinery operating steadily. With Federal regulation to prevent over-production, there is no reason for business to not operate steadily. We have got to learn that industry is only an adjunct for supplying human needs, and not a private institution for the sole purpose of making profits for stockholders.

If we are to save patriotism and loyalty we must have a just government, that will guard the rights of the most humble citizen. When a government fails to perform this duty and becomes more interested in the welfare of greedy exploiters of the people, that government is doomed. The President realizes that we are near the dangerline, and that there is a limit to human endurance. That all the people needing a job must have the opportunity to earn enough for a comfortable living. Every true American spurns the dole and asks for the rights God intended he should have. This Nation has the greatest opportunities of all the nations of earth. It is yet but a youth as the age of nations show, and it has always been blest with abundance of every gift of nature. Is it strong enough to subdue the power of greed and restore to everyone under its flag the right to work and enjoy the comforts of life?

E. B. Stebbins.

Fine Drug Meeting Held at Marshall

Fennville, Feb. 27—One of the best and most instructive meetings held in recent years in the drug trade was held last Thursday night at the Schuler Hotel, at Marshall. It was sponsored by the Battle Creek Drug Association and druggists from Holland to Ann Arbor were in attendance. Much credit for the meeting should go to the toastmaster of the occasion, Edgar L. Tilford, representative of Eli Lilly & Co., and Inspector Otis Cook of the Board of Pharmacy.

Speakers for the occasion included Harry S. Noel, of the advertising department of Eli Lilly & Co. He gave the druggists a talk which would awaken dormant thoughts in anyone who had a drop of self-respect left in his druggist makeup.

Mr. Noel told of varied experiences in his work and the stores in which he had worked, and best of all he told the group how to meet the modern troubles which confront every druggist. After his talk he had an open forum which lasted until nearly midnight, which tells how interested each man was who heard the "gentleman from Indiana."

Other speakers were Inspector Cook, Representative Voorhies, of Calhoun county, member of the State Legislature, Raymond Doud, of Battle Creek Druggists Association, and Duncan Weaver, President of the M.S.P.A.

Americanism: Slaving to earn abundance; starving to take off the fat.

The man who gets ahead is the one who plans and carries out the plan.

Bond Printing

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It requires not only the proper Bond Blanks but a knowledge of Bonds coupled with skill and painstaking care.

**We Have the Blanks
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We undoubtedly print more Bonds and Certificates of Stock than any other printers in Michigan

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Handlers of Safes in Michigan

No Commission too Large

No Order too Small

Our prices are 10 to 20 per cent. lower than those of Chicago and Detroit dealers, due to our low overhead.

SLOW BUT SURE STARVATION

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

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

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

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

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

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

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

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

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

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