

MICHIGAN TRADESMAN

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Fifty-first Year

GRAND RAPIDS, WEDNESDAY, MARCH 21, 1934

Number 2635

HE WHISTLED AS HE WENT

He went so blithely on the way
That people call the Road of Life,
That good folks, who had stopped to pray,
Shaking their heads would look and say
It wasn't right to be so gay
Upon this weary road of strife.

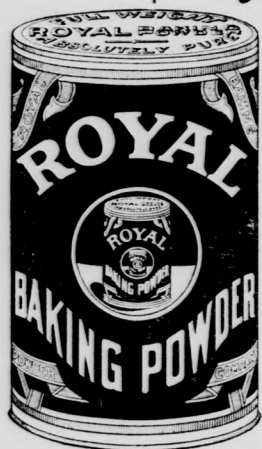
He whistled as he went, and still
He bore the young where streams were deep,
He helped the feeble up the hill;
He seemed to go with heart athrill,
Careless of deed and wild of will,
He whistled that he might not weep.

THE PILGRIM WAY

But once I pass this way,
And then — no more,
But once, and then the Silent Door
Swings on its hinges —
Opens * * * closes —
And no more
I pass this way.
So while I may,
With all my might,
I will essay
Sweet comfort and delight
To all I meet upon the Pilgrim Way,
For no man travels twice
The Great Highway
That climbs through Darkness up to light —
Through night
To day.



ROYAL now
sells at the
lowest price
in 17 years



THESE ten words carried in Royal Baking Powder national advertising mean more business for you. Because women who read them are going to buy Royal in preference to ordinary powders. Take advantage of this new interest in this famous old Cream of Tartar baking powder. Push it. Display it. Call attention to the new low prices. Recommend it. It will mean more worthwhile profits for you.

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

Quaker Products

Quality --- Purity --- Flavor

A few of the many items packed under this popular brand.

CANNED FRUIT

CANNED VEGETABLES

PRESERVES

DRIED FRUIT

PEANUT BUTTER

COFFEE

SPICES

SALAD DRESSING

Sold by Independent Dealers Only.

LEE & CADY

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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DEVOTED TO the best interests of business men.

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Detroit Representative
507 Kerr Bldg.

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Janssen No Longer at the Head

Chas. H. Janssen, secretary of the National Association of Retail Grocers, who was appointed chairman of the National Food & Grocery Distributors' Code Authority at Washington, has asked to be relieved by the Association of his duties. It is understood H. C. Peterson, president of the Association, will assume the duties in a supervisory capacity at least until the convention in Chicago in June.

This move does not come as a surprise to those in the know as Janssen was denied the salary of \$7,500 which the National Association had been paying him after he had been appointed chairman of the National Food and Grocery Code Authority at a salary of \$15,000. According to reports at Chicago in January during the canners' convention, at which time the National Association of Retail Grocers' board met he was maneuvering to still retain both jobs and draw both salaries.

From hotel corridor gossip at the time Janssen was finally persuaded by the National Retail Grocers' board that the association could not continue paying him the \$7,500 when he was devoting his time to the National Code work and drawing a very substantial salary. Moreover, the National Association had been subjected to heavy expenses incident to the preliminaries of the code and was not in financial position to pay without rendering full service.

It was asserted at the open meeting of the National Secretaries' Association meeting in Chicago at the time that Janssen's salary had been shut off, but that

the board had agreed to pay him any compensation to which he might be entitled if he rendered the Association any service. With the National Code duties mounting Janssen has asked to be relieved of his secretaryship.

As long ago as the National convention at Atlantic City last June it was reported 1933 would be Janssen's last year with the Association. It was further stated at that time that Janssen had other engagements in mind though what they were was not indicated. Another rumor is that Janssen was not satisfied for several years because he did not receive \$10,000 from the National, which a former president is understood to have offered him.

There was still another report current at Chicago that Janssen had been offered the position of secretary of the National Grocery Chain Store Association when it was reorganized. The story goes that he went with a delegation of retail grocers, including Chas. E. Smith, national director, to the office of President A. H. Morrill, president, or Col. C. L. Sherrill, vice-president, of the Kroger Grocery & Baking Co. for a call.

When Janssen was invited into the private office he went in by himself to talk to the chain store official and told the delegation sitting in the ante-room with him that they need not come in. The delegation, so it was reported, was not especially pleased with this treatment as they had gone with Janssen to the chain store office and felt they should have gone in the private office with him.

As to the tender of the secretaryship of the chain store association, Janssen said he had declined the offer. It is said that he felt he had been elevated by the independent retailers and should not now join the chain store organization. It will be remembered that that part of Janssen's speech at the Milwaukee convention was expunged from the minutes where he opposed the passage of any chain store taxes by states.

The office of the National Association of Retail Grocers will be removed to Chicago in June following the annual convention, in accordance with a decision by the National Board. In the meantime, if Peterson, who has done much good work on the code, takes over the Association work temporarily he will make frequent trips to St. Paul, the present headquarters to oversee the work. There is some talk of

grooming him as permanent national secretary—Interstate Grocer.

Liberal Farm Production Loans

Production Credit Associations organized under Farm Credit Administration charters are largely taking over the task of financing this season's crops from the dealers and packers who formerly fulfilled this function.

Crop financing by dealers has long been fought by farmers' spokesmen as an obstacle to "orderly marketing." Nevertheless, it has helped to regulate the size of many crops in accordance with the prospects of a profitable sale. The dealer in financing a crop had to back his judgment of the market by risking his capital.

This tie-up is being destroyed by the new crop financing methods which substitute the farmer's or the Administrator's judgment for the automatic restriction resulting under the old system from the limited financial resources of the dealer. The liberal production credits currently available will make the crop limitation plans of the A. A. A. more difficult of accomplishment, it is held.

Divorce Jobholder From Politics

The Roosevelt Administration is determined that so far as national committee men and women are concerned, politics and service in or connection with the Government must be divorced.

Resignations have come from outstanding national figures, but throughout the country there are still less well known committee members who hold positions in the service of the Treasury Department in particular.

It was learned on good authority that President Roosevelt and his chief patronage dispenser, Postmaster-General Farley, considered it is most obnoxious for instance, for a member of the political committee to also hold the position of internal revenue collector with supervision over the collection of income and other taxes.

Spread of the Strike Movement

The automobile controversy is of special concern to many observers now because of the growing evidences that labor unrest is spreading to other industries. A recession in business comparable to that caused by a strike wave in the Summer of 1922 is feared as a result.

The attitude of the railway unions may or may not reflect a willingness to conform to the pro-

cedure contained in the Railway Labor Act.

A more vital factor is the temper of workers in the steel industry, who would be influenced strongly by the course of developments in the automobile manufacturing field.

Most discouraging to industrialists is the fact that, if the American Federation of Labor wins its contentions, its internal condition now is such that industrial peace will be a thing of the past for all time to come and the country will be plunged into chaos which would end in anarchy and universal savagery.

Premium for Inefficiency

Reports of the Tariff Commission on cost of production frequently results in securing tariff protection for concerns whose costs are known to be excessive either because of antiquated equipment or failure to write off plants no longer used.

Under the Tariff Act in its present form there is no remedy for this situation. Tariff Commission experts certify costs as they are. There is no authority to investigate whether they conform to recognized standards of efficiency in the industry.

Tariff experts feel that to change the law in this respect would greatly help the current effort of the Administration to instill realism into tariff making. Tariff Commission experts know their fields. If they were authorized to make full reports it would be quickly recognized that there is urgent need to stop paying a premium for inefficiency, many feel.

Legal Fees For Income Tax Advice

The Administration is reported seeking legislation which would limit the fee of any lawyer for making up the income tax return of any client to \$5,000.

This is another step in the plans of the Administration to discourage avoidance and evasion in the payment of income taxes. Already the Treasury is requiring taxpayers to reveal whether or not a tax attorney has aided them in the preparation of returns and to state the name and address of each such person.

Constant efforts are being made toward simplification of income tax laws to minimize the necessity for the employment of legal assistance. However, the Government has a long way yet to go in this direction, it is pointed out.

Democracy and Private Monopoly in Direct Conflict

The time is not far distant when the independent merchants and manufacturers will rise in revolt against the encroachment of monopolies, just as the people in this state did against the injustice of a head tax law and its penalty of imprisonment. The only thing that will prevent it is action by the President and Congress to destroy monopoly. The time is here when the people should assert their rights, if they are betrayed by those elected to public office. They should make greater use of the power of the recall. In the exercise of this right we are behind many of the European countries.

Monopoly is a despotic power formerly exercised by kings and other supreme rulers. The word of the king was the law; and death was the penalty for violators. When King George III decreed a tax upon tea, the American colonists declared the tax unjust and dumped a cargo into the sea. This was the birth of the new American Spirit of Liberty, which declared that taxation without the consent of the people should not be permitted. This is the only spirit that will preserve democracy to the people; and upon their vigilance depends the safety of our Republic, which to-day is hanging in the balance.

For many decades the people of this Nation were busy developing the rich resources of fertile soil, the great forests and rich mines. Our forefathers had won a vast domain in the most favored country of the earth, and here wealth had increased rapidly until we became a world power. To the new world came the "money changers" from the old, who realized the greater opportunities here to secure increased wealth and eventually financial control of the world. In this they are probably more successful than they had dreamed. They have spread their nets of debt over the Nation until nearly every community is paying constant tribute to them. Thru the directorate of leading railroads and public utilities, as well as many large industrial corporations, they now own and control the greater part of our national wealth of \$400,000,000,000. Also they had control of our monetary system and supply of money until, recently, the President interfered in behalf of the people. This great financial and industrial monopoly has long dominated our Government and exploited the people with periodic panics and depressions, from which they have greatly profited. It is a happy augury that the American people are waking up. They did not realize their strength and God-given rights to freedom and the right to work and earn their bread, thereby protecting their manhood and independence.

Monopoly has decreed that men and women be denied the privilege to work after they have reached middle life; that they must step aside and accept the dole and live out the remainder of their lives the best they can, in fear and uncertainty. Those having jobs must be taxed to care for them. Such is the inhuman decree of organized

greed. Will the people continue to stand for this and be led to the slaughter, so that monopoly may go on and increase its power. They will not. But the dream of freedom, justice and a better world will come true only when we do our part to make the dream a reality. The American people have always been known as a law abiding people. They are to-day when their lawmakers safeguard their liberty and independence by enacting just laws. When the lawmakers are influenced by greedy wealth to enact special privilege laws for them or to ignore laws created for protection, they reserve the right to revolt. There would be no revolt if justice were dealt out by those in authority. We have but to look at the condition we are in to-day to see how mercilessly the mass of the people have been despoiled here in this land of plenty.

The President has said that private monopoly must be stopped; but thus far he has not ordered prosecution, so it is still in full bloom. Small merchants and manufacturers are dropping by the wayside daily as it continues its triumphant march, while the big chains and other monopolies are declaring regular and special dividends. There is no doubt but what the President intends to carry out his promise to destroy monopoly and he is to be commended for his efforts to adjust our monetary system and restore it strictly to the Government. Monopoly is strictly a Government function, to be administered over its separate departments and no such power should be permitted private individuals, firms or corporation. Monopoly has grown up outside of the law and in violation of it. It is not only destroying the smaller business, but is crippling those long established. So powerful has it become that it dominates the market for all farm products and keeps prices down so low that thousands have lost their farms and the low demand for farms has destroyed their value. One of the phenomena of the present business world is how farmers patronize the big chain stores and make prosperous the very institutions which undermine their own interests. This is not only true of farmers, but of people in every walk of life.

Democracy and private monopoly are in direct conflict. Neither can exist long if the other is to prosper. As monopoly rises democracy weakens and dies. This is the struggle going on in America to-day; and when we judge the success or failure of our so-called democratic form of Government, we must not forget to consider the crime, distress and suffering of the jobless and those upon the dole. Surely this is not democracy—a Government of the people for the people and by the people. Every merchant and business man and woman should write to the President, urging him to action against monopoly. Every letter sent will help to build sentiment that will add strength to his arm in this fight to preserve our Liberty. We are a peace loving people yet, unless all signs fail, we will not permit ourselves to longer become the pawns for war and greedy

industrial oppression, to further fill the coffers of a monster which has no soul.
E. B. Stebbins.



Lines of Interest to Grand Rapids Council

Mr. and Mrs. Gilbert Ohlman entertained the arrangements committee of the annual party at their home Friday evening, March 16. A buffet supper was served at 7 o'clock, after which a short business session of the committee was held to gather facts on the results of the party. Following the meeting some indulged in the popular pastime of bridge while some reverted to type and played the old army game of rhum. The rhum game proved quite popular because grumbling was allowed and plenty was done as some of the participants were constant losers. It was decided that a final meeting of the committee would be held in the near future for the purpose of writing finis into the minutes book and preparing a final report to be tendered to the membership at the next regular meeting of the council which will be held the first Saturday in April. Those present were, Mr. and Mrs. Charles Ghysels, Mr. and Mrs. R. E. Groom, Mr. and Mrs. Gerald J. Wagner, Mr. and Mrs. Frank Holman, Mr. and Mrs. L. V. Pilkington and Mr. and Mrs. Gilbert Ohlman.

The inhabitants of this country in 1776 were not satisfied and that is the reason we have what we have to-day.

Dog is considered a great table delicacy by the Chinese. The canine most frequently used as an article of food is small, and of the grayhound type, with a head like a terrier. The customs of China differ somewhat from our country as it seems that our custom here is, dog eat dog.

Even a mouse may earn its keep and yield a profit to man, if given the opportunity. In these days of progress in labor saving it might be worth while for someone to try the experiment suggested by the man who first used mouse-power. He was an ingenious Scotchman by the name of David Hutton, a native of Dunfermline, where he erected a small mill in 1820, in which mice supplied power. Hutton came upon the idea in the summer of 1812, while visiting in Perth. He was inspecting toys and trinkets that were manufactured by the French prisoners in the depot there, when his attention was attracted by a little toyhouse with a wheel in the gable of it that was running rapidly around, propelled by the gravity of a common house mouse. For one shilling he purchased the house, mouse, and wheel and on his journey homeward he was compelled to contemplate the mouse's favorite amusement. But how to apply half an ounce of power (which is the weight of a mouse) to a useful purpose was the difficulty. Though Hutton proved that an ordinary mouse would average a run of ten and a half miles

a day, he had one mouse which ran the remarkable distance of eighteen miles in that time. A half penny's worth of oatmeal was sufficient for its food for thirty-five days, during which time it ran three hundred and sixty-two miles. For a year, he kept two mice constantly engaged in spinning sewing thread. This thread-mill was so constructed that the mouse was able to twist, twine, and reel from 100 to 120 threads a day, Sundays not excepted. To perform this task it had to run ten and a half miles a day, which it did with perfect ease every other day. On the half penny's worth of oatmeal, which lasted for five weeks, one of these little mice made 3,350 threads twenty-five inches long, and as a penny was paid to women for every hank made in the ordinary way, the mouse at that rate earned eighteen cents every six weeks. Allowing for board and for machinery, there was a clear yearly profit from each mouse of one dollar and fifty cents. It was Hutton's intention to apply for the loan of the Dunfermline Cathedral, which was empty, where he planned to set up ten thousand mouse mills and still leave room for the keepers and several hundreds of spectators; but this wonderful project was never carried out because of the inventor's sudden death.

One of our ministers says he doesn't mind members of the congregation pulling out their watches on him, but it gets his goat to have them put the darn things up to their ears to see if they are going.

A National egg show will be held in the new city hall at Zeeland Thursday, Friday and Saturday of this week. Poultry breeders from all over the country will attend this show. It is the first of its kind to pay attention to the egg contents. Other shows have devoted their attention to the color, shape, texture and size of the egg. By studying the egg contents it is hoped to develop a finer strain of poultry than now existing.

William Van Overloop spent the week end in Detroit on business.

The necessity for larger quarters for sales and service has started a checker game among some of our local automobile dealers. Bowman & Company, handling Hudsons and Terraplanes, has moved into the Witters building, corner Sheldon and Oak streets. A. G. Rasch, ford dealer, has moved from 2221 Plainfield avenue to the quarters formerly occupied by Bowman & Company, corner Cherry and Division. Alberta-Shook, Chevrolet dealers, have moved into the building formerly occupied by A. G. Rasch.

The Grand Rapids Sales Promotion Association held a food show at Eberhard's food shop, 1510 Wealthy street, Saturday. The food salesmen in attendance report a brisk business.

John Verburg and Leo Sanders, representatives for Bernard Swartz Co., manufacturer of the R. G. Dun and other popular brand cigars, report a decided increase in business in their territories since January first.

Fred Ward, former night clerk at the Osceola Hotel in Reed City, has resigned his position and will enter another line of business.

Lee Carpenter, of Detroit, and a former resident of Grand Rapids will cover territory for the Semet-Solvay Co., of Detroit, formerly covered by his brother, Dee W. Carpenter, who passed away a few days ago.

Frank J. Neumann, credit manager for the C. J. Farley Dry Goods Co., is critically ill at his home with pneumonia.

Fred Parker, owner and conductor of the Parker House in Hastings, who has been ill for several weeks, is slowly improving. With proper care and a complete rest, it is hoped Mr. Parker will soon be able to resume his regular duties.

George Brandt, who covers Michigan territory with American Ace flour, is confined to his quarters in the Miller hotel with illness. It is hoped that George will soon be able to resume his duties.

Counselor H. B. Parrish passed away at his home Sunday morning, March 11, after an illness of several months. His funeral was held Tuesday at 10 o'clock and interment made at Ithaca, his former home. Mr. Parrish was formerly a department manager with the Grand Rapids Store Equipment Corporation, but of late had conducted a dental parlor on Monroe avenue.

Supreme Counselor E. B. McMasters is acting as Supreme Secretary of the United Commercial Travelers, succeeding the late W. J. Sullivan.

Saturday, March 24, has been designated as Sullivan day in memory of Supreme Secretary Sullivan. It is to be devoted to securing applications for new members for the order to commemorate the untiring efforts of Bill Sullivan to build up the order to which he devoted his later years in life. All councils in the Supreme domain will hold a special meeting Saturday evening, March 31, to induct these new applicants into the order. Grand Rapids Council will call her meeting to order at 7:30 sharp and Senior Counselor Ohlman requests that all members be present to help make this meeting a success.

Customer: Have you anything for gray hair?

Druggist: Nothing but the greatest respect, sir.

Speed is an expensive commodity. A fanatical desire to beat the other fellow cost America about 30,000 lives during the past year, and 900,000 persons were injured in automobile accidents. The ever-increasing output of automobiles has contributed a major menace to the life of our citizens. Thirty years ago our national automobile fleet numbered 3,000 cars; today it totals 26,000,000, and each car is a potential lethal chamber and engine of death. The speeder is a chiseler of the worst type. In gambling with his own safety he endangers the lives of other users of the highway. Somehow he fails to realize that the faster he travels the greater is the likelihood of accident. Also he fails to realize that the seriousness of potential injury is dependent largely on the speed at which he is traveling. It doesn't take a mathematical expert to figure out that the higher the speed the worse

the accident. Speeding may not be the leading cause of death and injury on our highways, but it certainly is one of the chief causes. Just keep in mind that a car crashing into a stone wall at sixty miles an hour has the same destructive power that it would have if driven right off the top of a ten-story building. A smash like that will dig your grave and tuck you in it every time. Drive carefully and sanely at all times and you will stand a better show of living your allotted time of life and remain a support and comfort to your family.

Child: God gives us our daily bread, doesn't He, Mamma?

Mother: Yes, dear.

Child: And the stork brings the babies?

Mother: Yes, dear.

Child: And Santa Claus brings the presents?

Mother: Yes, dear.

Child: Then, tell me, Mamma, just what is the use of having Papa hang around?

The many friends of Mr. and Mrs. Jas. J. Fordred of 1801 Paris avenue, will be sorry to learn that Mr. Fordred, known as Jim, has been ill for several weeks although he is showing some signs of recovery. "Jim" is said to be suffering the penalty of being "gassed" while in the service of his country. He will be glad to see any of his friends at any time.

James Murray of The Grand Rapids Brass Co., has returned to his job after spending a few weeks vacation in Florida. Notgniklip.

Items From The Cloverland Of Michigan

Sault Ste. Marie, March 19—There are a few outstanding cities in the United States which have had such good management that they find themselves much better off than the average municipality which at this time is embarrassed with debt, and the Sault is one of them. While Milwaukee, Cincinnati and a few others have held the limelight, it is our turn to get some favorable publicity. We have been fortunate in having an outstanding city manager. Henry A. Sherman is given credit for the record he made here and we all have been enthusiastic for the efficient business management of the city's affairs. We are gratified that it had a part in initiating an educational campaign which resulted in the voters deciding to have a commission and manager. The men who took part in the preliminary work are deserving of the hearty thanks of the community and we can congratulate them that we have as city manager an able citizen such as Henry Sherman.

According to a wireless message received from Holger Johnson, one of the little band of fishers spending the winter on Isle Royale, the winter has taken a heavy toll of moose on the island. It relates that "judging by the carcasses of dead moose around there must be several hundred of them dead on the island. Mr. Johnson told of continued cold, 40 below zero, and the snow covering the ground to the depth of six to eight feet.

Science is making much of a purported new discovery that the speed of light is not constant. But we have noticed all along that it dawns upon some people a lot more slowly than on others.

Joseph MacLachlan, 74, a resident of the Sault for forty-eight years and identified with the flour and feed business here for thirty-seven years, died at his home early Saturday morning,

after a few hours' illness. Mr. MacLachlan was apparently in good health. He had attended a deacons' meeting at the First Baptist church Friday evening. After retiring he complained of indigestion and was ill at various times through the night. Mrs. MacLachlan discovered him dead in his bed in the morning. It is believed the cause of death was heart disease, although no hint of it had been noticed by his family. Mr. MacLachlan was born January 26, 1860, in Aran township, Can. He was married Feb. 17, 1886, to Margaret Munn, in Paisley, Ont. They moved to the Sault in March of that year, where he was employed for some time in the J. B. Sweat factory. Mr. MacLachlan went into the flour and feed business in 1897 and later took his brother, the late William MacLachlan, in partnership in 1916. Mr. MacLachlan has been prominent in business and church affairs for many years. He was one of the three surviving charter members of the first Baptist church. He was elected senior deacon for life of the church, an honor bestowed upon him for his many years of service. He was also a member of the Bethel Lodge, No. 358, F. & A. M. He served on the board of education for nine years and up to the time of his death was a director in the First National Bank. He also was a member of the Emma Nason's Children's Home for more than twenty-five years, being one of the first directors of the board. He is survived by his widow, three sisters, one daughter and three brothers. He will be greatly missed in this community, where his word was as good as his bond. His cheerful disposition and uprightness made him a friend of the community and it can be truthfully said that "another good man has gone."

Leon Degelman, the popular manager of the Hotel Ojibway, who recently returned from the Sunny South, where he put on a good coat of tan around the ocean beaches, said that the only regret he had was that the time passed too fast. He was just getting onto the ropes and found that the price of a hair cut for his wife was only \$10 and numerous other bargains. He was also impressed by the big business the hotels were enjoying which made him think of the good old days when the Hotel Ojibway was filled to its capacity, also the Old Park Hotel and the Dixie Inn, which cared for their overflow.

A Dafter farmer has named one of his pigs Dillinger in honor of the popular gangster, because it is constantly breaking out of the pen.

The Sault will be a port of call for the S. S. Seaandbee this Summer on special seven-day vacation cruises from Buffalo to Chicago. The Seaandbee, which has been a regular caller here for many years on excursion trips, will stop here every Friday morning during the navigation season for two hours and a half, 6:30 a.m. until 9 a.m. The cruises will start at Buffalo and will include stops at the Sault, Mackinac Island, Chicago and a trip through Georgian Bay. The schedule will run from Sunday, July 8, until Sept. 2, inclusive. This will give many visitors who attend the world's fair a chance to visit here.

The Pequaming, Baraga county, sawmill of the Ford Motor Co., has resumed operations and is now sawing the winter's cut of hemlock logs which have been hauled to the mill. Several trucks are now bringing in logs and the plant will run on one shift for some time. The company's mill at L'Anse is also operating on one shift per day and cutting logs. The log supply is expected to keep the mill busy on that basis until August.

Lots of people aren't altogether satisfied with this world, but nobody has succeeded thus far in making a better one.

Erick G. Person, who was engaged in the furniture and undertaking busi-

ness in Ishpeming for many years, passed from life last Friday night at his home, 406 Cleveland avenue. Burial took place Monday afternoon, following services conducted by the Rev. Theodore Matson in Bjork's funeral home. Mr. Person was born July 20, 1852 in Arvika, Vermland, Sweden, and came to this country in 1881, going first to Republic. Two years later he arrived in Ishpeming. There he was a member of the firm of Swanson & Person, which was later dissolved, and he retired from active work in 1906. He was a member of the Modern Woodmen and the Swedish Home society.

William G. Tapert.

Glass Call Held Steady

The demand for most glass products indicates apparent stabilization at previous levels, which, however, are considerably above those prevailing during March, 1933. Factories supplying safety, plate and sheet glass for automobile manufacturers are busy and shipments are good. While shipments of liquor and bar glassware continue with little abatement as factories catch up with their orders, new business in pressed and blown glassware for the kitchen, table and home use has eased up. This situation is believed to be temporary because merchandisers have been busy with March sales of house furnishings.

Machine Tool Buying Spurts Here

Orders for machine tools show a sharp advance throughout the week as factories in the market for equipment placed orders in advance of price rises scheduled for later in the month. One of the largest producers of machine tools will advance prices tomorrow an average of 8 to 10 per cent. on all products. Others are due to bring prices into line before the close of this month. Under regulations worked out in the machine tool industry's code, buyers are given ten day's notice of impending price rises. Contracts placed before the expiration of that time limit are being filled at the old prices in most instances.

Linen Men Fight Duty Plea

A charge that domestic interests are attempting to force them to import linen in the gray and pay high prices to have it dyed here, was voiced by importers, who appealed to the Federal Tariff Commission to deny requests for higher duties on undyed linen cloth. The importers contend that domestic dyers on Feb. 27 increased prices for dyeing linens from 12 per cent. on some light shades to as much as 45 per cent. on cloth to be vat dyed in navy blue shade. Importers insist that the dyers raised prices and have now turned to the tariff authorities to raise rates so that the higher prices can be maintained.

The problem of liberty and living is one which the government cannot and will not solve. We cannot delegate the protection of liberty to government. The people must relate it to their daily living, or the swift course of events will sweep it aside with reckless disregard of the consequences.

There is a new bathroom accessory—a valance to hide shower-curtain hooks and bars. The concealing fabric hangs from a rod clamped above the curtain bar.

MOVEMENTS OF MERCHANTS.

Harrisburgh—Mrs. Violet G. Phillips succeeds J. E. Averill in general trade.

Athens—The Athens State Bank has increased its capital stock from \$40,000 to \$60,000.

Detroit—The D. J. Healy Shops has reduced its capital stock from \$400,000 to \$140,200.

Detroit—The Juick Work Cleanser Co. has increased its capital stock from \$6,000 to \$7,500.

St. Clair—The Electric Units, Inc., has increased its capital stock from \$50,000 to \$200,000.

Shepherd—The Commercial State Bank of Shepherd has increased its capital stock from \$25,000 to \$35,000.

Detroit—The Leiderman Commission Co., Inc., has been organized with \$5,000 capital stock, of which \$2,100 is paid in.

Detroit—The Automotive Sheet Metal Corporation has been organized with \$50,000 capital stock, of which \$1,000 is paid in.

Detroit—The Buhl Stamping Co. has increased its capital stock from \$150,000 to \$360,000 preferred and 70,000 shares of common stock.

Detroit—The Andary Markets, Inc. has been organized to conduct stores for the sale of foods. The capital stock is \$1,000, all paid in.

Muskegon—Charles A. Rubinsky, 990 Jefferson street, has filed a trade name certificate to do business as the Rubinsky Iron & Metal Co.

Detroit—The M. A. Ellman & Co. has been organized with \$10,000 capital stock, of which \$1,000 has been paid in. It will deal in office equipment.

Grand Rapids—Lee & Cady have installed two Red and White stores this week—Curtis & Son, Ionia, and the G. H. Middlesworth Estate, Weidman.

Detroit—The Leonard Pure Food Distributing Co. has increased its capital stock from 100 shares no par stock at \$25 to 100 shares par stock at \$100 per share.

Hastings—Charles Hinman, owner of a grocery store, was nominated by the Republican party for the office of mayor at the city caucus held at the city hall recently.

Detroit—The Thermotite Products, Inc., has been organized with a capital stock of \$100,000, of which \$1,000 is paid in, to deal in formulas and patents on wood fiber.

Coldwater—The Coldwater Co-operative Co. has been organized with a capital stock of \$50,000, all paid in, to engage in the purchase and sale of agricultural products.

Detroit—The Eureka Research Laboratories, Inc., has been organized to develop electrical and chemical formulas with a capital stock of \$10,000, of which \$1,000 is paid in.

Detroit—The Princeton Hat Shop, Inc., has been organized to engage in the sale of hats and men's furnishing at 1247 Griswold street. The capital stock is \$1,000, all paid in.

Detroit—The Wayne Wholesale Hardware Co. has been organized with \$50,000 capital stock, of which \$1,000 is paid in. The business is located at 12222 Grand River avenue.

Flint—The Thompson & Fader Co., Inc., has been organized to handle malt liquors and non-alcoholic beverages. The company has a capital stock of \$10,000, one-half paid in.

Detroit—The Syrain Bakers Corporation has been organized to produce baked goods and confectionery at 542 St. Aubin street. The authorized capital stock is \$2,400, all paid in.

Detroit—The Jacob Interior Furnishing Co. has been organized to deal in rugs, draperies and furniture at 5737 Second boulevard. The authorized capital stock is \$25,000, of which \$1020 is paid in.

Kalamazoo—Glen Handshaw was appointed manager of Muir's drug store, succeeding Homer C. Townsend, who has been given the management of one of the Muir stores in Grand Rapids. Handshaw has been affiliated with the Muir store for the last five years. His home was formerly in Mendon.

Lansing—Roehm & Laubscher have moved the "apothecary shop" from the United bldg. to the Bauch bldg., 115 West Allegan street. The new location gives the firm more space for storage and prescription departments as well as a more diversified stock of hospital and other medical supplies and equipment.

Saginaw—Black W. Clark, 54, who had been in the hardware business in this city for about thirty-five years, died recently. He started his hardware career working for his father, Robert J. Clark, and in 1907 joined the Saginaw Hardware Co., which organization he left in 1931 to go with the Clark Hardware Co.

Battle Creek—Horace J. Mulrine, 75 years old, president and general manager of the L. W. Robinson Co., owners of the oldest and largest dry goods store in the city, died March 20 at St. Petersburg, Fla., where he was spending a few weeks. Mr. Mulrine was a past president of the Michigan Retail Dry Goods Association.

Jackson—The Jackson Retail Shoe Dealers Association are making plans to tie in with National Foot Health Week, according to P. B. Reid, chairman of the Publicity Committee. Already they have taken up their plans with the local newspapers for publicity and have been assured of close cooperation. There are thirty retail shoe dealers in Jackson and all have pledged their support.

Lansing—A new store was opened here last Saturday at 200 South Washington avenue by the United Shirt Distributors, Inc., a concern which already conducts a store at 237 South Washington avenue. N. D. Gold, who has managed the one store here for the past three years, is manager of the new store. The old store will be managed by Archie Brown, who comes here from Detroit.

Kalamazoo—The rear room of the Bestervelt grocery and market, 617 Portage street, was badly damaged by a fire of unknown cause Sunday night. The extent of the damage was being determined Monday. Firemen confined the blaze to the back room of the store, where the ceiling was badly burned and a quantity of stored canned goods

and breakfast foods was destroyed. There was slight smoke damage to the front of the store.

Marquette—A new food service was started here this week when the E. A. Johnson Co., of Marquette and Ishpeming, whose Marquette store is at the corner of Third street and Hewitt avenue, became affiliated with the Super-Service Stores organization. In this group of independent grocers, sponsored by Sprague, Warner & Co., Chicago wholesalers, who have served the independent dealers for seventy-five years, grocers benefit from co-operative merchandising and savings made possible through "mass buying."

Saginaw—Frank J. Wolfarth, 68 years old, 1000 Hoyt avenue, prominent Saginaw baker, and lifelong resident, died Thursday at Henry Ford Hospital, Detroit. Mr. Wolfarth took over the baking business which his father, John Wolfarth, established in 1867. It is today the oldest independent bakery in the State. He likewise took a leading part in trade circles in his industry, having been at one time a governor in the Master Bakers Association. He had been in ill health for the past two months, and five weeks ago was taken to the hospital for treatment.

Flint—Property of the Freeman Dairy Co., of Flint, with branches in sixteen other Michigan cities, was ordered sold to 67 bidders Friday by George A. Marston, referee in bankruptcy, for an aggregate of \$196,199. Of this sum, a larger amount than was expected will be available for creditors' claims because of an agreement with bondholders, John T. Spencer, receiver, said. The aggregate bids were accepted because the largest bid offered by a single buyer for the entire property was \$150,000. The various property in each city was sold as a unit, however, with the exception of the parent plant in Flint, and each city's plant will be continued in operation without the loss of a single day's delivery of milk or an hour's employment. Mr. Spencer said. The milk business of the parent plant at Flint was also sold as a unit; other departments, including the ice cream plant, will be dismantled. Mr. Spencer will continue to operate the Flint plant for several days until the other units make arrangements to operate independently. Sale of the assets of the parent plant at Flint netted \$87,129. Other sale prices included: Lansing, \$15,300; Detroit, \$24,500; Royal Oak, \$16,500; Kalamazoo, \$10,020; Port Huron, \$3,760; Standish, \$15,000; Mt. Pleasant, \$2,815; Petoskey, \$3,000; Cadillac, \$2,000; Traverse City, \$1,010, and Cheboygan, \$2,550. The firm went into receivership in October, 1933, and was declared bankrupt Jan. 5, 1934. In 1929 the Freeman family refused an offer of \$2,750,000 for the holdings. The receiver's inventory of the property placed its present value at more than \$1,500,000.

A new rapid-drying, general-purpose interior finish is said to be acid and alkali-proof, impervious to water, grease, oil, chemical fumes, usable on walls, floors, machines without primer.

Manufacturing Matters

Detroit—The Hydro Stamping & Manufacturing Co. has been organized with a capital stock of \$10,000, all paid in.

Detroit—Frederick Stearns & Co., manufacturing pharmaceuticals, has reduced its preferred stock from \$2,237,000 to \$1,898,000.

Detroit—The Specialty Products Co. has been organized to manufacture and sell auto windshields. The capital stock is \$5,000, of which \$2,000 is paid in.

Detroit—The General Sound Corporation has been organized to manufacture sound recording and reproducing machines with an authorized capital stock of \$50,000, of which \$2,500 is paid in.

Muskegon—D. Erwin Hower and Harriett G. Hower have organized a stock company under the name of Hower's, Inc., to engage in the manufacture and sale of apparel for women. The authorized capital stock is \$5,000, of which \$1,000 is paid in. The store is located at 318 Houston avenue.

Further Expansion in Retail Sales

Last week's sales of seasonal merchandise again showed the marked improvement which nation-wide retail organizations began to report as soon as the weather turned favorable again.

Dollar sales volume increases up to 75 per cent. over 1933 are by no means rare in Southern and Southwestern stores, while automobile and steel centers also report a rapidly expanding business.

Average increases for the past week are between 25 and 50 per cent. over 1933, with department stores usually showing relatively smaller figures than apparel specialty shops.

Store executives hope that this revived buying enthusiasm will carry through the remainder of the month. Many stores are asking for speedy delivery on re-orders to satisfy demand on fast selling fashion merchandise.

Jobbers Restrict Textile Orders

Dry goods wholesalers continue to confine their operations in the primary markets to necessary replacement business, mainly on staples. Prices are still very strong and deliveries difficult to obtain, but at the present time impetus to any large-scale buying is lacking, it was said. Cotton has been moving erratically, with gray goods weaker as a consequence. Wholesalers, however, are moving large quantities of merchandise to their retail accounts steadily and expect to be back in the market shortly for additional requirements.

Ready for Anything

A young lady went into the Otis drug store and said: "Excuse me, but are you a registered pharmacist?" "Certainly, ma'am," the druggist replied.

"You have a diploma?"

"Yes, ma'am."

"How long have you been in the business?"

"About fifteen years."

"You use the utmost care in serving customers?"

"Yes, indeed."

"Well, then, I guess it will be all right. Please give me a ham sandwich."

Essential Features of the Grocery Staples

The code situation in the grocery industry is gradually clearing up and with this clarifying of conditions is bound to come a certain peace of mind that the grocery trade has not had for many years. While some hope for Utopia and others merely hide the chisel until such time as either alternative will be useful the ordinary garden variety of grocer is going to find that operations under the code will be beneficial. For one thing there will be a gradual trend toward stabilization of business, the markup provision will probably be announced within a short time (will amount to 2 per cent. and 6 per cent. for the wholesaling and retailing functions respectively). Organized retail grocers who have fought for years for legitimate business conditions will find it possible to effect these by operation under their code. They will for instance be enabled to rationalize their store hours problem to a certain extent. They will be able to do something about it when someone cuts prices below cost plus markup. And most important of all under the practical revival of the old guild system of business organization they will be able to meet their competitors to talk over conditions, study their methods and under proper safeguards standardize operations to an extent that even the smartest of lawyers could not achieve in the old trust days.

Sugar—Local jobbers hold cane granulated at 4.90c and beet granulated at 4.70c.

Tea—The business reported from first hands tea market during the week was only moderate. Prices have remained steady and unchanged since the last report, although some of the primary markets are reporting a little weaker condition than has existed for some time. Perhaps the undertone of the tea market in this country is not quite so firm. Consumptive demand about as usual.

Coffee—The past week has witnessed considerable fluctuation in the market for future Rio and Santos coffee, part of which was upward and part downward, although the declines aggregated more than the advances. The week started with quite a substantial fractional decline owing to an easier condition in Brazil. This continued for about two days and then the market advanced, but not as much as it had previously declined. Later it declined again. The main reason appears to be unsettled conditions in Brazil. As to spot Rio and Santos, the situation has been weak since the last report. Prices show no material change from a week ago. The demand for spot Rio and Santos has been quiet. Mild coffees in a large way show no special change, although some shading is done by second hands sellers. The jobbing market on roasted coffee has not shown any general change during the week. Consumptive demand for coffee is reported good.

Canned Fruits—Although there was not much activity in canned fruits last week, the letdown is undoubtedly one of those temporary things which hap-

pen from time to time. Brokers admit booking good business from around convention time right up until March 1. Buyers are not fairly well fixed on most items and watching how the future shapes up. Conservative factors in the trade feel that there is every reason to believe that canned fruit is a good buy even at present levels, which are at the peak in every important item. Costs will be considerably increased on new packs, from the growers to the labelers. Were it not for the fact that the various marketing agreements do not include a limitation on production, allocation of pack, etc., there is no doubt that spots would be absorbed quickly, and large future business placed. But there will be an important restraint on packing, with the banks holding the reins. If there are some packers foolish enough to contract large raw stock supplies at high prices and pack far in excess of their visible outlets, then the banks undoubtedly will fulfill their function. They are none too liberal as it is.

Canned Vegetables—The major items of spot vegetables show no particular change. Tomatoes, peas and corn are very firm, all the way through. The trade happens to be fairly well sold up at the present time; consequently, there is not much activity. New prices on California asparagus, which were expected here Saturday, failed to appear, but they should be coming through today. The prices have been awaited with considerable interest in the trade. No inkling as to how they would compare with last year's has been forthcoming, except for a few hints that they would be 20 per cent higher than last year's, based on the sharply higher prices on raw asparagus and increased costs of cans, labor, etc.

Canned Fish—Demand for canned salmon continues good with fancy grades such as Columbia River chinooks becoming quite scarce. Supply of Alaska chums is also short and the same is true to some extent of Alaska pinks. Alaska reds are also firm.

Dried Fruits—The dried fruit market here has been reasonably active, in view of the let-down in other lines. There has been a certain stimulation in trading, due to the approach of the Easter holidays, but buyers are still closely refilling their shelves and bins, although why this caution is hard to say. The warmer weather is expected to bring about a certain recession in dried fruit activity, of course, but the indications are that the trade both here and in the interior are not heavily stocked, and will be in the market from time to time to replace stocks as they move into consuming channels. The Coast market shows no particular change. In a general way it can be said that everything is firm to higher there except raisins, which, while steady, lack the sponsorship which other items have had. Thompsons are being firmly held by growers, and first hands contend they cannot profitably sell them at today's levels on a sweat-box price of \$61 a ton. As a result, there has been some talk of jacking up the price of Thompsons, but first hands at this writing had not defin-

itely made up their minds about the matter.

Beans and Peas—Demand for dried beans continues very poor with prices barely steady. No change has occurred during the week in dried peas.

Nuts—The shelled nut market is still dragging along at a slower pace than the season warrants. Domestic shelled nuts are still selling to many users who in other past years used foreign nuts. The unfavorable exchange and firm price ideas abroad have made it difficult to import from Europe for profitable resale. There has also been some activity in new crop Brazil nuts, but here again there is an inclination to wait for lower prices later.

Pickles—Dills and salt stock have become very scarce. This is so because of the light carryover from last year's pack. The demand has improved considerably. Sellers have advanced ideas on the salt and dill pickles and some of the sweet varieties about 10 per cent.

Rice—The market continues to show an improved tone here as distributors are more active in certain grades of rice which have been neglected, such as Blue Rose. It looks as though stocks accumulated in the past have been worked into consumption and this indicates a growing inquiry as time goes on. There is a very strong statistical situation to support a stronger tone as time goes on and the marketing agreement reached on the new crop has caused considerable improvement in future sentiment.

Salt Fish—There is still a good demand for mackerel and other salt fish. Mackerel of good quality is not very abundant. Codfish is inclined to be scarce. Prices steady to firm, and Holland herring on account of scarcity advanced 10 cents a keg during the week. Altogether the demand for salt fish is much better than during Lent of 1933.

Syrup and Molasses—Supplies of sugar syrup are still small and the demand excellent. Prices are firm. Compound syrup is dull at unchanged prices. Demand for molasses is only moderate and prices are unchanged.

Review of the Produce Market

Alligator Pears—19c each.

Apples—Northern Spy, \$2 for No. 1; \$2.25 for extra fancy; Delicious, \$1.75 per bu. for No. 1 red.

Asparagus—\$3.25 per case of 12 2-lb. bunches from California.

Artichokes—Calif., 70c per dozen, 4 doz. in box.

Bananas—4½c per lb.

Brockles—15c per bunch.

Butter—Tubs, 25c; prints, 25c; cartons, 25½c.

Cabbage—New from Texas, \$1.85 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, \$2.75.

Celery Cabbage—75c per doz.

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

Cucumbers—No. 1 Florida, \$1 and \$1.25 per dozen, according to size.

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

C. H. P. from farmer.....\$2.10
Light Red Kidney from farmer.. 4.50
Dark Red Kidney from farmer.. 5.25
Light Cranberry..... 4.50
Dark Cranberry..... 3.50

Eggs—Jobbers pay 10c per lb for all clean receipts. They sell as follows:
Fancy, fresh white.....19c
Candled, fresh.....18c
Candled, large pullets.....16c
Checks.....15c

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—\$3.50 per hamper for Louisiana grown.

Green Onions—Shalots, 30c per dozen for Louisiana.

Green Peas—\$2.50 per hamper of 30 lbs. for Calif. grown.

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

Hubbard Squash—2c per lb.

Kumquats—19c per box.

Lemons—The price is as follows:

360 Sunkist.....	\$5.00
300 Sunkist.....	5.75
360 Red Ball.....	5.50
300 Red Ball.....	5.50

Limes—28c per dozen.

Lettuce—In good demand on the following basis:

California, 4s and 5s, crate.....\$3.25
Leaf, hothouse......45

Mushrooms—32c per one lb. carton.

Onions—Home grown, \$1.25 per bu. for Yellow.

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

126	\$3.25
176	3.50
200	3.50
216	3.75
252	3.75
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 per bu.; Idahos \$2.25 per 100 lb. bag.

Poultry—Wilson & Company pay as follows:

Heavy Fowls.....	14c
Light Fowls.....	11½c
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, 17c per pint.

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

Tangerines—\$2 per bu.

Tomatoes—Repacked Mexican, \$1 for 10 lb. carton.

Turnips—75c per bushel.

Veal Calves—Wilson & Company pay as follows:

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

Vegetable Oysters—30c per doz.

Wax Beans—\$3.50 per hamper for Louisiana grown.

MUTUAL INSURANCE

(Fire and Life)

Grocery, Market and Department Store Fires

In general the retail sale of groceries is conducted in ground floor premises having floor areas ranging from 1,000 to 4,000 square feet. Frequently the basements of these occupancies are used for surplus stock, empty boxes and crates and the heating appliance is usually there. The upper floors are often used for apartments.

The hazards in this type of occupancy predominate in the basement and the large majority of fires originate there from rubbish conditions, improper setting or clearance of heating appliances, defective heating appliances or fires caused by substandard oil burning installations or careless handling of equipment.

Fires of this type can generally be controlled with first alarm companies, the exceptions being when upper floors have become involved or in cases where basement fires have involved other stores in the same building and are threatening other communications. Officers in charge should direct their attention to the rescue or assistance of persons in danger, order additional assistance if required, and immediately cover exposures, particularly vertical openings. As soon as possible the body of the fire should be attacked either by means of inside or outside stairways to the basement. Ventilation should be made on the first floor utilizing transoms and small windows for this purpose, breaking plate glass only when necessary to prevent communication to the upper floors. The basement should be ventilated by windows, deadlights or by opening the floor. Ventilation of the entire building should be made according to the extent of the fire.

If possible to advance a line into the basement from front or rear, shut down opposing streams and advance the company through the basement. If this is impractical insert basement pipes or circulating nozzles as conditions demand, and cool sufficiently to allow a company to enter the basement.

Guard against fire traveling in walls and partitions, and carefully move shelving and stock before examining or pulling sidewalls. Use water carefully, especially on the first floor, as it should ordinarily be possible to confine the fire to the basement with slight communications in side walls and stairways.

A stock of this nature is especially susceptible to water damage and the officer in charge should make every effort to assist the patrol to salvage the stock.

After carefully overhauling, the companies should be released, and the investigation as to the cause of fire made. The city health department, through the proper channels, should be notified that food stuffs had been exposed to fire at this alarm.

In general fires in retail markets closely resemble conditions mentioned

in the preceding paragraphs. An additional hazard is often present in the form of heating appliance used for the cleaning of chickens. In many of the present day markets ammonia refrigeration is in use, and in case of a rupture to the pipes or fittings difficulty in extinguishing the fire is increased.

Assuming a fire of a similar character, and in a building of the type mentioned under "grocery fires," the same general fire fighting plan should be used. In the event that the fire gains possession of the refrigerators it may be necessary to open the floor of the second floor above the fire to prevent further communication, as well as to attack the fire and open the insulated ceilings of the refrigerators. Fires in insulated walls travel slowly, are accompanied by considerable smoke and are difficult to open.

In the event of a rupture to the ammonia system, ventilate thoroughly and place breathing apparatus in service on men engaged in holding the fire in control. Also make an attempt to shut off the system as soon as access to the control valves is possible.

Department stores have a multitude of special hazards, and in case of a fire during business hours the possibilities of a panic and loss of life are always present. The danger may be greatly diminished by the proper ordinance requirements for buildings of this type. District officers should be constantly on the alert, and perfectly familiar with all of the private fire protection devices, locations of stairs and elevators, and be equipped with such other information necessary to cope efficiently with a fire in any part of the premises.

Officers should also seek to prevent fires by careful and frequent inspection. In large department stores will be found restaurants with their attendant special hazards of gas heating appliance and grease chutes. Laundries with ironing machines, gas and electric sad-irons, dryers and flexible gas connections, repair shops for the repair of furniture, including upholstering with storage of paints, oils and varnishes, upholstering material and lumber, sawdust and shavings, glue pots, and other special departments present serious hazards. The packing rooms and the storage of excelsior should receive the attention of the inspecting officer. Since fifteen per cent. of fires in department stores originate in waste chutes and vaults, special attention should be given these places and the sprinkler equipment and cut-offs should be checked to guard against the spread of a fire originating therein.

During the Christmas season seasonal decorations with electrical lighting effects add to the fire hazards, and with the congregation of a larger number of customers than is usual, the menace to life is accordingly increased. District officers should give this matter their attention and arrange to make inspections during the early part of December.

Standpipes and sprinklers and their appurtenances should be carefully examined. Officers should be familiar with the locations of siamese connections, standpipe outlets, controlling valves and fire pumps, to use this

equipment efficiently in emergencies.

District officers should co-operate with the owners and managers in organizing private fire brigades and exit drills. A well organized fire brigade with a modern local alarm system, and having all employees posted in their duties during exit drills, will aid the fire department in controlling fire and checking panic.

Assume a fire on the sixth floor of a twelve story department store of fire-proof construction, with enclosed stairs and elevators, outside fire escapes, standard sprinkler equipment and standpipes. Building is divided into two areas by a standard fire wall with double automatic fire doors on the openings. The fire has opened five heads and is threatening further com-

munication on account of obstruction to the distribution of the water. The time is during business hours.

It should be the duty of the officer in charge to make immediate provision for the rescue or assistance of persons in danger. If necessary he should order an additional alarm. The first arriving engine company should make a connection to the standpipe and the sprinkler siamese, and charge both lines. Three lengths of hose and shut off nozzle should be taken to the sixth floor connection or, if impossible to reach this outlet the fifth floor outlet should be used and the line taken from this point up the stairway. Presuming that a standpipe extends through the section divided from the fire section, the sixth floor outlet could

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be used and the line stretched through the fire doors. The fire escapes should be used for this work, presuming the stair halls to be crowded with people seeking an exit. The hook and ladder and squad companies should maintain order on the stairway, go above the fire, order persons into the section not involved and close the fire doors after all have been removed. Then ventilate the building by opening windows from top and bottom, order the elevator men to run cars to the upper floors and unload passengers on the fifth floor to empty the fire area and sections above more quickly.

In the event that additional streams would be required to extinguish the fire, the second and other engine companies should be ordered to stretch lines up fire escapes, utilize other inside standpipe connections, and completely surround and extinguish the fire.

Immediately upon having the fire under control the control valves on the sprinklers should be shut off. Due to the large areas subjected to water damage all available men should be ordered to assist the patrols in their salvage work below the fire.

A Believer in Fire Prevention

Grand Rapids has been nationally known for its low loss record and one of the reasons for this accomplishment is the work of Fred P. Higgins, assistant fire marshall. "I am and have been a firm believer in fire prevention ever since I began to know something about this business, and I am assistant to a chief who is also an ardent fire preventionist," said Mr. Higgins in commenting on his work in Grand Rapids. Grand Rapids has carried on a continuous program of fire prevention for nine years and in this, the tenth year, an anniversary plan is being used which it is hoped, will give the city another good record.

Chief Higgins is a great believer in experimenting to find workable plans to educate the public in the greater need of fire prevention. Many plans have been tried in Grand Rapids. All have been good, but some better than others. Grand Rapids' reduction of its per capita loss from \$7.66 in 1923 to 67 cents in 1932 and 88 cents in 1933 is a commendable record.

In order to achieve these results the Grand Rapids fire department, in addition to its other activities, makes more than 90,000 inspections annually, inspecting dwellings once each year and mercantile, manufacturing, public buildings, schools and churches four times annually. Every fire is carefully investigated as to origin. Mr. Higgins joined the Grand Rapids fire department thirty-nine years ago. He enlisted in the Spanish-American war and served with the 32nd Michigan volunteers. Upon his discharge with the rank of corporal, he joined the Grand Rapids department. In 1918 he did special work in studying fire department, guard system and welfare work in picric acid plants, in training to take over a position in a picric acid plant in the Middle West. When the armistice was signed he rejoined the Grand Rapids department.

Mr. Higgins' first promotion was to lieutenant in 1901, to captain in 1914 and assistant fire chief in 1916.

In commenting on fire prevention activities, Mr. Higgins said that he does not understand how any fire official can hope to succeed without some fire prevention activities. "My personal belief is," he said, "that the fire loss situation in the United States can be controlled, that the responsibility is individual and any campaign of fire prevention should be so designed and carried out. If this is done the future story of fire losses in the United States will be very different from those in the past."

True Story

We were in the engine house one day when a fellow strolled in and said to me, "Hello, chief."

"Hello, Frank," I replied. "What can I do for you?"

"Well, chief, there's a fire in a house over by my place and I expect you fellows had better look after it. It's been smoldering all morning, and I don't seem to be able to put it out, so I thought I would get my dinner and then come over after you."

"How did you come over, Frank?"

"Oh, I walked over."

Knowing Frank was not a drinking man, and because he seemed rational, at least to look at him, I told him to come along. We went over with our chemical truck, and sure enough, the house was full of wood smoke issuing from around the hearth and mantel. Incidentally, the lady of the house was sitting there, trimming the nails of her small son.

Going into the basement, and finding no fire, we looked under the concrete hearth. The boards there were charred halfway through, and were also so hot that they blazed when we blew on them. Frank had the laugh on us in the end, as he said that our excitement and appearance gave him a big laugh.

John E. Weiland,

Fire Chief of New Lexington, O.

Fall Sweaters More Active

Sweater mills are getting fairly good response to their Fall lines opened recently, according to selling agents. The staple heavyweight numbers, such as sports coats and baby shakers are moving in a volume substantially ahead of last year. Jobbers have done most of the buying to date, and there has been comparatively little price pressure, although quotations are about 60 to 70 per cent. above the opening levels of last year. Because of the delivery problem on bathing suits at the present time, most mills are late in starting production on sweaters, and it is possible that shipments on these goods may also be delayed.

A new electrical heating unit helps service stations speed differential and transmission grease changes in cold weather. The unit attaches quickly to the housing, plugs into a current outlet, is said to soften cold grease in a jiffy.

A new small fire alarm unit for residences, schools, etc., screws into any ordinary light socket, is said to detect any fire starting near it, to sound an alarm automatically.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

The latest issue of the Merchants Journal, of Topeka, contains the following reference to a swindler who was driven out of Michigan by the Tradesman about a year ago:

A merchant in a Missouri town reports being defrauded by an individual using the name of F. W. Mann, who carries literature showing him to be in the store fixture business in Minneapolis, Minnesota.

Mann sold this merchant meat shop fixtures to the amount of \$200 and collected \$38 down on the order. The fixtures failed to arrive and investigation failed to locate such an individual or concern in Minneapolis.

Mann drives a Ford car, is described as sixty years old, is of medium weight and height and has a crippled left foot.

This man was exposed by the Tradesman repeatedly for several years but he continued to keep up his swindling career, confining his operations to merchants who were not on the subscription list of the Tradesman. We finally succeeded in interesting the State Constabulary in the old rascal and, between us, we kept him in jail for about a year, serving sentences in Ottawa, Eaton, Benzie and other counties. He has evidently concluded that Michigan is a good state to avoid in the future. If there is a state constabulary in Kansas, the Realm suggests that the Merchants Journal get in touch with that organization at once. The two ought to keep the old rascal playing checkers with his nose for some months to come.

Charged with erroneously advertising its medicine as an effective treatment for gallstones, the Home Drug Co. of Minneapolis, has been made respondent in a formal complaint issued by the Federal Trade Commission charging unfair methods of competition.

Inviting the public to write Home Drug Co., Minneapolis, 'for a recognized practicing specialist's prescription on liver and gall bladder troubles,' the company advertised its so-called self-medical treatment as "Prescription No. 69," saying that "this medicine acts directly upon the sluggish liver, where the bile is made," and that "it clears up the torpid liver, which will then make healthy bile, capable of dissolving the stones in the gall bladder."

Asserting that Prescription No. 69 is not a remedy or cure for gallstones and kindred diseases, the Commission said that use of the product "will not act upon the human system so as to cause, by dissolution of the gallstones or otherwise, evacuation of them from the body of the person who has taken a treatment or treatments consisting of the said 'Prescription No. 69.'"

Ingredients of Prescription No. 69, the Commission said, "do not have medical or therapeutic qualities sufficient to do any of the essential things necessary for the dissolution or removal of gallstones from the human body or for the relief of liver and stomach disorders."

Filing of the company's answer to the complaint will be the next step in the proceedings.

Free gift sales methods are denounced by the Federal Trade Commission in a cease and desist order just issued against Standard Historical Society, Inc., of Cincinnati, distributor of history sets.

So-called free book offers are disapproved by the Commission in ordering the company, among other things, to stop representing that books will be given free of cost as a means of advertising. Books were represented to be given free to a customer on condition the latter write the company his opinion of the set according to the Commission's complaint.

Before obtaining this free offer, customers were required to subscribe to a so-called loose-leaf extension service for ten years, so the history set could be kept up-to-date. However, the Commission charged in its complaint that the customer, in paying for the loose-leaf service, was, in fact, buying the entire set of books. In its order, just issued, the Commission directs the society to cease representing that purchasers are only buying the loose-leaf extension service when this is not true.

The order also prohibits representation of the regular price of the loose-leaf service to others than history set purchasers as \$10 per year or \$100 for ten years, and the regular price of the history set as \$120. The Commission had charged the society with representing that, instead of paying this total of \$220 for books and loose-leaf service, a "limited number of persons" could obtain the set and service at "specially reduced prices" ranging from \$59.50 to \$79, which latter prices were, according to the Commission's complaint, none other than the regular prices of the history set and loose-leaf service combined.

Misrepresenting in advertising or other literature the contribution made or the work done by authors, contributors or revisers, is also prohibited as is the practice of advertising that authors, historians or educators were consulted and quoted from, when this is not true. Advertising or representing that the society maintains an editorial staff which digests and records historical happenings for the loose-leaf extension service, when such is not the fact, is also to be discontinued.

The Commission orders the company to cease using a corporate name which includes the word "society" unless this is "qualified by words clearly indicating that the corporation is not a co-operative society, but is a corporation organized for profit, or words to a similar effect."

Summer Appliance Lines Ready

New lines of electric appliances for Summer promotion were put on display by manufacturers last week for the inspection of buyers due in the New York market in the coming three weeks. Confident that the call for seasonal goods will be exceptional this year, producers have included the widest range of fan styles and patterns in four years. Fans priced to sell from \$5 up are being featured in a variety of shades to fit in with home and office decorative schemes. Air-conditioning units are being given a prominent place in the exhibits of some of the larger producing companies.

ADVANCES IN CLOTHING

The offering of new Spring clothing for men during the coming two weeks for Easter promotions focuses attention on the sharp price rises, which will be put into effect on most lines and which will bring a few ranges back to 1929 levels. Advances ranging as high as 50 per cent. over a year ago will greet consumers when they purchase new suits, and whether the public will accept or resist these levels is a question worrying the industry at the present time.

Because of criticism directed at sharp price advances, woolen mills, clothing manufacturers and labor unions were surveyed to determine whether the rises were justified or not. While in a few instances it was thought prices had been marked up unduly, the general consensus of opinion was that the advances were warranted. Higher raw material costs, increased minimum wages and the reduction in hours were the factors responsible for the highest prices.

Starting with the woolen piece goods it was found that wool prices had doubled in a year, that labor costs had increased 32 to 35 per cent., and that selling prices of wool piece goods had gone up on an average of 70 per cent.

A breakdown of the costs of wool fabrics shows that the raw material percentage varies from 35 to 50 per cent., the latter for the cheapest fabrics, that labor accounts for about 25 to 30 per cent. and that the overhead ratio is 25 to 35 per cent.

A fifteen-ounce fabric, which sold last year at about \$1.15 and is now quoted at about \$1.90, requires approximately a pound and a quarter of wool. The cost of the wool in early 1933 would have been about 55 cents and this year about \$1.09. Last year mills were operating on a fifty-three hour schedule and this year on a forty-hour basis, increasing labor costs about 25 per cent. Another increase of about 7 to 8 per cent. would be accounted for by the higher minimum scale. Reduced machinery hours and higher supply costs would raise overhead charges about 2 to 3 per cent.

Accordingly, higher wool prices increased total costs about 50 per cent., and labor added about 10 per cent. This would account for about 60 per cent. of the rise, in addition to which mills claimed that last year goods were greatly under-priced and should have been at least 10 to 15 per cent. higher for producers to break even.

While, of course, every fabric sold by every company would have to be checked to find out whether the price asked was exorbitant or not, the woolen people claimed that even at to-day's level many prices are still too low.

The advances in clothing vary sharply, not only with every price group but with every manufacturer. In general, manufacturers located in the South have had to increase prices more than those in other markets.

The so-called \$22.50 group, which in the last few years has included styles selling from \$16.50 up, has generally returned to that level, thus making advances of up to 30 per cent. Others selling last year in the \$20 and up class have generally gone to \$30 and higher.

One line, for instance, has been advanced from \$20 to \$30, another from \$28.50 to \$35. Those in the \$30 range have approached the \$40 level, one going from \$30 to \$42.50 and another from \$30 to \$36.50. In the higher-price lines advances have been smaller, inasmuch as fabric costs are only a small portion of the total costs and the higher-grade labor has not received much of an increase in wages.

In the cheapest lines fabrics account for about 45 per cent. of the total cost, trimming about 10 per cent., labor about 25 per cent. and the remainder overhead. The rise of 70 per cent. in fabrics would add about 30 per cent. to the total costs, in trimming about 3 or 4 per cent., and in labor about another 8 to 10 per cent.

Clothing manufacturers claimed that they are turning out better suits at the higher prices, that under the shorter week and higher wages the work of employees is improved and that they now have a little leeway by which they can refine their product.

The industry has learned too severe a lesson in the last three years to jeopardize sales by exorbitant increases in prices, it was said, and only because they were forced to, have manufacturers raised quotations.

PRICE ADVANCE DANGEROUS

In the descending spiral of the depression the brunt of conditions was borne by workers. Wage cuts followed price cuts until there appeared to be no bottom. The only hope was that a level might finally be reached when prices got low enough to exert an overpowering stimulus upon sales and thereby expand markets. More people would buy at the very low prices and more people could go to work to produce the necessary goods.

Under other circumstances this formula was successful. This time, however, there were difficulties that apparently could not be surmounted. Of chief importance was the debt burden, hugely in excess of past sums, upon which service, could not be imagined at the low levels to which wages, salaries and profits had descended. Other important obstacles were found in the highly mechanized operations of industry, which would not permit re-employment on a scale sufficient to absorb the millions out of work. Then, too, there was the lack of new lands to accommodate those forced out of trade and industry—wagons could not move westward.

The new trend in recovery poses another problem. This time the worker does not suffer through his income but through his expenditures. Profits are rolled up and prices in many cases advanced unreasonably. The worker in his rôle of consumer is to bear the brunt again. Real wages are falling, and Senator Wagner predicted during the week another collapse if the disparity between price advances and wage increases continues.

This seems to emphasize the need once more of having the consumer receive more voice in the NRA program. It suggests, also, that an excess profits tax may turn out to be the only real curb on what is a very dangerous trend.

CHECKS ON UNIONS

Aside from those industrialists who may be expected to fight any advantages for labor to the last ditch, the attitude of other business interests might be described as fairly favorable to the proposed Wagner Labor Bill. This viewpoint is based upon the growing sentiment (1) that wage rates and hours govern markets for goods and (2) that unscrupulous price competition comes principally from those who force substandard conditions upon employees.

There is an important exception always raised, however, when the labor question comes up. The brief filed by the National Automobile Chamber of Commerce last week stated it very concisely in these words:

The automobile industry believes there should be placed upon the labor unions a responsibility and regulation equal to that already placed upon business. But to-day we have a tendency toward nationalization of business and industry under rigid control and an effort to organize labor on a nation-wide scale with no control or responsibility.

While the answer of union labor to this may be that its organizations would soon dwindle to the vanishing point if there was no responsibility or regulation, self if not Government imposed, the fact is that autocratic methods and, in many instances, racketeering have held down union membership to a comparatively small total in this country. The Government and consumers should be brought into the picture as checks upon union demands, and frequent and undominated elections should end the evil of racketeer rule.

DRY GOODS CONDITION

Extraordinary gains are now being reported for trade in various sections of the country. The comparisons are made, of course, with a period last year when business was more or less at a standstill, and yet in some cases volume has reached and even exceeded boom-time proportions. The South and the West have been attaining dizzy figures.

The upturn in this area is more limited. Nevertheless, the expanding sales of Easter apparel and accessories last week put some stores here 25 per cent. ahead or better. A trend in the demand toward articles of a semi-luxury type was noted for the first time.

Besides the contrast with general business conditions of a year ago, there is also the factor of higher prices to account for trade gains. The Fairchild retail index for March 1 rose 1.1 per cent. over the previous month and stood 28 per cent. above the average for March 1, 1933. In this rise of retail values the lead has been taken by piece goods and women's apparel. For the month the greatest increases were shown by infants' wear and men's apparel.

Confident that Easter business will yield exceptional results, retailers are optimistic also over the post-holiday period. They look for clearances to be delayed, not only because of the strong price situation but because wholesale stocks are practically non-existent.

Deliveries in the merchandise markets became increasingly difficult, and in certain lines of millinery, for instance, additional Easter supplies were no longer available.

SHAKING-DOWN PERIOD

Retailers who are chiefly concerned over the rise in prices, though producers might worry on their own account as well, see some prospect of a shaking-down period within the immediate future, depending upon developments. Settlement of the labor issue in the automobile and other industries would, no doubt, lead to further price firmness, although of a sounder sort because the money would go out in wages.

On the other hand, if there is labor trouble the chances are that prices may be unsettled all around. Orders would be reduced from the affected districts and deliveries held up. From an actual shortage in certain lines, the situation might become one of surpluses.

But even with the labor crisis eliminated, the stores have recently found a tendency toward sharper competition. The costs imposed by the codes were an unknown factor for a time, and producers added on something to take care of contingencies. These "extras" have not disappeared, by any means, and the exceptional call for merchandise this Spring has bolstered profits. Each slowing up, however, has brought either reductions or a stepping up in values.

While fear of the mounting wave of monopoly has been expressed and is correctly analyzed, there is very little prospect for the ultimate success of these combinations if past experience is any criterion.

EASTER TRADE VARIED

With a much wider assortment of utility and semi-luxury merchandise selling than was the case a year ago, the volume of Easter trade is now gaining and all indications are that sales for the month will run 30 per cent. or more ahead of the same period a year ago. For the first half of the month, truly sensational percentage gains are being reported by mail-order houses, chains and department stores.

Reports from retailers indicate that the consumer is definitely in a buying mood this Easter. While the bulk of the buying centers on such useful merchandise as apparel, much better sales are reported of such items as semi-luxury dress accessories, higher grade candy, novelty bunnies and stone-set jewelry.

A new, compact, simplified device for removing condensate from steam condensing apparatus, heating and processing machines, presses, etc., has no moving parts, depends for its operation entirely upon the natural properties of steam and hot water.

Stoker and steel tubular boiler are built as a unit in a new automatically controlled heating installation. It is said to burn soft coal smokelessly, to require no brick work.

A new moderate-priced checkwriter is operated by keys instead of the conventional levers. Equipped with standard keyboard, it resembles a key-operated adding machine.

OUT AROUND

Things Seen and Heard on a Week End Trip

I certainly appreciate the manner in which the readers of the Tradesman took me to my word as set forth in the first paragraph of Out Around last week and sent in ample material in the shape of enquiries and suggestions to make this department an interesting one this week.

I have received so many requests for extra copies of our issue of Feb. 28, containing the municipal ordinance enacted by the common council of Green River, Wyoming, and subsequently sustained by the United States Circuit Court of Appeals of the 10th District that I cannot supply any further copies at this time. I have arranged with a young lady to reproduce copies of the ordinance for 50 cents and copies of the decision for 50 cents each.

The action of D. D. Alton, the Fremont druggist, in giving me the opportunity to play up this matter to the readers of the Tradesman reminds me of another occasion, twenty odd years ago, when he unintentionally did the merchants and shippers of Michigan a great service. He sent me a basket of peaches as a present by U. S. Express. The men in the local office—located only half a block from the Tradesman office—looked up my location in an old city directory three years old and delivered the peaches to a house where I had not lived for three years. There was no one at home at the time and the driver forged my name to the delivery receipt. Delivery was made on a Saturday afternoon. I was not aware of the shipment until the following Monday, when I received a letter from the donor. I then made enquiry of the express company, which sent a man out to recover the fruit and bring it to my office. The fruit had spoiled in the meantime and I refused to receive it. I made demand on the express company for \$1.50, the value of the present, which was rejected. I sued the company in justice court and received a verdict for \$1.50 and costs of suit. The company took an appeal to the Kent Circuit Court, where Judge Perkins reversed the decision of the justice court. My attorney then advised me that the matter be dropped because of the small amount involved and the fact that there was no statute or decision in the law books of Michigan defining the duty of a common carrier in case of delivery. I told my attorney it was high time we had a definite law on that subject and insisted on his taking the case to the court of last resort, which reversed the decision of Judge Perkins and handed down a new decision, which is now a part of the common law of Michigan, as follows: "Delivery by a common carrier constitutes delivery to the person addressed or his authorized agent during business hours." This decision cost the U. S. Express Co. about a thousand dollars and cost me about \$500 which I paid my attorney for his services. It has been worth many thousands of dollars to the merchants and shippers of Michigan.

Within a week after this decision was handed down, Mr. Crawford, who conducts an elevator at Ithaca, received a shipment of seed beans by express. The shipment was thrown on the platform of his warehouse on a Saturday afternoon, after the establishment was closed for the week. That night it rained on the beans and spoiled them. Mr. Crawford presented his claim to the express company, whose attorney informed him he had no cause because there was no provision in the law books covering what constituted delivery by a common carrier. It so happened that Mr. Crawford had noticed the decision I had obtained in the peach case and brought it to the attention of the lawyer. One perusal was all he required to convince him that his client had no ground on which to base a defense and Mr. Crawford was promptly reimbursed for his loss by the express company. I have heard of many cases of a similar character during the past twenty years.

Taking up the subject of the Michigan merchants who have been longest in trade along the lines of my enquiry in the March 7 issue of the Tradesman, I have received much interesting information. I think there is no question that Geo. W. Hubbard, of Flint, who was born on Washington's birthday and has just recently completed his ninetieth birthday, is the oldest hardware dealer in America in point of service.

Like other birthdays in the past fifty-nine years, he spent it in his store. This carries out his attitude of "tending to business" as a means of enjoying life to an old age.

Since establishing his business in 1865, he has watched Flint grow from a mere settlement of 1,300 to its present proportions. "I sold your grandfathers ox-yokes in 1865," is the slogan he can boast to men who are giving their lives to the building of automobiles.

Add to the distinctions already mentioned he is president to the Citizens Commercial and Savings Bank of Flint.

The next oldest hardware merchant is, undoubtedly, Aloys Bilz, of Spring Lake, who has been in business for fifty-eight years, one year less than Mr. Hubbard. Mr. Bilz came to Grand Rapids in 1866, expecting to engage in the hardware business here. Wilder D. Foster, who had then been engaged in the hardware business here twenty-six years, convinced him that there was no room for another hardware dealer in Grand Rapids and offered to grubstake him if he would locate at Mill Point (now Spring Lake), which he decided to do. A letter received from his associate is as follows:

Spring Lake, March 7—Replying to your letter of March 5, Mr. Bilz is at present in Florida, but we can give you the information requested without the delay of forwarding your letter to him.

Mr. Bilz is now 92 years old. He will be 93 in July. He established his hardware business in Spring Lake in 1866. Had not actually conducted a hardware store before opening here, but had started working in a hardware store and tin shop at the age of 13 years, and had continued in the same line until coming here to open his own

store. He has, therefore, been working in the hardware business since the age of thirteen, although not conducting a store until 1866.

We trust this gives you the desired information. D. M. Mulder.

One of the oldest dry goods merchants in the state is J. Ball, of Grand Haven, who writes me a most interesting letter, as follows:

Grand Haven, March 15—Regarding my business career would say that I went in business with my cousin, Jerry Woltman, my brother Riep Ball. Jerry Woltman's brother Orrie was sheriff here at the time. The business was closed out in November, 1877, on account of doing too much credit business, so that we could not meet our accounts. When the business was closed out, I was out of money and out of a job. The thought came to me, "if others can make a success of business, why can't I?" My mother had \$465. I told her if she would let me have the money, I would see that she would be paid back. I took the money, bought what I could with it. I sold \$15,500 the first year. The second year I sold \$25,000 and did a fine business right along. There were still some accounts of the firm of Woltman, Ball & Co. not paid, and as soon as I was able I had George A. Farr, lawyer here, write them, asking if they would accept my offer, paying my share of the debts dollar for dollar and release me, which they did.

In 1883 I bought one-half interest in the business for \$1,500 and in 1888 I bought the other half interest and paid her \$2,500, making \$4,000 and gave her 6 per cent. interest until it was all paid. This money made her comfortable during the remainder of her life and she lived to see the ripe old age of 94 years, the same age her mother was when she passed away. There is an old saying, "If at first you don't succeed, try, try again. This 'try again' has meant something to me. As I look back and think how I worked in the corn planter works at the age of 22, then went into business with others which turned out to be a failure and had the pluck and nerve to get in the harness at once again and now can turn to Dun and Bradstreet commercial reports and find my name on the first line of credit I have something to feel thankful for. I discount all my bills, have done thus for over fifty years and when January comes owe no one a dollar and am still on deck at the age of eighty-one years. If all is well April 17, I will celebrate my fifty-ninth year in business. I still have my first order book, dated 1875. Jake VanderVeen was our first customer. Mr. VanderVeen is a retired druggist, brother of the late Dr. A. VanderVeen. He celebrated his ninetieth birthday recently and I called on him. J. Ball.

In general stores, V. R. Davy, of Evart, is the oldest in point of service of whom I have any record. Mr. Davy's reply is as follows:

Evart, March 10—Answering your letter of March 8, I would advise that I commenced business in Evart in October, 1882. Later, or about 1888, a partnership was formed by Fred B. Smith, L. E. Davy and the writer. In 1893 we opened another store at Clare, Michigan, of which L. E. Davy has had the management. In 1904 the business was incorporated by the former partners. Subsequently J. G. Roxburgh and Fred E. Davy became associated with the company and with Mr. Smith are active in its management at the present time.

V. R. Davy.

O. P. DeWitt, the veteran grocer of St. Johns, presents a pretty good record, based on his reply to my letter, as follows

St. Johns, March 12—Replying to yours of March 8. John Millar has quite a memory. Will say that I embarked in business in St. Johns May 18, 1881, which will be fifty-three years the 18th of the coming May. Conducted retail business for nineteen years, when I disposed of the same to one Hoyt Pierce, who came from Belding, which was in 1900. In 1899 I started a small wholesale business and ran both wholesale and retail for about one year. Since 1900 our business has been exclusively wholesale.

After my two sons, Lee and Mark, became of age, their choice was to join in with me and help increase the business. So after about one year or more of their work, in order to gain my confidence that they had the ability, I then took them in as partners and the business of O. P. DeWitt & Sons has been in operation about sixteen years. O. P. DeWitt.

Frederick C. Beard's record shows forty-nine years to his credit as follows:

Grand Rapids, March 11—I opened a grocery store in Morley in 1878 and continued there until 1889, which made me eleven years in Morley.

Again opened a grocery store in Grand Rapids in February, 1896, making me thirty-eight years in Grand Rapids and still going. Have been at my present location all the time. I think friend Stowe knows my life in all those years as well as I do myself, so will leave any filling in for you.

Frederick C. Beard.

E. E. Hudson, the Belding grocer, has an enviable record, judging by his account of it, as follows:

Belding, March 9—In reply to your letter of March 8 regarding the length of time I have been in business, I started in a small store next door to the one I now occupy with Robinson & Hudson as partners, April 21, 1894. In a few years I bought Robinson & Hudson's interest and am still dealing out groceries to the public. My store has always been known as E. E. Hudson, Grocer. The name has been the same since I started. I do not know how long I have taken the Tradesman, but it has been a great help to me and saved me good money. Oleo license for one thing and the Realm of Rascality.

I remember John Millar very well. He called on me several years. Was sorry when he changed his trip.

E. E. Hudson.

F. J. Hill, of Orleans, has some good years to his credit, as follows:

Orleans, March 12—I have been waiting upon the public for the past thirty-nine years, starting in 1895 with the F. E. Bradford & Co., at Orleans, where I stayed six years, when the stock was sold to A. W. Palmer, of Orleans. I followed the stock and worked for A. W. P. two years. In June, 1902, I went to Edmore, with the Edmore Mercantile Co., where I worked for seven years. Coming back to Orleans in June, 1909, I opened a store for myself with a general line of merchandise and have continued in the same location, which I purchased, shortly after starting. J. F. Hill.

A large retail merchant in a near-by town heard a report that an A. & P. store was selling brown sugar at four cents per pound. He handed a country boy a quarter and told him to see if the report was an erroneous one. The boy was told by the manager of the chain store that their price on brown sugar was five cents per pound. The boy handed the manager a quarter for five pounds. A package already put up

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FINANCIAL

SEEN END OF THE WORLD

Americans Gradually Working Back to First Principles.

It requires some special quality—I don't know what it is, but I am only certain that I lack it—to make an acceptable speech these days. A man ought to qualify as a comedian to take men's minds off their troubles or as a prophet to carry their minds over the hard building days just ahead, in order to be serviceable at this speaking business. And I am not either of these desirable things.

I was once a prophet when it required no unusual skill to be one. Any one with half an eye, and that eye half open between 1923 and 1929, could see that we were headed for the last round-up. About 1923 we began to experience a strange condition known as stagnation in prosperity. There was plenty of business, but business meant nothing. Ennui sat heavily on us. We grew tired of repeating ourselves in products, tired of the old sales and competitive war-cries, tired of a round that seemed to have lost its meaning. Lassitude marked all our enterprises. This was the era of clubs, when men sought outlet in new forms of pleasure. It was not the so-called "prosperity" that brought this about—all these new clubs you see, these new empty clubs, these club-buildings that were never finished—they were the product of that strange period of stagnation which we could not interpret at the time, but which I think we can now see was the still, small voice of our souls telling us that "man does not live by bread alone."

Well, we had grown pretty well civilized by that time—civilized enough to have acquired the habit of using "pick-me-ups" and "shots-in-the-arm." Being compelled to stop and think for a moment was such an unbearable malady that we resorted to new stimuli. It was at this time the stock market came to our rescue. It became very democratic. Its massive doors opened to office boys and school teachers and workingmen—the market ceased to be exclusive; it invited everybody in; just as our formerly exclusive clubs are doing now—reduced the price of membership and no questions asked. The new engrossing game of the stock market became a fever, raging and pathetic. And it lasted a little while—not quite as long as the cross-word puzzle—but as long as could be expected of any artificial stimulus. I don't say that the stock market injured business—it had nothing whatever to do with business; it only injured business men. I don't say that the stock market caused the depression—it did not. It was only a symptom of the depression that had already commenced in men's minds, first manifesting itself in the stagnation of 1923.

But anyone could see the finish. I used to assume this an occasionally let slip an incautious word to that effect while addressing the rampant young business gods of the late nineteen-twenties. It was indeed an in-

cautious word, for it was followed by familiar epithets of the time such as "pessimist," "crepe-hanger" and "Jeremiah." Now, I like the "Jeremiah," for he was right; you should read his stirring book sometime.

But it was plain that business men were growing softer and looser, more fevered and less balanced, losing their moral purpose, their self-respect and their sense of social responsibility. They talk about what the depression has done to men. Its effect is salutary and blessed compared with the effect of the "prosperity" upon them. Prosperity killed more business men—physically killed them—than the depression has ever done; but we keep no statistics of the mortality traceable to the fever and vices of such a time; we only keep statistics of the infinitesimal mortality traceable to the depression. When we think of what went on in Detroit—and it was the same everywhere; when you stand in the upper windows of one of our sky-scrapers and let your mind wander over the men and the measures of those terrible years of "prosperity," and now see those same men clothed and in their right minds, there is no doubt to which phase you will give your judgment. Our goods deteriorated. Inattention to business caused high prices. The very designs of our products were conceived in flippancy and carried out in mockery. Nightmares passed current as "ideas." The high ideal of business was to render the product obsolete every year, not by the overwhelming increase of progress and merit, but for sales purposes. Our principal business was inducing everybody to go into debt.

And this is not all. This degenerating attitude toward business brought with it a contempt for humanity. We began to think of the workingman's cottage as existing for the sake of the factory and the tax collectors, instead of the factory and state existing for the sake of the American family. Men who twenty-five years ago were in overalls, working at the bench, but who were now risen to riches, began to speak of "the working classes;" and their sons, who do not know the feel of denim, began to talk of "the lower classes"—and this in America! Why, if a man believed in God at all, if he believed in the essential morality of the universe, he simply knew that such conditions could not continue. I told my friends who called me "pessimist," that I was the only optimist amongst them, because I believed that this is a universe where wrong courses cannot be successfully established—but this is a world where things must go right or go broke.

However, I am a prophet no longer. The difference between then and now is that then anyone could see how things were goings, but now all that most of us can see is the way we want them to go. And that seriously deflects all prophecy. It is clear, however, that nothing much will happen until we clear away the debris of the late "prosperity." Don't for a moment allow yourself to think that all this ruin we see around us was caused by the depression. Not at all. It is the rubbish of our recent false prosperity

that clogs the highway to-day. And our present condition will not fully pass until we make up our minds to let the rubbish go. It is profoundly true that the depression remained because we held on to it and would not let it go. And men are still hanging on to it. They are still hoping for the return of a system that would create a bigger and better panic seven years hence. They won't let it go. They refuse to fulfill their function as a bridge generation. We have been chosen that over our bended necks and backs the old system should march out into the limbo of forgotten things, and the new, more equitable system march in. We are the bridge generation and too many of us are refusing to let the traffic pass. Surely we were sufficient for that great historical function or we had not been chosen for it. But whatever we may individually think, the old world is gone. You have literally seen the end of the world—for "world" is just a human system of things which men build on the earth. The real depression is that men do not see what has occurred. They have actually seen an age pass, and they do not know it. All that many of us can see for to-morrow is the hope of bringing back yesterday. This is our modern paganism and basic lack of faith.

Now, it seems to me that the first requisite of sanity in our thinking to-day is to realize just what has happened to us. It is not nearly so disastrous as many suppose. There is a divine light at its center, for all great judgments are great salvations. It is most important for all of us to know what has happened to us is this—we have been saved from destruction. Five years more of the perilous times we called "prosperity" would have completed the ruin of this people. But a halt was called in time—and not by us. Human wisdom was not sufficient for that; when our wise men attempted it, we brushed them aside and threatened them with impeachment. We shall have to say, I think, that an invisible power held up its hand and halted us. Silently and irresistibly a strange compulsion to desist fell upon all things. The greatest proof I have that God Almighty still has this Republic in his keeping is that a power not of ourselves was exerted to halt us in the wild middle of our career.

We have been shown the fundamental defects of our economic philosophy. The appalling disparity between public wealth and private need which always exists in our country has no natural cause. All natural causes operate against such a condition. Economics, as we know it, comprises only one per cent. of the whole field, and that one per cent. is distribution. With all the rest we have hardly anything to do—it is God's provision. The 99 per cent. is God's economics and it goes on unhindered—without collapse and without curtailment. The universal Economy beneath our economics still functions. Nothing has happened to that. But the one per cent. that falls to our control has been too much for us, because we do not see the relation of business to life. We have been accustomed to think that the profit of

work is business and the profit of business is money—but no one has yet told us what is the profit of money. We have multiplied wheels and expanded our plants and increased our business tempo and forced technical research to the limit and trained high-powered salesmen to jam products down the public gullet, and competed to the verge of nastiness—and have called all that "good times." You and I have never seen good times. There is another kind of good times—even better than good business times. For business is not the real business of life at all. The real profit of work is a wealth of socially useful commodities. The real glory of business is a general and generous distribution of good and useful things. And the real profit of money is its contribution to a better type of human life for the last family on the last street. After several thousand years we have not yet settled the kitchen side of life; we have not so systematized that end of the house of life that we are free to move into its

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The next requisite to balanced thinking on this subject is to form some idea as to what will take the place of our vanishing system. For this purpose the modern economists are practically useless. They merely reflect the current confusion. Human good will toward more justice is being stimulated, but it soon becomes sterile because it has no real economic pattern against which to measure the many strange proposals of the time. Now, there was once on this earth an economic system that achieved all the ends which the enlightened conscience of our day desires. And I read more and more in the works of the great economist who fashioned the major principles of that system. You may have heard of him—his name is Moses. He lived in an age as highly commercialized as ours—it lacked only America and Australia of being the same world—a world whose trade routes ran from the tin mines of Cornwall in the West to India and China in the East. And the system which he erected and which he intended to be a counter-economic to the pagan system which we have followed was in effect for over a thousand years. It gave every man his footing on the land—his estate. Only, he inherited it by birth into the nation, not by the death of someone out of the nation. It proportioned taxes to the annual increase, after the family's living was deducted—there was no taxation on property, for property had no assessed valuation. In our system a man is born owning nothing and he must spend half his life and sometimes lose more than half his soul winning his right to stand upon the earth and then risk the loss of even that hard-won right in some such upheaval as we have just passed through. Under Moses' economics no man could lose his property on a mortgage, he could not gamble or sell it away, he and his family always had a basic livelihood, and pauperism was impossible. Moses is the only economist I know who proclaimed the Law of the Cycle. We have directed our efforts toward abolishing the economic cycle; Moses said that it exists and that it is measurable and that it is highly beneficial when used as it was meant to be used. Now, in every major step taken by our Government in its effort to bring order out of chaos, the trend, unconsciously of course, is toward an approximation of the economic set-up which Moses and his successors were able to achieve. The point I am making is that this system actually existed in practice. It was not like More's Utopia or Plato's Republic, ideal systems which came no nearer reality than the printed page—it was the accepted system of life for a people who, because they had settled the kitchen side of life for themselves, were able to develop the higher arts—for the first and greatest of the arts and the mother of the rest is the art of living together in economic freedom and justice. This system is worth looking into, gentlemen, if only to use as a measuring stick

for the proposals made to us to-day. You will have to go to the Bible to find it—but I need not apologize for saying that—a great Book of Religion is necessarily a great book of economics. And we certainly need a pattern which has been used and tested and found to be all right. We have in this country the people who can set up a decent society. I think it is the destiny of this Nation to do so—the thing for which we were created a separate people amongst the family of nations. And surely, there is no other way of interpreting the pressure at present upon us than that we are being pushed to do this destined thing.

I suppose most of us, however, are not thinking much about the new society. Our own personal problems give us enough to do. That is not selfishness—the individual solution contributes to the total social solution. What we would like to know is, what is the survival value of me and my business? Well, there is a way to gauge that. What was the survival value of Pharaoh's brick-yards when Moses came upon the scene? What was the survival value of the old hand-loom when James Watt appeared? What was the survival value of a good slave outfit in 1861? Every co-partnership with nature and human service, every co-partnership with genuine progress has all the survival value it ever had. The survival value of the real business man is greater today than it was in 1929—it was hard to be a real business man then. Many could not join the game, and retired—we are now calling them back. Men over 50 years of age are going up in the market—we never needed them as much as now. Men whose moral background was not shattered, men whose conscience was not shell-shocked by the fierce days of "prosperity," who still believe that deposits belong to depositors and values belong to customers, such men have their old important place restored. But I should say that if you still think of the bad old days as the good old times, your survival value is small. A complete change of mind, an entirely new outlook, an absolute renunciation of the pagan fallacies that ruled us this last quarter century,—in brief, repentance and confession of folly—are indispensable as conditions of a satisfactory business life in the time now coming. If you cannot see the element of educational purpose in the thing which has happened to the world, then I should say you ought quickly to overhaul your entire mental equipment and bring yourself into tune with the better order.

For most of us this simply means divesting ourselves of extraneous influences and letting our real selves speak. We sorely need that kind of individualism to-day. All of us have a fake-detector in our breast which warns us of false quantities in thought and action. This cry against "rugged individualism," which we now print in the inverted commas of contempt, is one of the current fakes. Men must go back to their real selves as a first step. And there we are each of us individuals, in touch with the real individualism which built the United

States. The amusing farce in which we see the most individualistic characters in this country leading the attack against individualism, has had its brief day. They were to reduce us to the mass, but they were to remain masters. They were to reduce us to sheep, but they were to be the shepherds. Well, thank God, America was not far enough down for that. There are a lot of Americans left in the United States. I think they are coming back to the principles that made the country what it is—as a country—and which will yet make it what it is sure to become, as a just human society. Wm. J. Cameron.

[Reprinted from the Feb. 13 issue of the Adcrafter.]

Ask Extra Dating on Textiles

The anxiety of buyers to obtain immediate shipments of goods which ordinarily would not be delivered for several months, is causing a good deal of confusion in the primary textile markets. While distributors are eager to take merchandise into their warehouse immediately to prevent any future delay or argument over possible price increase, they also want extra dating so that they can pay for goods at the period when they would have been delivered ordinarily. Most codes have rigid rules against special terms and extra dating, so that sellers are striving to find a means by which both the buyers and the codes can be satisfied.

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Why Old-time Jobber Fails as Voluntary Sponsor

A recent review by M. M. Zimmerman, well posted on the realities of chains, voluntaries and other department of merchandising, indicates that voluntaries, sponsored by old-line grocery wholesalers, are losing membership. He cites as chief factors in the process:

1. Failure to do what they promise when inducing grocers to join.
2. Absence of any definite plan of service or campaign.
3. "Specials" used mainly as levers to force concessions from manufacturers, which concessions are then retained exclusively by sponsors and not shared with membership.
4. The forcing of unknown products, often inferior in quality, on members purely for jobbers' selfish interest—products which then become sleepers on retailers' shelves.
5. Making retailers the goats when they take umbrage—perhaps on a basis no more serious than their own injured vanity—at some disagreement or real or imagined slight by a manufacturer or his representative.

The last might seem far fetched were it not familiar to all that old-line jobbers took themselves quite seriously and regarded anything like independence of view or spirit in others as a sort of lese majesty.

Perhaps the first, most important lesson herein is that nothing alive remains inert. Things do not stay put. The minute we get a set-up which satisfies us, change is already upon us. For so long as men struggle, keeping their eyes peeled for opportunity, they will discover new ways to do any job, and anyone who aims to keep pace with progress must be alert to sense and conform to changes. This requires clear, logical thinking, for it is true that principles do not change. They are eternal, but details and incidentals are a very kaleidoscope for variations.

Now, there are jobbers and jobbers, just as there are grocers and grocers. The majority of all humans are lazy minded. Few among us like to think. Most of us would prefer to let things ride, to remain as we have always been, to work according to familiar rules and ways. And the majority of old-line grocery jobbers are like that. If we consider the ancient set-up we can see how difficult change is for most of them.

The old-line wholesaler was usually a man whose early life was one of struggle, hard work and adaptation. He worked his way into generalship by individual enterprise. Up to that point he was a progressive, useful member of the trade. But when he achieved a private office, where he

could shut himself away from the turmoil of trade, he was apt to relax, become willing to let things stand, get impatient of suggested change; and the old-time way of handling salesmen conducted to emphasize this attitude.

Old-time salesmen were compensated on one basis, regardless of details. The deal was that alleged earnings were apportioned 40 per cent. to the salesman and 60 per cent. to the house. That seemed eminently fair, seeing the house assumed all credit risks. In fact, it seemed liberal.

The catch was here: That what the house got was 60 per cent. of the net profits, while the salesman got 40 per cent. as his gross. That is to say, against whatever earnings appeared, the house charged all expenses, plus various buffers and extras, so that what was left was the safest kind of net. Then of that remainder the salesman got 40 per cent., out of which he must pay all expenses. Analyzed that way, the deal was fantastically one sided. True, exceptional salesmen did well under that plan; but when they did, they made the house fabulous profits. No wonder the wholesale grocer stood on a par with the old-time banker. No wonder that old dogs of that stamp find it hard to learn the new tricks of to-day.

Because of the sort of feudalism in which the old-time jobber held his retail trade, he was able to dictate virtually autocratic terms to those who supplied him. One result was that he was able to average a margin about as wide as the retailer could get. When we consider that he operated in volume, mainly in original packages, and that his expense ranged from a quarter to a half what retailers sustained, is it any wonder he grew rich and got an exaggerated ego?

What better explanation could anyone seek than this set-up for one important phase of chain growth? With a blanket margin of about 20 per cent. to the grocer—average—and a similar margin to the jobber, here was a total spread between delivered cost in wholesale houses and the consumer of 36 per cent. Could one imagine a more tempting opportunity for any man able to organize a chain—even a small one—than to take over the wholesale supply of his own shops? And if we seek the why of the next step—supply by chain wholesale houses to outside retailers—here is also the answer to that.

When evolution reveals a need, we can be absolutely certain the need will be met. The answer is in the foregoing; and while the process of evolution in anything is new and the trend obscure, men can step in with half-baked, ill-considered plans; but let the process become further advanced, and only well grounded plans endure.

The days of old, the days of gold, are gone. So are the days of easy money produced by feudalistic retainers. There is no dearth of opportunity for the wholesaler who organizes a voluntary for service—and then renders that service in full measure; but he must keep it up, shake it down and cause it to run over. That seems "rather too much" for most old-timers; but it is precisely those who do not

stop at liberal measure who remain and progress. And there is still more to the task.

I have in mind one wholesaler who has grown bigger and stronger while his neighbors have withered and died. He endures because of the full measure of value he delivers. Having his own private brands, he has the wisdom not to overload those with margin. He has the wisdom to sense where economics limits profits; where to grasp for too much brings diminishing returns.

Not long since he said to me: "We are familiar with how any advance in price immediately curtails outlet. That occurs regardless of market justification. If we advance, say, corn, 10c per dozen, sales are apt to slow up all of 20 per cent. Volume is restored again as the slack of underpriced goods is cleaned up, because our advances are always based on actualities. But if this slackening of outlet follows justifiable advances, is it not clear that unjustifiable advances must always be suicidal?"

A final thought: Depressions always have brought reform in their wake. Men grown careless in liberal hearted days become peculiarly conscientious or drop out when times get hard. Those willing to render full measured service survive—but only those. Merchants who hold steady in season and out—whether wholesale or retail—are those who never take more than a fair compensation for service honestly rendered. Here is the explanation why so many old-timers fall out now; why others survive; why regimentation on unsound, self-seeking lines is doomed; why the grocer who cleaves closely to sound business practices remains through thick and thin.

Paul Findlay.

Adding Qualities Lacking in Milk as Perfect Food

Modern scientific research has provided the means for making milk the most nearly perfect food, even better than it naturally is. Government nutrition experts point out that it is somewhat low in iron and in vitamin D content. Ultra-violet irradiation is being used on fresh fluid milk to increase its vitamin D content.

Another method which is reported is feeding cows yeast which has been treated in such a way as to increase its vitamin D content. A third method is to mix with the milk vitamin D extracted from other sources.

Dr. Alfred F. Hess, authority on pediatrics, addressing 500 public health workers in New York City, predicted that soon the entire milk supply of cities and towns would be enriched in vitamin D by regulation, just as milk is required to be pasteurized by many localities.

Pasteurization, he pointed out, has been a major cause of the disappearance of infant diseases such as Summer complaint, which formerly carried off thousands of babies every year. Dr. Hess said that enrichment of milk with vitamin D will eliminate rickets, another dread malady of childhood.

The especial reason for enriching milk in vitamin D according to Dr. Hess, is that it is already well supplied with two important bone-building foods—calcium and phosphorus. These minerals in the presence of vitamin D make up the solid structures of the body, including the bones and teeth.

Our present sources of vitamin D are direct sunlight, which is not sufficiently powerful during the Winter, and cod liver oil which is distasteful to many persons. Addition of vitamin D in milk does not change its flavor.

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MEAT DEALER

Says Code Authority Must Know Meat

For the past nine months, the code committee of the National Association of Retail Meat Dealers, has been working hard to obtain a code of fair trade practices for the retail meat industry of this country. The National Secretary received all kinds of letters and telegrams from all parts of the United States, asking when the code is expected to be signed. The enquiry kept J. A. Kotal and Walter H. Kay, chairman of the National Board of Directors, busy explaining the course this work has to take.

Codes have been written and re-written, letters and telegrams exchanged, trips to the Capital City were made, all in an effort to expedite the work and then to everyone's surprise the news came that the retail meat dealers are to operate under the food and grocery code. This stirred retail meat dealers into action. A small minority voiced their satisfaction to operate under the food and grocery code because they did not consider the distribution of meats at retail in this country as a whole, but have only their local trading area in mind. The majority are protesting because the food and grocery code does not represent the retail meat industry and because retail meat dealers did not have any part in the making of the code. No better explanation, why retail meat dealers must have their own code, can be made, than has been offered by the Past President of the National Association of Retail Meat Dealers, Charles M. Kroh, of Cleveland, which was published in the March 7 issue of this paper.

Retailing meats is entirely different from retailing of groceries or some other kind of food, and since it is different, the retail meat industry must have a separate code, which must be administered by a code authority that has a full and complete knowledge of the distribution of such an important and highly perishable food.

The retail meat dealers on the Atlantic and Pacific Coasts and in the Central States are demanding a code of their own, and if every retailer who is interested in obtaining a code would write to the Policy Committee, NRA, Washington, D.C., it would help much. Adolph J. Kaiser,

Vice-President, National Meat Dealers Association.

Find Grocery Code "Impossible"

The Racine Retail Market Men's Association is positively opposed to being forced to operate under the grocer's code on general principles. These could be extended but the truth of them cannot even be questioned, much less disputed, and for the further reason that local conditions make the operation in a satisfactory manner of any general food code by the meat trade absolutely impossible.

The Racine Retail Merchants Association was affiliated with the local Association of Commerce and was assimilated and practically lost in the deal, and as the local meat men never were very enthusiastic about it they have no representation there and con-

sequently very little friendship and recognition.

The local grocers themselves are not only not organized, but they are badly disorganized by belonging to several groups which are almost openly antagonistic to one another, which leaves the control of the situation in the hands of a few individuals who run local chains and perhaps of some chain store managers who do gain recognition of the local A. of C. where the poor butcher has no standing.

Under the present food and grocery code where do we fit?

However, there is a ray of hope on the horizon, for our state administration has expressed a willingness to adopt a state code for the market men and if our state organization functions, as it should to justify its existence, we may get a separate meat code in our state to satisfy the majority and allow our Milwaukee brethren to operate under the grocers' code if they wish.

Vincent J. Svitavsky,
Secretary, Racine, Wis.

Grocery Is No Place For Meat

I have been in the meat game for about thirty years, and while I do have some groceries, I cannot see any similarity between the two lines. In regard to labor, the meat cutter must be a highly skilled man, with several years of training, as well as being a salesman.

I believe meats should be in a separate room from other food lines where there is no dirt such as from potatoes and onions, dust from flour, and odors as from bananas, since meats are easily tainted.

I find that the experienced meat man watches the air in his place, keeping it fresh, without too much draft, and keeping down dust, but the average grocer does not pay any attention to this. I think that the meat man has the long end of the argument for a separate code.

I should like to belong to an association, but there is none around here. Wm. E. Betty.

Getting Most Out of Trimmings

There are various ways to use meat and bone scraps that will more than get your money out of them for you. Instead of throwing away some of your profits, you will be making more. Such salable dishes as hamburger, ground round steak, pork sausage, ground ham and veal, lamb patties, cube steaks, and soup bones are just some of the means by which your scraps can be put to good advantage.

The well-known hamburger is made from any beef trimmings. It does not matter from what part of the beef the meat comes, just so it is fresh, clean, and free of gristle and glands or membranes. Flour and water or bread are sometimes mixed into the hamburger, and it is then sold at a very cheap price, but it is not a good plan to mix flour and water or bread into the hamburger and sell it cheap. A customer will rarely buy such hamburger twice unless she has used it to feed her dog or cat.

Ground Round Steak

A market that sells a large quantity of steak is met with the problem of what to do with the heel of round.

As it is too expensive a meat to put into hamburger, it can be made into ground round steak. The heel or lower round when ground makes as good a ground round steak as does the top round. In this way the butcher can take ten or twelve steaks off the upper round and grind the rest.

All-Pork Sausage

Pork odds and ends can profitably be made into sausage. As pork sausage is not good unless it is fat, practically no fat but only a small amount of skin and bones has to be trimmed away. Sausage, the same as hamburger, can be "doped" up with cereals, but it is not a good plan. Some markets mix veal and beef in with the sausage, but doing this ruins the flavor. It is best to use one brand of good seasoning all the time when making your sausage and to use it exactly according to instructions. Seasoning is what puts the flavor in the pork. Your customers will get used to the way your sausage tastes, and if it is not made the same all the time they will notice the change. Once they are used to your sausage they do not like to change over to one with a different flavor.

Ham Loaf

Many markets make the mistake of throwing away their scraps of ham and will use all the veal trimmings in hamburger or sausage. A mixture of two-thirds veal and one-third ham ground together will make an excellent meat for a loaf or for frying. Any ham is good for this and a small amount of bacon ends will improve the flavor.

Lamb Patties

The only meat left to be disposed of is lamb. Trimmings that are ordinarily thrown away, such as part of the breast, the flanks, or any fresh lamb that cannot be sold for a roast or chops, can be put to good use in lamb patties. Merely put the lamb through the grinder and then make it into rolls about four inches in diameter. Cut the rolled lamb into half-inch slices, wrap a thin slice of bacon around each one, make them attractive with frills, and then they are ready to sell for five cents a patty. The customers are well satisfied with the large amount of meat they get and at the same time you are making from twenty to twenty-five cents a pound on meat that you were throwing away.

Cube Steaks

In a locality where you sell a quantity of steak, it is a good idea to make cube steaks. A machine made especially for cubing the meat may be purchased, and your returns will pay for it in no time. Cube steaks sell well because they are tender and are just

the right size for individual serving.

Small pieces of round and sirloin tip that are hard to sell because of their size can be made into cube steaks and profit can be made on them. The cubing machine cuts the entire steak into quarter inch cubes. One side of the steak is left intact in order to hold the meat together. The veal steaks can be sold by the piece or pound. Pork, veal, and lamb as well as beef can be made into steaks.

Bones for Soup

During cold weather soup is in demand. Then is the time to save all of your good beef bones and be sure to leave a fair amount of meat on them. Good soup bones will bring from twenty to twenty-five cents, a good turnover, for there will be only a pound or more of meat on the bone.

Luncheon Meats

If you are met with the difficulty of having too much ground meat on your hands, use part of it to make luncheon meats. Ham, veal, and lamb seasoned well with a few pimientos will make a fine loaf. All you have to do is to take the meat home and cook it. You can also make minced ham, boiled ham, head cheese, pork loaf, or almost any luncheon loaf.

All excess fat or suet can be sold to be used in making lard. The meat trimmings and bones to be thrown away will net you something when sold to fertilizer companies.

The only road to success in retailing meat is to sell all your meat. Throw nothing away unless you have to. When you sell something at cost or below, you are losing money. Therefore, every bit counts, and many markets to-day are a failure simply because they cannot make good use of the scraps of meat that, when thrown away, eat up the entire profits.

Birthstones

For laundresses, the soapstone;
For architects, the cornerstone;
For cooks, the puddingstone;
For soldiers, the bloodstone;
For politicians, the blarneystone;
For borrowers, the touchstone;
For policemen, the pavingstone;
For stock brokers, the curbstone;
For shoemakers, the cobblestone;
For tourists, the Yellowstone;
For beauties, the peachstone;
For motorists, the milestone;
For lovers, the moonstone;
For morticians, the tombstone;
For editors, the grindstone.

Equipment is now available whereby the cotton fibers, as well as the rubber, can be salvaged mechanically from old rubber tires. Heretofore only the rubber has been reclaimed.

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Field Secretary — L. S. Swinehart, Lansing.

NRA Discusses "Open Price" Plans.

Easily the most important American business convention ever held, the complete ultimate result of which can hardly be appraised, was held in Washington, D. C., Feb. 5 to 8. Industry has been requested to shorten working hours without reduction in net wages and is encouraged to believe that official sanction may be expected for open price practices and perhaps for resale price maintenance. These are the outstanding developments in the current NRA picture, following the mass meeting of more than 4000 members of code authorities and committees. President Roosevelt, addressing the opening session, stressed the need of further reduction in hours to relieve the unemployment situation; predicted that NRA or its equivalent were permanent factors in American life, and challenged industry to do its share in creating purchasing power. At the closing session, Gen. Hugh Johnson, NRA Administrator, reminded the convention of the President's message, quoted it, praised it, and added his own plea for shorter hours. Throughout the General's talk was a gentle, nevertheless unmistakable threat of executive or Congressional action, if hours are not voluntarily reduced. Coincident with the NRA mass meeting came word that the U. S. Supreme Court had decided in favor of state price regulation in the New York Milk Case, and that the House of Representatives was favorably disposed toward a compulsory 30-hour week law. On these two problems—the reduction of hours and the desirability of some form of legalized price regulation—the NRA conference concentrated in its two major group meets. Other groups (there were five in all) studied code administration and compliance, protection of small enterprises and minorities and trade practices not related to the price problem.

The largest group of manufacturers, wholesalers and retailers ever assembled met with the Government to seek a permanent method for stabilizing the social-economic structure of the nation. From every commercial field, spokesmen frankly outlined the need of price regulation if industry were to continue to pay even existing NRA wage scales. Efforts to date, in several fields, to regulate the price situation were told in detail and spread on the records. There was none of the familiar pre-NRA hesitation about price regulation efforts and seldom the briefest mention of anti-trust legislation.

There will certainly be shorter hours and at an early date. Organized labor (and currently the Congress) seeks a thirty-hour week. The President said: "It is the immediate task of industry to re-employ more people at purchasing wages and to do it now." General Johnson tentatively urged code author-

ities to cut hours 10 per cent. and to raise wages 10 per cent. as the first step in carrying out the President's appeal. With but one or two unidentified exceptions, all manufacturing, wholesaling and retailing representatives protested the further cuts in hours and advances in wages. The existing hours and wages were difficult of compliance and could not be continued much longer without specific administration aid and approval for price regulation to eliminate predatory competition. The probable outcome will be a compromise—likely a 36 hours base, at the same pay. This is essentially a 10 per cent. cut in hours and slightly more than 10 per cent. increase in the hourly wage rate, but is not a net wage increase for the wage earner. It is unlikely that uniform hours will be attempted for all industries as General Johnson's closing remarks promised individual consideration for each industry. But it is almost certain that all groups will be required to make some concession on existing hour scales. The figures cited relate to those groups on a 40-hour basis, from which relative (probable) change, any other base change can be determined. Of course, until some decision is announced from Washington, there can be no official conclusion on the hour base change. But the information offered here represents the temper of the thinking at the NRA conference, and approximates very closely the changes to be expected.

For the first time, in nearly forty years, American business is hopeful of some form of approved price regulation without the menacing shadows of anti-trust law prosecution—yet with no thought of repealing or ignoring the famous Sherman law and Clayton Act. Among manufacturing groups the desire for "open price practices" in codes was unanimous, the desire for resale price maintenance the same. Representatives of the National Retail Code Authority (claiming approval of N.R.A. members on the authority) opposed both measures but particularly the "open price" plan. It was reported that the retailers would favor a resale maintenance plan in which they would have a voice in determining resale prices but that they were unwilling to accept resale prices established solely by manufacturers. Consumer board opposition was uncompromising but labor representatives were agreeable to its consideration as a means of maintaining wages.

Throughout the open price discussions, it was repeatedly emphasized that only with some orderly price structure could industry hope to survive and that it was in the best interests of labor, the consumer, the wholesaler and retailer that open price methods be followed. It was said that sufficient competitive factors would always keep such control from supporting unwarranted high prices. An example was that excessively high prices for lumber were forcing builders to use brick. Another speaker, interested in brass and copper products, said if copper goods were kept at high prices the galvanized ware industry would get the business. Others made like statements

and comparisons between competing materials.

It was generally admitted that any form of price control would mean somewhat higher prices but that this must not be confused with the "price gouging" charges, newspaper headline writers talk about. A speaker suggested that any wage earner would gladly play \$10 for shoes, if he had the ten, and that 50 cent shoes wouldn't interest him if he was shy the half dollar.

Throughout the price problem session (Group 2) NRA officials showed a most sympathetic and understanding interest in the subject. This was particularly true of A. D. Whiteside, divisional administrator of NRA, who will be remembered as the NRA deputy in charge of both the basic wholesale and basic retail code hearings. Though, necessarily careful about committing himself on the subject, his several comments were taken generally as encouragement to include open price provisions in all codes. The immediate chances for resale price maintenance also are not as favorable but the one form of price regulation might very properly lead steadily to the other.

In the Group 4 sessions, devoted to code administration and improvement, the difficulties faced by Code authorities were discussed at great length. That the designation "code authority" is a misnomer was stressed by several speakers who, recognizing that they had no authority, found code progress difficult. From many quarters, an inability to collect the code assessment fee was offered as the outstanding problem.

These are the highspots in the NRA mass meeting discussions. The five groups met, coincidentally morning, afternoon and night. The opening session addressed by the President was a general conference as was the closing session which heard General Johnson. Both these major addresses were broadcast on a nation-wide hookup, because of their vital importance to all people in this country. The code authority and code committee members present had been invited by NRA to join in this mass conference just as the public had been invited the previous week. Both weeks were devoted to a study by NRA to determine what the public and what industry wants, needs and should have. Constructive criticism was not only invited but actually sought. Industry's chief articulate complaint was based on the many delays incident to all NRA activities. But such complaint was usually offered with an accompanying statement of appreciation and sympathy and so well received.—Hardware Age.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Harold Otto Edwarsen, bankrupt No. 5603. The first meeting of creditors has been called for March 27, at 11 a. m.

In the matter of Bridgman Golf Club, bankrupt No. 5577. The first meeting of creditors has been called for March 27, at 2 p. m.

In the matter of Paper Products Manufacturing Co., bankrupt No. 5273, final meeting of creditors was held February 26. Trustee was present and represented by Fred G. Stanley, Attorney. Trustee's final report and account approved and allowed. Bills of attorneys approved and allowed. Order was made for payment

of administration expenses, preferred claims and a first and final dividend of 3.46%. No objection of bankrupt's discharge. Meeting adjourned without date and files will be returned to U. S. District Court.

In the matter of L. A. Shnaper, bankrupt No. 5298, final meeting of creditors was held under date of February 26, 1934. M. N. Kennedy, trustee, was present and represented by Fred G. Stanley, Attorney. Bankrupt present in person. Trustee's final report and account was approved and allowed. Certain claims were acted upon as well as attorneys' bills. Offer of Citizens State Bank of South Haven in the sum of \$200.00 for trustee's right, title and interest in parcel of land located in the city of South Haven, was considered, approved, and accepted. Lot 1, Block 2, Funk's Addition to the Village of Bangor was sold to Abe Dembinsky for the sum of \$5.00. Balance bills, notes and accounts receivable was sold to Abe Dembinsky for the sum of \$25.00. Lots 15 and 16, Block 5 of Home Addition to City of South Haven together with equity in Lots 8, 9, 10 and 11 in Block 7, Home Addition to City of South Haven, were abandoned as worthless and burdensome. Order was made for the payment of expenses of administration, preferred claims and a first and final dividend to creditors of 5.8%. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

March 15. On this day the schedules, reference, and adjudication in the matter of Wolverine Asphalt Paving Company, bankrupt No. 5627, were received. The bankrupt is located in Grand Rapids, Michigan. The schedules show total assets of \$85,802.61, and total liabilities of \$99,261.66, listing the following creditors: State of Michigan, Lansing, \$352.84; City of Grand Rapids, 1,907.55; Township of Grand Rapids, 1,806.09; Plainfield Township, 330.00; City of Holland, 123.95; Jess Toogood, 6.00; Mrs. E. Campbell, Traverse City, 8,412.00; Mr. and Mrs. L. Prince, 6,643.00; Grand Rapids Savings Bank, 46,349.54; First Trust & Deposit Co., Syracuse, 5,275.98; Utica Warehouse Co., Utica, N. Y., 475.00; Edward J. Clark, G. R., 19,992.37; Harry G. Whitman, Grand Rapids, 2,714.91; John Lamse, G. R., 900.00; Edw. J. Clark, Jr., G. R., 60.83; Lola R. Gallup, Syracuse, N. Y., 3,911.60.

In the matter of Westend Furniture Co., bankrupt No. 5598. The sale of assets has been called for April 3, at 2 p. m. at the premises formerly occupied by the bankrupt at No. 140 N. Edwards St., Kalamazoo. The stock of furniture for sale is appraised at \$427.85 and fixtures at \$103.50, total \$531.35. All interested in such sale should be present at the date and time above set forth.

March 15. On this day first meeting of creditors in the matter of Westend Furniture Co., a corporation, bankrupt No. 5598, was held. Bankrupt was present by Earl Gilbert Clark, President, and represented by Frank S. Weston, Attorney. Creditors were represented by Fred G. Stanley, Attorney, and Lyon Furniture Mercantile Agency. Claims were proved and allowed. M. N. Kennedy, Kalamazoo, was elected trustee; bond \$500.00. Report of custodian approved. Earl Gilbert Clark was sworn and examined before a reporter. The meeting then adjourned without date.

March 14. On this day first meeting of creditors in the matter of Doyle Composition Company, a corporation, bankrupt No. 5595, was held. Bankrupt present by William B. Doyle, President, and represented by Gillard & Gillard, Attorneys. Francis L. Williams, Attorneys, was present on behalf of one creditor. Claims were filed only. William B. Doyle was sworn and examined before a reporter. A general discussion was had as to funds held by the City of Grand Rapids in the custody of Clerk of Superior Court. Fred G. Timmer, of Grand Rapids, Michigan, was appointed trustee and his bond fixed at the sum of \$100. The meeting then adjourned without date.

In the matter of Charles Weber and Albert Weber, co-partners d/b/ under firm name and style of Weber Brothers, and Charles Weber and Albert Weber, individually, bankrupt No. 4997, final meeting of creditors was held Feb. 26. The trustee was present and represented by Fred G. Stanley, Attorney. Bankrupt was present by Charles Weber and represented by Jackson, Fitzgerald & Dalm, Attorneys. Trustee's final report and account was approved and allowed. Bills of attorneys for bankrupt and for trustee were approved and allowed. Offer of Arthur Weber in the sum of \$1500.00 for trustee's equity in certain real estate was accepted and sale confirmed. An order was made for the payment of expenses of administration, preferred claims and a first and final dividend to partnership creditors of 15.4%. There being no claims proved against the two individuals. No objections to bankrupt's discharge. The meeting adjourned without date and files will be returned to the U. S. District Court.

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.

Programme For the Annual Dry Goods Convention

The Program Committee appointed by President Pitkethly, consisting of I. P. James, J. C. Grant and F. F. Ingram, to co-operate with the President and officers of the Association, have had several meetings and have arranged what we believe to be a strong program for our annual convention which will be held in Lansing as indicated below.

The date of the convention is placed beyond the Easter season and late enough in the year to practically ensure easy traveling on the concrete roads of Michigan.

If possible, members should attempt to arrive in Lansing on the afternoon of April 18 to be present at the informal dinner and program that evening. If you want to hear what the leading merchants in our Association are doing, avail yourself of the opportunity to be present on the evening of the first day.

If you desire to curtail traveling expenses, an early start on the morning of the 19th and departure after the evening program will make the occasion economical as well as profitable.

Bring your wives and store executives with you. The question as to whether ladies are expected to be in attendance at the dinners and general programs should never be raised. They are always welcome and always expected.

On this page we give a word of inspiration from our efficient President, Mr. Pitkethly. Pit has the interests of the Association at heart and no better selection could have been made for this year of discouragement. This message from Mr. Pitkethly will appear on the first page of our convention year book:

With the beginning of 1934 comes the most encouraging signs of betterment to the merchants that have been experienced for many years.

It surely looks as though we are on our way out of the depression and that "corner," the turning of which has so oft been referred to, is at last becoming a reality.

The "New Deal" is well on its way. This "New Deal" is not only for the country as a whole, but for the merchants as well.

Merchandising policies, formulas and even principles used during the depression will be thrown to the discard and new ideals will automatically find their way to the front.

Merchants all over are thinking of their problems and what is ahead and certainly should be laying right now foundations of policies for merchandising for years to come. Merchants should be alive to the changed conditions and be well organized in their respective establishments so as to well take advantage of the new conditions. We must be prepared to operate with better and cleaner merchandise—elimination of old merchandise—elimination of losses—merchandise for a net profit.

If we face 1934 with courage and conviction, the difficulties of these lean years will in due time disappear into their native nothingness and leave us with a confidence for better accom-

plishments this year and succeeding years. Thomas Pitkethly, President.

Program for the Convention.

Wednesday, April 18

3 p. m. Informal meeting of the Board of Directors of the Michigan Retail Dry Goods Association, and the Grand Rapids Merchants Mutual Fire Insurance Co.

4 p. m. Enrollment of officers, members and guests.

Reception in Hotel Lobby by Lansing citizens, and members of Lansing Merchants Bureau.

6:30 p. m. Informal dinner and program in dining room. (Price of dinner will not be excessive.) President Thomas Pitkethly, Flint, presiding.

Round table discussions, consisting of ten minute talks by former presidents and present officers and directors, on the topic:—

"The Best Business Idea I have Developed During the Past Year." Program to be opened by brief program of music and entertainment.

Announcement of appointment of Committee on Nominations.

Thursday, April 19

9 a. m. to 11 a. m. Visit Michigan capitol and state departments. Confer with members regarding public questions affected by legislation.

12 to 1:30 p. m. Luncheon in Dining room. (Ladies and guests welcome at all meetings.)

Director Jos. C. Grant, Battle Creek, presiding.

Brief Review of address delivered at our convention of 1933. — Prof. Herman Wyngarden, Michigan State College.

Address: "Our Taxation Problems," State Senator Andrew L. Moore, Pontiac.

2:30 p. m. First Vice-President D. Mihlethaler, Harbor Beach, presiding (or Secretary C. R. Sperry of Port Huron).

Address: "The New Deal," Chas. E. Boyd, Secretary, Detroit Retail Merchants Board.

3:30 p. m. Discussion: Hon. James E. Mogan, Lansing, Director State Board of Tax Administration. Report of manager—resolutions—election of officers.

6:30 p. m. Dinner—Wisteria room—One dollar per plate.

President Thomas Pitkethly, presiding.

Music—Central High School Glee Club.

Toastmaster—Luther H. Baker, Lansing, President our insurance company.

Address: Hon. E. C. Shields, Lansing, State Director National Emergency Council and Regent of the University of Michigan.

Address: Prof. Wm. Haber, Lansing, Assistant Administrator, Federal Emergency Relief Administration for Michigan and Professor of Economics, Michigan State College.

We are also giving with this News Letter the full text of the advertisement which will appear in our program book for the Grand Rapids Merchants Mutual Fire Insurance Company. The March report of our Secretary, Mr. De Hoog, gives some interesting information from which we quote in part as follows:

"The annual reports of stock and mutual companies are now in the hands of Insurance Commissioners. A short review of these financial statements appears from time to time in insurance magazines. We read that the American group has \$1.50 in assets for every dollar of liability. The Millers National Insurance Company has \$1.64 for every dollar in liability. The Monarch, \$1.54. The Grand Rapids Merchants Mutual Fire Insurance Company shows \$2.39 in assets for every dollar of liability in its report, and still the stock company agents have the effrontery to boast of the "superior protection" given by their companies. History and experience of the last four years to the contrary, and notwithstanding some otherwise keen business men fall for it."

Business is coming back to normal. So we have been assured again and again by the highest authority in the land, our President, Franklin D. Roosevelt. To help prosperity's return along, we are told to use what money we have left to promote the welfare of the general public.

That is what mutual insurance has done for more than one-hundred, eighty years. Where other forms of insurance operate for the benefit of a few stockholders, mutual insurance operates for the benefit of all its policyholders. That is why mutual insurance companies have prospered.

Out of 4294 mutual fire and casualty companies organized since Benjamin Franklin organized the first mutual fire insurance company in 1752, 60.92 per cent have survived, while out of a total of 2179 stock companies organized, only 556 or 25.56 per cent are still doing business. Other forms of insurance have fared still worse.

The Spectator year book, an insurance publication, in analyzing the financing responsibility of stock and mutual companies as a group finds that the percentage of assets to liabilities for stock companies is 169.45 per cent. For mutual companies the percentage is 223. per cent. Our own company, as of Jan. 1, 1934, had a ratio of 239 per cent.

Judging by the law of survival of the fittest, mutual insurance is the most stable form of insurance. Financially, it offers the better protection and the cost is much less. As an insurer, you may draw your own conclusion as to where your insurance should be placed.

Friday, April 20

9 a. m. to 11 a. m. Vice-President Henry McCormack, Ithaca, presiding.

Address—Newly Elected President of Association.

Plans for Association work for coming year.

Reports of committees. — Adjournment.

We are fortunate in being able to give in this bulletin a complete copy of the bill introduced in Congress at Washington by Hon. Geo. G. Sadowski, of Detroit. It is known as Bill H. R. 8303. A letter from Mr. Sadowski states that he thinks the bill can pass the House of Representatives during the present session of Congress.

We have already written to all of the members of Congress from this state urging their co-operation. Communicate with your congressman at Washington and encourage him to support this bill. We give the entire bill except the reproduction of the title and enacting clause:

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That as a regulation of interstate commerce, all taxes or excises levied by any state upon sales of tangible personal property, or measured by sales of tangible personal property, may be levied upon, or measured by, sales of like property in interstate commerce, by the state into which the property is moved for use or consumption therein, in the same manner and to the same extent that said taxes or excises are levied upon or measured by sales of like property not in interstate commerce:

Provided—That no state shall discriminate against sales of tangible personal property in interstate commerce, nor shall any State discriminate against the sale of products of any other State: Provided further, That no State shall levy any tax or excise upon or measured by, the sale in interstate commerce of tangible personal property transported for the purpose of resale by the consignee: Provided further—That no political subdivision of any state shall levy a tax or excise upon, or measured by, sales of tangible personal property in interstate commerce.

For the purposes of this section a sale of tangible property transported, or to be transported, in interstate commerce shall be considered as made within the State into which such property is to be transported for use or consumption therein, whenever such sale is made, solicited, or negotiated in whole or in part within that State.

Jason E. Hammond,

Mr. Mich. Retail Dry Goods Ass'n.

Push Pre-Easter Deliveries

The delivery situation in the ready-to-wear and in some accessory lines has tightened up appreciably this week. The obtaining of prompt deliveries promises to become acute should mild weather stimulate active consumer buying this week, swelling the heavy volume of reorders placed during the last few days. Available stocks are low in the market and NRA hours are not conducive to getting out merchandise rapidly. Shipments of better dresses are still delayed. Suit reorders have piled up, and producers of these garments are extremely busy. No problem as yet exists on coats.

NRA Label Drive on April 1

With a fund of \$50,000 to be employed, the publicity campaign on the NRA garment label to reach the consumer and the retailer will be launched about April 1. It is desired to have two industries added to the list of those using labels, namely the cotton garment and robe lines, before the campaign is launched. Supporting the joint effort will be nine of the garment and accessory code authorities, among whom the budget will be apportioned.

Strikers haven't scored any successes.

HOTEL DEPARTMENT

Smallest Post Office Building in the United States

Los Angeles, March 17—Edward T. Lawless, who has a national reputation as a hotel executive, and who was for some time in general charge of the Book-Cadillac, Detroit, has been made general manager of the Palmer House, Chicago, a position made vacant by the death of H. V. Hansen, also well-known in hotel affairs.

R. L. Mosena, who began his hotel career as a clerk in the Vincent Hotel, at Saginaw, and who has since been identified with many other hotel affairs, not the least of which was the management of Hotel Webster, Detroit, has gone to Hotel Stevens, Chicago, as its catering manager, in which position he will have charge of all food and beverage service in dining rooms which can accommodate 10,000 guests at one time, and of the chefs and stewards in the kitchens which cover a floor space of ten acres. The position has been created to coordinate the work of all chefs and food and beverage departments, and to remove the responsibility of supervision of same from the general routine of the hotel. Knowing Mr. Mosena as I have for a long time, I take the liberty of offering congratulations, on the occasion of this deserved advancement.

And here is another valued friend of mine who has made another step upward on the ladder of fame, George W. Lindholm, who was with the Book-Cadillac, on its dedication, as a member of the operating staff of Roy Caruthers, and has now been appointed manager of Hotel Barclay, one of New York's prominent hostilities. Mr. Lindholm moved east from Chicago where he has, for some time been operating manager of Hotels Blackstone and Drake. This very interesting young man will be much in the limelight in New York, where he was, a few years since connected with the Waldorf-Astoria in an executive capacity.

Frank Demeter, head of the Chicago syndicate which has taken over Hotel Whitcomb, St. Joseph, has revealed plans for a remodeling program involving the expenditure of \$100,000. The beautiful sunken garden which has proven a wonderful attraction in the past, will be enclosed with French doors which can be removed during the summer season, and this portion of the building will be used for additional dining room space, dances, concerts and other social events. A solarium will be constructed on the seventh floor, where the guests may take sun baths, and improvements will also be made in the mineral bath department. Also all public rooms and guest chambers will be redecorated and partially refurnished. In addition thereto, a nation-wide advertising campaign, including broadcasts over the two largest networks, is planned. Health lectures by notable medical authorities and musical programs will be broadcast direct from the hotel, before the opening of the summer season.

E. L. Burke, newly appointed manager of Hotel Whittier, Detroit, has instituted dinner dancing in the main dining room for the first time in the history of the establishment, and it is proving attractive to diners.

Through reorganization, Hotel Delta, Escanaba, becomes the property of Mr. and Mrs. Clyde J. Burns, who have conducted the institution for a long period, and will continue to do so. Officers of the New Delta Hotel Company are Mr. Burns, president; Josephine Walch, vice-president; Mrs.

Burns, treasurer, and W. J. Schmit, secretary.

The new operators of the 200 room Hotel Stevenson, Detroit, headed by Fred W. Blake, which was operated for many years by Charles H. Stevenson, a former president of the Michigan Hotel Association, have begun an extensive program of rehabilitation, under which all public and guest rooms will be redecorated, refurnished and recarpeted. Many suites will be converted into kitchenette apartments, a type of service new to this establishment.

Howard V. Heldenbrand, who conducts successfully Hotel Waldron, at Pontiac, stirred up the animals at Detroit last week by entertaining Michigan Charter, No. 29, with one of his interesting and sensible talks on hotel operation. Mr. Heldenbrand maintains that with the termination of various receiverships under which many hotels are operating, there will be an increased demand for experienced hotel workers and the Greeters will be called to the front in such emergency, hence the necessity for being ready for the call. Among the contributing elements to success in the hotel business, Mr. Heldenbrand maintains as important are: The ability to speak well, which may be acquired through attendance at public speaking classes; appearance is a leading factor in gaining favor of those with whom we come in contact; good writing ability is necessary to influence others in the writing of copy for advertising; the art of reading financial statements and analyzing the reports is a decided asset; liquor sale and control knowledge is one of the necessities of to-day and is a subject about which many of the present day hotel operators know very little; a study of the departments other than the one in which one is employed will be found profitable.

William C. Vierbuchen, who for some years operated Hotel Spaulding, Michigan City, Indiana, and who had a long acquaintance with many Michigan operators, died in Chicago last week, at the age of 71.

United States Senator Hiram Johnson, a former governor of California, seems to be a prime favorite with Golden State voters for, according to the papers, he is to run for election this year, on about every ticket that will be offered. Elected as a Republican, he stumped the Nation in behalf of President Roosevelt, who afterward offered him the pick of all the jobs he had to give out, all of which were declined by the Senator. I personally admire him because he is honest with his constituents, and doesn't seem to give a rap for politics as we know them. In a recent interview he prophesied that the NRA will not be rewritten to compel private industry to hire more men and pay higher salaries; that in the return for this concession, private industry will abandon its fight against government spending; Government spending, in turn, will be put on a new basis, to wit: The Federal government will create vast "improvement districts" throughout the country. In these districts, self-liquidating projects will be launched. These will be financed by nominal or no-interest bearing bonds, which, in turn, will become the basis for issuing currency. Thus each improvement, whether it be reforested land, rehabilitated grazing land, a bridge, a road, a river made navigable, a public building, soil saved from erosion, or any one of many other possible projects, will carry with it a "usage fee" calculated to repay its cost over many years. Thus the evils of inflation will be avoided and benefits therefrom secured; employment by government will be made possible and

practical, and NRA will be given time to develop.

Believe it or not, but Southern California has the smallest, exclusive post-office building in the United States. This fullfledged unit of Uncle Sam's postal system is eight feet square. And, believe it or not, when there is a change in postmasters, the postoffice building is moved to convenient proximity to the new official's home. That accounts for the most important change in the last quarter century in the beautiful, unhurried De Luz Valley, which I visited through the kindness of a friend, recently, developing one of the most interesting explorations I have indulged in since my advent to California. The excitement over change in postmasters, however, was not my prime reason for visiting this section, but a desire to participate in a motor trip of approximately 300 miles, on a most splendid day, through a most interesting area. We went down by the way of Long Beach, had the broad Pacific at our right for an excess of 100 miles, leaving the main highway at Del Mar, and turning directly East, where we found a very satisfactory gravel road to Lake Hodges and Escandido. At Bernardo creek intersection, there is a government dam between canyon walls which has formed the aforementioned "inland sea" into a body of water seven miles long and beautiful to the last degree. This impounded water is a part of the San Diego municipal water system, forty miles away, and besides being useful to that municipality is the haunt of the state's most cunning and robust bass. Rounding the lake at the upper end we passed through the cabin colony of Del Dios. In the country surrounding Escandido we discovered the most teeming industry in the growth of citrus, avacadoes and grapes, with dairying and poultry contributing their share to the prosperous appearance of the valley. Now, if the visitor wishes to journey back to the early days and visit one of the most historic spots in the state, he drives seven miles from Escandido to the San Pasquale battle-field, where the most sanguinary battle was fought between American troops and Mexicans in the days when the two races were fighting for California. Above the park are the cacti fields which proved the salvation of the American troops until Kit Carson could bring relief from San Diego. From here to Moose Canyon the road clings to mountain sides with many twists and calls loudly for caution in driving. This route emerges from the mountains and delightful valleys with blooming orchards and on to Fall Brook, where we start our trip, again over hills, to De Luz Valley. At Fall

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

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Grand Rapids' Friendly Hotel
Phil Jordan, Manager

Brook we found a railroad, the Santa Fe, and we were told how the track was washed out in 1884, an entire train submerged, after which the locomotive and cars were hauled up the hill by many horses and windlasses and set back on the rails. At De Luz, eleven miles from Fall Brook, we found the post office, mentioning which, at the beginning of this chronicle as the "smallest in Uncle Sam's domain." It was everything claimed for it, but not of sufficient importance to warrant a special visit, were it not for the encircling attractions which are manifest in its neighborhood. But motoring back by the "inland" route, and Riverside, where is the famous Mission Inn, guarded and presided over by the inimitable Frank Miller, we head on home via Pomona, Pasadena and Huntington Drive, voting, before dispersing, it to be the "end of a perfect day."

Another "quake" covering five states and several real estate subdivisions of Los Angeles reported this week, but noted only by scientists, begins to encourage a period of ennui among the aborigines and fugitives from the effete East. No casualties or damage reported, but a fruitful source of joy to the newsgatherers of other realms.

Detroit Greeters are planning to hold a series of meetings in various of the smaller cities outside of Detroit, for the purpose of recruiting its membership. Several of the interior hotels have offered the hospitality of their establishments in furthering the plan, which has been tried before and found to be quite satisfactory.

One cafe out here attaches a neatly printed slip to its breakfast menu, reading: "It may be a perfectly beautiful day. Then again it may not be a nice morning after all. It may be cloudy or actually storming. Either way, let it be a good morning, indeed—particularly if our good breakfast can make it so. Our good morning and your good breakfast."

I am glad to notice, when nosing around among the feeding places that there is an increasing tendency to supply tasty salads at reasonable prices, to patrons. I like the idea very much. They are indeed health giving, if they are offered appetizingly.

Frank S. Verbeck.

Olmsted Back Again at Savery in Des Moines

Des Moines—David Olmstead, long prominent in the hotel field, but until recently associated with other interests in Cleveland, has returned to this city to operate the Savery, in association with Leonard J. Stevens, of Chicago, a member of the Stevens firm of consultants in Chicago, with which Mr. Olmsted was connected for many years and in association with which he promoted the Savery in the early days of the past decade.

This hotel was more recently operated by the Black Hawk Hotels Corporation; later it came under the direction of J. E. Tone, of Des Moines, as receiver and representative of the owners of the hotel property. It is assumed that the legal entanglements have been cleared up, now that Messrs. Olmsted and Stevens have the hostelry.

Mr. Olmsted has been identified with hotels in a number of middle Western cities, including the hotel bearing his name in Cleveland, which he promoted, erected and conducted. Always prominent in association work, he became president of the Hotel Greeters of

America at the Chicago convention in 1912, presiding at the Minneapolis convention in 1913, going from that post into the National board of governors. For many years no National convention of the Greeters was complete without him and he overlooked no opportunity to attend the local and regional meetings.

Unless we are mistaken Mr. Olmsted started his career as a hotel man in the Cody Hotel here. He soon changed to the Pantlind, then to the new Sherman and Harding hotels at Chicago. He then built the Hotel Olmsted at Cleveland. Later he associated himself with operating the hotel house of H. L. Stevens & Co. and still later with the New Yorker.

Park Place Hotel Honors William Schraeder

March 12 an unusual event of great interest took place at Northern Michigan's finest hotel. William Schraeder, better known as "Bill," has been a weekly visitor at the Park Place for forty-one years. During the last twenty-five years his arrival is 6:45 p. m., and seldom varies. "Bill" represents the Plankinton Packing Co., of Milwaukee.

Manager Anderson arranged a very delightful dinner for Mr. Schraeder and his friends and associates. After the dinner the evening was spent in reminiscing, and in a social manner.

Hotel Field Man Dies

Word was received here Sunday of the sudden death Saturday in Detroit of Herbert A. Kline, 66, of Flint. He is well known in Michigan, especially in hotel circles. Death came from a heart attack.

Mr. Kline was a special representative of the Book-Cadillac hotel, and as such traveled throughout the country. For some years previous to last April, he held a similar position with the Fort Shelby hotel, Detroit. Vice president of the Hotel Greeters' association, Mr. Kline was also president of Michigan Chapter No. 29 of that organization. Mr. Kline was frequently in Grand Rapids attending conventions in order to solicit the gatherings for the next year for Detroit.

Nine New Readers of the Tradesman

The following new subscribers have been received during the past week: W. B. Van Every, Petoskey Allegan Farmer Co-op. Assn., Allegan Frank Iseman, Ithaca Paul E. Gibson, Ann Arbor Herbert N. Bush, Flint August Closterman, Marinette, Wis. L. H. Kluge, Lakeview F. A. Andereson, Ludington A. L. Bruce, Deford

Food Companies Unite To Attack the Goodwin Plan

A strenuous attack on the Goodwin plan of merchandising through church organizations has been launched through a series of co-operative advertisements being placed in the Houston Times by seven food chains and manufacturers. The copy stresses the fact that the plan injects a commercial aspect into church organizations, and is beneath the dignity of church women.

DETROIT DOINGS

Late Business News From Michigan's Metropolis

Frederick W. Fox, attorney for the Great Atlantic & Pacific Tea Co., announced recently that the company considered the decision awarded Lee & Cady, restraining A. & P. from the use of the "Quaker Maid" trade mark in Michigan a fair one, and would not contest it further, nor would the company attempt to buy the right to use the mark within the State. It is the company's intention to refrain from marketing their products in the state under that brand, he declared.

M. A. Mittelman, president of the National Retail Shoe Dealers' Association, is returning from a three weeks' vacation in Hot Springs, Ark. He is coming back in excellent health for his work as president.

Sale of the Stimpson Computing Scale Co., in Louisville, Ky., was announced Thursday by the Apple-Cole Co., investment brokers. Control of the company was acquired by a group of capitalists headed by D. E. Winslow, of Detroit. Assets of the company involve more than \$700,000. A complete reorganization is in effect. Roger Edwards, president, has been retired but new officers have not yet been announced. L. Bruce Grannis, vice president in charge of the Chicago office of the Apple-Cole Co. represented both parties in this transaction.

Frederick A. Fuller, Detroit, Mich., who traveled for forty-nine years over Southern Michigan and Northern Indiana for wholesale hardware houses, died recently at his home in Detroit. He first entered the employ of the Black Hardware Co., which left Detroit to open a wholesale house in Seattle, Wash., after which he went with S. A. Munger & Co., Detroit, remaining with that company through several changes of name. When that organization discontinued business he went with Standardt Bros. Hardware Corp., Detroit, remaining with that company until it discontinued business. Mr. Fuller, who had been ill for about six months, is survived by a son and a daughter.

Two new downtown shoe stores are announced this week. Earl Gregg, owner of Earl's Shoes, is opening a new store on the corner of Woodward avenue and Witherell street, in the location recently vacated by Walk-Over Shoe Co. This store will specialize in novelty shoes, with a \$2.65 special.

A few doors down Woodward avenue, W. L. Douglas Shoe Co. is remodeling for the new uptown store, which will be moved to this location, a move of two blocks toward downtown.

Business Taking its Cue From Washington

Business in general continues relatively good. There was slowing down in the steel and automobile operations as a result of threatened labor difficulties. The possibilities of strikes in these industries and also railroad employees is very serious. The country may be set back by this development.

In the political field the House passed the soldiers' bonus and the Senate defeated the St. Lawrence Waterway, all indicating the Administration's hold is not as strong as last year. They expect further difficulties will develop on the tariff bill and silver legislation. Also the group which sponsored the Securities Act of 1933 and the Stock Exchange bill received a setback from the more conservative of the President's advisors. The attitude of the Administration as to industry in regard to profits and labor difficulties probably accounts for the reason for the failure of credit to go into industry so that this is now piling up in excess reserves.

The general opinion seems to be that business must still look for a setback for May and June. At that time there will be a critical test of the Administration's policies. Many writers also think that the recovery now will be slower than that first anticipated and there is not as much talk of a big spring business as there was apparent during the first part of the year. Business seems to be taking its cue from Washington.

J. H. Petter.

Gabby Gleanings From Grand Rapids

The Muller Bakeries, Incorporated will hereafter be known as the Michigan Bakeries, Inc. This change in name includes the baking plants at Grand Rapids, Muskegon, Kalamazoo, Battle Creek, Jackson and Traverse City.

Frank J. Neuman, Secretary and Treasurer of C. J. Farley & Co., must lead a charmed life. Desperately ill with pneumonia at his home, 2258 Lake drive, it was thought best to give him an oxygen treatment last Saturday. A tent was obtained from a local hospital. When the oxygen was being administered, Mr. Neuman asked for a cigarette, which was granted. Before it was handed him the cigarette was lighted by the nurse. The first puff caused an explosion which wrecked the tent and set the bed clothes and garments of the patient on fire. The fire was extinguished before the patient was burned, but the four persons in the room at the time were discolored by the black smoke which persisted for some time in the room. Strange to say, no one was injured by the explosion and the condition of the patient apparently did not sustain any permanent change for the worse by reason of the accident.

Collections Show Gains

Manufacturers in various merchandise lines report that collections have been improving steadily since the first of the year and that the credit situation is the best in several years. Retailers are not burdened with heavy stocks as they were at the beginning of last Fall, and the substantial increase in retail sales has enabled them to meet bills promptly. A few weak spots remain, of course, but in contrast to a year ago the credit situation is vastly improved. Credit men say they find little tendency to overbuy, and when orders appear to be large they are warranted.

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. Plaskowski, 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.

Modern Methods of Treatment of Common Cold

On the principles of "first things first," it would perhaps be as well to define exactly what is meant by the somewhat ambiguous term "the common cold." What, to the layman, is simply a "cold in the head" may be variously diagnosed by his medical attendant as coryza, nasal catarrh, or acute rhinitis; while his "cold on the chest" will usually be laryngitis, tracheitis, or bronchial catarrh. A more concise definition is given by D. and R. Thompson in their book, "The Common Cold" (a comprehensive review of the world literature on the subject, covering some 2,000 papers). According to these writers the "common cold" is generic term which embraces a host of specific catarrhal infections of the mucous membrane of the respiratory tract.

As a further criticism of the subject-title, it might be remarked that there is unfortunately little justification for the use of the word "modern," as applied to the treatment of colds. Medical science can speak accurately, and with some measure of pride, of the "modern" treatment of diabetes, or tuberculosis, of typhoid, of diphtheria, and of several other affections; but there are few remedies of proved value now in common use against colds which were not equally well known thirty years ago. In spite of the fact that there is scarcely a drug in the Pharmacopœia which has not been tried at some time or another, it remains, as the British Medical Journal recently confessed, "the commonest reproach flung at the medical profession," that it has not yet been able to find a cure for what, to the lay mind, appears to be a very simple affection.

Although the discovery of the organism responsible for a disease does not necessarily postulate the discovery of its cure, the lack of definite evidence as to the primary cause obviously means that treatment must remain largely empirical. It is for this reason that papers on bacteriological research bulk so largely in the literature on the subject published during recent years; and that the nature of the organism should still be a matter of controversy must be attributed to its elusive character rather than to lack of effort on the part of medical research workers. It would appear,

from the evidence available, that the organism may be (a) a filtrable virus, (b) one, or more, of the common pathogenic bacteria (streptococcus, pneumococcus, M. catarrhalis, etc.), or (c) a filtrable virus with bacteria as secondary invaders. Of the three possibilities, the last seems to be that most commonly accepted, as offering the most satisfactory explanation of the various types of infection encountered.

Prophylaxis

Whether as primary or secondary agents, however, it is generally conceded that the common pathogenic bacteria are undoubtedly incriminated. Prophylaxis based on this view must therefore consist of a combination of preventive measures on the part of the patient, for example, the avoidance of stuffy overheated atmospheres, insurance of a correctly balanced diet, avoidance of fatigue and of sudden exposure to cold, the wearing of sensible (not heavy) clothing, and the treatment of any obstructive affections of the nose; and in the raising of the natural resistance of the body by means of prophylactic vaccination.

The value of vaccines as a prophylactic still gives rise to considerable differences of opinion. A study carried out by Dochez, Mills, and Kneeland, in New York, on a large number of individuals, led them to the conclusion that the protection afforded by even a vigorous course of vaccination was incomplete, and that the treatment did not seem promising for general use. On the other hand, R. V. Ward, as a result of three years' experience with vaccination, using a stock vaccine, among employes in a large Montreal factory, while admitting that vaccines cannot be considered a specific, was of the opinion that they are of benefit to a very considerable number of cases.

A review of the literature would seem to indicate that the latter is the opinion most commonly held; namely, that while vaccines cannot confer complete immunity they do lessen the severity and frequency of the attacks, and reduce the subsequent complications. A recent investigation in this country into the results obtained by the use of autogenous vaccines in 67 patients lends further support to this conclusion.

Other attempts to produce immunity by increasing the natural resistance, such as the addition of vitamins A and D to the diet, and exposure to ultraviolet radiation, have similarly failed to give clear results.

One certainty alone emerges from the conflicting evidence, and that is that there will always remain a residuum of unfortunate individuals with an inborn susceptibility to colds whom even the most comprehensive régime of prophylaxis will fail to benefit in the slightest degree. Reverting to the vaccine controversy, it might be said, with little fear of contradiction, that even if vaccine therapy were always effective, few but the chronic sufferers would ever take advantage of it, owing to the trouble and expense involved. The average person would prefer to take the risk of infection, relying on the particular "remedy" of his choice to abort the incipient cold. If he were of an inquiring turn of mind and had

access to the medical literature, he might even derive some mild amusement (and possibly prove a benefactor to humanity) by trying out during successive winter the innumerable remedies advocated or the purpose

Nasal Sprays and Douches

Of these, the simplest and that which has held pride of place for many years, is nasal douching with a saline or weak antiseptic solution. Many authorities, however, now deprecate douching as ineffective and dangerous, owing to possible infection of the Eustachian tube, and suggest in its place sniffing up the solution from the palm of the hand, or using it in the form of a spray to the nose and throat. An effective spray is said to be resorcinol solution, 5 grains to the ounce; and sprays containing gold or silver compounds have recently been favorably commented on. As an alternative, nasal insufflation of powders containing local anæsthetics of the cocaine variety are used.

Other prophylactic measures include the taking of 5 drops of tincture of iodine in a glass of milk (or 5 grains of potassium iodide); oil of cinnamon, 5 to 10 minims two-hourly; 1 to 2 drops of tincture of aconite every half hour; calcium lactate in 5-grain doses; and 60-grain doses of sodium bicarbonate in a large glass of hot water every two hours for three doses. The use of salicin, the salicylates, aspirin, and phenacetin is too well known to require comment.

Coming to the treatment of the established cold, this is largely symptomatic. Ointments containing menthol in a soft paraffin or lanolin basis form a soothing application to the inflamed membranes of the nasal mucosa, as also do sprays of menthol, camphor, and eucalyptol, while ephedrine nasal jellies (or sprays), with or without adrenaline, are of value in relieving the congestion. On the other

hand, a few drops of peppermint oil, heated in a saucer and inhaled, is stated to be more effective than menthol, which, according to Coke, only gives a sensation of clearness while actually closing the nasal airway.

As expectorants in bronchitis, inhalations undoubtedly afford relief—the moist heat probably being the most essential factor. The following formula (two teaspoonfuls to the pint of water) has been suggested: menthol 20 grains, pine oil 30 minims, tincture of conium 30 minims, compound tincture of benzoin to 1 ounce. In bronchial catarrh, an alkaline expectorant mixture will render the sputum less viscid, and a large linseed poultice applied to the back eases the breathing.

An attempt to evaluate the various internal medicaments in common use for cold treatment in America has been made by H. S. Diehl of Minneapolis, who studied some 1,500 cases. The drugs employed were (1) dilaudid-papaverine, (2) codeine-papaverine, (3) morphine-papaverine, (4) morphine, (5) dilaudid, (6) codeine, (7) papaverine, (8) powdered opium, (9) Dover's powder, (10) aspirin, (11) aspirin-phenacetin-caffeine, (12) sodium bicarbonate; and they were found of value in the order given. For general use, this worker recommends a combination of codeine and papaverine as the most desirable, on account of the high percentage of good results (74 to 78 per cent.), low toxicity and absence of habituation. He found Dover's powder to be no more beneficial than the same amount of powdered opium without ipecacuanha, and none of the drugs tried was of any value in subacute or chronic colds or pharyngitis.

If to the foregoing enumeration of remedial measures in the treatment of

(Continued on page 22)

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

WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER		
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55
Boric, Powd., or Xtal., lb.	08 1/2 @	20	Chamomile		
Carbolic, Xtal., lb.	36 @	43	German, lb.	35 @	45
Citric, lb.	35 @	45	Roman, lb.	@ 1 00	
Muriatic, Com'l., lb.	03 1/2 @	10	Saffron		
Nitric, lb.	09 @	15	American, lb.	50 @	55
Oxalic, lb.	15 @	25	Spanish, ozs.	@ 1 35	
Sulphuric, lb.	03 1/2 @	10			
Tartaric, lb.	35 @	46			
ALCOHOL			FORMALDEHYDE, BULK		
Denatured, No. 5, gal.	44 @	55	Pound	09 @	20
Grain, gal.	4 00 @	5 00			
Wood, gal.	50 @	60			
ALUM-POTASH, USP			FULLER'S EARTH		
Lump, lb.	05 @	13	Powder, lb.	05 @	10
Powd., or Gra., lb.	05 1/2 @	13			
AMMONIA			GELATIN		
Concentrated, lb.	06 @	18	Pound	55 @	65
4-F, lb.	05 1/2 @	13			
3-F, lb.	05 1/2 @	13			
Carbonate, lb.	20 @	25			
Muriate, Lp., lb.	18 @	30			
Muriate, Gra., lb.	07 1/2 @	18			
Muriate, Po., lb.	20 @	30			
ARSENIC			GLUE		
Pound	07 @	20	Brok., Bro., lb.	20 @	30
			Gr'd, Dark, lb.	16 @	22
			Whi. Flake, lb.	27 1/2 @	35
			White G'd., lb.	25 @	35
			White AXX light, lb.	40 @	50
			Ribbon	42 1/2 @	40
BALSAMS			GLYCERINE		
Copaiba, lb.	60 @	1 40	Pound	15 1/2 @	35
Fir, Cana., lb.	2 00 @	2 40			
Fir, Oreg., lb.	50 @	1 00			
Peru, lb.	2 25 @	2 60			
Tolu, lb.	1 50 @	1 80			
BARKS			GUM		
Cassia			Aloes, Barbadoes,		
Ordinary, lb.	@	30	so called, lb. gourds	@	60
Ordinary, Po., lb.	25 @	35	Powd., lb.	35 @	45
Saigon, lb.	@	40	Aloes, Socotrine, lb.	@	75
Saigon, Po., lb.	50 @	60	Powd., lb.	@	80
Elm, lb.	40 @	50	Arabic, first, lb.	@	40
Elm, Powd., lb.	38 @	45	Arabic, sec., lb.	@	30
Elm, G'd., lb.	38 @	45	Arabic, sorts, lb.	15 @	25
Sassafras (P'd lb. 50)	@	45	Arabic, Gran., lb.	25 @	35
Soapree, cut, lb.	20 @	30	Arabic, P'd, lb.	25 @	35
Soapree, Po., lb.	35 @	40	Asafoetida, lb.	47 @	50
			Asafoetida, Po., lb.	75 @	82
			Gualac, lb.	@	70
			Gualac, powd.	@	75
			Kino, lb.	@	90
			Kino, powd., lb.	@	1 00
			Myrrh, lb.	@	60
			Myrrh, Pow., lb.	@	75
			Shellac, Orange, lb.	22 1/2 @	30
			Ground, lb.	22 1/2 @	30
			Shellac, white (bone dr'd) lb.	35 @	45
			Tragacanth		
			No. 1, bbls.	1 50 @	1 75
			No. 2, lbs.	1 35 @	1 50
			Pow., lb.	1 25 @	1 50
BERRIES			HONEY		
Cubeb, lb.	@	65	Pound	25 @	40
Cubeb, Po., lb.	@	75			
Juniper, lb.	10 @	20			
BLUE VITRIOL			HOPS		
Pound	06 @	15	1/4 Loose, Pressed, lb.	@ 1 00	
BORAX			HYDROGEN PEROXIDE		
P'd or Xtal, lb.	06 @	13	Pound, gross	27 00 @	29 00
			1/2 lb., gross	17 00 @	18 00
			1/4 lb., gross	11 00 @	11 50
BRIMSTONE			INDIGO		
Pound	04 @	10	Madras, lb.	2 00 @	2 25
CAMPHOR			INSECT POWDER		
Pound	80 @	1 00	Pure, lb.	31 @	41
CANTHARIDES			LEAD ACETATE		
Russian, Powd.	@ 4 50		Xtal, lb.	17 @	25
Chinese, Powd.	@ 2 00		Powd. and Gran.	25 @	35
CHALK			LICORICE		
Crayons			Extracts, sticks, per box	1 50 @	2 00
White, dozen	@ 3 60		Lozenges, lb.	40 @	50
Dustless, dozen	@ 6 00		Wafers, (24s) box	@ 1 50	
French Powder, Com'l., lb.	03 1/2 @	10			
Precipitated, lb.	12 @	15			
Prepared, lb.	14 @	16			
White, lump, lb.	03 @	10			
CAPSICUM			LEAVES		
Pods, lb.	60 @	70	Buchu, lb., short	@	60
Powder, lb.	62 @	75	Buchu, lb., long	@	70
			Buchu, P'd, lb.	@	70
			Sage, bulk, lb.	25 @	30
			Sage, loose pressed, 1/4s, lb.	@	40
			Sage, ounces	@	85
			Sage, P'd and Grd.	@	35
			Senna		
			Alexandria, lb.	35 @	40
			Tinneveilla, lb.	25 @	40
			Powd., lb.	25 @	35
			Uva Ursi, lb.	@	31
			Uva Ursi, P'd, lb.	@	45
CLOVES			LIME		
Whole, lb.	30 @	40	Chloride, med., dz.	@	85
Powdered, lb.	35 @	45	Chloride, large, dz.	@ 1 45	
COCAINE			LYCOPodium		
Ounce	12 68 @	14 85	Pound	45 @	60
COPPERAS			MAGNESIA		
Xtal, lb.	03 1/4 @	10	Carb., 1/4s, lb.	@	30
Powdered, lb.	04 @	15	Carb., 1/8s, lb.	@	32
			Carb., Powd., lb.	15 @	25
			Oxide, Hea., lb.	@	75
			Oxide, light, lb.	@	75
CREAM TARTAR			MENTHOL		
Pound	23 @	36	Pound	4 54 @	4 88
CUTTLEBONE			MERCURY		
Pound	40 @	50	Pound	1 50 @	1 75
DEXTRINE					
Yellow Corn, lb.	06 1/2 @	15			
White Corn, lb.	07 @	15			
EXTRACT					
Witch Hazel, Yellow Lab.,	1 10 @	1 70			
gal.	50 @	60			
Licorice, P'd, lb.					

Ounces ----- @11 80
 1/4s ----- @13 96

MUSTARD
 Bulk, Powd. -----
 Select, lb. ----- 45 @ 50
 No. 1, lb. ----- 25 @ 35

NAPHTHALINE
 Balls, lb. ----- 09 @ 18
 Flake, lb. ----- 09 @ 18

NUTMEG
 Pound ----- @ 40
 Powdered, lb. ----- @ 50

NUX VOMICA
 Pound ----- @ 25
 Powdered, lb. ----- 15 @ 25

OIL ESSENTIAL
 Almond
 Bit., true, ozs. ----- @ 50
 Bit., art., ozs. ----- @ 30
 Sweet, true, lb. ----- 1 40 @ 2 00
 Sweet, art., lbs. ----- 75 @ 1 20
 Amber, crude, lb. ----- 71 @ 1 40
 Amber, rect., lb. ----- 1 30 @ 2 00
 Anise, lb. ----- 1 00 @ 1 60
 Bay, lb. ----- 4 00 @ 4 25
 Bergamot, lb. ----- 3 00 @ 3 60
 Cajeput, lb. ----- 1 50 @ 2 00
 Caraway S'd, lb. ----- 2 80 @ 3 40
 Cassia, USP, lb. ----- 2 10 @ 2 60
 Cedar Leaf, lb. ----- 1 70 @ 2 20
 Cedar Leaf, Com'l., lb. ----- 1 00 @ 1 25
 Citronella, lb. ----- 1 05 @ 1 40
 Cloves, lb. ----- 1 75 @ 2 25
 Croton, lbs. ----- 4 00 @ 4 60
 Cubeb, lb. ----- 4 25 @ 4 80
 Erigeron, lb. ----- 2 70 @ 3 35
 Eucalytus, lb. ----- 85 @ 1 20
 Fennel ----- 2 25 @ 2 60
 Hemlock, Pu., lb. ----- 1 70 @ 2 20
 Hemlock Com., lb. ----- 1 00 @ 1 25
 Juniper Ber., lb. ----- 3 00 @ 3 20
 Junip'r W'd, lb. ----- 1 50 @ 1 75
 Lav. Flow., lb. ----- 3 50 @ 4 00
 Lav. Gard., lb. ----- 1 25 @ 1 50
 Lemon, lb. ----- 1 75 @ 2 25
 Mustard, true, ozs. ----- @ 1 50
 Mustard, art., ozs. ----- @ 35
 Orange, Sw., lb. ----- 3 00 @ 3 25
 Origanum, art., lb. ----- 1 00 @ 1 20
 Pennyroyal, lb. ----- 2 75 @ 3 20
 Peppermint, lb. ----- 4 25 @ 4 80
 Rose, dr. ----- @ 2 50
 Rose, Geran., ozs. ----- @ 1 00
 Rosemary Flowers, lb. ----- 1 00 @ 1 50
 Sandalwood
 E. I., lb. ----- 8 00 @ 8 60
 W. I., lb. ----- 4 50 @ 4 75
 Sassafras
 True, lb. ----- 1 90 @ 2 40
 Syn., lb. ----- 85 @ 1 40
 Spearmint, lb. ----- 2 50 @ 3 00
 Tansy, lb. ----- 3 50 @ 4 00
 Thyme, Red, lb. ----- 1 50 @ 2 00
 Thyme, Whi., lb. ----- 1 75 @ 2 40
 Wintergreen
 Leaf, true, lb. ----- 5 75 @ 6 20
 Birch, lb. ----- 4 00 @ 4 60
 Syn. ----- 75 @ 1 20
 Wormseed, lb. ----- 3 50 @ 4 00
 Wormwood, lb. ----- 4 50 @ 5 00

OILS HEAVY
 Castor, gal. ----- 1 45 @ 1 60
 Coconut, lb. ----- 22 1/2 @ 35
 Cod Liver, Norwegian, gal. ----- 1 20 @ 1 50
 Cot. Seed, gal. ----- 85 @ 1 00
 Lard, ex., gal. ----- 1 55 @ 1 65
 Lard, No. 1, gal. ----- 1 25 @ 1 40
 Linseed, raw, gal. ----- 77 @ 92
 Linseed, boil., gal. ----- 80 @ 95
 Neatsfoot, extra, gal. ----- 80 @ 1 00
 Olive
 Malaga, gal. ----- 2 50 @ 3 00
 Pure, gal. ----- 3 00 @ 5 00
 Sperm, gal. ----- 1 25 @ 1 50
 Tanner, gal. ----- 75 @ 90
 Tar, gal. ----- 50 @ 65
 Whale, gal. ----- @ 2 00

OPIUM
 Gum, ozs., \$1.40; lb. ----- 17 50 @ 20 00
 Powder, ozs., \$1.40; lb. ----- 17 50 @ 20 00
 Gran., ozs., \$1.40; lb. ----- 17 50 @ 20 00

PARAFFINE
 Pound ----- 06 1/2 @ 15

PEPPER
 Black, grd., lb. ----- 25 @ 35
 Red, grd., lb. ----- 45 @ 55
 White, grd., lb. ----- 40 @ 45

PITCH BURGUNDY
 Pound ----- 20 @ 25

PETROLATUM
 Amber, Plain, lb. ----- 12 @ 17
 Amber, Carb., lb. ----- 14 @ 19
 Cream Whi., lb. ----- 17 @ 22
 Lily White, lb. ----- 20 @ 25
 Snow White, lb. ----- 22 @ 27

PLASTER PARIS DENTAL
 Barrels ----- @ 5 75
 Less, lb. ----- 03 1/4 @ 08

POTASSA
 Caustic, st'ks, lb. ----- 55 @ 88
 Liquor, lb. ----- @ 40

POTASSIUM
 Acetate, lb. ----- 60 @ 96
 Bicarbonate, lb. ----- 30 @ 35
 Bichromate, lb. ----- 15 @ 25
 Bromide, lb. ----- 66 @ 98
 Carbonate, lb. ----- 30 @ 35
 Chlorate
 Xtal., lb. ----- 17 @ 23
 Powd., lb. ----- 17 @ 23
 Gran., lb. ----- 21 @ 28
 Iodide, lb. ----- 2 71 @ 2 90
 Permanganate, lb. ----- 22 1/2 @ 35
 Prussiate
 Red, lb. ----- 80 @ 90
 Yellow, lb. ----- 50 @ 60

QUASSIA CHIPS
 Pound ----- 25 @ 30
 Powd., lb. ----- 35 @ 40

QUININE
 5 oz. cans, ozs. ----- @ 77

ROSIN
 Pound ----- 04 @ 15

ROOT
 Aconite, Powd., lb. ----- @ 90
 Alkanet, lb. ----- 35 @ 40
 Alkanet, Powd., lb. ----- @ 50
 Belladonna, Powd., lb. ----- @ 75
 Blood, Powd., lb. ----- 35 @ 45
 Burdock, Powd., lb. ----- @ 50
 Calamus, Bleached, Split and
 Peeled, lb. ----- @ 65
 Calamus, Ordinary, lb. ----- @ 25
 Calamus, Powd., lb. ----- @ 50
 Elecampane, lb. ----- 25 @ 30
 Gentian, Powd., lb. ----- 27 1/2 @ 40
 Ginger, African, Powd., lb. ----- 15 @ 25
 Ginger, Jamaica, Lined, lb. ----- 30 @ 40
 Ginger, Jamaica, Powd., lb. ----- 25 @ 35
 Goldenseal, Powd., lb. ----- 1 75 @ 2 00
 Hellebore, White, Powd., lb. ----- 20 @ 30
 Indian Turnip, Powd., lb. ----- @ 50
 Ipecac, Powd., lb. ----- 3 00 @ 3 60
 Licorice, lb. ----- 30 @ 35
 Licorice, Powd., lb. ----- 15 @ 25
 Mandrake, Powd., lb. ----- @ 35
 Marshmallow, Cut., lb. ----- @ 50
 Marshmallow, Powd., lb. ----- @ 60
 Orris, lb. ----- @ 25
 Orris, Powd., lb. ----- 40 @ 45
 Orris, Fingers, lb. ----- @ 1 75
 Pink, Powd., lb. ----- 1 50 @ 2 25
 Poke, Powd., lb. ----- @ 25
 Rhubarb, lb. ----- @ 80
 Rhubarb, Powd., lb. ----- @ 60
 Sarsaparilla (Honduras, cut) 1 30 @ 1 40
 Sarsaparilla, Med., Cut, lb. ----- @ 50
 Squills, Powd., lb. ----- 42 @ 80
 Tumeric, Powd., lb. ----- 15 @ 25
 Valerian, Powd., lb. ----- @ 50

SAL
 Epsom, lb. ----- 03 1/4 @ 10
 Glaubers
 Lump, lb. ----- 03 @ 10
 Gran., lb. ----- 03 1/2 @ 10
 Nitre
 Xtal. or Powd. ----- 10 @ 16
 Gran., lb. ----- 09 @ 16
 Rochelle, lb. ----- 17 @ 30
 Soda, lb. ----- 02 1/2 @ 08

SEED
 Anise, lb. ----- 35 @ 40
 Canary, Recleaned, lb. ----- 10 @ 15
 Cardamon, Bleached, lb. ----- @ 1 75
 Caraway, Dutch, lb. ----- 25 @ 30
 Celery, lb. ----- 70 @ 75
 Colchicum, Powd., lb. ----- @ 2 00
 Coriander, lb. ----- 15 @ 25
 Fennel, lb. ----- 30 @ 40
 Flax, Whole, lb. ----- 07 @ 15
 Flax, Ground, lb. ----- 07 @ 15
 Hemp, Recleaned, lb. ----- 08 @ 15
 Lobelia, Powd., lb. ----- @ 85
 Mustard, Black, lb. ----- 15 @ 25
 Mustard, White, lb. ----- 15 @ 25
 Poppy, Blue, lb. ----- 20 @ 25
 Quince, lb. ----- 1 00 @ 1 25
 Rape, lb. ----- 10 @ 15
 Sabadilla, Powd., lb. ----- 48 @ 60
 Sunflower, lb. ----- 11 @ 20
 Worm, Levant, lb. ----- @ 4 50
 Worm, Levant, Powd. ----- @ 4 75

SOAP
 Castile, Conti, White
 Box ----- @ 15 75
 Bar ----- @ 1 60
 Powd. ----- 50 @ 55

SODA
 Ash ----- 03 @ 10
 Bicarbonate, lb. ----- 03 1/2 @ 10
 Caustic, Co'l., lb. ----- 08 @ 15
 Hyposulphite, lb. ----- 05 @ 10
 Phosphate, lb. ----- 23 @ 28
 Sulphite
 Xtal., lb. ----- 07 @ 12
 Dry, Powd., lb. ----- 12 1/2 @ 20
 Silicate, Sol., gal. ----- 40 @ 50

SULPHUR
 Light, lb. ----- 04 1/2 @ 10

SYRUP
 Rock Candy, Gals. ----- 70 @ 85

TAR
 1/2 Pints, dozen ----- @ 1 00
 Pints, dozen ----- @ 1 50
 Quarts, dozen ----- @ 2 75

TURPENTINE
 Gallons ----- 70 @ 85

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

DECLINED

AMMONIA

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

APPLE BUTTER

Table Belle, 12-31 oz., doz.	1 55
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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



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
Linc Wash, 32 oz., 12s	2 00

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.	9 00
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	
Whole Wheat Fla., 24s	2 57
Whole Wheat Bis., 24s	2 40
Wheat Krispies, 24s	2 65

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 1/2	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

Shaver	
Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe	
No. 4-0	2 25
No. 2-0	3 00

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, Minced, No. 1/2	2 40
Pinnan 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. 1/2	2 25
Shrimp, 1, wet	1 45
Sard's, 1/2 Oil, k'less	3 35
Sardines, 1/2 Oil, k'less	3 35
Salmon, Red Alaska	2 25
Salmon, Med. Alaska	1 85
Salmon, Pink, Alaska	1 50
Sardines, Im. 1/2, ea. 6@13 1/2	
Sardines, Cal.	1 00
Tuna, 1/2 Van Camps,	
doz.	1 75
Tuna, 1/2s, 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 61
Beef, med., Beechnut	2 07
Beef, No. 1, Corned	1 95
Beef, No. 1, Roast	1 95
Beef, 2 1/2 oz., Qua., Sli.	1 30
Corn Beef Hash, doz.	1 90
Beefsteak & Onions, s.	2 70
Chili Con Car., 1s	1 05
Deviled Ham, 1/2s	1 35
Deviled Ham, 1/2s	2 20
Potted Meat, 1/2 Libby	48
Potted Meat, 1/2 Libby	75
Potted Meat, 1/2 Qua.	65
Potted Ham, Gen. 1/2	1 35
Vienna Saus., No. 1/2	90
Vienna Sausage, Qua.	90

Baked Beans

Campbells 48s	2 30
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CANNED VEGETABLES

Hart Brand	
Asparagus	
Natural, No. 2	3 00
Tips & Cuts, No. 2	2 25

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

Lima Beans	
Little Quaker, No. 10	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 1/2	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 1/2	1 25
No. 2	92 1/2

Sauerkraut

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

Spinach

No. 4 1/2	2 25
No. 2	1 80

Squash

Boston, No. 3	1 35
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Succotash

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

Tomatoes

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

Tomato Juice

Hart, No. 10	
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CATSUP

Regal, 8 oz.	95
Regal, 14 oz.	1 38
Sniders, 8 oz.	1 30
Sniders, 14 oz.	1 85
Quaker, 10 oz.	1 23
Quaker, 14 oz.	1 36

CHILI SAUCE

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

OYSTER COCKTAIL

Sniders, 11 oz.	2 00
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CHEESE

Roquefort	80
Wisconsin Daisy	16 1/2
Wisconsin Twin	16
New York June	24
Sap Sago	48
Brick	18
Michigan Flats	15 1/2
Michigan Daisies	16
Wisconsin Longhorn	17
Imported Leyden	28
1 lb. Limberger	20
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 30
Kraft, Limbur., 1/2 lb.	1 30

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

CHEWING GUM

Adams Black Jack	61
Adams Dentyne	65
Beaman'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. 1/2s	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
Bradstreets	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 50
Kenway	20 00
Budwiser	20 00
Isabella	20 00

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
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CONFECTIONERY

Stick Candy

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

Mixed Candy

Kindergarten	
Leader	
French Creams	
Paris Creams	

Currents Imperial, 12s, pitted 1 90 Imperial, 12s, regular 1 60 Imperial, 12s, 2 lb. Imperial, 12s, 1 lb. Dates Imperial, 12s, pitted 1 90 Imperial, 12s, regular 1 60 Imperial, 12s, 2 lb. Imperial, 12s, 1 lb. Figs Calif., 24-83, case 1 70 Peaches Evap. Choice 13½ Peel Lemon, Dromdary, 4 oz., doz. 1 10 Orange, Dromdary, 4 oz., dozen 1 10 Citron, Dromdary, 4 oz., dozen 1 10 Raisins Seeded, bulk 6½ Thompson's S'dless blk. 6½ Quaker s'dless blk. 7½ 15 oz. 7½ Quaker Seeded, 15 oz. 7½ California Prunes 90@100, 25 lb. boxes @07 80@ 90, 25 lb. boxes @07½ 70@ 80, 25 lb. boxes @08 60@ 70, 25 lb. boxes @08½ 50@ 60, 25 lb. boxes @08½ 40@ 50, 25 lb. boxes @09½ 30@ 40, 25 lb. boxes @11 20@ 30, 25 lb. boxes @13 18@ 24, 25 lb. boxes @15½ Hominy Pearl, 100 lb. sacks 3 56 Bulk Goods Egg Macaroni, 20 lb. bx. 1 25 Egg Noodle, 10 lb. box 1 25 Pearl Barley 0000 7 00 Barley Grits 5 00 Chester 4 60 Lentils Chili 10 Tapioca Pearl, 100 lb. sacks 7½ Minute, 8 oz., 3 doz. 4 05 Dromedary Instant 3 50 Jiffy Punch 3 doz. Carton 2 25 Assorted flavors. EVAPORATED MILK Quaker, Tall, 10½ oz. 2 85 Quaker, Baby, 4 doz. 1 43 Quaker, Gallon, ½ dz. 2 85 Carnation, Tall, 4 doz. 2 95 Carnation, Baby, 4 doz. 1 43 Oatman's D'dee, Tall 2 95 Oatman's D'dee, Baby 1 43 Pet, Tall 2 95 Pet, Baby, 4 dozen 1 45 Borden's, Tall, 4 doz. 2 95 Borden's, Baby, 4 doz. 1 43 FRUIT CANS Presto Mason F. O. B. Grand Rapids 7 15 Half pint 7 40 One pint 8 65 One quart 8 65 Half gallon 11 55 FRUIT CAN RUBBERS Presto Red Lip, 2 gro. carton 78 Presto White Lip, 2 gro. carton 83 GELATINE Jell-o, 3 doz. 1 80 Minute, 3 doz. 4 05 Plymouth, White 1 55 Jelsert, 3 doz. 1 40 HONEY Lake Shore 1 lb. doz. 1 90 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 JELLY GLASSES ¼ Pint Tall, per doz. 25 	JUNKET GOODS Junket Powder 1 20 Junket Tablets 1 35 Junket Food Colors 1 60 MARGARINE Wilson & Co.'s Brands Oleo Nut 10 MATCHES Diamond, No. 5, 144 6 50 Searchlight, 144 box 6 50 Crescent, 144 5 90 Diamond, No. 0 5 10 Safety Matches Red Top, 5 gross case 5 40 Signal Light, 5 gro. cs 40 MUELLER'S PRODUCTS Macaroni, 9 oz. 2 10 Spaghett, 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 NUTS Whole Almonds, Peerless 15½ Brazil, large 14½ Fancy Mixed 15 Filberts, Naples 20 Peanuts, Vir. Roasted 7 Peanuts, Jumbo 8½ Pecans, 3, star 25 Pecans, Jumbo 40 Pecans, Mammoth 50 Walnuts, Cal. 14@20 Hickory 07 Shelled Almonds 39 Peanuts, Spanish, 125 lb. bags 7½ Filberts 32 Pecans, salted 45 Walnut, California 48 MINCE MEAT None Such, 4 doz. 6 20 Quaker, 3 doz. case 2 65 Yo Ho, Kegs, wet, lb. 16½ OLIVES 4 oz. Jar, Plain, doz. 90 16 oz. Jar, Plain, doz. 1 95 26 oz. Jars, Plain, doz. 4 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 PARIS GREEN ½s 34 1s 32 2s and 5s 30 PICKLES Medium Sour 5 gallon, 400 count 4 75 Sweet Small 5 gallon, 500 7 25 Banner, 6 oz., doz. 90 Banner, quarts, doz. 2 10 Paw Paw, quarts, doz. 2 80 Dill Pickles Gal., 40 to Tin, doz. 8 15 32 oz. Glass Thrown 1 45 Dill Pickles, Bulk 5 Gal., 200 3 65 16 Gal., 650 11 25 45 Gal., 1300 30 00 PIPES Cob, 3 doz. in bx. 1 00@1 20 PLAYING CARDS Battle Axe, per doz. 2 65 Bicycle, per doz. 4 70 Torpedo, per doz. 2 50 POP CORN Sure Pop, 25 lb. bags 1 25 Yellow, 25 lb. bags 1 25 COD FISH Peerless, 1 lb. boxes 18 Old Kent, 1 lb. pure 25 	FRESH MEATS Beef Top Steers & Hef. 11 Good Steers & Hef. 09 Med. Steers & Hef. 08 Com. Steers & Hef. 07 Veal Top 11 Good 10 Medium 08 Lamb Spring Lamb 16 Good 14 Medium 13 Poor 06 Mutton Good 07 Medium 05 Poor 06 Pork Loins 13 Butts 13 Shoulders 11 Spareribs 10 Neck Bones 04 Trimnings 08½ PROVISIONS Barreled Pork Clear Back 16 00@18 00 Short Cut, Clear 12 00 Dry Salt Meats D S Belles 20-25 10 Lard Pure in tierces 07½ 60 lb. tubs advance ¼ 50 lb. tubs advance ¼ 20 lb. pails advance ¾ 10 lb. pails advance ¾ 5 lb. pails advance 1 3 lb. pails advance 1 Compound, tierces 07½ Compound, tubs 08 Sausages Bologna 10 Liver 13 Frankfort 12 Pork 15 Tongue, Jellied 21 Headcheese 13 Smoked Meats Hams, Cert., 14-16 lb. 16 Hams, Cert., Skinned @16 16-18 lb. @16 Ham, dried beef @22 Knuckles @20 California Hams @16 Picnic Boiled Hams @23 Boiled Hams @23 Minced H
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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.

The Great Natural Economic Force

Man may have made a sorry mess of things economic but Nature goes right along doing a regular job in a regular way; and perhaps by so doing corrects the errors made by Man.

We had occasion to study a report made on weather by Dr. Burton. It showed a severe Winter in the making and an equally severe Winter in prospect for 1935; and a milder Winter predicted for 1936. If you will remember, six months ago we said something as to this man's study of Nature and in particular the expectation of at least five major storms this year in contrast to the two peaks of bad weather of a year ago. A little group of scientists has discovered that there is a relationship between sun spots and the growth of trees and that the evidence for over a thousand years past is to be found in a study of tree rings.

All this seems very profound and academic but at least this year we have pretty good physical token of the value of such prediction. Weather has been abnormal and with it has come an extra demand for seasonable attire.

If you will remember back to the Hoover years, they were accompanied with mild Winters and one type of footwear might be worn the year round. Feminine dress in particular was not influenced by season but by the whims of romantic dress and the delusions of luxury being possible to all Mankind. The madness of money was perhaps a product of unusual weather.

That may seem far-fetched to you who read this in these days of reality, but part of the study of weather as an influence on people is the relationship of everything in human life to basic weather itself. Part of the softness that came into the economic structure was a product of the softness of Nature.

The reality that we are facing today is made more real by the severity of weather. The entire world has been subject to the same forces of Nature. The demand for warm clothing, warm footwear and warm foods has started movement for the use and purchase of these necessities the world over.

Such a need wasn't present anywhere last year.

In some parts of the world the severity of the weather has developed great shortages, as in Russia, where most of the cattle have been consumed and immense shortages give opportunity to the future for commercial and agricultural replenishment. In our own coun-

try the physical stress of Winter has increased the demand for fuel, for garments, for protective rubber footwear and for the thousand and one services that develop when bad weather is universal.

But be of good cheer. Spring follows and with it comes significant changes in weather and by the same token, changes in interest in apparel and footwear. It has been a long time since we have faced an opportunity of servicing the public with all types of footwear distinctly different from Winter's wearing. There are physical changes in feet of Mankind that need attention in every store in Foot Health Week and in the weeks of Spring. We are facing a Summer that has every possibility of sharp extremes in weather. Heat spells are likely to be severe.

Merchants who have their stores in agricultural communities know that the many blankets of snow we have had this Winter will, in all probability, increase crops; while those merchants who are in fruit regions know the penalty of severe Winters. Nature makes changes in insect and animal life in severe Winters. All these factors play a part in the business of a little store as well as the combined business of a great nation.

Weather has given us a chill feeling of reality. Life is real. Life is earnest. Conditions are on the mend but the great fundamentals of Nature are working toward progress and feeble Man is doing his best to hasten economic progress as well. Weather plays a large part in the life of a store and in all life.

We are facing this week a reconsideration of the codes. It is a good thing to consider the rules of business in Springtime because that is the natural planning time of the year. We must solve the problem of seven million workers unemployed for, if we are to weather the financial storms, we must set our house in order. No government can continue to "create" work at the rate of a billion dollars a month. —Boot and Shoe Recorder.

Shoes for Easter Bought Freely

Shoe orders reached their pre-Easter peak this week, with retailers from all over the country completing their stocks for the holiday promotions, according to manufacturers. Children's and women's styles are mainly in demand, although men's numbers come in for a share of attention. Styles to retail from \$3.50 to \$6 comprise the bulk of the purchases made. Manufacturers report that wholesale shoe prices are showing a firmer tone all along the line. Retailers, however, are confining their purchases to certain definite price ranges, arguing that consumers are still objecting to paying any sharp increases.

A new automatic electric home coffee maker embodies a time control which, set to the quantity and strength desired, sounds a bell when the coffee is exactly done.

Then there's a new teapot which embodies a tea-basket that automatically rises from the water, thereby stopping steeping, at the instant the tea is done.

Modern Methods of Treatment of Common Cold

(Continued from page 18)

The common cold are added ionization, diathermy, radiant heat, auto-hæmotherapy, and non-specific protein therapy, all of which have had—and still have—their advocates, an inquiring layman might perhaps be forgiven a smile on coming across the following recent pronouncement by Lord Horder: "In many cases a cold can be aborted by a hot bath, copious hot drinks, a smart purge, a warm bed, and opium . . . subsequent treatment does not greatly matter, but the patient's faith in any given remedy should not be scouted."

Knitwear Re-orders Substantial

The re-order business that has developed in the last ten days on Spring knit goods has been very satisfactory. These repeat purchases had been awaited with a good deal of anxiety, as mills did not know what consumer reaction to higher prices would be, but the response has been encouraging. Children's and infants' anklets and half socks, bathing suits, women's slip-on and men's sleeveless sweaters, mostly with the slide fasteners, and pastel and white half hose are among the items on which substantial reorders appeared.

Men's Cheaper Lines Sought

Clearance sales of men's wear draw most response from the public this week, with comparatively little interest shown in Spring offerings. Announcements of impending price rises by many stores made consumers anx-

ious to seize their last opportunity to buy cheap clothing with the result that suits under \$20 were very active. The furnishings departments lagged behind clothing, and in that division also the lower-price items were mainly in demand. The coming two weeks are expected to bring a good volume of purchases of Easter clothing.

Men's Wear Orders Again Heavy

An exceptionally heavy volume of mail orders went into the New York markets last week for all types of men's wear. In addition to covering their Fall requirements liberally, stores placed substantial orders for men's Summer clothing, particularly sports models. Decision of a number of retail stores to make price advances on their clothing lines the last week of this month is focusing attention on what consumer reaction to the higher quotations will be. One group is going from \$32.50 to \$35 and another from \$19.50 to \$21.50. Orders which are clearing out goods at low prices will jump prices much more sharply.

There is no conflict between an auto map and a Corot landscape of the same bit of road. They are just different. I must protest against reducing a Corot landscape to an automobile map, and reducing religion to science. Any religion that denies science is doomed, but any religion that reduces itself to science is doomed too.—Harry Emerson Fosdick, D. D.

The only failure a man ought to fear is failure in cleaving to the purpose he sees to be best.—Eliot.

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LANSING MUTUAL BUILDING

GRAND RAPIDS . . .

DETROIT . . .

OUT AROUND

(Continued from page 9)

was handed the boy, who took the package to the independent store. It was placed on the scales and found to weigh a half ounce less than four pounds. This appears to be a common practice with the A. & P. in many localities.

Spring Lake, March 16—As you may be aware, our Village Council during the summer of 1933 instituted a sewage disposal project in order to comply with the demands of our State Health Department for elimination of stream pollution in this state. A part of the project necessitated the laying of a storm sewer, which is now about completed, and because of it our main thoroughfare, which is a section of U.S. 16, has been torn up. Efforts are now being put forth to have our State Highway Department repave this strip of highway as it runs the length of our village. Besides local petitions, we have had communications presented to us by outside interests recommending that we use all possible influence upon the state to have this section of U.S. 16 repaved before the commencing of the usual heavy summer traffic. We, of course, realize our responsibility to this entire section of the state to present this matter to the state. This is being done and some of your good Spring Lake friends strongly urged us to ask you to bring this matter out in your Tradesman. We should greatly appreciate your doing this in an early issue and feel confident that you will be doing your readers, particularly in this part of the state, a decided favor. We believe you can fully realize the importance to traffic of having this section of U.S. 16 in usable shape. We are right in the heart of one of Michigan's important resort areas. This part of U.S. 16, being within a half mile of its junction with U.S. 31, carries a tremendous traffic load.

A. Peterson,
Village Clerk.

Pieces of cheese beat pieces of eight according to a report just received here by the Wisconsin department of agriculture and markets from Louis Kopp, manager of a market for a large grocery company. A boost of 600 per cent. in sales of cheese was made by what is called the counter sales plan, according to Mr. Kopp, who had just used the new method of selling cheese by pieces. Instead of keeping his supply of cheese in the refrigerator, the market manager adopted the suggestion made to him of cutting up ten or fifteen pieces of cheese at a time and placing them on the counter. The pieces of cheese were wrapped in waxed paper and varied in weight from one-half pound upward, their actual weight being determined only when a customer had made a selection. The display of cheese made in plain sight on the counter attracted widespread attention and served to remind the customers that their households needed a supply of the product. As a result, the sales of American cheese in this one store increased from 20 pounds to 120 pounds a week. The plan has been in effect in the stores of that organization for some time and has been instrumental in securing a 400 per cent. boost in cheese sales by the entire organization. The organization also reported that it became "cheese-minded" three years ago and the decision was made at that time that in order to increase cheese sales, a definite quality of cheese must

be secured and sold at all times. The quality program was placed in force and cheese sales not only became consistent, but made a steady gain from week to week.

Never in the history of the country, says the Hon. Samuel T. Metzger, Commissioner of Agriculture and Chairman of the State Advisory Council, Lansing, has it been possible for a farmer to obtain a loan for as large a percentage of the appraised value of his farm, at as low a rate of interest and on as liberal terms, as now. Not only is a farmer now in a position to borrow from one of the agencies established by the United States Government funds with which to refinance his existing mortgage and consolidate his debts, but he is also able, through similar agencies, to obtain funds for his various agricultural operations, whether acting with others, in co-operative associations, or individually. Nor is this merely a temporary expedient, made necessary by the great depression. Instead, it is as permanent as the most ancient of governmental functions. Until 1917 practically the only source from which the farmer could obtain funds was his local bank, which, in turn, obtained its money—both capital stock and deposits—from those in that immediate locality—merchants, manufacturers, professional men, farmers and people of independent means—so that, when a farmer received a financial accommodation at a state or national bank, he was really borrowing the money from his own neighbors. And inasmuch as it was precisely when conditions were bad, and when, therefore, his neighbors might not be able to increase or even maintain their existing deposits, that the farmer was most likely to need assistance, it is not surprising that the farmer was often disappointed, or that, after having obtained a loan, he was required to pay it when due, regardless of what inconvenience or even loss it might occasion him. At present, and for all time to come, he will have the entire country to draw from, through the agencies above mentioned.

A friend writes that he regrets that Lindberg did not undertake to co-operate with the President when he was in Washington last week. I don't see how he could be prevailed upon to do such a thing in the face of the President's attitude toward him. Instead of immediately firing the secretary who assumed to broadcast the nasty talk about Lindberg two or three weeks ago, without the President's authority, and invite Lindberg to the White House when the latter was in Washington, he utterly ignored the man who has done more to make the navigation of the air safe than any other man who has made a study of the subject.

All reports from Washington are to the effect that the President was in an ugly mood all last week, owing to the defeats he received from the members of his own party on the Canadian treaty and the soldiers bonus bill. The persistent threats he makes concerning what he will do to the Democrats who refused to stay by him on these

two measures are anything but assuring for party harmony in the future.

A close personal friend for fifty years was called to meet his Maker last Thursday in the person of George B. Catlin, librarian, historian and special writer for the Detroit News. He came to Grand Rapids in 1884 and worked on the daily papers here in varying capacities for eight years. He then transferred himself to the Detroit News, with which publication he remained forty-two years. He died at Harper hospital as the result of an attack of pneumonia. My grief over his passing is so intense that I am unable to do myself justice in writing of him. A Detroit friend sends in the following tribute to his memory:

"It is by possessing such men as George Catlin that a city grows in real greatness and honor. Mr. Catlin, throughout the course of a long, useful and, as he himself was wont to testify, happy life, was a true lover and servant of his fellow men, of his church and of his state and country and was tender of their wellbeing. The broad charitableness and tolerance which were a part of his habitual attitude endeared him to thousands of every creed and persuasion; and his faithfulness and devotion to his particular church and creed earned for him the thorough respect of every person who came into real contact with him.

"There was a simplicity in the manner of the man that at times seemed almost childlike, and that made even those who met him only casually feel instinctively that they would like to have him for a friend. With this simplicity went an understanding of humanity, a scholarship, a wide knowledge of things earthly and spiritual which made his friendship a thing to be valued and cherished once it was won.

"George Catlin could be eloquent in exposition and in admonition. As became a man who had vowed himself to the service of his fellow beings, he dealt faithfully with those who came under his care and he stood everywhere for truth and right as he understood them, yet in the end the most eloquent sermon he preached was the sermon which was his own life. That sermon continued for seventy-six years, but it was all too brief in a world which has dire need for such aids and inspirations to right living and Christlike devotion. Knowledge that the voice of George Catlin is silent and his hand still is a cause for deep grief."

The secret of the vitality of this man was his gift for always discovering "endless lore of great interest."

From his pinnacle of three-quarters of a century of a well-lived life he said recently to a friend: "Life is a mighty piquant adventure, full of abrupt shifts and changes of direction.

"Fate has been kind and my employers kinder than they realized when they shunted me into channels of activity where I could indulge my natural bent for research, investigation and discovery. But as one grows old and acquires the habit of looking backward over the long trail he finds that the most precious and enduring things of

all are the fast friendships one has made through the years.

"Success may be very moderate or altogether lacking in a material way. Reputation is a bubble that bursts at the slightest touch. But friendship is a blessing that endures to the end in our memories."

The wistful fact about this fine newspaper man, this splendid historian, is that had he had his life to live again, he would have chosen a career in science, preferably a pursuit that would have taken him out of doors most of the time.

"The irony of fate has pushed me up against a desk and a typewriter," he once said, "when I would have preferred scientific research, in which I might discover and learn the properties and general nature of everything about me."

It gives me much pleasure to publish this week a reprint of an article which appeared in the Adcrafter, the official publication of the Detroit Adcraft Club, on February 13, it being a talk delivered by William J. Cameron, of the Ford Motor Co. and which, in spite of the fact that it calls a spade a spade and criticizes Detroit business men for their 1928 attitude, was most vociferously received and applauded by the members of the Club. At this particular meeting there were a number of representatives of automobile companies present.

E. A. Stowe.

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