

THE AIM OF LIFE

We live in deeds, not years; in thoughts, not breaths;
In feelings, not in figures on a dial.
We should count time by heart-throbs. He most lives
Who thinks most, feels the noblest, acts the best.
And he whose heart beats quickest lives the longest:
Lives in one hour more than in years do some
Whose fat blood sleeps as it slips along their being.
Life is but a means unto an end; that end,
Beginning, mean, and end to all things—God.
The dead have all the glory of the world.

PHILIP JAMES BAILEY.

WHEN I GROW OLD

When I grow old,
God grant that every child
Will feel the youthful texture of my soul,
And will not turn away from me
As from a shade or shrunken vine
When I grow old.

When I grow old,
God grant that I may have some task
Which must be done, or someone fare the worse—
That in some corner of the earth
Someone will need my hand
When I grow old.

ETHEL R. PEYSER.

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MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, MARCH 28, 1934

Number 2636

MICHIGAN TRADESMAN E. A. Stowe, Editor

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DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

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What Collective Bargaining Means

What is "collective bargaining?" Employers in the past have looked upon labor as a commodity which enters into production costs just as any other. Wages have been set by managements in the same fashion as prices for goods. If workmen did not like the pay, they could look elsewhere, so the employers have reasoned. A mistake in setting wages too low would involve a shortage of workers and a consequent loss to the industry just as a mistake in setting the selling cost of merchandise too high would cause a loss.

Such a system in which the individual worker was free to make his own bargain with the employer in our modern plan of large scale production has often resulted in the worker being forced to take low wages. The bargaining power of the employer who controlled the entire machinery of employment gave him a tremendous advantage over the individual.

"Collective bargaining," as contrasted with the individual type of bargaining which has been described, involves the combining of groups of employees in order to bargain with employers as to the terms of employment.

Employers have often fought trade unionism, contending that it involves unwarranted outside influence in their affairs. Company unions, which have been organized on a wide scale since the passage of the National Industrial Recovery Act, have been held by the employers to give workmen adequate representation and adequate bargaining power as to terms of employment.

Trade union leaders have contended that company unions are inadequate for collective bargaining. They say that company unions by their nature are necessarily under the influence of employers. Also they assert that leaders of company unions cannot be as skilled in arranging terms of employment with employers as can industrial experts in the employ of trade unions. Leaders of company unions have the additional handicap of being familiar only with conditions in their own companies whereas leaders of trade unions are acquainted with the general labor situation.

Agreements reached between trade unions and employers by means of collective bargaining are commonly known as trade agreements. They generally contain provisions for settling disputes which may arise.

Strikes commence either in the original process of arranging a trade agreement or because some dispute arises which is not provided for in the trade agreement.

"Collective bargaining" between employers and employees to settle such disputes may be divided into three classes: conciliation, mediation and arbitration.

Conciliation is the term used to describe settlement of an industrial dispute without either the employers or employees calling upon outside aid. It is frequently successful where a trade agreement has already been established and workers and employers already have a basis for conference on "collective bargaining."

Mediation is the type of bargaining which takes place when the disputants fail to reach a peaceful settlement by their own efforts and call in a third party to help them find a basis for settlement. Successful conclusion of a labor dispute by this means may not involve coercion on either side but merely the help of the outside agent to arrange a suitable basis for agreement.

Arbitration is the type of bargaining by which both employers and employees agree to submit their controversy to an outside agency. Generally, agreement to arbitrate involves a corresponding decision to abide by the result.

If a law or governmental ruling requires arbitration between the disputants the result of the arbitration may either be compulsory or voluntary. The one type is known as compulsory arbitration with compulsory award while the

other is known as compulsory arbitration with voluntary award.

In many instances, these collective bargaining processes may be used before the dispute reaches the stage of a strike.

Trade union leaders assert that the right to organize is valueless without the right to collective bargaining for wages and hours of work.

In the past, one of the arguments advanced against "collective bargaining" has been that it takes away the individual's right to work for less than the wages stipulated by the trade agreement.

The tendency in "collective bargaining" is to get away from the principle that labor is a commodity which may be bought and sold just as any other. Trade union leaders advance the theory that wages and hours of labor should be adequate to raise the standard of living to a decent level.

Strikes are the primary means which labor has for enforcing its demands. A strike involves the cessation of work but not resignation of jobs. A strike is also known as a "walkout."

"Lockout" is the term for employers' action to prevent employees from working, usually because they have violated conditions outlined by the management.

The Present Union Labor Unrest

Dozens of strikes, with hundreds promised, even now involve a range of occupations from lettuce-picking in California to paint-making in Ohio and taxi-driving in New York.

But, more serious, on the horizon threatening are:

A possible railroad strike, depending on the outcome of negotiations.

A strike of 200,000 workers in the cotton textile industry that might spread to the rayon industry.

A strike of rubber workers in the Ohio tire production area.

A general strike of steel workers, involving scores of thousands.

A strike of electric power employees in several centers.

A strike of coal miners in the Appalachian field.

A strike of longshoremen on the Pacific Coast that could tie up shipping.

At this time, pouring into the regional offices of the National Labor Board and the Washington office, are a mounting total of

disputes. They now are coming at the rate of over 400 a month to set a high record for the recovery period.

What is the trouble? What lies back of this labor unrest?

Those questions are being asked in many quarters. Their answer is found in the most intensive union organization drive since war-days.

But why should the organizing of unions bring disputes?

In about 75 per cent. of the cases trouble is due to the hesitancy or the refusal of employers to recognize the deal with the new unions. That, at least, is the statement of Senator Robert F. Wagner (Dem.), of New York, chairman of the National Labor Board.

That raises the question of why employers should be expected to deal with the new unions, and, in any case, of what concern is it to the Federal Government.

The answer goes back to Section 7 (a) of the National Recovery Act, referred to by William Green, president of the A.F. of L., as the Magna Charta of Labor. It has been a storm center and sources of dispute from the first days of NRA.

That section guarantees to workers the right to organize and to bargain collectively with representatives of their own choosing and without interference or restraint on the part of employers.

Labor contends that the Government is failing to enforce that provision of the Recovery Act. It says that employees are being discharged for union activities, that employers are refusing to bargain and that company dominated unions are being imposed, all without action on the part of the Government.

Strikes and strike threats are the result in most sections of the country. Only in about 25 per cent. of the cases are wages and working conditions given as the cause of disputes. That situation, in which intangible rights are at the bottom of most labor trouble, is considered unique.

But employers reply to labor's charges that they are not interfering with the right to organize, that they are willing to bargain with their employees and that they are not using restraint.

That has raised the question of who is to determine labor's choice of representatives, who is to say what constitutes collective bargaining, who is to define interference.

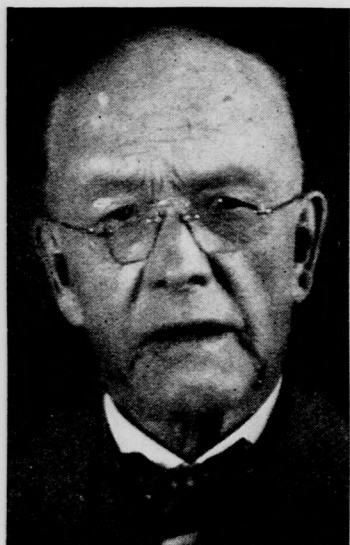
(Continued on page 24)

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Richard E. Bengé, of North Adams, writes the Realm as follows regarding the cowardly old rascal, Mann, who is familiar with the inside arrangement of many county jails in Michigan:

"The arch swindler, Frank W. Mann, was making his rounds in this territory in October, 1932, and called at our store. He was selling refrigerator counters and his plan was to make a contract and collect a down payment. After sizing him up, I remembered seeing his picture in the



Frank W. Mann

Tradesman several weeks before that time and heeded the warning you had published in connection with his portrait. When he was confronted with that evidence, he immediately skipped out of this part of the country and was not seen after that. I made enquiries of other merchants in nearby towns and found that he had canvassed most of the surrounding territory before meeting his Waterloo in North Adams."

Selling reconditioned spark plugs without plainly marking them as having been repaired or reconditioned, is prohibited by the Federal Trade Commission in a cease and desist order issued against Roy Hall, partner of the firm of McGowan & Hall, Minneapolis dealers in spark plugs.

It is charge that McGowan & Hall bought large quantities of scrapped "Champion" and "AC" spark plugs at nominal prices from garage keepers, junk dealers and others, then reconditioned them for further use. They were then sold in interstate commerce, carrying their old brand names, but purchasers were not told that they were used or defective plugs which had been repaired or reconditioned, the Commission charged.

Such sales constituted the greater part of the respondent's business in spark plugs, the Commission says in its complaint.

Formal complaints charging corporations, partnerships and persons en-

gaged in commerce with violations of the law over which the Federal Trade Commission has jurisdiction were made public in fifteen cases during February. These cases are listed as follows:

Crown Zellerbach Corporation, San Francisco, engaged in the distribution of paper and paper products.

Chicago Dentists, Chicago, and others, engaged in the sale of artificial teeth, dentures, etc.

Leipzig Importing Co., Newark, engaged in the sale of "Philoderm Salbe," an alleged hair tonic.

Sanborn Laboratories, Battle Creek, engaged in the sale of a course of medicine designated "The Sanborn Treatments."

Lindsay Light Co., Chicago, engaged in the sale of thorium nitrate.

Viscose Co., New York City, and others, engaged in the manufacture of Viscose rayon yarn.

Jefferson Island Salt Co., Inc., Louisville, engaged in the sale of salt products used for preserving meat.

Myles Salt Co., Ltd., New Orleans, engaged in the sale of salt products used for preserving meat.

Duralith Corporation, New York City, and others, engaged in the manufacture of a plastic paint or wall texture material designated "Duralith."

W. A. Shaeffer Pen Co., Fort Madison, Iowa, engaged in the manufacture of fountain pens, automatic pencils, deks sets etc.

Atlas Doll and Toy Co., Inc., Baltimore, engaged in the manufacture of toys.

Maxwell Steel Vault Co., Oneida, N. Y., engaged in the manufacture of metal burial vaults, advertises that the vaults are absolutely waterproof and offers to replace free of charge any vault not found to be waterproof.

National Delivery Service, Inc., Washington, D. C., engaged in the business of transporting household goods and other merchandise, misrepresents the equipment and character of service.

Vanadium-Alloys Steel Co., Latrobe, Pa., engaged in the operation of steel works, directed to divest itself in good faith of all of the capital stock of the Colonial Steel Co., and of all its interest therein not retaining any of the fruits of its acquisition of the Colonial Steel Co.

Thayer Pharmacal Co., Chicago, engaged in the manufacture of toilet preparations, directed to discontinue representing that any of the products sold are imported from France or are the product of a famous perfumer or cosmetician, when such are not the facts; to discontinue representing the regular price as a special, reduced price; and to discontinue using the names of fictitious persons as originators or producers of its products.

White-Lite Distributing Corporation, New York City, engaged in the sale of "Sun-Glo" electric bulbs, directed to discontinue marking bulbs with a fictitious wattage; and to discontinue representing that the lamps comply with the specifications of the United States Bureau of Standards or that any trade-mark is registered in the United States patent office when it is not so registered.

Philadelphia Leather Goods Co., Philadelphia, engaged in the manufacture of luggage, directed to discontinue the use of the word "seal" or "genuine seal" to designate products made from the under side of sealskin, unless accompanied by the word "split" in type equally conspicuous or by another conspicuous expression or statement that will clearly indicate the character of the skin used.

A. B. Casper Co., Inc., Minneapolis, engaged in the sale of potatoes, directed to discontinue representing as Red River Valley potatoes, potatoes that were not raised in that district, and to discontinue misrepresenting the locality in which any of the potatoes sold are raised.

Walker's New River Mining Co., Elkins, W. Va., engaged in mining coal in Flint, Randolph County, W. Va., directed to discontinue the use of the words "New River" or the abbreviation "N. R." to designate coal that does not originate in the New River field of W. Va., and to discontinue the use of the words "New River," or words or abbreviations of similar import, in corporate name unless selling coal from the New River field.

White Star Hat Co., New York City, engaged in the purchase and renovation of used felt hats for men, directed to discontinue selling renovated hats unless and until such hats are conspicuously labeled with the words "second-hand," "used," "made-over," or words of similar import.

Mears Radio Hearing Device Corporation, New York City, engaged in the sale of a device designated "Mears Airosage" and "Mears Ear Oil" for use in connection therewith, directed to discontinue representing that the use of the device or the oil, or any similar device or medicine, will relieve deafness or head noises.

Paul Case, Brockton, Mass., engaged in the sale of medicines and drugs designated "Case Combination Treatment," directed to discontinue representing that the use of this treatment, or any other treatment having substantially the same ingredients, will cure or relieve rheumatism, neuritis, sciatica, lumbago or neuralgia.

World Woolen Co., and others, New York City, engaged in the sale of men's ready to wear clothing, directed to discontinue representing that clothing is tailored to the measurement of the customer, that it is made from the sample selected, and that stores are soon to be opened in a locality convenient to the purchasers, where any fitting or alteration may be made, when such are not the facts.

Worth English Inc., New York City, engaged in the distribution of face creams and cosmetics, directed to discontinue representing that the face creams sold, or their turtle oil ingredient, will nourish and rejuvenate the skin, reduce wrinkles or build tissue.

F. L. McWethy, Marshall, Mich., vendor-advertiser, agrees to cease misrepresenting the powers of his "home treatment" for weak or irritated bladders, the preparation having been found to be merely a palliative or symptomatic treatment to relieve irritation of the bladder.

A treatment for diseases of women advertised by Myrtle Caldwell, Chi-

cago, will no longer be represented, among other things, as "almost a specific" in any form of this type of ailment

Vendor-advertiser of a mechanical device alleged to be for the relief of constipation and cleansing of the colon and lower intestines, agrees to cease false advertising.

Newspaper publishing advertisement of a hair dye, agrees to abide by Commission action in case against vendor.

Magazine publishing advertisements of a correspondence course in hypnotherapy for instruction in hypnotism, will abide by Commission action in case against vendor.

Magazine publishing advertisements of "pep pills" to rejuvenate old persons agrees to abide by Commission action in case against vendor.

Magazine publishing advertisements of a book on hypnotism will abide by Commission action in case against vendor of the book.

Nine magazines publishing advertisements of a book of instructions in the duties of various positions on ships at sea agree to abide by Commission action against vendors of the books. A tenth publisher merely waives the right to be made a respondent without agreeing to abide by the Commission's action.

Magazine publishing advertisements of a hair dye and medicinal herbs waives the right to be joined as a respondent in Commission proceedings against the advertiser.

Magazine publishing advertisements of kitchen utensils and seeking agents to sell from house to house waives right to be joined as a respondent in Commission proceedings against the advertiser.

Magazine publishing advertisements of a device alleged to be an "everlasting match" agrees to abide by Commission action against vendor.

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

Newspaper publishing advertisements of tablets sold in department stores and alleged to reduce fat agrees to abide by Commission action against vendor.

Magazine publishing advertisements of perfumed beads and costume jewelry agrees to abide by Commission action against vendor.

Magazine publishing advertisements of a dye alleged to be capable of ending gray hair and restoring former youthful color, agrees to abide by Commission action against vendor.

Gold Medal Haarlem Oil Corporation, Brooklyn, New York, vendor-advertiser, agrees to cease misrepresenting the powers of its capsules designed for treatment of rheumatism.

A treatment for constipation advertised by Philip Welsh, Los Angeles, will no longer be represented, among other things, as "a natural way to cure constipation."

Publisher of two magazines carrying advertisements of a "salve" for old sores and ulcers agrees to abide by Commission action in case against vendor.

Publisher of two magazines carrying advertisements of a hair dye agrees to

abide by Commission action in case against vendor.

Publisher of two magazines carrying advertisement of a vendor of pictures will abide by Commission action in case against vendor.

Magazine publishing advertisements of a manufacturer selling kitchen utensils and seeking agents to sell them from door to door agrees to abide by Commission action in case against vendor.

Newspaper publishing advertising of new device to sharpen razors, alleged to revolutionize shaving comfort, will abide by Commission action in case against vendor.

A woman's magazine publishing advertisements of a can opener and other kitchen utensils agrees to abide by Commission action against the vendor.

Magazine publishing advertisements of a vendor of rare coins and stamps agrees to abide by Commission action against vendors of the books.

Newspaper publishing advertisements of a nasal antiseptic agrees to abide by Commission action against the advertiser.

Newspaper publishing advertisements of tooth polish paste agrees to abide by Commission action against the advertiser.

Two magazines publishing advertisements of French periodic capsuloids, French gland tablets, French antiseptic cones, vaginal jelly and capsolets for reducing weight agree to abide by Commission action against vendor.

Two magazines publishing advertisements of an antiseptic for feminine hygiene, agree to abide by Commission action against vendor.

Magazine publishing advertisements of bunion treatments agrees to abide by Commission action against vendor.

Publisher of two magazines carrying advertisements of correspondence courses, agrees to abide by Commission action against vendor.

Two magazines publishing advertisements of a vendor of rare coins and stamps agree to abide by Commission action against vendor.

Two magazines publishing advertisements of a cement for mending agree to abide by Commission action against vendor.

Two magazines publishing advertisements of correspondence courses in physical culture agree to abide by Commission action against the advertiser.

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

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

Magazines publishing advertisements of bunion treatments agree to abide by Commission action against vendor.

Floor-area economy features a new fire protection system for guarding drain boards, tanks and vessels containing flammable liquids. Built for stationary installation only, it is automatic in action, has all moving parts enclosed.

Experience should enrich as well as teach.



Lines of Interest to Grand Rapids Council

When we read of labor trouble and the dictatorial power of union labor when organized, we recognize the fact that the Brotherhood of Railroad Trainmen is one of the most powerful of the lot. From that organization of men who are classed as trained men and whose promotions are contingent upon certain laws, we draw our own conclusions as to the laxness of our governing bodies in recognizing the proper places for the application of law. It takes a man of ordinary intelligence from ten to fifteen years to win a promotion from fireman to engineer on our railroads. A man of reasonably good sense can learn the whole category of handling an engine, interpreting signals and decoding train orders in a few days, but laws demand that he serve a long apprenticeship in order to feed steam to an engine that runs upon a special built highway. Under average conditions the engine will follow its own trail without guidance other than power to move it. Let us look at another picture. Anyone—get this—anyone with sufficient money can walk into a salesroom and drive out an automobile that will out-speed any locomotive. He serves no apprenticeship before taking out that powerful car upon a highway that is not especially designed for it alone and upon a throughfare that is occupied at one and the same time by other vehicles and pedestrians. There isn't any law in the country that prohibits anyone at any time from driving at breakneck speed on our highways and endangering life, limb and property. Some states endeavor to enforce a speed law but such laws are generally ignored. We wonder some times if it wouldn't be a wise measure to limit the power and speed of a car at the factory or else build special highways for the speed demons and thus protect those who have a sense of equity for those who must expose themselves to the hazards of traffic. We wonder why it would not be a sensible thing for careful drivers to unionize and create a dictatorial power to deal with careless and irresponsible operators of motor vehicles.

"How is it, Mr. Brown," said a miller to a farmer, "that when I came to measure the ten barrels of apples I bought from you, I found them nearly two barrels short?"

"That's odd, very odd. I sent them to you in some of your own flour barrels."

"Ahem! You did, eh? What do you say to a glass of beer?"

We have often wondered why old-time schoolmasters used to place an impish or backward pupil upon a high stool and crown him with a dunce cap. The custom seemed to prevail but there was really no explanation for its origin.

In snooping through dust covered books for odds and ends, we found the following information:

Six hundred years ago there lived a philosopher by the name of Duns. He was referred to as Dr. Duns. He gathered around him a group of learned men, who as time went on became known as the Dunses—then the Dunces. Men clamored to join this group, but eventually the Dunses (or Dunces) became unpopular and so the name by which they had been known gradually became a term of reproach. Thus a dunce is not what he once was.

Aren't you afraid the birds will eat up your seeds? You ought to put up a scarecrow!

Wife: Oh, I guess we needn't bother. One of us is always in the garden.

Some members of our state governing body are overly anxious to sign checks representing rebates to those who paid the old price for automobile tags. This is the first time we have ever heard of the state giving something back to the people. It is usually the other way around. Now that the personal quarrel between the Auditor and Secretary has been settled, some of us may have a few pennies beyond our carefully planned budget to return to the state toward the \$30,000,000 proposed bond issue. Come back—go away, that is what may be termed the Swan Song of income.

The proposed causeway between the Upper and Lower Peninsulas seems like a sensible proposal. It is a project that will benefit the entire state as a whole both from an income and a labor standpoint. Being a self liquidating project it would return the investment with a reasonable amount of interest on the investment. It would attract people to the state that are now driving around to avoid the ferry at the straits. The project would be an engineering feat that would attract visitors from all over the country. If the causeway can be built without graft to the state and nation, every citizen of the state should be a booster for it.

Boss: Where is Jones?

Clerk: He won't be down to-day.

sir. His wife's getting a divorce and he has to stay home with the kids.

W. D. Dunbar, of 1020 Jefferson avenue, has been confined to his home for a few days with illness. He expects to be on his territory at an early date.

Jas. J. McMahon, 2101 Lake Drive, a former member of the Council, has gone to a hospital for treatment for glandular trouble of the neck. It is expected the treatment will relieve the cause of the trouble.

Maxine Bentley, daughter of Mr. and Mrs. R. W. Bentley, is ill in St. Mary's hospital. It is feared she may have to undergo an operation for the removal of the appendix.

George Brandt, who was reported as ill in his quarters in the Milner hotel last week, has been removed to a hospital for further treatment.

Frank Holman has been reported on the sick list. It must be that the usual spring ailments are rounding up the boys.

Emerick Van Thorne passed away at his home, 1426 Wealthy street, Saturday morning. He traveled for a paint manufacturer of Cleveland. He had resided at the above address for over twenty years.

Harry Nash reports an abundance of snow and ice in the Traverse City district. The temperature dropped to five below zero during the past week. It is feared that the cherry crop will suffer from the severe weather. Business conditions look very favorable for that section.

Elton P. Balkema, Educational Director for the Northwestern National Life Insurance Co., of Minneapolis, was a guest of Earl Warren, local agent, at the regular Saturday luncheon at the Elk's cafeteria. This is a popular meeting place for the boys on Saturday and more should attend and get acquainted with each other for each other's good.

(Continued on page 7)

YEAKEY - SCRIPPS, Inc.

160 LOUIS STREET GRAND RAPIDS, MICH.

Wholesale Linoleum, Carpets and Rugs

Distributors of

ARMSTRONG'S LINOLEUM

and

BIGELOW-SANFORD'S CARPETS AND RUGS

Putnam's

SPRINGTIME CANDY SUGGESTIONS

Toasted Nutkins.....10 lb. Caddy	French Creams.....12 lb. Caddy
Cocoanut Sticks.....10 lb. Caddy	Italian Bon Bons.....14 lb. Caddy
Candy Hazelnuts.....11 lb. Caddy	Spiced Jelly Strings.....13 lb. Caddy
Candy Butternuts.....11 lb. Caddy	Spiced Jelly Drops.....13 lb. Caddy
Fruit Tablets.....14 lb. Caddy	Spiced Jelly Beans.....17 lb. Caddy
Orangettes.....13 lb. Caddy	Lemon Drops.....13 lb. Caddy
Tip Top Jellies.....13 lb. Caddy	Champion Chocolate
Assorted Cream	Drops.....12 lb. Caddy
Wafers.....12 lb. Caddy	Anise Squares.....15 lb. Caddy
	Cocoanut Bon Bons.....10 lb. Caddy

EVERY ITEM A POPULAR SELLER

Order From Your Jobber

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

MOVEMENTS OF MERCHANTS.

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

Imlay City—The Lee Bros., Inc., has increased its capital stock from \$12,000 to \$24,000.

Emmett—The Citizens State Bank has increased its capital stock from \$20,000 to \$40,000.

Detroit—The Leather Makers Process Co. has decreased its capital stock from \$50,000 to \$1,000.

Detroit—The United Savings Bank has decreased its capital stock from \$1,000,000 to \$500,000.

Jackson—Hower & Seaman, Inc., dealer in women's wear, is succeeded by S. L. Seaman, Inc.

Detroit—The United Savings Bank has increased its capital stock from \$1,000,000 to \$2,000,000.

Eau Claire—The Eau Claire State Bank has increased its capital stock from \$20,000 to \$40,000.

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

Mt. Clemens—The Mt. Clemens Savings Bank has reduced its capital stock from \$500,000 to \$250,000.

Grosse Pointe—The Grosse Point Savings Bank has increased its capital stock from \$60,000 to \$160,000.

Detroit—The Moinet, Inc., has been organized with a paid in capital stock of \$1,000 to sell meats and groceries.

Detroit—The Conklin Dress Shop, Inc., has been organized with a capital stock of \$10,000, of which \$1,000 is paid in.

Detroit—The Lincoln Screw Products Co. has been organized with a capital stock of \$25,000, of which \$1,000 is paid in.

Carson City—The Lyon Mills, Inc., general miller, has been organized with a capital stock of \$30,000, of which \$1,000 is paid in.

Detroit—The Supreme Cereal Products Co. has been organized with a capital stock of \$10,000, of which \$2,000 is paid in.

Plymouth—The Plymouth Felt Products, Inc., has been organized with a capital stock of \$25,000, of which \$10,000 is paid in.

Detroit—Tom Brown, Inc., has been organized with a capital stock of \$1,000, all paid in, to engage in the sale of men's clothing and furnishings.

Detroit—The Frank DeWitt & Co. has been organized to engage in the plumbing and heating business. The capital stock is \$5,000, all paid in.

Marquette—Damages totaling \$12,500 were estimated Monday as a result of fire in building of the Piqua Handle and Manufacturing Co. here.

Manistee—The Manistee Brewery Co. has been organized with a capital stock of \$150,000 preferred and \$150,000 common, of which \$1,000 is paid in.

Detroit—The Western Produce Co. has been organized to handle fruits and vegetables. The authorized capital stock of \$5,000 of which \$1,000 is paid in.

Climax—Lloyd Youngs has taken the agency for the Standard Oil Co., and will discontinue his store business

in the near future. Walter Cotton recently resigned the position taken over by Mr. Youngs.

Kalamazoo—The Standard Hatchery, 1333 Holland avenue, has opened a store at 228 West Michigan avenue. The new store specializes in baby chicks, seeds for farm or garden, fertilizers, birds, sprays and spray dopes, dog food, and other articles in this line.

Lansing—The Garlock Kelvinator Co. is remodeling the space in the Hotel Downey block on West Washenaw street which was recently leased from the Downey estate. The space leased is directly west of the company's present quarters and is needed for an expansion of business.

Muskegon—Richard H. Browne, 61 years old, Muskegon Heights office equipment manufacturer, died in University Hospital, Ann Arbor, Tuesday after a long illness. He was a former Muskegon City councilman and had been active in Chamber of Commerce and rivers and harbors endeavors. He was also a director in Hackley Union National Bank of Muskegon.

Kalamazoo—Arthur H. Upson, who has conducted two groceries and meat markets on North Burdick street, announces sale of one of the stores to his son, Bernard Upson. The father will continue as proprietor and manager of the store, which he had been conducting at 333 North Burdick street about a year. The son has taken over the store opened five years ago at 318 North Burdick street.

Kalamazoo—The Bonnet Shop, a new millinery store, will be opened at 109 North Burdick street Saturday morning by Mrs. Sarah N. Rosenbaum and Mrs. Fanny Rose. The location is the first store North of the Hanselman building in quarters formerly occupied by a photographic studio. The shop will feature popular-priced millinery. Mrs. Rosenbaum formerly was manager of another local millinery store.

Owosso—The several locals of the Farmers Union in Shiawassee county have called a statewide meeting of bean growers here for Saturday afternoon, according to Forrest Higgins, secretary of the Vernon local. John Lentz, of Monroe, and Attorney Walter Nelson, of Detroit, will be speakers. The growers are demanding a new marketing plan, Higgins said, and will market direct to the consumer if the Government does not provide one.

Lansing—James L. Harvin, for the past three years manager of the Freeman Ice Cream Co., has purchased the plant and equipment and will do business under the name of the Harvin Ice Cream Co. Associated with Mr. Harvin in this enterprise is John J. McDonald, former president of the old Connor's Ice Cream Co., of Lansing. Additional equipment has been installed and a new line of frozen delicacies will be offered, with unique flavors being featured.

Traverse City—Charles Will and wife celebrated their 58th birthday anniversary at their home in this city March 23. The family have had six children, one of whom died when six

months old. Mr. Will was engaged in the meat business at Harietta four years and in the same line of business at Cadillac many years. He was engaged in general trade at Williamsburg sixteen years and in the hardware business at Coral seven and a half years. Mr. Will is 84 years old and his wife is 79 years old. Both are in good health.

Jackson—A state meeting on the NRA code has been scheduled for April 9 at Jackson, under sponsorship of the Jackson Retail Shoe Dealers' Association. The shoemen of the Southern part of the state will meet at this date. Important discussion of codes and standards of fair practices is expected, but no essential modification may be sought in code standards. All shoemen within a radius of forty miles are expected to attend, and arrangements are being made for representatives of the Michigan R.S.D.A. to attend, with a possibility that President M. A. Mittelman may speak. Call for the meeting was issued by Percy Reid, of the Arch Preserver Shoe Shop.

Gaylord—The annual meeting of the Top O'Michigan Potato Association, composed of the twelve Northern counties of the Lower Peninsula, was held at Gaylord Monday. D. D. Tibbits, of Boyne City, was named president; Charles Herron, of Alpena, vice president; Arthur Glidden, of Gaylord, secretary; Norman E. Glasser, of Gaylord, treasurer, and Paul Barrett, of Cheboygan, business manager. The show will be held this year on Oct. 31 and Nov. 1 and 2, at Gaylord. This will be the eleventh exposition for the potato and apple growers of this section. Last year no show was held due to the bank holiday and scarcity of money. The Top O'Michigan show is recognized as the largest show of its kind in the country. Potato and apple buyers of the central and Eastern states have come to the show each year to select their seed potatoes for the following year, and practically all the apple crop has been disposed of through the show.

Manufacturing Matters

Detroit—The Continental Engineering, Inc., has been organized to manufacture dies and special machinery with a capital stock of \$5,000, all paid in.

Grosse Pointe Park—The Torben Co. has been organized to manufacture and sell mechanical appliances, with a capital stock of \$50,000, of which \$2,000 is paid in.

Imported Tree Seed for Erosion Control

A large part of the tree seeds planted by the Vivilian Conservation Corps during recent months were imported. W. R. Mattoon, of the United States Forest Service, points out that American nurseries were equipped to sell only small quantities of seeds, insufficient to supply the needs of the CCC program.

Foreign tree seed purchased, some seven to eight tons, was chiefly black locust. Importation of seed no longer will be necessary, Mr. Mattoon ex-

plains, as CCC workers have gathered enough to assure an adequate supply.

More than ten million black locust trees were planted to control erosion in the basins of the Yazoo, Tallahatchie and Coldwater Rivers.

Cornell Students Delve Into Family Discords

A quarrelsome family is likely to be an unhappy family. A study of the families of 200 Cornell University students, just completed by the department of rural social organization, shows that students become dissatisfied with the family when conflict exists among its members.

Frequent entertainment in the home of relatives and friends of all members of the family was found to promote the chances for successful family life.

Other elements that tend to make families successful, according to the study were: Husband and wife should frequently attend social events together; little dominance of the father in the home; high school or higher education for parents; much confidence of the children in the parents; agreement of parents on discipline; and some supervision of children's activities by both parents.

Bees Shipped By the Pound

Bee keepers and persons starting in the honey producing business get a large portion of the bees needed for new hives from the shippers of package bees.

These shippers, says the New York State College of Agriculture, send from two to five pounds of bees in one package. Since there are about 5,000 bees in one pound, the three-pound size has proved the most popular package for those wishing to build up colonies of bees.

There are 156 shippers of package bees in the Southern States. Last year Alabama shipped more than 30,000 packages containing about 90,000 pounds of bees to places outside the State, largely to northern areas.

Lamp Output to be Raised

Production schedules of lamp manufacturers will be raised next month to keep up with the heavy demand for popular price merchandise. Although many other home furnishings lines experienced a drop in orders this month, the call for lamps to retail up to \$15 has been better than producers expected. Consumer demand has shifted somewhat in the last four weeks and floor lamps now constitute close to 50 per cent. of the types sold. Previously, the proportion of floor lamps was about 40 per cent., with table lamps representing 60 per cent. of orders.

Salt-water weed and shell growth on tarred fish-net webbing is said to be reduced, service strength of the webbing increased through a treatment involving a newly-developed mercury compound.

Bearings of pumps, motors, etcetera, have a new safeguard in a bearing thermostat which can be connected electrically to stop rotating equipment, sound an alarm in case of overheating.

Tough going strengthens.

Essential Features of the Grocery Staples

News of the adoption of the mark-up provision in the wholesale and retail grocery codes which will go into effect on March 31 can be hailed as a victory, though a rather watery one at that. The mark-up as such it is conceded still allows considerable latitude for the chiseler in the grocery trade. But it is a victory in this sense that the grocery trade almost broke up the AAA to get this provision, then fought the NRA, and finally got action. The thing now is the great grocery industry of the country is slowly organizing to work for a new and better type of mark-up, one which will protect the business, one that will tighten the noose for the chiseler.

It can be pointed out that the NRA Compliance Division is beginning to take a very unusual interest in the grocery code. As soon as local code authorities are set up the NRA turns over all companies to date with the laconic remark "Go out and settle these." If they are not settled forthwith officials of the NRA take action. They are prepared, unless this observer is far afield, to put considerable pressure on the grocery distributing industry. There is this to consider, that the grocery distribution picture is a bit different from other codes. All grocery distribution is in one code. They all know about each other. When one claims to have bought at one price he is likely to find that the wholesaler on the group knows as much about it as is necessary to settle the things immediately.

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

Tea — A dull business is reported from the first hands tea market covering the past week. Business is very quiet, but the strength of the market is shown by the fact that prices have still remained steady. Some of the primary markets notably Indias, have gone off a small fraction during the week, but there is no substantial change anywhere.

Coffee — The market for future Rio and Santos coffee, green and in a large way, has shown considerable weakness during the week, although a little of this was made up by an advance about the middle. The source of the easier feeling appears to have been conditions in Brazil. Spot Rio and Santos are possibly 1/2c per pound lower than a week ago. In other words, the Rio and Santos situation at the present writing is nowhere near as strong as it was a short time ago. The falling off in the demand is partly responsible. Milds are relatively a little firmer than Brazils. The jobbing market for roasted coffee shows no very material change since the last report. Naturally it will show some if the weakness in green coffee continues. Consumptive demand for coffee continues good.

Syrup and Molasses — The sugar syrup market is still quite strong on account of limited production. Demand is good. Compound syrup is still rather sluggish, prices unchanged. The finer grades of molasses are wanted at unchanged prices.

Beans and Peas — No change has occurred in dried beans during the week.

Demand is poor and the undertone easy on everything but California limas, which are still firm. No change in dried peas has occurred. The market fairly steady.

Salt Fish — There have been no developments in the situation in mackerel and other salt fish during the week. Mackerel stocks are getting low and the carry-over is going to be very small. There is a shortage of fine grade mackerel.

Canned Vegetables — The new prices on California asparagus which arrived here Saturday have not been fully digested by the trade yet. In fact, only a few sellers wired their prices and the others are in the mails, which doubtless will arrive during the present week. It is pretty certain that all factors will quote on the same basis and distributors will start off with a stabilized market. There have been expressions of some surprise in the trade among people who regard the new prices as high. Unfortunately, that is the result of distress markets. The evil that they do lives long after them. The difference between prices this year and last year mark how much progress has been made in lifting this item out of the depths to which it had fallen in a wave of frantic selling during the low point of the depression. The trade here are familiar with the big volume of business done in All Green round No. 2 tins, blended when they were quoted at one time as low as \$1.47 1/2, delivered. This year, one independent packer quotes \$2 on medium and small blended All Green and \$2.10 on large.

Canned Fish — Salmon is in better position in the Northwest with Alaska chums higher and pinks looking as though they might work up, but there is no change here.

Dried Fruits — There has been a good routine business in most lines, but not many large orders. Some difficulty has been reported in finding some items and grades on the spot, another indication of low stocks here. Prices quoted are often against arrivals from the Coast, and in such cases are at a fractional advance over recent quotations. California reports prices holding well at their tops, with the exception of some recent slight easing in Thompson raisins. On the other hand, fig paste has gone up sharply and held by some factors as high as 9c for shipments, according to reports reaching this market. The movement of California prunes shows a good steady trend, with all sizes sharing well in the sales. Prices adjusted on the basis of supply and demand have brought interest into some prunes which otherwise would not be receiving the attention they merit. This market, for instance, has seen a firmer trend on some of the medium and smaller sizes, which suggests a shifting of trade interest to lower priced fruit, but not at the expense of the large prunes. Imperials are still moving out in quite satisfactory shape for this season of the year, and still feeling the impetus of the national and local advertising campaigns which are bringing them strongly before the attention of the consumer. Apricots here show slight changes in price from time to time, but on the whole, fluctuations balance up well and merely reflect a shifting of trade

interest from one grade to another. Dried peaches are also quite firm. Evaporated apples are also well maintained in New York State, although there is not much foreign demand for them at present levels. Improvement in Thompson raisins for shipment will depend largely on the result of the marketing agreement hearing set to be held in California on Monday.

Future prices on Maine corn were announced, but were received with scant enthusiasm by the trade, and eyes are now being turned on Minnesota. The only thing we can say about Minnesota is that one packer thinks Maine's future prices are "fair," which may be taken to mean that that State will not seriously cut under them. However, there is no future buying of fancy corn at the opening price of \$1.02 1/2 for both Bantam and Crosby.

Nuts — The market is rather dull this week. There is a routine demand for shelled varieties, but buyers are anticipating their requirements very closely and resisting higher prices where they appear. The market here has not kept pace with the trend abroad, and while foreign shippers have held firm, it has not been a profitable business to buy against an unfavorable exchange for a market set on low prices. Unshelled nuts also are relatively inactive.

Rice — The market continues to make good progress. There is a good steady movement of clean rice from the mills to the various domestic distributing centers, with a greater reluctance to sell at control prices because of the higher costs on rough rice. Foreign demand continues to increase, with both brown and clean rice moving abroad.

Sauerkraut — Prices hold firm for sauerkraut, both in cans and barrels. The demand has become inactive, however. Retail advances have been difficult to maintain, there being considerable consumer resistance.

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 — \$2.75 per case of 12 2-lb. bunches from California.

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

Bananas — 4 1/2c per lb.

Brockles — 15c per bunch.

Butter — Tubs, 23 1/2c; cartons, 24c.

Cabbage — New from Texas, \$1.85 per crate of 85 lbs.

Carrots — 50c per dozen bunches of Calif. or \$2.50 per case; 75c per bushel for home grown.

Cauliflower — \$1.50 per crate for California.

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

Celery Cabbage — 75c per doz.

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

Cucumbers — No. 1 Florida, \$1 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 — 4.25

Dark Red Kidney from farmer — 5.00

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 — 16c

Grape Fruit — Texas and Florida are held as follows:

	Texas	Florida
64	\$4.50	\$3.25
70	4.50	3.25
80	4.50	3.50
96	4.50	3.25

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

Green Onions — Shalots, 35c per dozen for Louisiana.

Green Peas — \$2.25 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	5.25
360 Red Ball	4.75
300 Red Ball	4.75

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 — Hmoe grown, \$1 per bu. for Yellow.

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

126	\$3.00
176	3.50
200	3.50
216	3.75
252	3.75
288	3.75
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 \$2.10 per 100 lb. bag.

Poultry — Wilson & Company pay as follows:

Heavy Fowls — 14c

Light Fowls — 11 1/2c

Ducks — 8c

Turkeys — 14

Geese — 7c

Radishes — 35c 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.

Tomatoes — Repacked Mexican, \$1.15 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.

For maintaining periphery speeds on grinding, polishing wheels, etc., there is a new, compact variable-speed pulley (for multi-V belts) diameter of which can be expanded or contracted.

Another place where you find a lot of crooked people is just inside the law.

MUTUAL INSURANCE (Fire and Life)

Fire Protection and Insurance Rates

Fire insurance rates are based upon the fire protection provided and not at all upon fire losses in individual cities and villages. The base rate of a municipality is calculated by means of a grading schedule which, if applied accurately, gives substantially exact figures. Using the base rate thus established, individual rates for buildings and contents are calculated by a rating schedule, called the analytic system. If the base rate of a city or village changes, the rates of all buildings and their contents change, except for dwellings and except for buildings equipped with automatic sprinklers which are rated by different methods.

Individual building rates are calculated by adding charges to the base rate for deficiencies in the construction of the building, for occupancy hazards contained in the building, and for the danger of fire spreading from neighboring buildings. If any of these factors change, as frequently happens, the building rate changes without any change in the base rate. The analytic system is a very complete method of analyzing fire hazard and, when carefully applied, is a successful instrument for measuring the relative rate of buildings and contents, giving credit where credit is due, and penalties for unsafe conditions.

It is important that a clear distinction be made between the analytic system, which calculates individual rates, and the grading schedule, which measures public fire protection and establishes the base rate. The analytic system cannot operate until the fire protection is classified and the base rate determined.

Under the grading schedule there are ten classes of fire protection ranging from tenth class, with little or no protection, to first class with practically ideal protection. Each class carries corresponding base rates for the various types of building construction, the average reduction from one class to the next lower being about five per cent. Years ago before the adoption of the grading schedule there also were ten classes, numbering from one to six, with half classes between. Some of the old classification still are in use, especially in the smaller cities and villages, and correspond to the grading schedule classes as follows—the old number being in parenthesis: tenth (6), ninth (5), eighth (4½), seventh (4), sixth (3½), fifth (3), fourth (2½), third (2), second (1½), and first (1).

Dwelling rates do not change with every change in class. They do change from tenth to ninth, from ninth to eighth, from seventh to sixth, but they do not change from eighth to seventh or from sixth to any lower class. Cities and villages having classes from six down have dwelling rates as low as may be had, unless the general level throughout a state is lowered by order

of the state insurance department or voluntarily.

The grading schedule is an extract mathematical formula for the measurement of the fire defenses of a city or village as compared with all other municipalities. Properly applied, it takes account of almost any conceivable combination of conditions and produces a correct result. In order to apply it a thorough study must be made of the water supply, fire department, fire alarm, building and fire prevention regulations, structural conditions, and practically everything that has any bearing on fire loss. Each item is weighed against a reasonable standard of perfection and points are charged against the item according to the degree of failure to meet the standard. The total of points for all items determines the classification. The total possible number of points of deficiency is five thousand, distributed over seven major items: (1) water supply, 1,700; (2) fire department, 1,500; (3) fire alarms, 550; (4) police, 50 [this is such a small item that no mention is made in the official reports]; (5) building laws, 200; (6) hazard ordinances, 300; and (7) structural conditions, 700.

Each class is 500 points; first class from 0 to 500 points, second class from 501 to 1,000 points, third class from 1,001 to 1,500 points, and so on up to tenth class from 4,501 to 5,000 points. There are no first class cities.

Except for unusually favorable conditions it may be difficult for a city or village to attempt to obtain better than third or fourth class because of the expense. Almost any city or village can have sixth class if it has a water system not subject to periodic shortage, an active, well-drilled fire department with standard fire fighting equipment, and sufficient civic welfare-mindedness to enforce reasonable rules of fire safety. Sixth class cities and villages usually have some weak features, but weakness in one department may be offset by strength in another. For fifth class and lower the weak features must be strengthened and made more reliable. The water system, for example, should be able to supply the maximum domestic consumption plus the fire demand even after the worst possible disablement of any part. The fire department must be good. It is impossible to state definite requirements for each class without a study of local conditions as they vary with every city and village. An improvement that in one city would earn a large credit, in another would earn little or none, depending upon the need for it. In some cities some reorganization of the fire department, with improved methods, will give a large credit, sufficient to lower the classification, without any material increase in the cost of maintenance. When all departments are good, a city or village is third class; when all are excellent, second class; when all are nearly perfect and the business district largely of fire-proof construction, first class.

An adequate supply of water for the worst possible block conflagration at a time when the domestic consumption is at its maximum must be available.

By "adequate" is meant 1,000 gallons per minute for municipalities of 1,000 population, 2,000 gallons for 4,000 population, 3,000 gallons for 10,000 population, and greater quantities for larger municipalities. Mains should be large enough to deliver this quantity in any part of the business district, and pumps should be sufficient in size and number to supply the required amount if the largest pump breaks down when the next largest is out of service for over-hauling. Few water systems meet this standard, which is one reason that a low class is difficult to secure. Surprisingly few waterworks engineers consider the possible consequence of a break, yet many municipalities have had disastrous experience from such a happening during a severe fire. More than half the municipalities in the United States depend upon a single line from the pumping station or reservoir, at the mercy of a break in the main.

A four-inch main never should be laid for hydrant supply. A six-inch main carries more than twice the volume of water, costs about ten per cent. more than four-inch main to lay, and yet is a little too small for good fire service to one hydrant and inadequate for two, especially if the line is over 600 feet long—high pressure increases the carrying capacity. Small mains are the outstanding blight on waterworks intelligence. Mains are laid for many generations to use and are practically indestructible. Why install anything less than the next generation will need? Many thousands of miles of pipe have

been found too small and replaced before being paid for. The ideal distributing system for municipalities up to 15,000 or 20,000 population would have nothing but eight-inch pipe with a grid-iron closely spaced in heavily built districts to meet the demand. Des Moines, Iowa, uses it exclusively in enormous areas without a weak spot anywhere. So does Seattle, Washington.

It is obvious that a plentiful supply of hydrants is necessary but not so obvious that valves in street mains are important. In some municipalities a break in a main in the business district cannot be shut off without interrupting the supply to most or all of the district.

Municipalities up to 13,000 population need at least two pumping engines, although one will serve in places of less than 4,000. A ladder truck is needed where more than five buildings are over two stories in height. Each piece of apparatus should have a separately organized company. Each municipality, according to the belief of patriotic citizens, has the best fire department in the state. That belief would be of value if the citizens knew anything about other fire departments. Not having any basis for comparison they form their judgment from the vision of red paint and gleaming metal in the fire station. No fire department is a good fire department unless it has regular drills, unless each member knows the best use of every article of equipment, and unless the department has a regular program of self-education in fire

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prevention and fire extinguishment. Above all there must be progressive and interested leadership, a chief who never is satisfied that his department and his municipality cannot be improved, who has the ability to win public support, and who works constantly for betterment.

There is no substitute for a fire alarm telegraph system with street boxes. The telephone is good but comparatively slow and subject to human errors. Many street names sound alike, the person sending or receiving the alarm always is excited, and mistakes in location are frequent. It is true, even with a box system, that most alarms come over the telephone, an instrument familiar to every citizen, but that is because he has not been taught the merits of the fire alarm box. By all means have a box system in the business district if the city or village can afford it and, for the greatest credit, have boxes within 500 feet and in sight of the entrance of every building in the business district before spending money on circuits and boxes in residential districts were the usefulness and credit is comparatively little.

People have very personal and very human ideas about their own property. They should be permitted to do what they wish with their own but the neighboring fellow should be forced to keep his property in safe condition. Thousands of able men have spent their lives studying fire control and have evolved reasonable regulations to make municipalities moderately fire safe. A city or village of any size, no matter how small, needs these regulations if it ever is to be anything but a cheap shack town, unstable in real estate values, and high in business costs through high insurance rates. Travelers can see many municipalities in which a former business district has been abandoned to ruin when business moved away to a newer district more substantially built. Business follows good construction as inevitably as it follows lower costs. If the majority of buildings are well constructed the district and real estate values are stable and buildings are replaced when they become obsolete. If most of the buildings are unsubstantial, it is good judgment to move into a better district rather than to construct a good building in a declining location.

Fire hazards mean high insurance rates. Most property owners pay higher rates because they or their neighbors keep a small quantity of gasoline, have heating appliances unsafely arranged or have some other hazard that easily could be corrected. Unfortunately, instead of accepting the judgement of those who know, the average property owner argues that his arrangement is safe, that the condition may have continued for years without causing fire. Perhaps he is right and luck has been with him. Not all hazards cause fires, but a percentage of each kind does result in fire and the only way to eliminate those that will is to eliminate all. Regardless of the owner's belief, if he has a hazard he and his neighbors pay for it in insurance rates, if not in fire loss, and

pay many times over the cost of a safe arrangement. Cities and villages need fire inspectors with authority and the will to protect property owners against their own lack of knowledge as well as that of their neighbors.

William S. Rathbun,
Municipal Fire Protection Engineer.

A Human Spark Plug

Some persons with dry skins have a greater tendency than others to accumulate charges of static electricity. They may be termed human spark plugs because when they hold a sufficient charge and touch some object which is grounded or has a lower electrical capacity, a spark occurs which can ignite flammable vapors.

At one of the Chrysler plants, automobile bodies are cleaned with soap, water, and other washing compounds. Any further cleaning required is done by hand with rags soaked with gasoline, which is contained in an open 5-gallon pail. A workman by constant rubbing had apparently collected a static charge on his person. He was wearing rubber boots and was therefore insulated from the floor. As he reached to obtain gasoline, a spark jumped from his finger to the half-full pail, the gasoline burst into flame, and the workman's hands were severely burned.

Apparently the pail was overturned, spreading the fire over the floor, but curbs and drains confined it to a relatively small area. Meanwhile twelve sprinklers opened and reduced the intensity of the fire, while employees in that department, trained to handle fires of this kind, used foam extinguishers to put it out. The fire was extinguished so quickly that the fire department, which arrived promptly, was not required. An approximate estimate of the damage is \$300.

Workmen at processes involving flammable vapors should be "tested" under operating conditions to determine their capacity for static charges, using a neon pencil of the type commonly employed for testing automobile spark plugs. Men who show a tendency to collect such charges should not be employed near flammable liquids.

Items From The Cloverland of Michigan

Sault Ste. Marie, March 26—All of the team and committee work on the new Ashmun street bridge has not been in vain, as the last obstacle has been removed. Mr. Davis, president of the Michigan Northern Power Co., arrived here last week from the New York office and approved upon the necessary expense to be born by the power company on the abutments crossing the power canal, so that it was decided to go ahead with the construction of a new single span, which will have a 42 foot roadway, permitting four lanes of traffic, with a six foot sidewalk on each side, making the bridge at least 54 feet wide. It is expected that work will commence in two months. When finished it will "make another of our dreams come true."

M. J. Magee, President of the Sault Savings Bank, also a nationally known ornithologist, is sending two interesting articles on his work to the meeting of the Michigan Bird Banders Association, which opens on Saturday at the zoology building at Michigan State College in East Lansing. Mr. Magee's papers will be read at the sessions.

They deal with "The East and West Movements of the Evening Grosbeak" and "The Movement of Purple Finches." Graphs accompanied the papers, showing the migratory paths of these birds.

The Munising Paper Mill is now employing 409 men, having increased since August by 130 men. This is the highest number of men employed in the past thirteen years. Only twenty-five people are now on temporary jobs. It is stated that the mill will continue on the above basis for at least several months.

Lewis W. Sabin, 76, died at the War Memorial hospital last Wednesday of heart disease. Mr. Sabin for a number of years conducted a grocery, but retired several years ago. He has been in poor health for the past year.

Favored by considerable mild weather during the last week, ice in the Southern area of the Great Lakes has started to break up. Ice in the Northern area, including the Straits of Mackinac, remains solid, however. It was predicted that navigation will not open earlier than May 1.

How a colonist of the old days would gasp if he could see the different kinds of taxes assessed to Americans to-day. He would soon be convinced that King George III was a piker.

The Thrifty Dry Cleaners have moved two doors West on Ashmun street from their former quarters, where they will have more room to take care of their increasing business.

Chase S. Osborn, editor and publisher, and former Governor of Michigan, and Col. Frank Knox, publisher of the Chicago Daily News, have accepted invitations to address the silver anniversary convention of Sigma Delta Chi at the fraternity's birthplace at De Pauw University, Greencastle, Ind., November 19-21. Governor Osborn was honorary president of Sigma Delta Chi from 1912 to 1919 and has been an active supporter for twenty-two years.

We may have to fall back to lotteries to meet public expenses. People will strike against taxes, but not against gambling.

Ray Fowler, of the Old Canteen, spent several days at Flint last week, enjoying his vacation.

William G. Tapert.

Lines of Interest to Grand Rapids Council.

(Continued from page 3)

In the absence of W. E. Lypps, Council leader, H. R. Bradfield, local secretary, gave a talk on how to secure new members for the Council. His points were well directed and much information was dispensed to those who wish to help build up the council membership.

Don't forget the special meeting which will be held Saturday evening, March 31. This meeting will be called at 7:30 and is for the purpose of initiating candidates you will get during the week.

Memorial services for those of the Council who have passed on to their reward will be held Sunday afternoon, April 8. The services will begin at 4 p. m. L. L. Lozier, as Senior Counselor, will have charge of the services. Notgniklip.

A new carpet sweeper contains a windowed top through which its operation can be observed, keeps its brushes cleaned automatically by means of two fixed steel combs.

Another new humidifier forms a radiator enclosure, contains an automatically supplied water pan and aerated gypsum slab "wicks."

DETROIT DOINGS

Late Business News From Michigan's Metropolis

Frank Hardy has been appointed new manager of the basement department of R. H. Fyfe and Co., Detroit's largest shoe store. Hardy was formerly on the third floor sales staff of Fyfe's, in the women's department. He has been with the company for twelve years. Hardy succeeds Hazen McPhail, who resigned.

S. LeRoy Webster, of the Parkstone Apartments, nationally known in hardware circles was buried in Detroit, Monday. Mr. Webster was killed in Fort Lauderdale, Fla., last Wednesday when the car he was driving was struck by a train. He was born in Philadelphia 44 years ago. Prior to coming to Detroit in 1925 to purchase the Sands Level & Tool Co., of which he was president until his retirement in 1932, he had lived in Indianapolis for seven years, where he was sales manager of E. C. Atkins & Co., saw manufacturers. During the kaiser's war he served in France as a master electrician aviation mechanic. He was with the Second Pennsylvania Cavalry on the Mexican border in 1916. He was a 32d degree Mason; a member of the Knights Templar and the Shrine at Philadelphia, and of the Lochmoor Country Club and the Detroit Athletic Club here. Failing health forced him to retire in 1932 and last December he went to Florida, where he regained his health.

Earl W. Gregg has opened the second store to Earl's Smart Shoes in the Eaton Tower, in the location formerly housing Walk-Over shoe store. Larry E. Silver is assistant general manager to Gregg, and Arthur Cohen takes over management of the old store, while Clyde Coates is manager of the new location. The new store is large and commodious. A full mezzanine on three sides of the store is used for office and stock purposes. On one of the main corners of the city, facing Grand Circus Park, this is one of the liveliest store locations in the city, and local shoe men predict success to Gregg's new venture.

Ill only a week in Grace Hospital, Albert D. Valliquette, 3023 Vicksburg avenue, widely known furniture man and active in Masonic circles here, died Sunday. He was 63 years old. Mr. Valliquette was born in Buffalo, N. Y., and came to Detroit from Cleveland 34 years ago. For twenty years he was general manager of Summerfield & Hecht, former furniture company here. He was president of Valliquette & Miller, Inc., and of the National Retail Furniture Dealers' Association.

Funeral services for Andrew J. Maas, 68 years old, president of the Detroit Container Corp., will be held at the home, 434 N. Wayne Road, Wayne, at 2 p. m. Thursday. Mr. Maas died at his home Sunday night. He was born in Chicago and came to Detroit 32 years ago. He formerly was with the Detroit Paper Products Co. and the National Can Co.

Correct this sentence: "We knew one another so well," said she, "that marriage brought no surprises."

LABOR CONTROL DANGEROUS

While the majority of business men are seriously concerned over the labor situation, a small segment of industry, particularly that which has worked closely with unions over a period of years, is inclined to discount the gravity of the problem and to insist that it will be settled shortly.

One executive of that division of the men's clothing industry, which has worked in harmony with the union for many years, declares that the present difficulties were a "blowing-off of steam" and that there was no real reason to be seriously concerned. American capital and labor have many times in the past proved their ability to adjust themselves to changed economic conditions, he declared, and it is wrong to believe that the present instance will prove the exception.

Asked whether he favored any Government control over labor, a proposal which appears to be gaining favor steadily, he argued that such a control already exists. "Any time that labor goes down to Washington, presents its grievances, real or alleged, and shows willingness to have the administration arbitrate the matter, then a certain degree of Government control exists," he declared.

The drawing up of a Federal law, with strict regulations as to what labor could and could not do, he deemed inadvisable, inasmuch as it was bound to contain errors, which might work hardships on both employers and workers. The present situation will result in a clarification of the position of labor, he held, beyond which it will not be necessary to go.

Other executives are outspoken in their condemnation of the threatened strikes, feeling that they would be a bar to recovery. Already, it is claimed, a definite slowing down in certain sections of industry is becoming felt, inasmuch as a prolonged conflict would stop wages, cut purchasing power and consequently reduce retail sales.

A general argument is that the labor unions are no more fit to control industry than business groups. During the depression they proved as impotent as business men in aiding the general industrial situation, it was contended; they have been honeycombed with racketeering and have shown themselves just as susceptible to graft and greed as industrialists.

The strike of knit goods workers in Philadelphia started to crystallize opinion among producers of textiles in favor of seasonal contracts with unions or workers, whereby mills would be assured of no dissension during months of peak production.

It is pointed out that at the start of each production season manufacturers must price goods to cover periods of from six to nine months and that, accordingly, they must be assured of stable labor costs. They must also contend with the possibility of buying being concentrated in a few weeks or a month because of some economic development and with the problem of deliveries running behind.

At the present time Philadelphia bathing suit mills are caught at the height of their production season, when they have a heavy backlog of orders and when distributors are clam-

oring for merchandise. Any sustained curtailment of operations now will mean that the orders held up will be lost to the industry entirely, inasmuch as mills in other sections of the country are so sold up that they cannot fill any commitments switched to them.

Of course, it is pointed out, the labor move is strategic, inasmuch as manufacturers might be more willing to to capitulate at a time when their orders are heavy than when business is slack.

For this very reason there are some suggestions that a strike of Southern cotton mill workers, as appears to be threatened now, might ultimately rebound to the benefit of the mills, as the decided slowing up in demand has made the industry revive curtailment talk.

It is pointed out, however, that any cessation in wages to workers is bound to be harmful, whether forced by either workers or industry, and that at a time when business appears on the road to recovery every effort should be made not only to keep present workers employed, but to find additional jobs.

DECLINE IN FAILURES

With business failures for the first quarter of this year expected to run about 51 per cent. below the figures for 1933, this unusual showing is partly attributed to the desire of credit men to prevent any further shrinkage in their outlets. At the same time the improvement in general business, better payments by retailers and steady rising inventory values were also credited with the decline in bankruptcies.

Dun & Bradstreet estimate that suspensions for the first quarter of this year would total about 3,516, which compares with 7,245 for 1933, 9,141 for 1932 and 8,483 for 1931. If this rate were continued until the end of the year, the total for 1934 would be under 12,000, on the basis that the first quarter accounts for about 30 per cent. of the year's total. This would be the lowest figure since 1920, when the number was 8,881.

The reason that manufacturers and wholesalers are eager to prevent any further drying up of their outlets is that since 1929 about 250,000 business concerns have gone out of business, and a continuation of this decline would cut down sales possibilities substantially. At no other time since 1867, when bankruptcy figures were first compiled, has the number of companies in business steadily declined for four years. Only once have they dropped back for two years in succession and that was in 1896 and 1897. Since that time the number has steadily increased, with the exception of 1918.

With the country's great production facilities, manufacturers cannot afford to keep lopping off accounts in order to collect past-due bills, it was pointed out. Accordingly, they are exercising a good deal of leniency at the present time, but are not extending credit unduly. Collections, however, are coming along at a good rate, so that credit managers have not the problem of previous years to face.

Banks were also reported to be more tolerant on outstanding loans, and where debtors can show good prospects the financial institutions are not

pressing so strongly as they did in the previous depression years.

RETAIL PROJECTS STARTED

Several major projects were authorized last week by the directors of the National Retail Dry Good Association. The campaign to be undertaken to acquaint the public with the responsibility of manufacturers for code provisions that dangerously raise prices was probably received with greatest interest by membership because of the universal fear among retailers that they will be charged with profiteering once they attempt to pass along the price increases exacted by producers.

Another proposal which will be acted upon shortly calls for the organization of a statistical bureau by the controllers which will gather commodity and price information so that the stores may be better informed concerning conditions of supply and demand, costs, prices and trends in raw materials and finished products. Such a bureau should prove of immense benefit to the stores and might very well be utilized as the source of data for conducting the campaign against unreasonable prices sought by manufacturers.

It may be argued that an undertaking of this kind would infringe upon private investigations of the same type, but a line could probably be drawn between general surveys and detailed inquiries. A number of the large stores already possess such service. The organization bureau, however, should find plenty of scope for usefulness. Not only could it deal with buying conditions, but it could readily enter the field of purchasing-power investigations.

ENFORCEMENT PERIOD HERE

Indications that the period of enforcement of the NRA codes is at hand were in greater evidence last week. The Federal Trade Commission report upon the steel code, the California oil cases and the tightening up of the labor rules of the Recovery Act provided examples.

In industrial quarters it was felt that the settlement worked out in the automotive labor case would clear the air and permit greater progress to be made in dealing with the price-fixing arrangements which the Recovery Administration is now beginning to see are doing the program little good. Here, as in the case of labor, some real decisions are required.

The report of the consumers' industries committee, headed by George A. Sloan and appointed to report on ways and means of reducing hours of labor and increasing consumer purchasing power, held that three major legislative proposals are retarding recovery. These were named as the Wagner bill, the Connery thirty-hour bill and the Securities act. It was brought out that the revival of the capital goods industries depends upon greater confidence, which, in turn, is affected by these legislative moves.

This may be accepted as a sound interpretation of the situation, and yet it may be suggested that NRA enforcement is even more important. While business men are waiting to find out whether the law means what it says or

not, there is bound to be more uncertainty and lack of confidence than the legislative proposals are responsible for.

LABOR QUESTION DECISIVE

Efforts to prevent the automobile and other strikes were of first importance in business considerations during the week. Developments were closely watched and the outcome was viewed as likely to have a decisive influence upon the future of the recovery program. Progress made toward establishing intermediate credit banks to help small business with long-term loans was also regarded with prime interest.

Trade reports continued to be of a most cheerful character and heavy industry still moved forward. Question was raised, though, concerning the stimulus offered by desires to get out supplies before a labor tie-up.

For the previous week the business index advanced to a new high for the year and also for the period back to mid-August of last year. The index is 42 per cent. over the depression low made a year ago. All the components were higher.

Building construction figures for the half month indicated that awards were 55 per cent. in excess of those made in the entire month of March, 1933, and only 4 per cent. below the February total. While the increase came chiefly from Government financing, a moderate gain also took place in private projects.

Commodity price movements recently have turned somewhat irregular and the various indices show some easing. This tendency is probably a reflection of the nervous condition brought about by fear of labor disturbance on a major scale.

DRY GOODS CONDITIONS

Another spell of cold weather last week took some of the edge off Easter trade in this area. Other sections threatened with labor trouble also reported a slackening in sales. However, the average for the country was probably well maintained and should show an exceptional gain for the month over last year.

For the half month, department stores in the New York metropolitan district scored a gain of almost 37 per cent. The increase last month was only 6 per cent.

These unusual gains are explained, of course, in the light of the depression low of a year ago, the fact that Easter business is concentrated within the month this year and the higher prices now prevailing. Next month and succeeding months will see these increases reduced as comparisons are made with larger business last year.

Something of a record was made last week in the wholesale merchandise markets in the volume of orders. Telegraph requests were heavy both for additional goods and for shipments of merchandise on order. Deliveries became more difficult and it was indicated that, in the future, retailers will have to make earlier commitments.

There is a new portable electric wall lamp which attaches to any wood or plaster surface with a push pin.

OUT AROUND

Things Seen and Heard on a Week End Trip

Just for a little while let me talk to the readers of Out Around on the subject of The Debt and its Payment. Of course, merchants know something about debts, and whether they are paid or not. I sometimes think that the most miserable man in all the world is he who owes an honest debt, and who has the power to pay it, but won't do it. I sometimes doubt whether such a man is altogether in the plan of the Lord's salvation.

And yet I wonder, sons and daughters of the Republic, if we are not beginning in this land of yours and mine—we children of the heritage—if we are not beginning to forget that we are debtors—debtors for the American heritage, in which we are all joint, free, equal heirs; debtors for those things that the poorest of us wouldn't sell if he would keep manhood within his breast or have honor still abide within his soul; debtors for those things that are so great and splendid that they make us stand erect with the conscious pride that gives courage and soul to the breast and mind and heart of every American citizen.

Debtors for the great things that cannot be bought for money, nor can there be measured their value in terms of money; debtors for the right of free speech, that no padlock shall ever be placed on the lips of courage in this country of yours and mine; debtors for the right, although we may never want to use it ourselves, to worship God in the dictates of our own conscience, unterrified and unafraid.

Debtors for the truth and the fact that this is a land of free chance and open opportunity, where the poorest boy, as he runs the furrows of corn, may, if he will, see through their green leaves in the distance the gilded dome of the Nation's Capital, where a boy, though he be so poor that he learn his letters by the flickering light of a log fire, may come from the rude portals of a cabin and move ever upward and onward until at last he comes to guard and guide and save the Republic, as did the gentlest memory of the world, Abraham Lincoln; debtors for the fact that this is a land where no door of birth or breed or blood or caste or creed bars the footsteps of honest worth and of real ambition.

Free speech, free chance, free worship—they are the heritage of us all, so free—and yet we forget the price that was paid for them. You can't measure those things by dollars. The dollar is too cold. And if we would know the cost of our heritage and the sum substance of our debt we cannot figure it in dollars; if we would know the cost of the heritage we must count the bloody footprints that crimsoned the snows of Valley Forge; we must remember the soldiers, unknown and unnamed, who died on the decks of slippery battleships that the waves of the ocean might be free; we must remember the ocean of precious blood, the handclasps broken forever in that great

war between states and between brothers, which at last, thank God, was to keep every state on the Nation's flag and make every man beneath its waving folds a free man.

If we would know the cost of our heritage we must remember the golden youth of America, broken on foreign fields, sleeping beneath white crosses, row on row, and we must hear from those silent graves and from the hosts of suffering and of agony, their voices as they come to us, saying: "This is my body, broken for you."

The cost of our heritage can only be measured by the blood of the deathless dead, by those who wrought and sacrificed and suffered, by those who forced their way beyond the Appalachian mountains and beyond the far frontiers of the prairies, and over the backbone of the Rockies, down to the waves of another sea. Where once there was but the shadow-hunted campfire of the frontier, now a flourishing city stands. We of the Golden West must remember the days of the marvelous pioneering when the crack of a pioneer rifle and the ringing blow of the axe, the savage cry of the redskin and the crooning song of a pioneer mother as she rocked her baby on the floor, all mingled in the music of the forest, into the epic of the American prairies and the American woods, that our country might go on in stalwart strides of gigantic progress, that the heritage might be held safe for you and for me, and, God willing, for our children and our children's children.

The American heritage—so free that sometimes we begin to wonder that being so free, do we appreciate, if it does not slip with the very great and increasing greatness of our country, until business crowds it into indifference, until times become so pressing that we forget our duty to our country, until the hour dawns almost that Washington with prophetic eyes saw, when he wrote to LaFayette and said, "Nothing will ever destroy America save an indifference of its own people to their heritage and that which makes them great."

Sometimes I wonder as we hear of strange divisions in our land, divisions of creeds, divisions of class hatreds. I wonder if at last we should not stop and say: We owe a debt to our country that calls for payment in honor, in sacrifice and in service."

Strange divisions grow in America—class hatreds—what place is there for class hatreds in this country? Why the office boy to-day is the president of a great corporation to-morrow; the signal man out on the tracks becomes the great executive of the greatest railroad in the world. What room is there for class hatred in a land that is great enough to bring Abraham Lincoln from a log cabin? What room is there for religious hatreds in a land whose every liberty was bought by the splendid blood of many men, of many races and of many creeds fighting on freedom's soil that there should be born into the world a flag, a land and a Government dedicated to free speech,

free worship and a Government "of the people, by the people and for the people".

I am led to make these remarks because of recent occurrences in Washington which have disturbed me greatly. I refer, of course, to the infamous poison which has been inoculated by the trades unions relative to the closed shop and the fear that our chief executive should announce himself as an open advocate of that unfair, unjust and wicked expedient. Here we have a nation of 120,000,000 people. From three to five million have espoused the cause of trade unionism—some from choice, but more through coercion. Because they happen to carry a union card in their pockets they stand up and assert that the tail shall wag the dog—that no one who refuses to bow his head to the union boss shall have the right to work and enjoy the rights of a freeman in this boasted land of liberty. They go so far as to put men on the payrolls of their unions who draw \$50 per week for maiming, blinding and murdering non-union workmen.

Very fortunately, I think, our president has withheld the statement that he is an advocate of the closed shop, but he has surrounded himself with vile creatures who have sounded the praises of the closed shop from the sidewalks and housetops. The agreement recently reached with the automobile manufacturers of Detroit contains no reference to the closed shop, but it is a fatal step in that direction. If ever the closed shop is made a Governmental mandate America will cease to be a land of freedom and become the abiding place of union masters and union slaves

Theodore Roosevelt repeatedly stated that the "man who signs a closed shop agreement is a criminal who should be ostracized. There is no place for him in a country whose fundamental principle is liberty of speech and freedom of action." A man who holds up his hand and takes the awful oath of trades unionism automatically ceases to be a Christian, a patriot or a good citizen. The ironclad oath of unionism is incompatible with decency and good order.

Arthur Brisbane, the highest priced editor in America, printed the following paragraph in his paper last Saturday:

The automobile strike, that, if it comes, will give prosperity a setback and take a million dollars a day from the pockets of the workers, still hangs in the balance.

When the automobile industry started mechanics were getting one dollar and seventy-five cents per day. Now they get from four to seven dollars a day; some, very skillful, much more. The new industry has created good wages for at least two millions of men, directly and indirectly.

This has all been done by the management of automobile companies, genius of engineers and industrialists, and the public's willingness to buy. It was not done

by union labor, or trade union leadership, because in spite of many efforts, unionism never entered the picture.

If unions can take the management from those that created the industry and do better for the worker, the public and the properties which they will control, they will show considerable ability.

The situation would not be so serious if it were not for the cheap politicians who pretend to side with the labor unionists in their nefarious demands for recognition, which means the domination and destruction of every business which is wheedled, cajoled or coerced into entering into a closed shop arrangement.

What we need at this time is correct information on this great menace to American liberty and clear eyed, level headed men who will band together in a compact body to fight so great a threat to the freedom of the individual and the liberty of America.

So many readers of Out Around are familiar with the life and career of the late George B. Catlin that I know they will be glad to read a graphic account of his last days on earth from the pen of his devoted wife:

"You have been very very kind in writing me and sending the copies of the Tradesman in which I was happy to see such a fine article about George, and the poems on the cover were also very fitting. So much has taken place since George was taken ill March 7 that I hardly know where to begin. He was taken ill with a hard chill, but was much better the following day, which was Thursday. The doctor said he had a good case of flu and a heavy attack of bronchitis and must remain in bed, which George was willing to do, for he knew what the results might be if he did not obey orders, but on Friday morning (March 9) at 4:30 he was taken with another very hard chill. I lost no time in getting the doctor here, and in the meantime, I put a mustard poultice on his chest, added warmer bedding and gave him hot lemonade to warm him. The doctor at the time could not detect any pneumonia, but George seemed to fail and in a few hours pneumonia had developed, with complications. A consultation was held and at 6 o'clock George and I were in the ambulance and on our way to the hospital. He was very willing to go and kept up very bravely, but I am very sure he felt that he was near the end, for he was most alert to what was going on. They placed him in an oxygen tent and he was kept there the full time he was in the hospital. He lived until 5:30, March 15. George made a desperate struggle to live. Our son came from New York and was here until after the funeral last Monday. It was a great satisfaction to me, of course, to have him here—and also to him and his father. He and his father were great pals always and Bynn had a chance to hear his father's voice again. Everything was done to restore George to health, but he was very tired. His resistance

(Continued on page 23)

FINANCIAL

Rendering Merchant Liable for Loss by Forged Checks

A general rule, where a merchant's name is forged to a check and the bank cashes it the loss will fall upon the bank, for the latter is deemed to know the signatures of its depositors and honors checks at its peril. On the other hand, there is a well defined exception to this rule where a loss of this kind has been caused or contributed to by the negligence of the depositor. For example.

It is quite generally held that when a bank returns a depositor's pass book, statement and vouchers, for a given period, usually every month, it is the duty of the depositor to check over same, and report any error to the bank. And where a depositor negligently fails to so supervise his account, and loss results from his neglect, the bank may escape liability therefor. The application of this rule of law is illustrated in one leading case on the subject that arose under the following facts and circumstances.

In this case the plaintiffs, a business firm, carried a checking account with its bank which was in charge of a certain trusted clerk. At intervals, usually at the end of each month, the bank balanced the pass book and returned the same with the vouchers and list. For a period of over one year, the plaintiffs failed to examine the pass book, in connection with the returned vouchers and list. During this time, the clerk in charge of the account forged plaintiff's name to a number of checks and the bank cashed them. When this was discovered the plaintiffs demanded that the bank bear the loss. The bank denied liability on the ground that the plaintiff's neglect in failing to examine the pass book and returned vouchers was the cause of the loss, and therefore it was not liable.

The bank taking the position that had plaintiffs examined the pass book and returned vouchers as was their duty the forgeries would have been discovered when the first forged check was cashed. The bank thereupon conceded its liability for the first forged check that it had cashed but denied responsibility for the balance of the checks. Plaintiffs then sued the bank for the loss and in holding they could not recover the court reasoned, in part, as follows:

"There remains the question whether the plaintiffs were guilty of negligence after the lapse of a reasonable time in not examining their pass book and list of vouchers and ascertaining what they were being charged with and thus discovering the existence of the forged checks. It is well established that plaintiffs owed the duty of making some examination and verification of their account with the bank when the pass book and vouchers were returned.

"We may take notice of the custom practically universal among banks at frequent intervals to write up and balance the pass books of their customers and return them with paid checks or other instruments as vouchers for the payments made and charged to the depositor. The plaintiffs were business

men and fully understood this. They apparently knew the rule of the bank requiring accounts to be written up every month or two, and they knew that there were returned with the pass book not only the vouchers but an itemized list thereof as debited to the account.

"Therefore, it seems to me, that when plaintiffs relied for verification merely on a comparison of vouchers without any effort to verify these by comparison with the check list or pass book they did not exercise reasonable methods.

"On the other hand, it seems to me, that when, having obtained from the bank a list of vouchers and balanced pass book which were intended to give and did give them a correct basis for comparison and verification, they disregarded these, they were guilty of such obvious oblivion of their duties that no extended argument can make plainer the negligence than does the mere recital of the facts."

In conclusion the court held plaintiffs were not entitled to hold the bank liable for the loss caused by the forging of the checks, since their negligence in failing properly to examine the pass book, in connection with the returned vouchers and list, contributed to the loss. Concededly, the case was somewhat unusual in its facts, but it certainly constitutes a striking example of circumstances under which a business firm may be held liable for the results of a clear neglect of duty in respect to supervising its bank account.

Leslie Childs.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Wolverine Asphalt Paving Company, bankrupt No. 5627. The first meeting of creditors has been called for April 2, 1934, at 10 a. m.

In the matter of James M. McConaughy, bankrupt No. 5447. The first meeting of creditors has been called for April 2, at 11 a. m.

March 19. On this day the schedules reference, and adjudication in the matter of Edward K. Snyder, bankrupt No. 5632, were received. The bankrupt is a purchasing agent, of St. Joseph, Michigan. The schedules show total assets of \$1,300.00, (of which \$675.00 are claimed exempt), and total liabilities of \$3,450.85, listing the following creditors:

Newland Furn. Co., Benton Harbor	\$1,037.00
Citizens Finance Co., Benton Harbor	190.00
Troost Brothers, St. Joseph	15.00
Allen Gift Shop, St. Joseph	25.60
Dr. L. H. Andrews, St. Joseph	25.00
Colonial Studio, Benton Harbor	15.00
Enders Co., Benton Harbor	29.69
Gillespie's Drug Store, St. Joseph	19.00
Dr. P. G. Hanna, St. Joseph	11.00
W. E. Hatch, St. Joseph	50.00
Iaggy Jewelry Store, St. Joseph	16.75
Loeffler's Drug Store, St. Joseph	10.54
Dr. J. J. McDermott, St. Joseph	11.00
Mich. Fuel & Light Co., Benton Harbor	24.28
Rimes & Hildebrand, St. Joseph	128.83
Sanitary Dry Cleaners, St. Joseph	12.60
St. Joseph Iron Works, St. Joseph	77.85
Shepard & Benning Co., St. Joseph	186.00
Southwest Mich. Electric Co., St. Joseph	34.19
Theisen-Clemens Co., St. Joseph	65.00
Wallace Sons Co., John, St. Joseph	13.12
Wynkoop's Shoes, Don, St. Joseph	8.70
W. R. Payne, receiver, Commercial Nat. Bk. & Trust Co., St. Joseph	687.60
Estate of John Lindt, St. Joseph	592.50
M. K. Gowdy, Daytona Beach	164.60

March 19, 1934. On this day first meeting of creditors in the matter of Charles Belkin, individually and doing business as Charles Belkin Jewelry Co., bankrupt No. 5605, was held. Bankrupt was present in person and represented by Benjamin T. Smith, attorney. Hilding & Baker, attorneys, were present on behalf of certain creditors and two creditors were present in person. The bankrupt was sworn and examined without a reporter. Claims were filed only. Fred G. Timmer, of Grand Rapids, Mich., was appointed trustee and his bond fixed at the sum of \$500.00. The meeting then adjourned without date.

In the matter of Vosler & DeLoof Co., bankrupt No. 5072. The final meeting of creditors has been called for April 6, at 2 p. m. The trustee's final report will be approved at such meeting. There will be a first and final dividend for creditors.

In the matter of D. Glenn Lower, bankrupt No. 5499. The final meeting of creditors has been called for April 6, at 11 a. m. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

Harry L. Fox, doing business as Fox Brothers, bankrupt No. 5493. The final meeting of creditors has been called for April 6, 1934, at 11 a. m. The trustee's final report will be approved at such meeting. There probably will be a small dividend for creditors.

In the matter of Roach-Montgomery Co., bankrupt No. 5076. The final meeting of creditors has been called for April 9, at 10 a. m. The trustee's final report will be approved at such meeting. There may be a small dividend for creditors.

In the matter of Fred DeHaven, bankrupt No. 5199. The final meeting of creditors has been called for April 9, at 10 a. m. The trustee's final report will be approved at such meeting. There probably will be no dividend for creditors.

In the matter of Israel Wepman, bankrupt No. 5255. The final meeting of creditors has been called for April 9, 1934, at 11 a. m. The trustee's final report will be approved at such meeting. There probably will be a dividend for creditors.

In the matter of Borgman Stores, Inc., bankrupt No. 5404. The final meeting of creditors has been called for April 9, at 11 a. m. The trustee's final report will be approved at such meeting. There will be a dividend for creditors.

In the matter of James H. Fox Realty Co., bankrupt No. 5114. The final meeting of creditors has been called for April 9, at 1 p. m. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Harry G. Harrod, bankrupt No. 5424. The final meeting of creditors has been called for April 9, at 2 p. m. The trustee's final report will be approved at such meeting. There may be a small dividend for creditors.

March 16. On this day final meeting of creditors in the matter of Oscar J. Martin and Edward W. Martin, co-partners doing business as Martin's Drug Store, bankrupt No. 5429, was held. The trustee and one bidder on accounts were present in person. Trustee's final report and account was approved and allowed. Bill of attorneys for bankrupt approved and allowed. An order was made for the payment of expenses of administration, preferred claim and a first and final dividend to general creditors of 2.2 per cent. No objection to bankrupt's discharge. The meeting adjourned without date and files will be returned to the U. S. District Court.

March 21. On this day the schedules, reference, and adjudication in the matter of Thomas Wesley Parker, individually and doing business as the Thomas W. Parker Co., bankrupt No. 5634, were received. The bankrupt is a manufacturer agent of Grand Rapids. The schedules show total assets of \$1,639.67 (of which \$500.00 are claimed exempt), and total liabilities of \$2,829.88, listing the following creditors:

State of Mich., Lansing	\$ 50.43
Frank C. Hawkins, G. R.	36.16
Alfreda Lemon, G. R.	12.00
Leslie L. Davidson, G. R.	150.00
Young & Chaffee Furniture, G. R.	262.15
Leroy Herman, G. R.	265.00
Henry Smith, G. R.	451.50
Strong, Carlisle & Hammond, Cleveland, Ohio	104.17
H. M. Harper Co., Chicago	7.31
E. C. Atkins & Co., Indianapolis	81.86
Ring Screw Works, Detroit	78.28
L. B. Allen Co., Chicago	110.21
Wurzburger's, G. R.	19.75
L. C. Smith & Corona Typewriters, Detroit	3.00
Fayette R. Plumb, Inc., Philadelphia	21.97
R. J. Tower Iron Works, Greenville	20.00
Standard Oil Co., G. R.	3.65
G. R. Garages, Inc., G. R.	14.00
Rockford Screw Prod. Co., Rockford	7.06
Heller Bros. Co., Newark, N. J.	15.81
G. R. Plating Co., G. R.	56.77
Turner Brass Works, Sycamore	9.60
DeVries Printing Co., G. R.	7.50
Pittsburgh Plate Glass Co., G. R.	9.27
Woodworkers Tool Works, Chicago	9.81
Acme Machine Products Co., Muncie	178.65
Lutz File Co., Cincinnati	13.57
Michigan Bell Telephone Co., G. R.	5.51
Boss Bolt & Nut Co., Chicago	28.70
Butterfield Div., Union Twist Drill Co., Derby Line, Vt.	17.19
Cincinnati Tool Co., Norwood, Cincinnati	5.65
Foster Stevens Co., G. R.	2.19
P. W. Blossom, G. R.	40.00
Chas. F. L'Hommiedieu & Sons Co., Chicago	4.00
F. Raniville Co., G. R.	52.15
W. P. Mullik, G. R.	5.40
Forest City Bit & Tool Co., Rockford	3.60
Barclay, Ayers & Bertsch Co., G. R.	18.76
	19.53

Federal Screw Works, Chelsea	37.48
Imperial Metal Prod. Co., G. R.	19.19
A. L. Holcomb Co., G. R.	17.12
Detroit Plating Industries, Detroit	21.06
Economy Dye House, G. R.	2.50
Allied Prod. Corp., Detroit	82.20
American Twist Drill & Tool Co., Detroit	266.00

Chase Brass & Copper Co., Waterbury, Conn.	31.02
Herpolsheimer's, G. R.	28.41
Phillips Tailor Shop, G. R.	24.00
Chas. W. March Co., Muskegon	6.29
M. L. Snyder & Son, Philadelphia	15.53
Thorrez & Maes Mfg. Co., Jackson	59.91
New Britain Tool & Mfg. Co., New Britain, Conn.	14.61
Morris Wood & Sons, Chicago	13.40

In the matter of Frederick F. Boersma, bankrupt No. 5089, final meeting of creditors was held March 20. The trustee was present in person and the bankrupt was represented by Christian A. Broek, attorney. Trustee's final report and account approved and allowed. Bills of attorney for bankrupt and attorney for trustee approved and allowed, subject to deduction for lack of funds. An order was made for the payment of administration expenses as far as funds on hand would permit, there being no dividend for pre-

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ferred or general creditors. No objection to bankrupt's discharge. The meeting adjourned without date and the files were returned to the U. S. District Court.

March 22. On this day the schedules, reference, and adjudication in the matter of Clarence G. Bennett, bankrupt No. 5636, were received. The bankrupt is a watch-repairer of Hastings. The schedules show total assets of \$234.60, (of which \$200.00 are claimed exempt), and total liabilities of \$1,606.02, listing the following creditors:

Household Finance Corp., Battle Creek	\$ 230.00
Universal Garage, Hastings	49.00
C. & E. Marshall Co., Chicago	200.00
A. C. Becken Co., Chicago	99.13
Hardie Jewelry Co., Holland	9.40
F. J. Bidgood & Co., G. R.	16.00
Stahr Jewelry Mfg. Co., G. R.	3.50
Hastings City Bank, Hastings	465.00
Weisert Bros., Hastings	20.00
Fox Jewelry Co., G. R.	35.00
Colin T. Munro, Nashville	70.00
J. C. Hurd, Nashville	14.00
Pioneer Watch Co., Chicago	38.00
C. D. Reynolds, Nashville	350.00
Barber Bros., Vermontville	6.99

In the matter of Wolverine Asphalt Paving Co., bankrupt No. 5627. The sale of assets has been called for April 5, at 10 a. m. at the Asphalt Plant located on the corner of Fuller avenue and Michigan street, Grand Rapids. The property for sale consists of office land and buildings, gravel pit, sand pit, sheds, garages, asphalt plant, machinery & Equipment, dump trucks etc., all appraised at \$59,263.83. An itemized inventory and appraisal is in possession of the Custodian, C. C. Woodridge, 845 Michigan Trust Building, Grand Rapids. All interested in such sale should be present at the date and time above stated.

In the matter of Abraham P. Schefman and Frank Schefman, d/b/ under copartnership name of Abe Schefman & Company, bankrupt No. 5195, final meeting of creditors was held March 19. Fred G. Timmer, Trustee, was present in person and represented by Dilley & Dilley, attorneys. Bankrupts were represented by Cleland & Snyder, attorneys. Certain creditors present in person and represented by Hilding & Baker, attorneys. Bidders present in person. The trustee's final report and account was approved and allowed. Bills of attorneys for bankrupt and attorneys for trustee approved and allowed. Certain assets sold at auction. An order was made for the payment of administration expenses, supplemental first dividend of 5 per cent, and final dividend of 11.9 per cent, to general creditors. No objection to bankrupt's discharge. The meeting then adjourned without date.

March 23. On this day the schedules, reference, and adjudication in the matter of Avedis M. Desteian, bankrupt No. 5637, were received. The bankrupt is a dealer in Oriental Rugs, of Grand Rapids, Michigan. The schedules show total assets of \$1,155.00, (of which \$550.00 are claimed exempt), and total liabilities of \$1,694.71, listing the following creditors:

Mrs. Carrie E. Bookey, G. R.	\$ 650.00
Gullabi Gulbenkian, New York City	200.00
Cherkezian Bros., Chicago	587.61
Paul Steketee & Sons, G. R.	29.00
Herpolsheimer's, G. R.	9.50
Wurzburgs, G. R.	3.60
George Fraam, G. R.	70.00
Gust J. and Jas. Sampanes, G. R.	20.00
Mrs. Florence D. Chookazian, Syracuse	125.00

March 23. On this day the schedules, reference, and adjudication in the matter of Warren Judson Dodge, bankrupt No. 5638, were received. The bankrupt is a county sheriff of Paw Paw, Michigan. The schedules show total assets of \$1,275.00, (of which \$695.00 are claimed exempt), and total liabilities of \$10,783.39, listing the following creditors:

Northwestern Mutual Life Insurance Co.	\$ 448.38
Northwestern Mutual Life Insurance Co., Milwaukee	242.74
Travelers Insurance Co., G. R.	227.18
Moore Hardware Co., South Haven	1,753.00
First State Bank, South Haven	2,753.54
Patterson Sargent Co., Chicago	1,058.55
Hibbard, Spencer, Bartlett Co., Chicago	4,300.00

In the matter of John J. Rutgers Co., bankrupt No. 5271, final meeting of creditors was held under date of March 16. Fred G. Timmer, trustee, was present. Gus Mattman, stockholder, appeared in person. One account bidder was present. Trustee's final report and account was approved and allowed. Balance bills, notes and accounts receivable was sold to Donald Gossett, of Grand Rapids, for the sum of \$30.00. Order was made for the payment of expenses of administration and for the payment of balance of funds on hand on account preferred tax claim of the City of Holland, for personal taxes. No dividend to general creditors. No objection to discharge. Final meeting adjourned without date. Files will be returned to Clerk of Court.

In the matter of James D. Kane, bankrupt No. 5560. The first meeting of cred-

itors has been called for April 11, at 11 a. m.

In the matter of Avedis M. Desteian, bankrupt No. 5637. The first meeting of creditors has been called for April 11, at 10 a. m.

In the matter of Thomas Wesley Parker, individually and doing business as the Thomas W. Parker Co., bankrupt No. 5634. The first meeting of creditors has been called for April 10, at 22 a. m.

Corporations Wound Up

The following Michigan corporations have recently filed notices of dissolution.

Hoggson Brothers, Ann Arbor.
L. J. Holland, Inc., Grand Rapids.
Detroit Wire Die Co., Inc., Detroit.
Lansing Capital News, Inc., Lansing.
Michigan Store Equipment Co., Inc., Detroit.
Detroit Bankers Safe Deposit Co., Detroit.
First Detroit Co., Inc., Detroit.
Paramount Realty Co., Inc., Detroit.
Raymond Bachelder, Inc., Plymouth.
Zelah Theatre, Inc., Detroit.
Mul-so-lax Laboratories, Inc., Kalamazoo.
Marquette National Agency, Marquette.
Milo Art Studios of Detroit, Detroit.
Detroit Peanut Products, Inc., Detroit.
I. Lubow & Co., Detroit.
Farmers and Merchants Bank of Chelsea, Chelsea.
Allied Realty Corp., Detroit.
Allen, Brown & Co., Grand Rapids.

Theories of Heat Undergo Debunking

The prevailing opinion that a cold Winter with a large amount of snow is more healthful than a moderate Winter is wrong, believes Dr. John L. Rice, Commissioner of Health of New York City. "Inasmuch as the present Winter has been one of the coldest as well as one of the snowiest in decades," he observed "we shall have ample opportunity, a little later to check up on this belief."

"Sub-zero and near sub-zero weather," he continues, "has been comparatively rare in New York City in years. And during such weather there is no sense in keeping the windows of sleeping chambers wide open during the night. A good rule is to keep the windows open just enough to admit some fresh air."

The commissioner points out that another popular belief—that wet feet are necessarily conducive to colds and other sickness—is also wrong. He says that there is no objection to children playing in the snow and getting wet feet, providing that they remove their wet clothing when they return to their home.

A new electric clock for the office desk embodies a timing device for long-distance calls—touch a button atop the clock when you start talking and colored lights flash around the dial at 15-second intervals until a red light signals three minutes.

Power companies are offered a new demand meter which is said to register demand with great accuracy, to avoid the mechanical difficulties of periodically tripping and resetting mechanisms.

MEN OF MARK

A. A. Johnson, Sparta Merchant and Banker

August A. Johnson was born near Jönköping, Sweden, Dec. 4, 1863. There were eight children in the family. Three brothers are still living, the oldest now being 85 years of age. At three years August fell off a log and broke the bones of one leg. Two years later the family pulled up stakes in Sweden and came to this country, locating on a farm four miles Northwest of Sparta. The farm was mostly cleared, so there was plenty of work for the growing family of boys as well as the father. The young children attended the country school during the winter months. When he was fourteen years old August worked a year for a farmer for \$6 per month and board. The next year he got \$12. The third year he got \$18 and for the next five years he received \$20 per month. As there were no horse races or movies or ways of spending money in those



August A. Johnson

days he usually left his wages in the hands of his employer until the end of the year.

After concluding his career as a farm laborer he found he had nearly a thousand dollars to his credit at the bank and a friend by the name of C. A. Johnson, who happened to be no relation of his, had about the same amount obtained in the same manner. They joined forces and engaged in general trade at Sparta. The relation continued eighteen years, when he sold the business to the I. M. Smith Co., which had recently acquired the Morse mercantile stock in Grand Rapids and the Rye & Adams general stock at Ludington. Mr. Johnson took stock in the company for his interest in the business, but three years later he exchanged his stock for the merchandise in the Sparta store. He engaged in business under the style of A. A. Johnson & Co. and later took in as partner Erastus W. Smith, of Grand Rapids. This relation still continues and has continued for the past sixteen years under the style of Johnson-Smith Co., with a capitalization of \$60,000. The store handles dry goods, ladies'

ready-to-wear, clothing, shoes, groceries and meats and carries what is probably the largest stock of any store in Michigan in a town of 2000 people.

The officers of the organization are as follows:

President—August Johnson;
Vice-Presidents—Mrs. August Johnson and Mrs. E. W. Smith;
Secretary and Treasurer—E. W. Smith.

In 1898 Mr. Johnson joined forces with friends in the organization of the Sparta State Bank. He was elected a director and thirty-six years later was elected president. This happened on March 17 of this year. He is also chairman of the board of directors of the Sparta Foundry Co. He owns a farm near Sparta, which he says has forty acres of wooded land, forty acres soil and the two Olin lakes.

Mr. Johnson is a member of the Swedish-Lutheran church near Sparta, having kept up his membership in that organization ever since he was a small child. He is also a member of the K. P. He has been township treasurer two terms and a member of the Common Council one term.

He attributes his success to steadfast work, properly directed. For many years he worked from 6 o'clock in the morning until 10 o'clock at night.

Mr. Johnson was married October 7, 1897, to Miss Christine E. Bauman, of Sparta. They have one daughter who graduated from the university at Ann Arbor, taught English in the public schools of Big Rapids one year and four years in the public schools of Grand Rapids. She was married four years ago to William Schaefer, of Sparta, who is associated with his brother in the growing, shipping and marketing of apples and other fruits.

Personally, Mr. Johnson is a very agreeable gentleman to meet. His wide experience has given him a fund of information that has made him a valuable man to the town in which he lives and to the people who reside in his vicinity. His judgment is held in high esteem by all who know him. He is universally regarded as the soul of honor. His word has always been as good as his bond. He has helped many a man over rough places which come to some people from time to time and has ever held out a helping hand to those in distress.

To Help Fish to Breathe

A source of food and sport for residents of southern Minnesota, the fish in the shallow lakes of the region, is being protected this Winter by pumping oxygen into the lakes.

During the Winter, explains the Minnesota Division of the Game and Fish, the oxygen supply in the shallower lakes becomes dangerously low. To protect the fish an aerating machine was invented by A. H. Shutz, game warden at Waconia, Minn.

Before the invention of the aerating machinery, the only course open to preserve the fish supply in lakes deficient in oxygen was to issue fishing permits allowing the removal of large quantities of fish.

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Paul Schmidt, Lansing.
First Vice-President—Theodore J. Bathke, Petoskey.
Second Vice-President—Rudolf Eckert, Flint.
Secretary—Herman Hansen, Grand Rapids.
Treasurer—O. H. Bailey, Sr., Lansing.
Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; A. A. Boyce, Bay City; Vincent A. Miklas, Manistee; Ward Newman, Pontiac.

Easy Way to Make Money

In these days of food price warfare, usually egged on by the big chain monopolies, it is unfortunate that home food merchants do not make use of the information published each week by the Tradesman to aid in taking full advantage of rising markets. Each week there is published two full pages of foods and grocer's sundries, listing base price of each article. These base prices are not market prices, but are given to show the rise and fall of the market. Nearly every week there are market changes, both up and down. A good merchant watches the market carefully, especially on items advancing. As soon as they get the Tradesman each week, they turn first to the markets and see the changes. Then on items advancing, they consult the base price in the previous issue, before the advance. The difference between the two base prices shows the advance or decline. Then they figure out the advance per can, package, bottle or per pound, and raise the retail price accordingly. This permits them to take advantage of the rise upon the items of this kind they have in stock. If there has been a decline in the market, pay no attention to it, unless it is found necessary.

If the merchant has few or many on hand of items that have advanced, his store is entitled to this raise. Each week, as prices are advanced, he should make a record of the number of each item and the advance, then carry out the amount. At the end of each month note what it helps your store. These advances come a few at a time, from week to week, and will scarcely be noticeable to the customer. Unless you follow the rise in the market you will lose money. Wholesalers and jobbers adjust their prices each day as reports come in. The retailer should do the same. If the price of wheat, pork or wool went up, the grower would ask and expect the higher price. The retail grocer should do the same, as well as merchants in any other line of trade.

Many merchants make a mistake in selling out each purchase of an item at the retail price they set, based upon its cost. They pay no attention to market advances until they replenish stock. Then they find it takes more money to replace advanced items. In making purchase at the higher

price, they find it takes much of what they supposed was profit on the previous purchase in order to replace the same amount of goods. That is, instead of receiving a fair profit, as they expected, they find much of it is lost in the advance of the market. Many a merchant has wondered why he is not making more progress, when the fact is an advancing market has relieved him largely of profits, because he failed to keep in step with it. Business in foods is carried on today upon a very small margin, and the merchant must learn to take every advantage.

Thousands of merchants testify to the valuable services they have received from this publication. Hundreds are using the above market service, which will save many dollars each year. During the past year it helped hundreds of merchants to receive cash refunds on the oleo tax. Through its advice scores of merchants have been shown how to cut insurance costs. These are but a few of the services available to live merchants who read its pages each week. E. B. Stebbins.

Two Preferred Ways to Lose Trade.

Sending remittance on an invoice, a grocer pinned a note to it: "Duplicate my last order." He got no goods. Three months passed before the house salesman called, when it was plain that the informal note had escaped attention. With no great apparent interest either way, the grocer commented:

"First two or three weeks, customers called for your goods. I thought they would be in soon and I told them so. Then they stopped asking. I hardly think your stuff is as popular as it was. I also think that folks do not ask for much these days. They buy only what they see on the shelves."

It happens that this line is of such great merit, such distinctive character, that it has become phenomenally popular in a little over two years. Not only is there no decrease in general demand, but its sale steadily increases. Its producer is compelled steadily to enlarge his capacity.

While it is unquestionably true that our present open-work store display leads to customers buying more in response to what meets their eyes, it seems to me obvious that this grocer's customers lost interest after two or three enquiries. We must remember that stores are thick and plentiful everywhere. No buyer has to go out of her way to get what she wants—and when she goes elsewhere for one demanded item she is more than likely to transfer her entire trade.

I think this a preferred example of the lazy, indifferent grocer who is prone to blame "conditions" or a nebulous "competition" for the effects of his own shortcomings. For this seems a case of sheer neglect of plain duty to one's trade. That neglect is apt to cost him plenty—but also he richly deserves whatever consequences may be entailed by his delinquency. Any wakeful merchant would have got

after those goods in a few days at latest.

Another source of common loss is the following: Many canned meats, tongue, etc., came in key opening cans. When the key is handy, opening is easy for any woman, and the contents come out in good shape. But there is perhaps no other kind of can so difficult to open at all or so virtually impossible for even a strong-wristed man to open properly without the key, as one of those same meat cans.

Many of those items come in cases into which the proper number of keys are loosely dumped. The theory is that a key will be handed out with each can sold, but that is theory only. The practice is quite different, usually. There are a few fortunate and pleasing exceptions. These are among grocers sufficiently wakeful to their own interests to use odd minutes to attach a key to each can. It can be done simply enough, and the key made to hold by the little tongue of metal provided for opening. It merely takes time and care to do this.

"Lotta trouble" the careless, slipshod grocer says; and anyway "how can one do all them pesky things? The job ain't worth while." Such men hope always to "remember" to include a key; and when they fail, they are "sorry" when the customer reports—if she reports at all. But let us remember that no explanation will help the woman who struggles with such a job, musing up her meat and maybe cutting a finger.

It is well to think that customers never have followed after any man whose service has been indifferent. This condition is the same to-day, with our revamped stores, as it was before any changes were made. But trade does follow and is loyal to the merchant who performs his job fully in what stock he keeps—and keeps up—and what service he pledges himself to render.

The fault of the keyless cans occurs in all kinds of stores, chain units as well as individuals. It is more difficult for chains to cope with than for individuals, because they must work through many subordinates who are not always as responsive as they might be. But there is a utility about writing such hints now that did not exist a time since. That is, all grocers now stand in about equal ranks and

chain executives always have been more diligent readers of trade papers than the average individual. Hence this is apt to reach much farther than formerly.

Individual grocers will improve more rapidly as they read chain store papers as carefully as chain men read individual and association grocers papers—a further hint that should not be lost. And there is this other consideration, more important than most grocers are apt to realize: That chain merchants have a way of meeting and solving difficulties, even such as are commonly supposed to be "impossible." They are likely to solve this one. So individual grocers better take hold of it, or chains will again have the jump on them. Nobody really has any monopoly on brains.

Many new things are being tried to-day and many things we think are new, but which are simply old things about which we have forgotten—as we forgot old, sound rules in 1927-29. It is wise, therefore, to keep our minds open, receptive; not just say this or that "won't work" because it was not used yesterday. But there are also eternal fundamentals which must not be overlooked, and what I indicate above are two of them.

For more than a dozen years I watched a young man grow into various position of apparent responsibility by the display of certain plans and ideas which looked original. I put it thus because he was under the dominance of a man of strong personality, accustomed to have his own way, not given to permit much real individuality to crop out among those around him. The boy's progress interested me because he did not, in fact, seem to have much in him beyond a rather pleasant manner.

A few months ago I was surprised to learn that he had gone into business on his own account in a market of the alleged "super" character and I looked him up. Pleasant as ever, apparently perfectly at ease with himself and his new undertaking, he explained that he had entered business because he had "a wife and two growing children to provide for," therefore had to make some real money.

The turmoil around him, if not exactly a "tumult and shouting," led me to doubt seriously his ability to make

(Continued on page 13)

7 GOOD REASONS WHY YOU SHOULD STOCK

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

The brand you know



A complete line of canned vegetables and fruits.

MEAT DEALER

Strong Organization Small Merchant's "Only Hope"

At this time the independent merchant is faced with a very serious problem. It was the hope of all of us that the NRA with its codes would be the answer to our problem, but unhappily we are finding out that the codes are not only being written for the big monopolies but they are seeking in every way to have full power and authority in interpreting and enforcing them.

This means but one thing: that unless the small men unite they will absolutely be forced out of the picture.

To-day we are between two large organized forces—the farmer and the laborer. The farmer is of the opinion that the solution of this problem is large co-operatives financed by the Government and run by farmers. The laborer believes that our independent method of distribution is costly, and therefore he is being penalized.

If we are to start coming back to prosperity, the starting point will have to take into consideration the welfare of our entire population. There are one hundred twenty million people in the United States, all of whom must be given a proper living. Through devious methods with which we are confronted at the present time there are twelve million people out of work. It means a penalty on the part of the other one hundred eight million to take care of these unemployed.

We have been applying theoretical economy instead of practical. Living in a land of overproduction, we find that people are starving to death; so we can come to only one conclusion, and that is that our means of distribution is absolutely wrong.

Let us point out some of the things that are not only happening but are going to get worse if something is not done immediately.

One food concern in the United States does over \$1,000,000,000 worth of business. This concern sold 639,000,000 pounds of bread, 6,150,000 barrels of flour, 5,550,000 cases of evaporated milk, 210,000,000 pounds of butter, 12,000,000 bags of sugar, 118,800,000 dozen of eggs, 100,000 carloads of fresh fruit and vegetables, 213,000,000 pounds of coffee, and 16,000,000 pounds of tea.

I shall not attempt to analyze this report except for two items. They report sales of 6,150,000 barrels of flour. It takes $4\frac{3}{4}$ bushels of wheat to make a barrel of flour; therefore, it took approximately 30,000,000 bushels of wheat to make 6,150,000 barrels of flour, which is one-twentieth of all the wheat consumed within the United States per year, passing through one organization, as according to the United States government report 900,000,000 bushels are grown and 600,000,000 bushels are consumed at home, leaving 300,000,000 bushels for export. This is supposed to be an economic method of distribution, but we find that they have been unable, even doing this amount of business, to make any money, and have only piled up enormous profits, due to the fact that they have been getting secret rebates from almost every one with whom they were doing business.

This concern wrote \$134,000,000 worth of insurance for its employees. Figuring that a man who writes \$100,000 worth of insurance can live comfortably on his commissions, by this method alone this gigantic monopoly has put 1,340 insurance solicitors out of work. You can follow this all along the line and you will readily see that the independent is carrying all the burden and is being penalized so that these gigantic monopolies can exist.

We must, at this time, tell the consuming public our story and show them that ours is not an expensive method of distribution. The chains are absolutely compelled in bringing goods from the producer to the consumer to perform the same functions that we do, and can only save the consuming public money by actually penalizing the producer.

Let us face this proposition squarely and let us realize what we must do. A strong organization is our only hope. With this thought in mind, we called together the heads of organizations engaged in the food and drug industries. They now know what is before them and have decided to unite in an organization which, we believe, will have more numerical strength than the American Federation of Labor, plus the fact that we shall also have something which the laborer does not have, and that is financial investment which must be protected.

Over 2,000 Cities and Towns Request Literature

Indications of the Nation-wide interest in meat and meat cookery are revealed in a report just issued by the National Live Stock and Meat Board which shows that in the last half of 1933, literature on this subject was sent out, upon request, to individuals and organizations in 2,215 cities and towns representing every state of the union.

More than forty different types of publications are in continuous demand according to the Board. These deal with every phase of the selection, preparation, merchandising, and food value of meat.

The calls for literature indicate the wide range of the uses being made of the material. Live stock associations ask for publications to use in staging city, state and sectional meat campaigns. Teachers in more than 10,000 high schools, colleges and universities depend to a large extent upon the Board for publications which will help them in more effectively teaching meat courses in animal husbandry and home economic classes. Always there is a constant demand for menu books which suggest new and practical meat dishes; for the latest facts relative to the use of meat in the balanced diet; for information as to the place of meat in economy budgets; for posters heralding the many high qualities of meat as well as other material.

Requests have come from a wide variety of agencies, for example, city and state health departments, hotels and restaurants, utilities companies, publishing houses, womens' clubs, boards of education, parent-teacher associations, chambers of commerce, schools, colleges, universities, doctors, dentists, dietitians, hospitals, emergency relief and welfare organizations,

government agencies and many others.

Many of the Board's publications are becoming widely known in foreign countries, as indicated by queries received from every part of the globe. Recently, for example, letters asking for various types of material have come from the School of Nursing of a University in Beirut, Syria; The Institute for Medical Research at Johannesburg, South Africa; the Foods Department of a University in Dunedin, New Zealand; a public health laboratory in Shanghai, China; a dentist in a remote section of northern India; and a Health Week Association in Bombay.

The Board points out that the increasing interest relative to every available fact concerning meat, augurs well for a greater use of meat and should prove of far-reaching benefit to the live stock and meat industry.

Big Egg, Big Hen; Big Hen, Big Egg

In the future the housewife may expect to get more for her money when she buys a dozen eggs. Production of larger eggs as well as healthier and bigger chicks are expected to be among the desirable results of the new hatchery code, recently established under the Agricultural Adjustment Administration.

Dr. M. A. Jull, of the Department of Agriculture, points out that the code provides that commercial hatcheries must not set eggs weighing less than $1\frac{5}{6}$ ounces each or less than 23 ounces to the dozen.

Barring the setting of small eggs is important, says Dr. Jull, investigations of the Bureau of Animal Industry have proved that as a rule chicks hatched from small eggs are smaller than the chicks from larger eggs. Since the egg size is inherited, hens hatched from good-sized eggs will lay larger eggs on the average than the eggs from hens hatched from small eggs.

According to Dr. Jull, over a period of time, continuous selection of the larger eggs for hatching will have the effect of producing a decided increase in the average size of the eggs.

Another possible beneficial effect of the code is pointed out by Dr. Jull. Pullorum disease—commonly called bacillary white diarrhoea—has caused a large loss to poultry raisers. Several provisions of the code are designed to eliminate hatchery practices which tend to spread this disease among baby chicks.

A new Diesel engine eliminates crankshafts, camshafts, cylinder heads, valves and cylinder-head gaskets. Cylinders (four or six) are horizontal, construction is compact, weight per horsepower 13 to 20 pounds.

Two Preferred Ways to Lose Trade (Continued from page 12)

any money on the plan indicated. I investigated a little further, found he had laid up a respectable reserve in his previous employment—which was good—but he had also built a home which was so obviously beyond his financial status or requirements as to manifest weak judgment.

Well, can you guess the sequel? It did not take long for him to be "out" and I mean out in the street: capital gone, home lost, and he gone back to a job in his little mountain birthplace, the report in the trade that he "did too much dynamiting." Isn't it to laugh? In his case, it really is, because he was close to all such things and could see developments on every hand.

What then? Why, just this: That no deal, new or otherwise, can ever take the place of certain old-time truths and facts. Two plus two will continue to make four regardless. Men must do their own thinking and he who can not observe to some purpose has no chance, nor can any outside influence or "help" avail him. Meanwhile, the hard headed, sane thinkers and actors plug onward about as always.

Paul Findlay.

NRA Code For Nation's Trout Farms

Trout growers have troubles of their own, although the industry is not among the big ones. At a code hearing for trout farmers, March 16, the NRA was told that commercial trout farms did a million-dollar business in 1932.

Noah Beery, motion picture actor, telegraphed the NRA asking that the code stop destructive price cutting. "I have \$400,000 invested in my Paradise Mountain resort and trout hatchery," he said. "If we are protected in price I can live up to the code and keep my business going with employment and living for at least a dozen people."

The code would provide \$15 a week, or 33 cents an hour, minimum pay, with maximum work hours set at 96 in two weeks.

Now Tea From Peru

Tea for everybody, and native-grown, too, is promised in Peru where an infant industry is being nursed along. From the planting of a few tea seeds from Japan in 1912, the country has brought the production up to an expected 50,000 pounds for the present year. Soon it is hoped to meet local needs and then export outlets will be sought.

Envelopes are quickly given air-mail markings—colored stripes and words—by a compact new marking device, equipped with inked rollers, which is simply drawn across the paper.

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

HARDWARE

Michigan Retail Hardware Association.

President — Henry A. Schantz, Grand Rapids.

Secretary—Harold W. Bervig, Lansing.

Treasurer—William Moore, Detroit.

Field Secretary — L. S. Swinehart, Lansing.

Chains Are No Problems To Pennsylvania Merchant

If you speak of Wilkesburg to Pennsylvania hardware men they immediately mention Walmer's. Charles Warren Walmer has learned to slap back at the chain stores in Wilkesburg and make them like it. He, first of all, has provided a store that will hold the attention of any customer when he or she comes into the store. All the buying connections in the world will not solve the problem unless you make shopping interesting. Walmer is not concerned about the chains taking a few sales on competitive lines, but he knows that every time a chain gets one of his customers away, even for a small item, that customer has started to become wayward in his shopping habits. So he has decided to make the best price possible on sufficient items to insure habitual store traffic. He knows that the majority of chain store managers are inflexible in the matters of prices. The 5c and 10c stores, as well as the higher price stores must sell their items at these round figures; but a penny less will stop traffic on a profitable item for them when they become troublesome on some of Walmer's profit lines.

In this fight against certain chains he has the co-operation of the managers of other chains who wish to do business on a paying basis instead of "dog fight" methods. It is much more persuading to the offending chains when several stores are making an attack than if only one is "pecking" at them.

Mr. Walmer makes the statement that he has never cut a price first. He does meet and beat prices when others start the "monkey business." He states that out of 22,000 items only fifty to one hundred are "hot," or competitively priced. Of these cigarettes, soap, toilet articles such as lotions, creams and items of that type, make up the "shock" lines. They are, it will be observed, items that attract the patronage of women and they have a startling effect upon the general sales of the store. They have a strong influence in making the balance of the Walmer stock household or women's merchandise.

The entire personnel of the Walmer store is alert to business opportunities. The enthusiasm of the proprietor pervades the establishment. The sales people, some of them chain store trained, are equally eager to make things go and their happy demeanor indicates that Walmer is a good employer. All these things make it apparent, when you visit this store, that Charlie Walmer forgets very little, if anything, that makes a live store.

Although this article started with the subject of meeting chain store prices on competitive lines, Walmer by no means counts the day finished on that point alone. He constantly improves his store arrangement and

adapts every innovation that will attract more people or sell more merchandise. There was a steady trickling of visitors, from the convention at Pittsburgh, to Walmer's. They wanted to see how this progressive store operated.

Walmer does not wait until there is a demand for merchandise before placing it on display. Even now, seeds and spring goods are getting attention, although a heavy snow still lingers on the ground. Lawn mowers will make their appearance on the sales floor long before there is an actual demand for them. They will be reminding people of lawn mowers for weeks so that when the demand comes along it will naturally "come to papa." Fruit jars are out on display early in the canning season and Mrs. Wilkesburg sees them and thinks about them long before she needs them. Remember, those competitive prices are intended to attract the customer to the store and then your displays should do the future selling.

There are right and wrong ways to word a price ticket and a ticket is no hypocrite if it says "Oil 16c per Qt. (in 2 gallon cans)." If a slightly better price is given, the customer is perfectly willing to take two gallons to get it. This plan can be followed to increase the sales of almost any item. Some stores inherited the evil of giving the profession, ministers, and certain institutions a cut in prices. While educating the public in such a bad habit they complain of competitive conditions. Walmer tells you he gives no special considerations to any favored individual or group. He makes his prices as low as compatible with his own ideas of profit and sells at the same price to all.

His one complaint is that some large manufacturers persist in buying at wholesale for the benefit of employees and that the practice does not stop even with employees, but extends to employees' friends and frequently gets out of hand altogether.

In selecting the lines to build traffic, Walmer favors those that have been given publicity in many ways, such as newspaper and magazine advertising and the radio "Let the big comedians work for you," he says. They help the public to recognize the goods when they see them in your store. This Wilkesburg merchant is a generous user of newspaper space on his own account and the Wilkesburg Gazette carries a half page to a page each issue.

Walmer believes strongly in the theory of what he calls "right hand display." A stock of carpenters folding rules had not been moving for more than three years. Moved from a left hand table to a right hand position and they moved. A demand item was put in place of the rules.

A parting shot was: "Tell the retailers to stop fighting among themselves and sell the public." To which we replied "Amen!" This man's experience in Wilkesburg, a suburb of Pittsburgh, shows that retailers can govern themselves and police themselves. The penalty for overstepping the mark on prices is to get "socked" hard by those who want some profit, at least it cannot be done without

alert merchandising, generous advertising and co-operation with the real retailing factors in your town. Use these things and you can whip the chains with their own lash. The alert merchant has opportunity knocking at his door every day—the one who does nothing but complain of conditions never gets them.

Ideas are the sinews of traffic building; ideas that never permit your public to forget your store even for a day. Some have found that demonstrations are effective in getting customers acquainted with the store, many have used circulating libraries which not only brought in thousands of people over a period of a year, but also paid for the books and their installation through rentals. The latter is a case of finding an interest that appeals to a large number of customers, mainly women, and then providing the means for satisfying that demand. It is just another way of getting them into the store frequently—store traffic, in other words.—J. A. Warren, Associate Editor Hardware Age.

Small Homewares Sales Gain

With orders for major home furnishings articles lagging, selling agents for small wares are enjoying an exceptionally active season. Reorders for kitchen tools, cooking utensils and other types of kitchen equipment are running from 15 to 30 per cent. ahead of purchases a year ago. The call is coming principally from small independent hardware establishments where special promotions of home wares are being held this month. Included in the list of active items are small electrical appliances such as cake mixers, irons, table grills and toasters, which are being reordered in volume by hardware and electrical specialty stores throughout the country.

Sterling Flatware Orders Up

A newly awakened consumer interest in sterling silver flatware is furnishing manufacturers with a heavy volume of Spring orders at present. Calls for complete sets and for smaller assortments are numerous from all parts of the country and embrace goods in practically all price ranges. Demand for silver hollow ware has dropped off, along with all other types of hollow ware, in the last three weeks and orders for knives, forks and spoons had helped to offset this decline. Production in the sterling silver industry is still running well ahead of the corresponding period last year and last month's output averaged more than 16 per cent more than the total for February, 1933.

Builders' Hardware in Demand

Purchases of builders' hardware for use in repairing suburban homes and city apartment houses this week attained the highest volume for any week in the last five years. Locks, hinges, bathroom fixtures, window glass, paints of all types and tools are selling freely in suburban localities. Contractors are buying similar merchandise in volume for use in repairing and modernizing apartment houses. Regular Spring hardware orders declined in the week because of unfavorable weather which cut down the call for seasonal goods.

Faster Filing

It will not be surprising if in the next few years office managers acquire the attitude toward equipment which is to-day possessed by every progressive factory manager. Certainly they haven't it now.

Most people in charge of offices look on filing, for instance, as a necessary nuisance. Records must be kept, and be available, so they provide equipment in which letters and carbons can be stored and from which they can be removed when needed. Because they look on the filing cabinets purely as storage conveniences, their main objective when purchasing is storage safety with low initial cost.

Very few stop to think that absolutely the most expensive item in connection with filing is the employee-time spent in putting away and taking out and replacing papers.

Those who do realize that the true costs of filing are human-labor costs may be interested in a new type of filing cabinet for which the claim is made that the number of hand operations necessary in the filing of a letter is cut in two. When the filing clerk opens the drawer, more than half of the work usually done by hand is performed automatically.

Movies While Dishwashing

Incidentally, landlords who are out to make their own properties more attractive to the housewife than those of their competitors can pick up no end of good ideas in the experimental house at Mansfield, Ohio. For instance:

Electric toaster and coffee maker are placed in the wall in such fashion that they can be swung either into the breakfast room or the dining room for use. Also the sandwich toaster, waffle iron and pancake griddle.

All laundry operations are performed without the housewife or laundress having to bend her back. Progress of the laundry from soiled clothes chute through the ironing is arranged on factory principles.

A switch at the bedside turns on night lights all over the house. These night lights burn twenty-five watts, and are located close to the floor.

Dishwashing is completely automatic. You literally push a button and the dishwasher does the rest, even to quitting at the proper time. The housewife can go to the movies while her dishes are being washed.

Cultivation of Mushrooms in Wisconsin Cellars

Mushroom growing is becoming a popular home hobby in Wisconsin, where many persons have taken up the practice to supply their own tables. E. L. Chambers, State entomologist, points out that the fungi can be grown in a cellar having an even temperature of about 55 degrees.

Gripped, guided by one hand, a new, compact, one-pound electric grinder for touching off, dressing up parts, etc., has its motor built into its grip (diameter, 1 3/8 inches; length, 4 1/4).

If some men expended as much energy in trying to earn a dollar as they do in trying to borrow one, they would never have need to borrow.

DRY GOODS

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

Marking Rule Affects Toyo Cloth

Importers of toyo cloth from Japan are considerably upset about the prospect of possible marking penalties because the cloth, used in the making of Summer hats, is arriving in this country without a stamp indicating the country of origin. When last imported, some years ago, the toyo cloth was brought over made up into unfinished hat bodies, which do not have to be stamped with country of manufacture. Apparently, Japanese exporters, according to buyers here, believed that toyo cloth in rolls was also exempt from marking regulations. At the present time Summer hats and hat materials are coming in in large quantities from abroad.

Expect Good Sport Shoe Season

Preparing for what is expected to be one of the most active seasons on men's sport shoes ever experienced, retailers are building up substantial stocks of these styles, according to manufacturers here yesterday. Because of the limited price advances, in very few cases exceeding 20 per cent. on shoes at retail, little consumer resistance is expected. Wider use of Summer clothing, more leisure time for sports and increased payrolls are reasons why a large volume of business is anticipated. All-white, black and white and tan and white styles in the ranges from \$3.50 to \$6 will be most popular.

Sport Clothes Orders Heavy

Manufacturers are looking forward to one of their most active seasons on men's sport clothing, as a result of the heavy orders coming in at this time. This week requests were substantial for styles to retail up to \$25 in the bi-swing model. After a quiet period, the demand for shirts has revived and stores are taking all types, to sell up to \$1.95. Men's light-weight felt hats to retail at \$2.45 and \$3 are most in call in the headwear division. Reports from the South and Southwest indicate a good response to the new Spring styles by the public.

Reluctant to Take Rayon Orders

Threats of higher wages and a processing tax are making rayon yarn mills reluctant to accept new business at this time. Shipments, however, are expected to hold up well for several weeks to come, inasmuch as buyers are taking in all their March material and are sending in specifications on early April deliveries. Stocks on hand continue very low and constitute only one week's output, whereas the normal is about a month's supply. Inventories, however, have not approached that figure for nearly a year.

Broaden Summer Rug Market

A broader market for Summer rugs of all types will be built up this season because of the sharp interest which Midwestern retailers have taken in grass and fiber floor coverings, manu-

facturers predicted yesterday. A number of large Midwestern stores are planning special promotions of Summer goods and this week placed orders for a wide range of novelty weaves and patterns. In the past the West has never been a large outlet for Summer floor coverings because consumers there took less interest in such merchandise than those in other sections of the country.

Calls Blanket Promotions Poor

In contrast to other departments, retail stores have done a "bad job" in merchandising blankets, Kenneth Collins, assistant to the president of Gimbel Brothers declared in an informal talk at the opening of the new salesroom of the Chatham Manufacturing Co., at 57 Worth Street. He said that not only merchants but mills have been backward in promoting blankets and expressed the thought that the "turning point" had been reached. The Chatham salesroom is laid out as a model blanket department for a store and is intended to form the foundation of closer "teamwork" between the mill and retailers.

Bid for Refrigerator Contracts

Manufacturers of mechanical refrigerators will make a strong bid for apartment house contracts this Spring, after a lapse of two years in which little attention has been given to that market. Although few new apartment dwellings are going up at the present time a large number of houses will undergo extensive alterations and repairs. Executives of refrigerator companies are confident that they can do a large volume of business in furnishing new equipment for apartments which will be modernized. Makers of air-conditioning equipment also see new sales possibilities in the reconditioning plans of apartment house owners.

Glass Trade Demand Steady

As the glass trade approached the end of the first quarter its activities were featured by a continuance of the steady output and demand which have ruled since the first of the year. This persistence of good demand for a period that is generally marked by a large number of fluctuations is regarded by most producers as an indication of profitable annual totals. The most varied picture presented by any one division at present is that of flat glass. Conditions here vary from very good in safety-glass channels to a general slowness throughout the window-glass markets.

To Show Summer Hats April 16

As one feature of the trade promotional plans it is working out, the code authority for the millinery industry has set April 16 as the date for the uniform showing of Summer lines in New York City. The date will be marked by a style show to be held at the Waldorf-Astoria. Retailers will be asked to give their support to the joint inauguration of the season. This is the first undertaking of its kind to be sponsored by an industrial code authority and is expected to be of material aid in launching the Summer lines and in stabilizing market conditions.

Banks are more disposed to lend.

Blindness Cause of Many Handicaps

Approximately one in every 1,000 persons is blind. This relatively small group, however, points out the New York State Department of Social Welfare, is of particular importance among the different kinds of physically handicapped because of the unusual conditions imposed by lack of sight.

The Department observes that it was not until 1800 that organized work for blind adults was undertaken on a comprehensive scale. Louis Braille, a Frenchman, invented early in 1800 the system of raised dots which enables the blind to read and write, and makes it possible for them to have the same

educational opportunities as the sighted.

Low-cost protection for lumber, wooden farm structures, etc., against weather and termites is said to be afforded by a non-caustic wood creosote oil now being offered retail lumber dealers and others. It is applied by spraying, brushing or dipping.

There are three parties to every sale: The worker who makes the goods. The store that sells them. The customer who buys them. Unless all receive fair value for their labor and money, the sale is not mutually satisfactory.—Wanamaker's.

MICHIGAN BELL TELEPHONE CO.



ANNE:

"Since we had our telephone put back in, Jo, we've had so many more good times. It seems that someone calls almost every day to invite us to something. I keep in touch with Mother, and Bob calls every noon from the office. No more lonesome days now, Jo!"

JOAN:

"Yes, Anne, there's all that and more. I do my shopping by telephone in bad weather, and John often has business calls at home in the evening. I feel so safe, too, with a telephone, for you never know when you're going to need a doctor, or the firemen or police right away."

TO ORDER A TELEPHONE, VISIT, WRITE OR CALL ANY TELEPHONE OFFICE



GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

Sentiment Against Dog Harboring Still Unfavorable

Los Angeles, March 24—Hotel and restaurant codes, particularly as they apply to the smaller out-state hotels, were discussed in detail at a meeting under the auspices of the Michigan Hotel Association, held at Post Tavern, Battle Creek, last week. The meeting, presided over by Preston D. Norton, Hotel Norton, Detroit, president of the hotel association, was primarily for the benefit of out-state hotel operators who wished to have certain clauses of the two codes defined, and was the result of an invitation extended to all operators in the state. Such meetings, and those which of late have been arranged by the state Association, are bound to be of lasting benefit to such members of the craft as take interest enough to attend. In addition to the discussion of code requirements, the question of vending of liquors by hotels and restaurants was also a subject for discussion, and much interest was shown therein. The Michigan Hotel Association is now regarded as one of the most influential of the Middle West trade organizations and is making a lasting record for efficiency, credit being due to President Norton, and his efficient staff of aides.

In a two-column article one of the local newspapers declares that with the winter influx of tourists, the faces of Southern California hotel operators have, of late, been wreathed in smiles; that major hotels have been running from 20 to 100 per cent. in business over the corresponding period of last year. In hundreds of instances, business leaders of the country are combining pleasure trips with the work of re-establishing business contacts as the business of the country is picking up. At virtually all the hotels, the business leaders hold frequent conferences between play times, and they all seem in greatly improved spirits. Another trend indicating that the business of the nation is on an upward turn is the daily registration of hundreds of traveling salesmen, upon whom many of the hotels depend for year-round patronage.

Ralph Hitz, managing director of the Lexington and New Yorker hotels in New York, and the Book-Cadillac, Detroit, was the guest of honor, last week, in Detroit, at a dinner given by the Eight-Ball club, a business men's organization, headed by J. E. Frawley, manager of the Book-Cadillac.

And now we find our old friend "Dave" Olmstead, who was connected with Michigan hotel affairs for years, and most actively, too, taking over the management of Hotel Savery, Des Moines, Iowa, one of the most important caravansaries in the Hawkeye state. Dave, who is one of the best-natured individuals I ever knew, and particularly fitted for the hotel game, is also the very essence of boiled-down activity, in and out of hotel life. As a Greeter, his interest is whole-souled; if his Sunday school class gives a box-social, he is there to act as auctioneer; and when it comes to terpsichore, he is the real goods. And his middle name is Success. Shake, Old Boy!

St. Clair Inn, St. Clair, built half a dozen years ago as a community project, was sold at a receiver's sale recently, being bid in by a group of local business men headed by Fred W. Moore. The purchase price was \$17,000. The Inn, one of the finest of its class on the Eastern shore of Michigan, will be operated under a complete new organization, and make a strong bid for popularity with tourists.

Fred Wardell, proprietor of Hotel Wardell, Detroit, accompanied by his popular wife, is taking a month's cruise in the West Indies.

The NRA code is certainly "stirring up the animals" in all quarters. Last week 600 restaurant operators from all parts of Michigan, attended a convention in Detroit, and at the same time there was a special meeting of the Detroit Caterers' Association, all for the purpose of ironing out misunderstandings in the business code offered by the national officials. Leave it with Michigan operators to "iron" out their difficulties in some way. They always succeed in so-doing and uniformly look pleasant about it.

For years and years, at hotel meetings, the subject of the exclusion of the canine species from social connections with hotel operating was a subject for avid argument and got so far as to insure legislation in some states, precluding the use of hotel accommodations for "dog kennels." The depression of the past four years, however, has made a difference in the attitude of some hotel operators and now one occasionally sees evidence of canine occupation, which satisfies, it is claimed, about five per cent. of hotel patrons, and disgusts the other ninety-five. California, however, retains, on its statutes, legislative enactments which make it a misdemeanor to harbor dogs in hotels, and promises, at its next session to complete the job, by eliminating all canine species on sight. Recently over three hundred cases of victims of rabies have been reported in Los Angeles, which has aroused the aldermanic board and they are promising something that will eliminate all danger of this malady. But I have noticed this tendency on the part of some of my hotel friends to "condone" the dog problem, and it seems to me that a great error is being fostered, which will bring an aftermath of undesirabilities in the future. Doctor Robertson, one of the outstanding canine veterinarians of California, recently refused point blank to attend a meeting at the state capital, avowedly for the purpose of protesting against a law which would prohibit the introduction of dogs in family apartment buildings, coupled with a statement over the radio to the effect that the "proposed law was a protection to dogs; that the dog was an outdoor creature, and it was an outrage to coop him up in an apartment building." The consensus of sentiment, however, as expressed at hotel gatherings, is still unfavorable to dog harboring.

A recent auto trip to the Beaumont-Banning area of Southern California demonstrates the fact that notwithstanding the shortage of moisture this winter, the floral offerings this year will be up to the usual standard of excellence, and one will tell you that these gorgeous offerings are all staged for the benefit of tourists—an agreeable method of advertising, to say the least. The ever attractive poppy is still in evidence scattered throughout the grain-fields of Los Angeles, San Bernardino and Riverside counties. More recent rains and the regular supply of "merry sunshine" are resulting in something miraculous. There are also the iris, fresias, and also the ever-present roses, in addition to the fruit blossoms of the almond, apricot, peach and cherry brands. In addition thereto, one finds wild-flowers of all varieties in profusion. The orange blossom, which carries with it a fragrance entrancing, is, I presume you all know—ever present. One finds buds, blossoms and mature fruit on the same trees, at almost any season of the year. Summery conditions have stimulated motorists to start their pleasure touring season without any further delay, and few roads offer the variety of views and beautiful scenery afforded on a

trip from pines to palms. This all hard-surfaced and smooth, well graded mountain road, with maximum grades of six per cent., by the way of Pomona, Riverside, Perris to Hemet, in beautiful San Jacinto Valley, is all the tourist could possibly ask for. It is a 53-mile trip from Hemet, over the paved surface, to Idlewild and Taquitz Lodge, in the San Jacinto Mountains, and beyond over fairly new, oil-surfaced forest and country roads to the junction of the Palm Springs-Indio Highway. Pines-to-Palms was completed in 1932, but this was my first opportunity for exploring same, owing to multitudinous offerings in other directions. While a very desirable recreational road, it also serves the purpose of giving residents of Coachella Valley a quick and direct escape from the leaden heat of summer to the cool, pine-shaded mountain area some 8,000 feet above their homes. This road was a godsend to the reclaimed desert country. Hemet Valley and this area around the road in the San Jacinto Mountains inspire the imagination because they were the chosen locales of events in Helen Hunt Jackson's widely-known novel on California Indian Life, "Ramona." Incidentally, the remarkable "Ramona" pageant, annually presented by Hemet and San Jacinto, will be held this year, during the latter part of April, beginning with the 21st. ult. Another practical and interesting offering to the path-finder, is the road via Lake Elsinor, and through the Santa Ana Mountains, connecting Hemet with San Juan Capistrano, noted for its picturesque, romantic mission, as well as the Mojoka Ranch, formerly owned by the famous actress, now operated as a country club, enabling one to familiarize himself with souvenirs collected during the career of that world-famous woman. One can get a real kick out of a two or three hundred mile trip in Southern California almost any day in the year.

Quite frequently we hear the expression that the profits in the catering business are carried out in the garbage pails, which is true in a great many instances, and the guest guesses why it is. Poor cooking has much to do with the fat garbage pail, and the discriminating patron helps it along. Practical food dispensers give a great deal of attention to the returns to the kitchen from the dining room. When they are abnormal he checks up to find a place to lay the responsibility. In many cases the food is served cold, but more frequently the chef has taken too much for granted and failed to function properly. I should say the garbage can is one of the greatest leaks in the whole food-serving problem.

Warm Friend Tavern Holland, Mich.

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

JAMES HOEKSEMA, Manager

The MORTON

400 ROOMS EACH
WITH BATH

\$1.50 up

Grand Rapids' Friendly Hotel
Phil Jordan, Manager

Hotel and Restaurant
Equipment
H. Leonard & Sons
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GRAND RAPIDS, MICH.

Store, Offices & Restaurant
Equipment
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COMPANY HE KEEPS"
That is why LEADERS of Business
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quarters at the
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"An entire city block of Hospitality"
GRAND RAPIDS, MICH.
Rooms \$2.00 and up.
Cafeteria -:- Sandwich Shop

THE ROWE GRAND RAPIDS

The Most Popular Hotel
in Western Michigan

300 ROOMS — SHOWERS
SERVIDOR

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

CODY HOTEL GRAND RAPIDS

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

CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO
IONIA AND

THE REED INN

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

Park Place Hotel Traverse City

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

New Hotel Elliott STURGIS, MICH.

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

Occidental Hotel

FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
Muskegon -:- Michigan

Columbia Hotel KALAMAZOO

Good Place To Tie To

No matter what may happen in other industries there will never be a five-day week in the hotel business. People must eat and sleep during the entire week of seven days and the probabilities are that the hotel patrons will do more eating and sleeping than ever before if they have more idle moments. But arranging for service for an entire seven-day week is yet a problem which the American Hotel Association still has under consideration, and which seems difficult to unravel.

In Los Angeles there are said to be 1500 embryo hotel keepers looking for jobs. A hotel publication offers a query as to why there are so many rapid changes in the management of hotels throughout the country. Might it not be largely due to the fact that there are too many high-powered executives, or individuals posing as such, who were never equipped, morally or mentally, to conduct anything wherein the public is a consideration? I am often surprised to see that old-time hotel operators, who gained the top round of the ladder because they were hotel men, encouraging movements to produce sophomoric landlords through grist-mill methods. It has been apparent in Michigan for some time, and it is even more so out here where one sees a new, usually fresh, occupant of a managerial chair. I maintain that landlords are born such, and not created through correspondence schools.

Frank S. Verbeck.

Code of Unfair Hotel Practices District No. 4

At a well-attended meeting of the hotel men of Western Michigan, except those in the Kalamazoo district, the following hotel code was adopted for the exclusive use of the members:

1. a. Each hotel shall submit a list or schedule of rates showing room number and rate for single and double occupancy. This schedule must be approved by the local rate and code committee and sent to Detroit to be filed. It is then part of the Federal Code under the NIRA.

b. All hotels in District No. 4 must adhere to their rate schedule as filed and accepted by the Hotel Code Authority.

2. Whenever a formal complaint is made to the chairman of the 4th District of the Michigan Hotel Code Authority, the records of the hotel are to be checked as the code authority may recommend.

3. When the code authority finds that the rate as published has been cut, and the manager of the hotel claims a mistake, the hotel shall be granted a hearing by the District Chairman before the same is reported to the Michigan Code Authority.

4. a. All hotels in district No. 4 must comply with section 7 of article 6 of the General Code (Hotel) relating to posting in the back of the house the schedule of hours and rate of pay.

b. All hotels in District No. 4 must comply with the provisions contained in Article 7 of the code of Fair Competition drawn by the NRA and signed by the President.

5. All rooms, when occupied by two adult people, shall be charged at the established double rate of the room occupied.

6. No member of the hotel industry shall give complimentary rooms to advance men or any other person connected with theatrical troupes, athletic or other traveling organizations. Only such rooms as are occupied by mem-

bers of the hotel profession or personal guests of the management are to be complimented.

7. No money or other things of value shall be donated to any cause or charity which has not been first investigated and approved by the code authority.

8. No member of the hotel industry shall provide garage accommodations to guests free or for less than the prevailing local rate charged for garage accommodations. This is not to affect the situations at resorts where there is no competitive public garage on the resort property or in the immediate vicinity of the resort property.

9. No hotel in district No. 4 shall pay or grant discount, commission rebate or consideration, whether money or otherwise, to any person or agency.

10. No hotel in district No. 4 shall furnish free transportation or other free services for the purpose of obtaining business except meeting rooms necessary to conventions and group gatherings as authorized by Code Authority.

11. No gratis items, such as papers, flowers, etc., excepting special acts to be determined by the management. (The exception herein noted is to be construed as occasions such as sending flowers to the wives of visiting hotel men and other niceties required by convention, etc.)

12. No member of the hotel industry in district No. 4 shall purchase or otherwise secure advertising or other supplies or service of any nature in exchange for accommodations or services, providing the contractual agreement as executed does not conflict with the provision embodied in the form approved by the A. G. A. or render service under an exchange contract except when the guest or prospective guest is identified and no member shall execute exchange contract or supply due bills to any agency, publications or other person or persons known to have sold them into unintended channels.

No member of the hotel industry in district No. 4 shall issue due bills unless the following paragraph be added to the contract: "All persons using this due bill must apply signature to this paper and the due bill will not be honored unless the signature on our registration card agrees with the signature affixed hereto."

No member of the hotel industry in district No. 4 shall purchase or otherwise procure advertising or supplies or services of any nature in exchange for food.

13. No member of the hotel industry shall advertise to accept "collect" telephone calls or telegrams, regarding reservations of rooms.

14. No hotel in district No. 4 shall make special rates to representatives of the state or Federal government.

15. a. All charges and expenses arising from collecting checks which have been returned shall be collected from the party cashing the check.

b. All members of the hotel industry shall collect any charges imposed upon them by banks for cashing checks.

16. All members of the hotel industry in district No. 4 shall make a charge of 10 per cent. on all long distance calls, with a minimum charge of

10c. A uniform charge shall be made to all guests for local calls.

17. All members of the hotel industry in district No. 4 shall make a charge for rooms used for meeting purposes, unless the parties using the rooms for conventional purposes have been served with meals, either in the room engaged or in the public eating places.

18. All members of the hotel industry in district No. 4 shall post their hotel rates in the rooms.

19. All members of the hotel industry in district No. 4 shall guarantee to any firm or corporation, in advance of reservation or arrival a room or rooms at the minimum rate, regardless of accommodations available at time of arrival.

Gabby Gleanings From Grand Rapids

Mrs. Hareld Kaiser, of Ann Arbor writes as follows concerning the recent accident to her husband, who is well known in Grand Rapids: "Mr. Kaiser's accident occurred Feb. 9 in Detroit. He was going to a sales meeting at Lee & Cady's when his car struck a safety zone marker. It was that cold day when it was below zero and his wind shield was frozen. The collision demolished his car. He was taken to the receiving hospital, but transferred the next morning to the Woman's Hospital. He had a slight skull fracture and five breaks in his jaw. He was in the woman's hospital four weeks and has been home two weeks. Is gaining fast and hopes to go back to work the fore part of April. He is a salesman for Lee & Cady. He has been with them for about nine years. Sorry to say he carried no accident insurance of any kind."

Promotions came to officials of the National Bank of Grand Rapids at the meeting of the board of directors of that institution Monday. Gerald B. Hadlock resigned as first vice president and director, having accepted the position of senior vice president of the First Wisconsin National Bank of Milwaukee to which he will go April 1. His resignation is immediately effective.

Arthur E. Wells, vice president and cashier of the National Bank of Grand Rapids, was elected first vice president and director and James V. Stuart, as-

sistant vice president, was elected vice president. John Larson, assistant cashier, who has been with the old Grand Rapids National Bank and the new National Bank of Grand Rapids a total of twenty-five years, was promoted from assistant cashier to cashier.

Henry Jansen, the Bridge street baker, has moved from 646 Bridge to 406 Bridge.

Easter Orders Still Arriving

Telegraph and mail orders for women's suits and apparel accessories for pre-Easter selling continued to reach the New York market in volume, although delivery conditions were held to make it unlikely that much of this merchandise could be shipped promptly enough. Manufacturers are hard pressed to make deliveries on orders placed some time ago, but express shipments have been going forward as rapidly as possible. While the suit demand in many instances falls off almost overnight, confidence is expressed that these garments will sell well after Easter. The dress call has been notably active. Tree bark weaves are favored in coats.

Cloak Change Costly

The coat and suit trade practice provisions to be shortly forwarded to Washington, which reduce discounts from 8 per cent. to a net basis, will involve an added cost to the retailer of \$18,000,000 according to E. R. Dibrell, vice president of the Associated Dry Goods Corporation, who has succeeded Colonel P. J. Reilly as special representative of the retailers' protective committee, headed by Walter N. Rothschild, vice president of Abraham & Straus.

Basing his figures on annual coat and suit sales of \$225,000,000, Mr. Dibrell said the \$18,000,000 "would represent a clear gain and price increase for the manufacturer and an additional amount which the retailer must pay."

Similar changes in trade terms in other codes will run the cost to many millions of dollars, which "will tend unduly to increase wholesale prices, and thereby slow up distribution," said Mr. Dibrell.

Reducing crops just gives the profit to nations that don't. This is especially true of the baby crop.

PROFITS

Market authorities are agreed that good brewery stock represents a dependable source of substantial earnings. The Grand Rapids Brewing Company, re-incorporated and consolidated with the Furniture City Brewing Company offers an unusually promising investment opportunity to Western Michigan people. Its pre-prohibition dividend record and reputation

for quality products; its responsible management and experienced personnel; its ideal location and ready market; all constitute an unsurpassed assurance of steady, long-term profits. Shareholders in established breweries are now enjoying substantial depression-proof returns. The Grand Rapids Brewing Company offers you the same opportunity.

A LIMITED NUMBER OF SHARES AT
\$1.00 PER SHARE NOW BEING OFFERED

Phone, write or call for particulars

THE GRAND RAPIDS BREWING COMPANY (A MICHIGAN CORPORATION)

Sales Office: Waters-Klingman Building, Grand Rapids, Michigan

ALL SHARES SUBJECT TO PRIOR SALE AND
ALLOTMENT. FOR SALE IN MICHIGAN ONLY

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.

Some New Deals

Vicks Voratone Antiseptic—With order for 11/12 dozen 1/12 dozen free. Tax free on this deal, or \$2.80 dozen.

Larvex, Plain, Pint Size and Larvex, Pint Combinations—With 11/12 dozen 1/12 dozen free to March 31 only.

Rinsing Larvex—With each 1/2 dozen 1/2 dozen free to March 31 only.

S. S. S. and Klok-Lax Deals—With 2 dozen S. S. E. either size or assorted 20 art calendars free, 5% trade discount and June dating; with 4 dozen S.S.S. 50 art calendars free, 5% trade discount, June dating. Klok-Lax may be included in any quantity on these deals. Limit 3 deals to a customer. Deal expires March 31.

Anchor Pain Expellor—On all orders for 3 dozen 35c size (or its equivalent in the 35c or 70c sizes) 1/2 dozen 35c size free; with 6 dozen order, 1 dozen size free; with 12 dozen order, 2 dozen free.

Kotex and Kleenex—With orders of 1 gross or more of Kotex (not less than 1 gross) customer can include 1 case or more of Kleenex and have entire shipment prepaid direct from factory but order must be sent to us. (Kleenex 3 dozen to case.)

Groves Emulsified Nose Drops—1/12 dozen free with 5/12 dozen.

Laxative Bromo Quinine — (To March 31 only) With 3 dozen 30c size 1/4 dozen free; with 6 dozen 30c size, 1/2 dozen 30c size and 1/4 dozen 50c size free; 30c size free goods from our stock, 50c size sent direct. Minimum order 3 dozen, with 1/2 dozen 50c size, 1/12 dozen free, and free goods from our stock.

Pazo Ointment—Tubes or tins with 1/2 dozen, 1/12 dozen free; with 2 dozen, 1/2 dozen free; 1/3 dozen of the 1/2 dozen from stock and 1/6 dozen direct.

Pluto Water—4 to 9 cases discount 3%; 10 case lots or over 5% discount.

Ant Finis—1/6 dozen free with 1 dozen.

Ant Roach—1/6 dozen free with 1 dozen.

Roach Powder (Enoz)—1/6 dozen free with 1 dozen.

Hed-Aid—1/4 dozen free each dozen.

Deals Discontinued

Chamberlains Hand Lotion, Sheik Free Goods Deal of 4 dozen free with gross. Trojans free goods deal of 1 dozen free with 1 gross. Phillips Milk of Magnesia Tooth Paste and Glass Deal. Wakefield's Blackberry Balsam.

Just Information

Ezo, for the feet, has been discontinued. Hobsons Syrup White Pine and Spruce No. 448 has been discontinued. One Night Corn Cure 35c tubes discontinued. Liquid Maybelline Black discontinued by manufacturers. Melba Love Me Talcum Powder discontinued by manufacturer. Andrews Plugs have been discontinued. Lan-teen Russet has been discontinued. Gro-Bak has been discontinued. Melba Face Powder discontinued. Carters Ink No. 246 and No. 587 discontinued. Hazeltine & Perkins Drug Co

Sixty-Two New Pharmacists

Lansing, March 26—The pharmacy marks are now in, and you might wish this information for the Tradesman. I take pleasure in sending it along. At the recent examination given Feb. 20, 21 and 22 in Detroit there were sixty-two successful candidates, and we are enclosing a list of the names.

E. J. Parr,
 Director of Drugs and Drug Stores.

Successful Candidates

Martin Bacik, Detroit
 David J. Brown, Ann Arbor
 Harry Ceasar, Detroit
 Carl Noble Crawford, Detroit
 Joseph H. Deutch, Detroit
 Mary M. Dumont, Wyandotte
 Warren R. Duncan, Three Oaks
 Elmer F. Eldredge, Lincoln Park
 Alfred H. Fisher, Detroit
 Martin F. Golinske, Detroit
 John Robert Harding, Detroit
 Mrs. Dorothy Kilbourn, Flint
 John Paul Knight, Detroit
 Amos Ludwig Kroupa, Ann Arbor
 Kenneth E. Lake, Petoskey
 Weldon Phillips LaMore, St. Joseph
 John W. Livingston, Midland
 Joseph S. Ludwiczak, Detroit
 Seymour J. Morton, Detroit
 Dorothy McNally, Otisville
 Rayner S. Pardington, Detroit
 Edward J. Plewa, Detroit
 Anthony V. Popkiewicz, Detroit
 Kenneth E. Rasmussen, Richmond
 John E. Rowe, Detroit
 Robert J. Schuster, Detroit
 Donald Henry Somers, Fremont
 Donald B. Squier, Detroit
 John F. Trahan, Bay City
 Maynard J. Beebe, Williamston
 Norman Albert Bunker, Detroit
 Mark Louis Briggs, Battle Creek
 Oscar W. Carlson, Ann Arbor
 Claude H. Cooper, Detroit
 Rex E. Digby, Highland Park
 Edwin Galantowicz, Hamtramck
 George Gingell, Detroit
 John Gorecki, Detroit
 Harold C. Handley, Detroit
 Edward Hertel, Detroit
 Edwin Jezewski, Hamtramck
 Isadore Katzman, Detroit
 Henry James Klee, Jackson
 Horace Kohn, Detroit
 Irving Lakritz, Detroit
 O. K. Lindquist, Detroit
 Walter J. Loose, Roseville
 Robert Lombard, Leslie
 Orr E. Mead, Battle Creek
 Richard H. Read, Roseville
 Manuel Rotenberg, Detroit
 Nelson Staal, Zeeland
 Alva LeRoy Summerlott, Kalamazoo
 Thomas J. Walsh, Mt. Pleasant
 Dean R. Whitney Rose City
 Thomas Wood, Detroit
 David H. Yaffee, Detroit
 Victor Yaffee, Detroit
 Ronald G. Zimmerman, Ithaca
 Albert J. Zuber, Jr. Harbor Springs
 Theo. J. Zukowski, Detroit
 J. R. Wertheimer, Detroit

Just Ordinary Food As Healthiest Diet

"Food fads," instead of being healthful, quite likely may be less healthful than a diet made up of ordinary foods. Another popular notion—that certain

combinations of foods are harmful—is also disputed.

Dr Hugh S. Cumming, Surgeon General of the United States Public Health Service, has this to say about diet:

"The best foundation for the all-around diet, either in times of prosperity or depression, is still to be found in the old dietary standbys—bread, meat, milk, eggs, fruits and vegetables.

"Within the last few years the attention of the general public has been focused upon foods and foodstuffs and nutrition in general to a remarkable degree. Many persons bearing the self-conferred designation of nutritionist, with limited knowledge of the subject, have been urging upon the public the inclusion or exclusion of various important articles of diet.

"Many of the food faddists have a sincere conviction that it is their duty to save mankind from himself as relates to the ills produced by improper diet and other evils."

William B. Duryee, secretary of the New Jersey Department of Agriculture, points out that there is no foundation for the notion that certain food combinations are harmful. Some of these supposedly injurious combinations are the eating of shell-fish with milk or ice cream or eating pickles and acid fruits with milk or ice cream.

Present-day nutritionists have found that acid fruits aid in the digestion of milk. Responsible food authorities unite in the doctrine that the major requirement for good nutrition is an adequate supply of the protective foods, such as milk, fruits and vegetables.

Sweet Accord on the Candy Code

The job of keeping America's sweet tooth satisfied is not particularly difficult from an NRA standpoint. Triple-header hearings were held during the past week and much of the acrimony

noted at many code hearings was lacking.

Three branches of the sweets industry agreed on most of the things carried by proposed codes. The branches are the cocoa and chocolate manufacturers, candy manufacturers, and wholesale confectionery dealers.

Hearings were held March 12, 13 and 14. Annual candy production runs up to \$87,000,000 in the cocoa and chocolate industry. The proposed candy code forbids premium gifts with candy sales.

The three wings of the industry were reminded by the NRA that the Schenley Products Co., alcoholic beverage concern, had raised wages and cut hours voluntarily, and were urged to do the same thing.

Milk in a Bag

Out of Washington comes word of a recent test of a paper bag specially designed for marketing dry, powdered substances in small quantities.

Specifically, the test was made on dried skim milk.

When placed in ordinary double bags (paper with a lining of glassine) the skim milk caked in four hours when stored at 72 degrees F. in relative humidity of 85 to 90 per cent.

In the new bags the same material was subjected to equal humidity and one degree higher temperature for three weeks—after a preliminary test of three weeks in laboratory storage—and at the end of the six weeks it had not started caking.

The new bag has a double layer of bond paper and two inner layers of glassine separated by paraffine.

An electrical process has been perfected by which adherent protective coatings of hard or soft rubber are readily and rapidly applied to metallic parts and surfaces of any shape.

SPRING SPECIALTIES

Marbles	Rubber Balls	Jacks
Base Balls	Golf Supplies	Tennis Supplies
Playground Balls	Shelf Papers	Insecticides
Seed-Disinfectants	Goggles	Waxed Papers
Bathing Supplies	Paint Brushes	Kalsomine Brushes
Soda Fountain Supplies	White Wash Heads	Enamels
Picnic Supplies	Turpentine	Varnishes
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			NAPHTHALINE			NUTMEG			QUASSIA CHIPS			
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55	Balls, lb.	09 @	18	Pound	@	40	Pound	25 @	30	
Boric, Powd., or Xtal., lb.	08 1/2 @	20	Chamomile			Flake, lb.	09 @	18	Powdered, lb.	@	50	Powd., lb.	35 @	40	
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			NUX VOMICA			OIL ESSENTIAL			QUININE			
Denatured, No. 5, gal.	44 @	55	Pound	09 @	20	Pound	@	25	Almond			5 oz. cans, ozs.	@	77	
Grain, gal.	4 00 @	5 00	Powder, lb.	05 @	10	Powdered, lb.	15 @	25	Bit., true, ozs.	@	50	Pound	04 @	15	
Wood, gal.	50 @	60							Bit., art., ozs.	@	30				
ALUM-POTASH, USP			GELATIN			OIL ESSENTIAL			ROSE			SODA			
Lump, lb.	05 @	13	Pound	55 @	65	Almond			Sweet, true, lb.	1 40 @	2 00	Ash	03 @	10	
Powd. or Gra., lb.	05 1/4 @	13				Bit., true, ozs.	@	50	Sweet, art., lbs.	75 @	1 20	Bicarbonate, lb.	03 1/2 @	10	
AMMONIA			GLUE			ROSE			SODA			SODA			
Concentrated, lb.	06 @	18	Brok., Bro., lb.	20 @	30	Amber, crude, lb.	71 @	1 40	Amber, rect., lb.	1 30 @	2 00	Celery, lb.	70 @	75	
4-F, lb.	05 1/2 @	13	Gro'd, Dark, lb.	16 @	22	Amber, rect., lb.	1 30 @	2 00	Anise, lb.	1 00 @	1 60	Colchicum, Powd., lb.	@	2 00	
3-F, lb.	05 1/2 @	13	Whi. Flake, lb.	27 1/2 @	35	Amber, rect., lb.	1 30 @	2 00	Bay, lb.	4 00 @	4 25	Coriander, lb.	15 @	25	
Carbonate, lb.	20 @	25	White G'd., lb.	25 @	35	Amber, rect., lb.	1 30 @	2 00	Bergamot, lb.	3 00 @	3 60	Fennel, lb.	30 @	40	
Muriate, Lp., lb.	18 @	30	White AXX light, lb.	42 1/2 @	50	Amber, rect., lb.	1 30 @	2 00	Cajeput, lb.	1 50 @	2 00	Flax, Whole, lb.	07 @	15	
Muriate, Gra., lb.	07 3/4 @	18	Ribbon			Amber, rect., lb.	1 30 @	2 00	Caraway S'd, lb.	2 80 @	3 40	Flax, Ground, lb.	07 @	15	
Muriate, Po., lb.	20 @	30				Amber, rect., lb.	1 30 @	2 00	Cassia, USP, lb.	2 10 @	2 60	Hemp, Recleaned, lb.	08 @	15	
ARSENIC			GLYCERINE			ROSE			SODA			SODA			
Pound	07 @	20	Pound	15 1/2 @	35	Almond			Cedar Leaf, lb.	1 70 @	2 20	Lobelia, Powd., lb.	@	85	
BALSAMS			GUM			ROSE			SODA			SODA			
Copaiba, lb.	60 @	1 40	Aloes, Barbadoes,			Bit., true, ozs.	@	50	Cedar Leaf, Coml., lb.	1 00 @	1 25	Mustard, Black, lb.	15 @	25	
Flr. Cana., lb.	2 00 @	2 40	so called, lb. gourds	@	60	Bit., art., ozs.	@	30	Citronella, lb.	1 05 @	1 40	Mustard, White, lb.	15 @	25	
Flr. Oreg., lb.	50 @	1 00	Powd., lb.	35 @	45	Sweet, true, lb.	1 40 @	2 00	Cloves, lb.	1 75 @	2 25	Pink, Powd., lb.	1 50 @	2 25	
Peru, lb.	2 25 @	2 60	Aloes, Socotrine, lb.	@	75	Sweet, art., lbs.	75 @	1 20	Cubeb, lb.	4 25 @	4 80	Poke, Powd., lb.	@	25	
Tolu, lb.	1 50 @	1 80	Powd., lb.	@	80	Amber, crude, lb.	71 @	1 40	Eucalytus, lb.	2 70 @	3 35	Rhubarb, lb.	@	80	
BARKS			GUM			ROSE			SODA			SODA			
Cassia			Arabic, first, lb.	@	40	Amber, rect., lb.	1 30 @	2 00	Fennel	85 @	1 20	Rhubarb, Powd., lb.	@	60	
Ordinary, lb.	@	30	Arabic, sec., lb.	@	30	Amber, rect., lb.	1 30 @	2 00	Hemlock, Pul., lb.	2 25 @	2 60	Sarsaparilla (Honduras, cut)	1 30 @	1 40	
Ordinary, Po., lb.	25 @	35	Arabic, sorts, lb.	15 @	25	Amber, rect., lb.	1 30 @	2 00	Hemlock Com., lb.	1 00 @	1 25	Sarsaparilla, Med., Cut, lb.	@	50	
Saigon, lb.	@	40	Arabic, Gran., lb.	@	35	Amber, rect., lb.	1 30 @	2 00	Juniper Ber., lb.	3 00 @	3 20	Squills, Powd., lb.	42 @	80	
Saigon, Po., lb.	50 @	60	Arabic, P'd, lb.	25 @	35	Amber, rect., lb.	1 30 @	2 00	Junip'r W'd, lb.	1 50 @	1 75	Tumeric, Powd., lb.	15 @	25	
Elm, lb.	40 @	50	Asafoetida, lb.	47 @	50	Amber, rect., lb.	1 30 @	2 00	Lav. Flow., lb.	3 50 @	4 00	Valerian, Powd., lb.	@	50	
Elm, Powd., lb.	38 @	45	Asafoetida, Po., lb.	75 @	82	Amber, rect., lb.	1 30 @	2 00	Lav. Gard., lb.	1 25 @	1 50				
Elm, G'd, lb.	38 @	45	Guaiac, lb.	@	70	Amber, rect., lb.	1 30 @	2 00	Lemon, lb.	1 75 @	2 25				
Sassafras (P'd lb. 50)	@	45	Guaiac, powd.	@	75	Amber, rect., lb.	1 30 @	2 00	Mustard, true, ozs.	@	1 50				
Soaptree, cut, lb.	20 @	30	Kino, lb.	@	90	Amber, rect., lb.	1 30 @	2 00	Mustard, art., ozs.	@	35				
Soaptree, Po., lb.	35 @	40	Kino, powd., lb.	@	1 00	Amber, rect., lb.	1 30 @	2 00	Orange, Sw., lb.	3 00 @	3 25				
BERRIES			HONEY			ROSE			SODA			SODA			
Cubeb, lb.	@	65	Pound	25 @	40	Amber, rect., lb.	1 30 @	2 00	Origanum, art., lb.	1 00 @	1 20				
Cubeb, Po., lb.	@	75	HOPS			Amber, rect., lb.	1 30 @	2 00	Pennyroyal, lb.	2 75 @	3 20				
Juniper, lb.	10 @	20	1/4 s Loose, Pressed, lb.	@	1 00	Amber, rect., lb.	1 30 @	2 00	Peppermint, lb.	4 25 @	4 80				
BLUE VITRIOL			HYDROGEN PEROXIDE			Amber, rect., lb.	1 30 @	2 00	Rose, dr.	@	2 50				
Pound	06 @	15	Pound, gross	27 00 @	29 00	Amber, rect., lb.	1 30 @	2 00	Rose, Geran., ozs.	@	1 00				
BORAX			1/2 lb., gross	17 00 @	18 00	Amber, rect., lb.	1 30 @	2 00	Rosemary Flowers, lb.	1 00 @	1 50				
P'd or Xtal, lb.	06 @	13	1/4 lb., gross	11 00 @	11 50	Amber, rect., lb.	1 30 @	2 00	Sandalwood						
BRIMSTONE			Madras, lb.	2 00 @	2 25	Amber, rect., lb.	1 30 @	2 00	E. I., lb.	8 00 @	8 60				
Pound	04 @	10	INDIGO			Amber, rect., lb.	1 30 @	2 00	W. I., lb.	4 50 @	4 75				
CAMPHOR			INSECT POWDER			Amber, rect., lb.	1 30 @	2 00	Sassafras						
Pound	80 @	1 00	Pure, lb.	31 @	41	Amber, rect., lb.	1 30 @	2 00	True, lb.	1 90 @	2 40				
CANTHARIDES			LEAD ACETATE			Amber, rect., lb.	1 30 @	2 00	Syn., lb.	85 @	1 40				
Russian, Powd.	@	4 50	Xtal, lb.	17 @	25	Amber, rect., lb.	1 30 @	2 00	Syn., lb.	85 @	1 40				
Chinese, Powd.	@	2 00	Powd. and Gran.	25 @	35	Amber, rect., lb.	1 30 @	2 00	Spearmint, lb.	2 50 @	3 00				
CHALK			LICORICE			Amber, rect., lb.	1 30 @	2 00	Tansy, lb.	3 50 @	4 00				
Crayons			Extracts, sticks, per box	1 50 @	2 00	Amber, rect., lb.	1 30 @	2 00	Thyme, Red, lb.	1 50 @	2 00				
White, dozen	@	3 60	Lozenges, lb.	40 @	50	Amber, rect., lb.	1 30 @	2 00	Thyme, Whi., lb.	1 75 @	2 40				
Dustless, dozen	@	6 00	Wafers, (24s) box	@	1 50	Amber, rect., lb.	1 30 @	2 00	Wintergreen						
French Powder, Coml., lb.	03 1/2 @	10	LEAVES			Amber, rect., lb.	1 30 @	2 00	Leaf, true, lb.	5 75 @	6 20				
Precipitated, lb.	12 @	15	Buchu, lb., short	@	60	Amber, rect., lb.	1 30 @	2 00	Birch, lb.	4 00 @	4 60				
Prepared, lb.	14 @	16	Buchu, lb., long	@	70	Amber, rect., lb.	1 30 @	2 00	Syn.	75 @	1 20				
White, lump, lb.	03 @	10	Buchu, P'd, lb.	@	30	Amber, rect., lb.	1 30 @	2 00	Wormseed, lb.	3 50 @	4 00				
CAPSICUM			Sage, bulk, lb.	25 @	30	Amber, rect., lb.	1 30 @	2 00	Wormwood, lb.	4 50 @	5 00				
Pods, lb.	60 @	70	Sage, loose pressed, 1/4 s, lb.	@	40	Amber, rect., lb.	1 30 @	2 00	OILS HEAVY						
Powder, lb.	62 @	75	Sage, ounces	@	85	Amber, rect., lb.	1 30 @	2 00	Castor, gal.	1 45 @	1 60				
CLOVES			Sage, P'd and Grd.	@	35	Amber, rect., lb.	1 30 @	2 00	Cocanut, lb.	22 1/2 @	35				
Whole, lb.	30 @	40	Senna			Amber, rect., lb.	1 30 @	2 00	Cod Liver, Norwegian, gal.	1 20 @	1 50				
Powdered, lb.	35 @	45	Alexandria, lb.	35 @	40	Amber, rect., lb.	1 30 @	2 00	Cot. Seed, gal.	85 @	1 00				
COCAINE			Tinneveilla, lb.	25 @	40	Amber, rect., lb.	1 30 @	2 00	Lard, ex., gal.	1 55 @	1 65				
Ounce	12 68 @	14 85	Powd., lb.	25 @	35	Amber, rect., lb.	1 30 @	2 00	Lard, No. 1, gal.	1 25 @	1 40				
COPPERAS			Uva Ursi, lb.	@	31	Amber, rect., lb.	1 30 @	2 00	Linseed, raw, gal.	77 @	02				
Xtal, lb.	03 1/4 @	10	Uva Ursi, P'd, lb.	@	45	Amber, rect., lb.	1 30 @	2 00	Linseed, boil., gal.	80 @	95				
Powdered, lb.	04 @	15				Amber, rect., lb.	1 30 @	2 00	Neatsfoot, extra, gal.	80 @	1 00				
CREAM TARTAR			LIME			Amber, rect., lb.	1 30 @	2 00	Olive						
Pound	23 @	36	Chloride, med., dz.	@	85	Amber, rect., lb.	1 30 @	2 00	Malaga, gal.	2 50 @	3 00				
CUTTLEBONE			Chloride, large, dz.	@	1 45	Amber, rect., lb.	1 30 @	2 00	Pure, gal.	3 00 @	5 00				
Pound	40 @	50	LYCOPodium			Amber, rect., lb.	1 30 @	2 00	Sperm, gal.	1 25 @	1 50				
DEXTRINE			Pound	45 @	60	Amber, rect., lb.	1 30 @	2 00	Tanner, gal.	75 @	90				
Yellow Corn, lb.	06 1/2 @	15	MAGNESIA			Amber, rect., lb.	1 30 @	2 00	Tar, gal.	50 @	65				
White Corn, lb.	07 @	15	Carb., 1/4 s, lb.	@	30	Amber, rect., lb.	1 30 @	2 00	Whale, gal.	@	2 00				
EXTRACT			Carb., 1/2 s, lb.	@	32	Amber, rect., lb.	1 30 @	2 00	OPIUM						
Witch Hazel, Yellow Lab.,	1 10 @	1 70	Carb., Powd., lb.	15 @	25	Amber, rect., lb.	1 30 @	2 00	Gum, ozs., \$1.40; lb.	17 50 @	20 00				
gal.	50 @	60	Oxide, Hea., lb.	@	75	Amber, rect., lb.	1 30 @	2 00	Powder, ozs., \$1.40; lb.	17 50 @	20 00				
Licorice, P'd, lb.	50 @	60	Oxide, light, lb.	@	75	Amber, rect., lb.	1 30 @	2 00	Gran., ozs., \$1.40; lb.	17 50 @	20 00				
MENTHOL			MERCURY			Amber, rect., lb.	1 30 @	2 00	PARAFFINE					</	

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

Coffee	Scotch Peas
Canned Pears	P & G Soap
Prunes	Flake White Soap
Fruit Jars	Mazola Oil
Twine	

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
Linco 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.	6 10
Scotch Peas, 100 lb.	7 40

BURNERS

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

BOTTLE CAPS

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

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

Post Brands

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

Amsterdam Brands

Gold Bond Par., No. 5 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
Winner, 5 sewed	5 75
Top Notch	4 35

BRUSHES

Scrub	90
Progress, dozen	90

Stove

Shaker, dozen	90
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Shoe

Topcoen, dozen	90
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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 84
Gooseberries	
No. 10	

Pears

Pride of Mich. No. 2 1/2	2 25
Black Raspberries	
No. 2	2 60
Pride of Mich. No. 2	1 60

Red Raspberries

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

Strawberries

No. 2	3 00
8 oz.	80
Marcellus, No. 2	1 45

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed No. 1	2 75
Clams, Mince, No. 1/2	2 40
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 35
Lobster, No. 1/2	2 25
Shrimp, 1, wet	1 45
Sard's, 1/2 Oil, kless	3 35
Sardines, 1/2 Oil, kless	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 15
Tuna, 1/4s, Van Camps, doz.	1 15
Tuna, 1s, Van Camps, doz.	3 45
Tuna, 1/2s, Chicken Sea, doz.	1 60

CANNED MEAT

Bacon, med., Beechnut	1 71
Bacon, lge., Beechnut	2 43
Beef, lge., Beechnut	3 51
Beef, med., Beechnut	2 07
Beef, No. 1, Corned	1 95
Beef, No. 1, Roast	1 95
Beef, 2 1/2 oz., Qua., Sil.	1 30
Corn Beef Hash, doz.	1 90
Beefsteak & Onions, s.	2 70
Chili Con Car., 1s.	1 05
Deviled Ham, 1/4s	1 35
Deviled Ham, 1/2s	2 20
Potted Meat, 1/4 Libby	48
Potted Meat, 1/2 Libby	75
Potted Meat, 1/2 Qua.	65
Potted Ham, Gen. 1/4	1 35
Vienna Saus. No. 1/4	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	6 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 35

CHILI SAUCE

Sniders, 8 oz.	1 65
Sniders, 14 oz.	2 15

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 80
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
Beeman's Pepsin	65
Beechnut Pappermint	65
Doublemint	65
Peppermint, Wrigleys	65
Spearmint, Wrigleys	65
Juicy Fruit	65
Wrigley's P-K	65
Teaberry	65

CHOCOLATE

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

CIGARS

Hemt, Champions	38 50
Webster Plaza	75 00
Webster Golden Wed.	75 00
Websterettes	37 50
Cincos	38 50
Garcia Grand Babies	40 00
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

Cocoanut

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

CLOTHES LINE

Riverside, 50 ft.	2 20
Cupples Cord	2 90

COFFEE ROASTED

Lee & Cady	
1 lb. Package	
Arrow Brand	23
Boston Breakfast	24
Breakfast Cup	23
Competition	17 1/2
J. V.	21
Majestic	30
Morton House	32
Nedrow	32
Quaker, in cartons	23 1/2
Quaker, in glass jars	28

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	
Horsehound Stick, 120s	

Mixed Candy

Currents PACKAGES, 11 oz. ----- 14 Dates Imperial, 12s, pitted... 1 90 Imperial, 12s, regular... 1 60 Imperial, 12s, 2 lb... Imperial, 12s, 1 lb... Figs Calif., 24-33, case... 1 70 Peaches Evap. Choice... 13½ Peel Lemon, Dromedary, 4 oz., doz... 1 10 Orange, Dromedary, 4 oz., dozen... 1 10 Citron, Dromedary, 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... 08½ 60@ 70, 25 lb. boxes... 08½ 50@ 60, 25 lb. boxes... 09½ 40@ 50, 25 lb. boxes... 10 30@ 40, 25 lb. boxes... 11½ 20@ 30, 25 lb. boxes... 13 18@ 24, 25 lb. boxes... 15½ Hominy Pearl, 100 lb. sacks... 3 50 Bulk Goods Elb. Macaroni, 20 lb. bx. 1 25 Egg Noodle, 10 lb. box 1 25 Pearl Barley 0000... 7 00 Barley Grits... 5 00 Chester... 4 50 Lentils ... 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 Garnation, Tall, 4 doz... 2 95 Carnation, Baby, 4 dz... 1 48 Oatman's D'dee, Tall... 2 95 Oatman's D'dee, Baby... 1 48 Pet, Tall... 2 95 Pet, Baby, 4 dozen... 1 45 Borden's, Tall, 4 doz... 2 95 Borden's, Baby, 4 doz... 1 48 FRUIT CANS Ball Mason F. O. B. Grand Rapids One pint... 8 00 One quart... 9 30 Half gallon... 12 40 Mason Can Tops, gro. 2 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 ½ Pint Tall, per doz... 35	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 5 40 MUELLER'S PRODUCTS Macaroni, 9 oz... 2 10 Spaghetti, 9 oz... 2 10 Elbow Macaroni, 9 oz... 2 10 Egg Noodles, 6 oz... 2 10 Egg Vermicelli, 6 oz... 2 10 Egg Alphabets, 6 oz... 2 10 Cooked Spaghetti, 24c, 17 oz... 2 20 NUTS Whole Almonds, Peerless... 15½ Brazil, large... 14½ Fancy Mixed... 15 Filberts, Naples... 7 Peanuts, Vir. Roasted... 8½ Peanuts, Jumbo... 25 Pecans, 3, star... 40 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 50 5 Gal. Kegs, each... 6 60 3 oz. Jar, Stuff., doz... 1 15 8 oz. Jar, Stuff., 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 & Heif... 11 Good Steers & Heif... 09 Med. Steers & Heif... 08 Com. Steers & Heif... 07 Veal Top... 11 Good... 10 Medium... 08 Lamb Spring Lamb... 16 Good... 14 Medium... 13 Poor... 06 Mutton Good... 07 Medium... 05 Poor... 05 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... 16-18 lb... @16 Ham, dried beef... Knuckles... @22 California Hams... @10 Picnic Boiled Hams... @16 Boiled Hams... @23 Minced Hams... @12 Bacon 4/6 Cert... @17 Beef Boneless, rump... @19 00 Liver Beef... 10 Calf... 35 Pork... 07½ RICE Fancy Blue Rose... 5 00 Fancy Head... 6 10 RUSKS Postma Biscuit Co. 18 rolls, per case... 2 10 12 rolls, per case... 1 39 18 cartons, per case... 2 35 12 cartons, per case... 1 57 SALERATUS Arm and Hammer 24s... 1 50 SAL SODA Granulated, 60 lbs. cs... 1 35 Granulated, 18-2½ lb. packages... 1 15 WASHING POWDERS Bon Ami P.D., 18s, box... 1 90 Bon Ami Cake, 18s... 1 65 Brillo... 85 Big 4 Soap Chips 8/5... 2 30 Chipso, large... 3 45 Climaline, 4 doz... 3 60 Grandma, 100, 5c... 3 50 Grandma, 24 large... 3 50 Snowbird, 12 large... 1 80 Gold Dust, 12 lar... 1 80 La France Laun 4 dz... 3 65 Lux Flakes, 50 small... 4 80 Lux Flakes, 20 large... 4 55 Old Dutch Clean, 4 dz... 4 40 Octagon, 96s... 3 90 Rinso, 24s... 4 80 Rinso, 40s... 2 95 Spotless Cleanser, 48, 20 oz... 3 85 Sani Flush, 1 doz... 2 25 Sapolio, 3 doz... 3 15 Speedee, 3 doz... 7 20 Sunbrite, 50s... 2 10 Wyandotte, Cleaner, 24s 1 60	HERRING Holland Herring Mixed, kegs... 80 Mixed, kegs... 82 Milkers, kegs... 92 Lake Herring ½ bbl., 100 lbs... Mackerel Tubs, 60 Count, fy. fat 6 00 Pails, 10 lb. Fancy fat 1 50 White Fish Med. Fancy, 100 lb... 13 00 Milkers, bbls... 18 50 K K K K Norway... 19 50 Cut lunch... 1 40 Boned, 10 lb. boxes... 16 SHOE BLACKENING 2 in 1, Paste, doz... 1 30 E. Z. Combination, dz... 1 30 Dry-Foot, doz... 2 00 Bixbys, doz... 1 30 Shinola, doz... 90 STOVE POLISH Blackne, per doz... 1 30 Black Silk Liquid, doz... 1 30 Black Silk Paste, doz... 1 2
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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.

How to Plan a Shoe Store's Publicity

Advertising that is not done in a carefully planned, scientific manner, is, by and large, a waste of money. For advertising is not a "hit and miss" proposition—it is not any force of magic that, when put in the paper, or on the air, or on the bill-board, or sent through the mail, will start people in droves into your store to buy merchandise when they don't want it.

Advertising is this, and this only: Properly applied it is the greatest sales stimulant you can give your business. Except in cases of sales, it will not sell the merchandise from your shelves. Your sales people must do that; but it will be a marvelous help to them in doing it.

We want to advertise, and we want to do a scientific job. We want to get the most for our advertising dollar. So the question is, "How shall we spend it most profitably?" And when shall we spend it to interest the most people in that which we have to offer? I'm going to try to give you the answer to those two questions.

About ten months ago, we decided we wanted to know what sold shoes at retail, so we, in turn, passed that information on to our dealer. We decided we would run two tests in the cities of Pittsburgh and Columbus. The plan was radical, so that we could make a definite proof, and here it was.

We said to the women in the newspapers, through direct mail, over the air, with statement inserts, with personal telephone calls, and by window trims, "Come in. Buy a pair, wear them thirty days, and if not entirely satisfactory, bring them back and we'll refund your money."

A drastic offer, but it had to be, so that we, in turn, could have the sales people ask the woman when she bought the shoes, "Madam, where did you learn of this offer?" And then she designated what particular medium had influenced her, and that was recorded on the sales slip. The results were startling, to say the least.

It was found that newspaper advertising for exclusive shoe stores and specialty shops was not nearly as productive as it was for department stores, and this is the reason for it:

Generally speaking, department stores are users of large space—they appear quite frequently, and people are interested in what they are advertising. The story on shoe stores is just the reverse, they are infrequent advertisers, they don't have a planned campaign, they operate somewhat on a

"hit and miss" plan, with the result that their advertising is less effective.

It was found that direct mail was four times more effective for shoe stores than it was for department stores, and the reason for this was that the lists the shoe stores had were more selective than a department store list could hope to be, because their charge list embraced people who were not prospects for shoes.

It was found that the radio (even though used four times a day for announcing), did not do a job at all comparable to the expenditure made.

It was also found that a personal solicitation over the telephone to a person who formerly wore the product was one of the most productive things that we could do.

Next, gentlemen, is a brief picture of what sells shoes: Newspapers, direct mail, radio, telephone solicitation, and while we used statement inserts, they proved of no value whatever.

You know what type of a store you operate, you know whether or not, from what I have just told you, you can use newspapers or direct mail as the major item in your budget. May I urge you to go home and lay out a definite plan of advertising from now until you have your mid-Summer sale?

Don't do as so many stores do, wait until the newspaper man comes around for an ad, then hastily give him a manufacturer's mat, or throw something together and put it in tonight's paper, and then wonder why it doesn't take.

Take the amount of money that you have available to spend for advertising for March, April, May and June, decide what you are going to allocate to each of the various media that you can use. If you decide direct mail and newspaper is your story, then give a definite amount to each one.

Then figure out how much of each of these various items your money will buy, lay your plans on what you are going to advertise, and then do it.

It has been proved time and time again that the most productive advertising you can do is while you are coming into and just ahead of your peak in sales; and when your sales are at the top point, that is the time to begin to recede in your advertising expenditure.

If you spend money fifty-two weeks out of the year on the same identical basis, your advertising cannot pay out for you; but if you spend heavily during the month of March, while you are approaching the Easter season, with a slight drop-off in April due to the after-Easter loss, and start back in strong the latter part of April and continue right on into May, and possibly the first week in June, and then slide off for your July clearance, your advertising has a chance to do something for you, for people are in the mood to buy.

And, as I told you earlier in my talk, advertising is no force of magic. It won't sell merchandise in volume when people are not in the buying frame of mind. Of course it will build up some good will for you, but unless you have a lot of money to spend, you can't afford to buy good-will advertising, you've got to buy selling adver-

tising, advertising that will send people to your store to buy your merchandise when they want to buy. Isn't that clear?—and isn't it simple?—and isn't it true?

Make your advertising say something. To me, there isn't anything in the world any more pathetic than a cut of a shoe with a few commonplace remarks, a price, and the dealer's name. Gentlemen, you had better give the money to charity, because you are making a donation.

What do I mean? Just this. When your sales people show a woman a shoe, do they hand her a shoe and say, "Madam, this is an oxford; we have it in black and brown kid. The price is \$10.50. Many others in the same classification."

No, they don't say that. They probably say, "Now here is an oxford that represents one of the newest notes in fashionable oxfords for Spring, and you know, oxfords in their various interpretations are the leading fashion this Spring. Now this one, as you can see, is a three eyelet type. Notice the dainty perforation, and the stitching, and the open throat effect, which gives the foot that slim appearance."

Maybe not just those words, but the point I'm trying to get across is, they give the woman a definite reason for buying the shoe, don't they? Then why not do it in your advertising?—isn't it sound logic? Go home and look at your advertising that you have been doing, and see how many fashion reasons you have put into it, and I believe you'll be surprised.

Another thought, and this is primarily to you men who run exclusive shoe stores, and it is an aid toward getting the greatest possible returns from your newspaper advertising. I know a lot of shoe manufacturers will disagree with me because of what I'm going to say.

Let me suggest this: Why not buy a quarter-page ad at the beginning of the Spring selling season, we'll say the first week in March, and tell women the story of perforated shoes. You know they're good, and I know they're good, you know they are going to represent the one big selling item this Spring, so sell them perforation, and take up about half or two-thirds of the space for that; then illustrate about three or four shoes of your vari-

ous grades, and tell in the copy describing the shoes what shoes they are, and give the prices.

That can be followed up around Health Shoe Week with a health shoe ad, and show all of your health shoes in one ad, but sell the story of health.

That can be followed by a white shoe ad. You know that we are going to have the greatest sale of white shoes we have ever had, so let's sell the white idea to the consuming public.

Don't you see what I'm driving at? I want you men in exclusive shoe stores to sell a fashion idea to the women, and establish your store as one of fashion importance.

Then tie that whole thing up with your windows. When you have in the perforated ad, have nothing but perforated shoes in your women's window; when you put in the white shoe ad or the health shoe ad, do likewise. Have your sales people carry through on that thought. That will bring results, because it has been tried and proved in several stores.

Richard E. Sherrington.

Discuss Leather Discounts

While the Code Authority for the leather industry met last week to discuss a proposed change in terms, their decision will not be made public until the hearing scheduled for Washington on March 30. The present terms are 2 per cent., 30 days, net with interest. The proposal, advanced by shoe manufacturers, would change the discounts to 2 per cent., 30 days; 1 per cent., 60 days. The discussion as last week's meeting centered around additional changes in these terms, but what the Authority decided upon could not be learned.

Seven Ages of Woman

The infant.
 The little girl.
 The miss.
 The young woman.
 The young woman.
 The young woman.
 The young woman.

Steam or hot water from the radiator heats and helps vaporize the water in a new humidifier. It attaches to the end of the radiator, has an electric heating element as "booster" when used on hot-water, certain steam radiators.

FOUNDNESS STABILITY

are symbolized by

MUTUAL INSURANCE

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

OUT AROUND

(Continued from page 9)

was very low and the cold weather we have been having was too much for him. George's mind was perfectly clear and his great love for life and his associates in so many walks has made me wish so often that he might have lived ten years longer, but we would not have been ready to spare him then, for his nature seemed to grow even sweeter with the advancing years."

It has been the policy of the Department of Agriculture in previous years to permit the sales of imitation maple syrup on the part of innocent purchasers by relabeling what it actually is. This method does not seem to be sufficiently effectual and any groceryman or retailer found with improperly labeled or adulterated maple syrup in his possession will be made to suffer the entire loss of the product. Hence it is necessary to give yourself every precaution possible by making the purchases only from parties with whom you are acquainted. Otherwise, take the precaution of securing absolute identification of the vendor by insisting not only on his correct name and address but also on the license number of his automobile or truck.

Another feature which the housewife should watch very closely is the labeling of these various products. Some of the largest food concerns we have in the United States have very deceptive labels. We have in mind one concern whose label design is intended to convey to the consumer the thought that the article is maple and this is intensified by the prominent part of the label bearing the statement that it is absolutely pure. Yet if you will turn the bottle up horizontally and read the printing on the edge of the label which is so designed as to appear like an embellishment or addition to the label design, you will discover that the product is only 25 per cent. maple, the remainder being ordinary sugar syrup.

A bill is before Congress (the Senate Committee on Education and Labor began hearings on the measure Wednesday, March 14) known as the Wagner bill, which aims to make the American federation of labor the supreme power in this country—greater than the President in many respects. If it be enacted into law, its effect will be to force into organized labor unions all employees of all establishments with two or more employees. The proposed law goes so far as to include farmers, when two or more persons are employed on a farm.

So one-sided is this measure that it applies only to employers and is no restriction whatever as to what organized employees may do and there is no fixing of responsibility on the part of labor unions. If the desires of President William Green, of the American federation of labor, are carried out, the organization will have an annual income of over a billion dollars from the twenty-five million members which he hopes to recruit, a very substantial number of whom will come from the printing and publishing industry, as

well as the automobile industry and other industries.

Can any fair minded person believe that this control of so much money on the part of union labor should not be made responsible? Why should not labor unions be subjected to the same regulation as business and capital? The Federal Trade Commission has a very strong control of business organizations. Why should not labor be made responsible? We believe the public will demand this.

Every fair minded man in America opposes the recognition of the American federation of labor and turning over the conduct of our plants to the officers of that organization because of the very history of that organization in the industries where it has been recognized. Unionization means restriction of output, limitation of the use of machinery, substitution of membership in the union for merit as a test of advancement and violence and turbulence at frequent intervals. The comparison of the cost of production under closed union shop conditions, as opposed to open shop conditions, clearly demonstrates that the open shop means higher wages to the employees, more continuous employment and lower cost to the public. An example of this is in the building trades, where statistics show that school houses built under open shop conditions cost the American taxpayer more than 20 per cent. less than those built under closed shop conditions.

In the coal mining industry, the union mines are operated on an average of 169 days per year. The daily wages are almost identical, but there are no restrictions on the per man production in the open shop mines as opposed to the closed shop mines.

The boot and shoe industry in New England was completely unionized for many years. The result was the bringing of shoe factories of the Middle West far from these closed conditions.

The textile industry of New England became unionized and was unable to meet competition from other countries and other parts of this country. All of this resulted in the development of the textile industry of the South.

The automobile industry, knowing the results of complete unionization of industry, is going to resist to its utmost the efforts to unionize its employees and to force this industry to sign contracts of recognition agreeing to deal with the American federation of labor.

Under present conditions Mr. Green has \$30,000,000 come to him every year from the pockets of the dupes, slaves and serfs who have been forced into union affiliation. What does he do with this enormous sum of money?

E. A. Stowe.

Aluminum is given a brightness approaching that of silver by a new electrolytic process. Broadened use of the metal for lighting reflectors, pocket mirrors, household appliances, etc., is seen.

Story of a great man: In youth he married a small girl and left Nature take its course.

Official Defense of the Lambert Plan
St. Louis, March 22—I have read with interest the statement of Mr. Weaver regarding Listerine in your March 7 issue. Since he quite apparently believes what he says I consider it a privilege to have an opportunity to reply. But first let us clear up a few points of fact.

1. Mr. Weaver states the druggist's profit on 25c Listerine is 4 cents. Actually, since he buys at \$2 per dozen (16 2/3c per bottle) his profit is 8 1/2c per bottle if he sells at 25c—as most retailers do—or 6 1/2c per bottle if he sells at 23c, which under the Lambert stabilization plan is practically, without exception, the lowest price it is offered in any of the 60,000 outlets throughout the country which sell it.

2. Mr. Weaver implies that Lambert has robbed retailers by making them sell Listerine at a loss. Actually Lambert never urged or suggested to any retailer that he sell without profit nor have they ever made concessions to large buyers—a practice which would have contributed toward that end.

3. The Lambert stabilization plan has been in effect for almost two years—not merely a few weeks, as Mr. Weaver states. Furthermore, impartial students of the situation state it is the most effective, in point of results, of any stabilization program ever put into effect with "a fast seller." We do not wish to suggest that the ultimate and full benefits of the Lambert stabilization plan have been realized as yet.

However, if after having put more than 2,500,000 additional dollars of profit into druggists' cash registers, as the result of this plan, such an achievement does not deserve and get the druggists' support, just where is the encouragement for a manufacturer to try to do more?

I am happy to say, nationally speaking, the druggist is recognizing the result of our efforts and is supporting the Lambert plan through increased co-operation in his sale of Listerine products.

Mr. Weaver, we trust and believe, will upon further study, commend Lambert for what has been accomplished to date, and assist toward further improvement and greater achievement in the period ahead.

Lambert Pharmaceutical Co.,
J. S. Norton, Vice President.

Has Administration Unleashed Dogs of War?

Business reports continue favorable. However, there seems to be indication that business confidence has again been shaken. In spite of the fact that the motor industry labor difficulty has been temporarily settled there is continued fear of further labor troubles in other industries. Many financial writers claim that policies of the Administration have started forces which resulted in the present labor difficulties. This may or may not be true, but at least it has been unable to keep labor difficulties from developing. This all makes for uncertainty.

Some economists have doubted the soundness of the present revival as business improvement has occurred in consumer's goods only which might have been accounted for by Government spending which would be felt in consumer's goods. This factor has made for some maladjustment between commodity prices, employment and purchasing power. In the past continued economic recovery has been accomplished by prices of raw materials and finished products lagging increased employment and purchasing power. Reverse of this situation is now occurring.

Such restraining facts as the security bill and the stock exchange bill have considerably hampered private capital to finance industry. It seems that definite lines may be drawn over the near future as to whether there will be further encroachment of Government in business or whether normal economic laws will function which will include profit motive for industry.

J. H. Petter.

Pioneer Grocer To Celebrate Golden Wedding Anniversary

Muskegon, March 27—Mr. and Mrs. Jacob Hoekenga, 80 Myrtle avenue, are planning on celebrating their golden wedding anniversary April 11 at their home. Mr. and Mrs. Hoekenga have spent all of their fifty years of wedded life in Muskegon and are both still healthy and active. Their eight children are all living and a family reunion is being planned for the anniversary.

Mr. Hoekenga will be remembered by many of the old timers as one of Muskegon's leading retail grocers a score of years ago. He was engaged in the grocery business for twenty years, during the last ten of which he conducted one of Muskegon's largest stores at the corner of Terrace street and Clay avenue, in the heart of the business district.

Mr. and Mrs. Hoekenga will hold open house at their home the afternoon and evening of Wednesday, April 11.

Succotash no Novelty To Chinese Centuries Ago

Chinese farmers pioneered in the raising of Indian maize many years before it was grown extensively by the English colonies in America.

According to a photostatic copy of a Chinese book published in 1573 which has been received by Dr. Walter T. Swingle of the Department of Agriculture, from the Chinese National Library in Peiping, corn had at that time been grown in China for years.

Succotash was also known in China then, many years before the combination was eaten in other parts of the world outside of America.

Put principle before profit.

Phone 89574
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SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
Grand Rapids, Michigan

BUSINESS WANTS DEPARTMENT

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

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

FOR SALE—Hardware stock and fixtures. Clean proposition. Small town. I. D. Fleisher, Athens, Mich. 631

For Rent—A well-established men's and boys' clothing store. Location, at Greenville, Michigan. 20 x 90 feet. Modern front. P. C. Wilson, Ithaca, Mich. 633

The Present Union Labor Unrest

(Continued from page 1)

Those have been found by experience to be very practical questions. Their answer has been sought through the creation by executive order of a National Labor Board.

The National Labor Board, in turn, has accepted a suggestion of organized labor, and has developed the formula of a government-supervised election of workers to determine who should represent employes in collective bargaining.

This election method helped for a time, particularly in settling the disputes in steel company-owned coal mines. However, in about 75 per cent of the cases the workers voted in favor of "outside" or independent unions and in only about 25 per cent. of the cases for plant or company unions.

Employers saw nothing in the law, either providing for a National Labor Board or the election method of deciding who should represent workers. In fact, President Green, of the A. F. of L., had proposed the use of an election to ascertain employee sentiment.

Resolutions Which Hit The Spot

M. J. Weersing, 37 Pine street, Zeeland, who is editor of the Zeeland Record, sends us a resolution which the Zeeland Business Men's Association has adopted, as follows:

In view of the fact:

That nearly all banks in the United States have had from 40 to 50 per cent. of their obligations to depositors forgiven, with a grant of five years time to pay back the remaining 50 or 60 per cent.;

That property owners have been granted from three to ten years time to pay their delinquent taxes;

That property owners threatened with foreclosure may appeal to the courts, and for cause obtain reconsideration of the terms of such mortgage.

That farm and home owners have been granted longtime loans to re-finance their obligations with exemptions from interest and installments for a period of three to five years;

That the unemployed have been given work for the sole purpose of giving them compensation which is exempt from attachment;

That as a net result, in order for the banks to make any progress toward liquidating and paying back their depositors, the burden must fall on business, trade and industry;

That the administration realizes and admits that business, trade and industry are the greatest fundamental creators of new wealth and employment; Then it naturally follows:

That business, trade and industry are equally entitled to credit and financial accommodation as well as those already accorded this preference, protection and privilege;

That business, trade and industry need and are eligible for a prompt reconsideration of the terms and rates of interest governing their outstanding obligations;

Therefore, be it resolved:

That this organization emphasize the facts of this emergency to the administration at Lansing, at Washington, and to the agencies established for the relief of such conditions and also enlist the support of other organizations for the same purpose.

Apparel Prices Holding Firm

A degree of price firmness unmatched for many seasons past features the close of the pre-Easter selling period in the suit, dress and coat trades. While manufacturers are planning to make up special groups of merchandise to serve as retail promotions in April, the general stock situation is such as to preclude radical concessions, according to the consensus yesterday. Many firms, in fact, found they could have shipped out more than their available stocks, if output had not been held down by NRA hour limitations. The leveling of pre-Easter production, it is believed, will make for a much more profitable business throughout next month.

Weather Aids Hat Reorders

Aided by favorable weather conditions, re-orders for millinery have been particularly good. Manufacturers are now working on a backlog of orders that will carry them well into next month, when the joint opening of Summer lines is expected to spur activity further. Styles for wear with suits have found the best consumer sale and have tended to increase the variety in the average retailer's stocks. Attention continues to center on straw types, including both the fabric and body varieties. Expanding interest, however, is being shown in felt and crepe models. Sailors styles still dominate.

Drive On for Drug Cost Rule

A last-minute drive to enlist nationwide support for the retail drug code provision, establishing manufacturers' wholesale list prices per dozen as the

cost of an item below which stores cannot sell, was started in New York last week by the Drug Institute of America, Inc. Telegrams were sent to the presidents of all state pharmaceutical associations, pointing out that the provision has just reached General Johnson's desk and urging them to wire their approval. The new cost, to which it is intended to add the labor allowance when decided upon, has aroused strong opposition from consumer boards, particularly, and also from some large retailers.

Japan Draws American Buyers

Buyers of toys, dinnerware, smokers' articles and novelties are going to Japan instead of Germany this Spring. With them on their trips to the Orient the buyers have samples of German-made goods for reproduction by the Japanese. Christmas tree ornaments, mechanical toys, children's games and glass and china ware are included in the goods Japan will be asked to make for American consumption. According to importers who have been in touch with Japanese producers, the latter are interested only in products which have a world market and are bidding reluctantly on goods suited only for sale here.

Industrial Purchasing Resumed

Convinced that labor negotiations carried out at Washington over the week-end have averted the threat of an early tie-up in automobile and other industries, purchasing agents for large industrial interests resumed active buying this week. Orders for raw materials, held up while the automobile

strike threatened, were placed in a number of the local markets. In addition, purchases of machinery, tools, steel and many other products were made. Many industries not directly connected with automobile lines held up their orders last week because of the fear that a strike in Detroit would affect all industry.

To Push Summer Lines Strongly

More than usual attention will be given by manufacturers to late Spring and Summer lines in a wide variety of both ready-to-wear and accessories. This is due to the combination of the early Easter and the fact that one of the biggest seasons on record for sports wear is expected to feature the coming Summer. More people will have more leisure this year than ever before, it was pointed out, and sports garments will be a chief beneficiary. White coats, knitted outerwear, sports types of jewelry, shoes, shorts, novelty beach attire and riding apparel are the major items expected to lead in the demand.

Eleven New Readers of the Tradesman

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

Cass Johnson, Rockford
B. C. Gillmore, Cedar Springs
John Wierenga, Dutton
Peter Beukema, Caledonia
Rosedale Market, Hastings
Mrs. H. Warner, Hastings
Mrs. A. E. Hurlso, Hastings
Albert Bessemer, Hastings
J. D. Wright, Dowling
Jones Hardware, Otsego
W. H. McBride, Ithaca.

PETITION TO THE PRESIDENT

The Tradesman is circulating a letter among the retail merchants of Michigan, addressed to the President. Copies can be obtained in any quantity desired by addressing this office. No charge. The letter is as follows:

PETITION

HON. FRANKLIN D. ROOSEVELT, PRESIDENT UNITED STATES,
WASHINGTON, D. C.

We, the undersigned, merchants and business firms in the State of Michigan do first commend your prompt and aggressive action to relieve National human distress, for starting the wheels of business and giving further relief to the unemployed. We further commend your efforts toward monetary reform and your declarations for the enforcement of the Federal laws against monopolies.

Mr. President, we have long suffered from competition of monopoly, as well as a shortage of money. Our places of business are local as well as our homes, many of us having long been identified with the growth and progress of our community. These unlawful invaders have no interest in the local community, but to get its money, which they immediately transfer to the great financial centers.

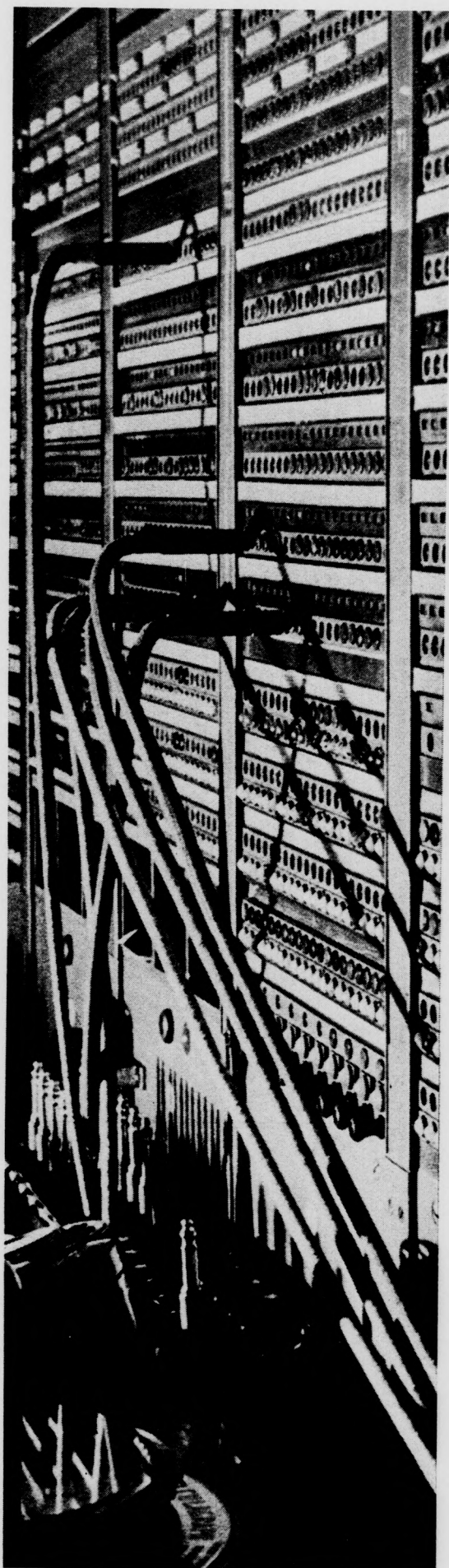
We believe, Mr. President, the smaller business men have certain inalienable rights which, in justice, should be respected. We believe the first duty of Government is to guard and protect the welfare of its people, giving to those of small means the opportunity to enter business and to enjoy the right to happiness and success. To this end I petition you and pray that you may be safely sustained in your warfare for the Nation, against the greatest enemy to human progress

Name

Business

Location

Return to Michigan Tradesman, Grand Rapids, Michigan



System . . .

The complexities of modern business demand organization . . . system. Without system business could not exist. Anyone conversant with corporate methods can appreciate their benefits . . . their advantages are obvious.

The Michigan Trust Company is a corporate executor and trustee . . . a group of men legally organized for the purpose of safeguarding the property in estates and trusts which is placed in its care. In the conduct of its operations every transaction is accurately and systematically recorded. Every phase of estate settlement and trust activity is taken care of by departments or divisions efficiently staffed and properly equipped.

When considering an executor and trustee for your estate give thought to the factor of system, for system is the backbone of sound trust administration.

The **MICHIGAN TRUST** Co.
GRAND RAPIDS

. . Trust Service Exclusively . . THE FIRST TRUST COMPANY IN MICHIGAN



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