

MICHIGAN TRADESMAN

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EST. 1883

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, APRIL 4, 1934

Number 2637

BATTLE CRY

More than half beaten, but fearless,
Facing the storm and the night;
Breathless and reeling, but tearless,
Here in the lull of the fight,
I who bow not before Thee,
God of the fighting clan,
Lifting my fists I implore Thee,
Give me the heart of a Man!

What tho I live with the winners
Or perish with those who fall?
Only the cowards are sinners,
Fighting the fight is all.
Strong is my foe—he advances!
Snapt is my blade, O Lord!
See the proud banners and lances!
Oh, spare me this stub of a sword!

Give me no pity, nor spare me;
Calm not the wrath of my foe.
See where he beckons to dare me!
Bleeding, half-beaten—I go.
Not for the glory of winning,
Not for the fear of the night;
Shunning the battle is sinning—
Oh, spare me the heart to fight.

Red is the mist before me;
Deep is the wound in my side;
“Coward!” thou criest to flout me?
O terrible Foe, thou hast lied!
Here with my battle before me,
God of the fighting clan,
Grant that the woman who bore me
Suffered to suckle a man!

JOHN G. NEIHARDT.

APRIL 6 IS ARMY DAY

CONSTANT MUTUAL • DIVIDENDS

We have returned \$3,021,225.71
to our policyholders in the past
four years. This substantial
SAVING in premium cost is
sound evidence of our constant
dependability

MICHIGAN MILLERS MUTUAL FIRE INSURANCE COMPANY

represented by . . .

THE MILL MUTUALS AGENCY

LANSING • GRAND RAPIDS • DETROIT

7 GOOD REASONS WHY YOU SHOULD STOCK

W. R. Roach &
Co., Grand Rap-
ids, maintain
seven modern
Michigan facto-
ries for the can-
ning of products
grown by Michi-
gan farmers.

*The brand
you know*



by **HART!**

A complete line of canned vegetables and fruits.

Rademaker-Dooge Grocer Co.

Distributors for

KERR MASON JARS
KERR WIDE MOUTH JARS
KERR CAPS AND LIDS

GRAND RAPIDS, MICH.

PHONE 8-1431

A SPRING TONIC *for your business*



PEP up your coffee business this
Spring by pushing Chase &
Sanborn's Dated Coffee, the fast-
est selling coffee on the market
today. People are on their guard
against stale coffee and are insist-
ing on this high quality coffee
that's always fresh. Cater to this

trend in coffee buying. Recommend Dated Coffee; feature it in your store advertising and displays. Your sales and profits will show new life.

CHASE & SANBORN'S DATED COFFEE



A Product of

STANDARD BRANDS INCORPORATED

FRESH FRUITS

are on their way
and that means




BE READY WITH SHREDDED WHEAT

The millions of people who eat Shredded Wheat regularly hail the return of fresh fruits in the Spring. They know that there is no more delightful combination than luscious strawberries, raspberries or peaches, and crisp, golden brown Shredded Wheat.

This can mean real money to you. Display fruit and Shredded Wheat together—and watch sales on both go up quickly.

You'll find customers who get the Shredded Wheat habit are your biggest buyers of fresh fruits all Summer long. That means a profit on several items instead of one.

NATIONAL BISCUIT COMPANY  "Uneeda Bakers"

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

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NRA Conditions

FOUNDED 85 YEARS AGO

Probably Oldest Dry Goods Store in Michigan

In a little cabin in DeWitt in the year 1849, John Hicks began business with his uncle, David Sturges. He was twenty-five years of age. DeWitt was the county seat; St. Johns was a wilderness at that time. Michigan was sparsely populated; there were few roads; at certain times of the year the trails through the forests which covered Clinton county were almost impassable.

In 1853, while the Detroit & Milwaukee Railroad was being slowly extended from Detroit, a party of Lansing officials formed a company to purchase land along the railroad right-of-way in anticipation of future town-sites. The four Lansing officials were John Swegles, Auditor General; Porter Kibby, Commissioner of the Land Office; B. C. Wittemore, State Treasurer; and R. S. Mead, Deputy Attorney-General.

Through John Higham, chief engineer of the new railroad, they definitely learned that a station was to be built where St. Johns now stands. John Swegles was immediately delegated to purchase this land. From George W. Estes, who represented the owners, Mr. Swegles bought eighty acres, and immediately began the surveying of the proposed village.

The village site was covered with pine trees. Chopping was the first work necessary; so Mr. Swigles built a steam sawmill which was finished in the winter of 1854-55.

A group of inhabitants gathered together one day for the purpose of selecting a name for this embryo village, which was attracting wide attention. Wittemoreville, Meadville and Sturgesville were discussed. St. John was finally decided upon as a compromise in honor of John Swegles.

The news of the christening of the village traveled quickly throughout the neighboring country. John T. Newell arrived in St. Johns but a few days after the name was decided upon, with goods for the opening of a store. His boxes were labeled St. Johns." George Estes took the cover from one of the boxes and tacked it on a tree, the name "St. Johns" standing out in bold relief. It was not until several years later, however, that the name was officially accepted by the company owning the village site.

In 1852 the first postoffice in the township of Bingham was established in the home of George W. Estes, who was appointed postmaster. It is said that the first mail brought to St. Johns was carried in the mail rider's hat and that the first postmaster kept his office in a cigar box.

The village was platted on March 25, 1856. The document on file at the county register's office is signed by the following: Nelson P. Stewart, Mary Ann Stewart, B. C. Wittemore, Caroline Wittemore, Charles L. Dibble, Sarah I. Dibble, Robert Higham, Elvira Higham, Orville Clark, Delia M. Clark and Asahel Clark.

On January 16, 1857 the first passenger train arrived in St. Johns from Detroit over the newly laid track of the Detroit & Milwaukee Railroad.

It was then that John Hicks, who had bought out his uncle's interest in the DeWitt store, was satisfied that St. Johns held more opportunities for him than did DeWitt. He moved to St. John, renewing partnership with his uncle who had already established a general store in St. Johns.

The first white child born in the village was George A. Estes. The first doctor to move to St. Johns was D. C. Stewart in 1854. G. W. Stephenson opened a tailor shop on Clinton avenue the following year.

The year 1857 marked the real beginning of the growth of St. Johns. A village school house was built. John Ransom started the North Side Democrat newspaper. Archelaus Silsbee opened a foundry; H. C. Hodge, a bank; W. W. Brainard, a carpenter's and builder's shop.

St. Johns began to take on importance as a shipping point when John Hicks in 1857, shipped the first carload of wheat forwarded from the village by rail.

On May 5, 1857, Geo. Emmons opened an addition know as Emmons-ville. It was later made part of St. Johns. It is now known as Emmons' Addition.

The first officials of the incorporated village of St. Johns in 1859, were: W. W. Flagler, president; John Ransom, clerk; Geo. W. Estes, treasurer. The trustees were: Ransom Plumstead, Archelaus Silsbee, James W. Hunger-

ford, W. L. Hicks, Geo. W. Stephenson and Geo. W. Emmons.

The first sermon preached in St. Johns was delivered in the autumn of 1855 by Rev. J. S. Harder, then riding the circuit of Duplain as a Methodist Episcopal preacher. Two years later, Rev. William G. Smith organized the First Presbyterian church with four members—James W. Ransom, his brother John W. Ransom, and their two wives. The first Baptist church of St. Johns was organized in November 1856 with eleven charter members as follows: Rev. C. A. Lamb, Alvira Lamb, Rev. John Gunderman, Eliza Gunderman, H. W. Hale, John O. Palmer, Sanford Wait, Phoebe Whitlock, William Green, Rachel Green and Mr. Hiscock. In 1857 the first meeting house was erected, which for five years was the only house of worship in St. Johns. It was the temporary church home of other denominations while their churches were being built.

The St. Johns (Protestant Episcopal) church was organized on May 25, 1858. The St. Johns (Roman Catholic) church began building in 1864, completed its church in 1865 and dedicated it in 1867. The German Lutheran church was founded in 1870. John Hicks was active in the organization of the Methodist Episcopal church of St. Johns in 1871. He was chairman of its board and one of its Trustees.

The first school taught in St. Johns was a select school in charge of Miss Marie Coryell. The school was held in a shanty on Walker street, used before that as a blacksmith's shop. In 1856 the first public school was established and classes were held in the same place. During the following year John Hicks was appointed chairman of the building committee for the construction of a school house. It was decided that \$3,000 should be raised. To this "extravagant appropriation" taxpayers objected. A legal battle ensued. The tax payers' objection was sustained by the courts. The district, therefore, decided that \$500 would suffice to build the school house. The school building was completed in the fall of 1858 at a cost of \$485. In 1865, however, a new three-story brick building was constructed at a cost of \$10,450.

In 1858 the fire department was organized. A hook-and-ladder was purchased, which was merely the addition of a ladder to the old-time bucket brigade. At a meeting on April 3, 1860, the trustees of the village decided to purchase for \$500 the fire engine belonging to the Eagle Engine Co., No. 2, of Detroit. A hose cart and 300 feet of hose were also secured. Two reservoirs were constructed on Clinton avenue.

The citizens of St. Johns were mighty proud of their new Eagle fire department and its equipment. In 1873,

however, the Eagle's own fire-house burned to the ground. The following year Fireman's Hall was built.

The pioneer bank of St. Johns was started in 1857 by H. C. Hodge on the west side of Clinton avenue, South of Walker street. The business was carried on until 1864.

The first National Bank was organized in 1865. Charles Kipp was chosen president; John Hicks, vice-president; and S. S. Walker, cashier. Its original building cost the bank seventeen dollars.

In 1860 R. M. Steel became a resident of St. Johns. In the years that followed, Mr. Steel contributed greatly to the welfare of St. Johns. With John Hicks, he constructed many beautiful brick buildings. He founded the St. Johns' Manufacturing Co., which for years furnished employment to hundreds of St. Johns' citizens.

John Hicks began buying grain in 1858; in 1860 he built a warehouse. At the time of his death he was the oldest grain merchant as well as dry goods merchant in Clinton county.

John Hicks

We are proud of the important part John Hicks played in the early history of St. Johns.

The John C. Hicks store of to-day is a monument to his memory—the result of strict adherence to the principles that made John Hicks successful in everything he undertook.

The founder of the John C. Hicks store was a man, who, while promoting individual success, also advanced the general welfare of the community. He contributed largely to the commercial prosperity, the upbuilding and progress of St. Johns. His intellectual, political and moral influence is still to be felt.

"Our customers must have confidence in our store and the merchandise as well," said John Hicks eighty-five years ago.

It was this principle that won for John Hicks the patronage of many of St. Johns' most representative citizens, and which has made possible the remarkable growth of the John C. Hicks store since 1849.

It is the reason why the John C. Hicks store to-day numbers among its customers the highest type of citizens not only in St. Johns, but in other cities such as Lansing, Owosso, Carson City, Fowler, Ashley, DeWitt, Pewamo, Perrington, Pompeii, Maple Rapids, Middleton, Ovid, Shepardsville, Eureka, Elsie and many other parts of Michigan.

John C. Hicks.

Only a small percentage of the money saved up for rainy days is invested in umbrellas.

A man isn't mighty because he never falls; it's his ability to rise afterward that counts.

Valuable Information From State Hardware Secretary

Hardware sales in Michigan are 44 per cent. ahead of last year for the first two months. February, 1934, was 5 per cent. behind the average for the previous three years. Sales in Detroit retail stores average a 65 per cent. improvement over last year. The new issue of Detroit city scrip, dated April 16, payable on or before October 16 is stated by Alfred E. Cobo, Deputy City Treasurer, as offering greater value and security than earlier issues. Delinquent tax revenues have markedly increased. Current taxes are being paid more promptly and now state aid for schools is higher than previously expected. The deficit for the year ending June 30, 1934, calculated in January at \$13,659,090, is now estimated at \$9,666,413. Most banks in Detroit are prepared to loan on this issue, to their regular customers, up to 80 per cent. of face value. Some merchants, able to carry this scrip, are expected to accept it in unlimited amounts, holding it for redemption about August 16.

A bill has been introduced in the National Congress by George G. Sadowski, from Detroit, known as Bill HR No. 8303, to regulate sales of interstate commerce. This provides, "All taxes levied by any state upon sales of tangible personal property may be levied upon sales of like property of interstate commerce, by the state into which the property is moved for use and consumption therein, in the same manner and to the same extent as such taxes are levied upon or measured by sales of like property not in interstate commerce." The idea of this bill is to correct the present inequality whereby mail order concerns and others from outside the state, can ship merchandise into Michigan without paying the sales tax. Members are requested to write their Senator or Representative favoring the passage of this bill.

A large number of credit and collection agencies are again operating in Michigan. Do not sign with any company before investigation. Ask every representative of such companies to give you the names of not less than 6 hardware dealers in the middle West who have used their services over a six months period and request that they give you one of their contracts for further study. Send the list of names and contract to this office. Information is available to members on "American Trade Alliance," Chicago, Houston, Denver and on "Associated Protective Agencies," "Associated Bonded Adjustors," "United States Detective Bureau," "Burns Protective Agency." The latter four companies were organized by the same principals.

The wholesale code is a "basic" code applying to wholesalers in practically all lines. Supplementary codes will be formulated later for each of the separate industries operating under this "basic" code. The wholesale hardware industry has not yet a supplementary code.

One of the most important clauses of the wholesale code, affecting the retailers interest closely, is Section 10 of Article VII, known as the "Pro-

tection to Retailers" clause. This clause was incorporated in the "basic" code principally through the efforts of the code committee of the National Wholesale Hardware Association with the support of the National and state hardware associations.

The clause in question is as follows: "It shall be unfair trade practice for wholesalers who secure a substantial portion of their business from members of the retail trade, to enter into competition with retailers by selling merchandise at wholesale prices to ultimate consumers for personal use or to sell to civic, institutional and/or similar types of wholesale customers, merchandise for the personal use of employees of such customers. Nothing in this section, however, shall prevent bona fide sales by such wholesaler to their own employes of merchandise that is for the personal use of such employes."

To assist in establishing a more complete understanding of and uniformity in the operation of this clause, to eliminate complaints and to help solve differences of opinion, all hardware wholesalers operating in Michigan were asked for a statement of policy and practice in regard to this section of the code as applied to their own business.

The wholesalers were asked, not only to outline their general policies but to state their position in regard to four specific points. These four points and typical answers are given below. Please read each one carefully. An attempt is being made to develop fundamental practices concerned not only with the retailers' right, but his obligations as well.

Point No. 1. "What is your attitude in regard to sales to outlets not merchandising the purchased articles, such as the sale of appliances or arms and ammunition to garages and general stores not carrying hardware?"

Answer (somewhat typical): "We sell garages and general stores only such merchandise which they carry for resale. In some cases, to retain the customer's good will we have furnished articles for personal use, outside the lines they carry, at less than regular resale, but not at the same price as to a hardware dealer."

Comment: Some wholesalers are much more strict than others in the interpretation of what constitutes "sale for resale" and, if not for resale, the basis upon which such articles should be held. It is hoped that articles not for resale or not used in the business will be eventually eliminated in sales by wholesalers.

Point No. 2: "What is your attitude in regard to sales not used in production processes to executives and employes of industries?"

Answer: One wholesaler says, "We absolutely refuse to sell executives and employes of any industry, goods for their individual use. We are very particular to see that this rule is lived up to in every instance." Another says, "We are continually fighting to eliminate the sale of articles to industries for the personal use of individuals." Still another says, "We have arranged

a fair selling price with executives of industrial plants, not far out of line with prices asked by retailers. We do not sell ordinary employes of industrial plants at less than retail prices, and our retail prices are usually higher than those asked by strictly retail stores. We discourage the purchasing by executives of any articles for their employes." Another says, "It is our opinion that the wholesalers should not quote a retail price to anyone whether an employe, factory buyer for personal use or consumer that is lower than the article would retail at locally." Another wholesaler replies, "In our factory and mill supply department we will not accept orders which include items of merchandise for personal use."

Comment: It is obvious that more stringent rules should be adopted for controlling this factor. Wholesalers are more genuinely interested in controlling this evil than usually credited. One wholesaler feels that he has to make such sales because competition makes this necessary. It is obviously one of the outstanding evils of hardware distribution and, with proper handling and co-operation between wholesaler and retailer, can be more completely controlled and perhaps eventually eliminated. Standardization of practice is, obviously, not only advisable, but necessary to the solution of this problem.

Point No. 3. "What is your policy in regard to sales to employes in wholesale houses for themselves or for their friends?"

Answer (practically uniform in all replies): One wholesaler says, "We sell goods to our employes at wholesale prices for their own use, but do not allow them under any circumstances to buy hardware for their friends. It is our rule that any employe deviating from this rule is subject to dismissal." Another says, "We absolutely prohibit any of our employes from buying merchandise, except for their own personal use and when we say "personal use" we do not mean for the use of their families or relatives." Another reply is: "In selling our own employes we require that on the order the employe sign a statement to the effect that the goods are intended for use and not for resale."

Comment: The wholesale code permits wholesalers to sell to their employes at wholesale prices, but does not extend the privilege further.

Point No. 4: "What is your attitude in regard to the fear expressed by some dealers that wholesale houses may sell retailers' customers (either direct or through industries and institutions) at a small percentage over the regular wholesale price, declaring this not a violation of the code?"

Answer: One wholesaler replies, "We do not sell goods, either direct or through industries or institutions at a small percentage over wholesale prices, whether it is a violation of the code or not."

Comment: This point is similar to point No. 2, but was raised because the clause states that wholesalers should not "enter into competition with retailers by selling merchandise at whole-

sale prices to ultimate consumers for personal use." The wholesaler could abide by the letter of the clause and violate its spirit by selling at a small percentage over the wholesale cost. This is obviously a point which needs further clarification. While it is obvious that the intent of the paragraph giving protection to retailers could be defeated without laying a wholesaler open to violation of the letter of the code, it is apparent that, from the replies received, the intent is to live up to the spirit of this particular clause and carry out the provision in such a way that it will really protect the retailer.

So far, in this discussion, no mention has been made of the retailers part in this clause. It should be clear that he, also, has certain obligations. These can be specifically stated as two: first, to find out the specific policy of the principal wholesalers with whom he does business. Second, concentrate his business with those who are carrying out the intent of this clause.

In this connection comment from one of the wholesalers will be interesting. He says, "We are in accord with the provisions of this particular section of the code. Undoubtedly our following this policy has been the cause of losing much business which otherwise would have come to us because of our refusal to accept orders for goods from industrial customers and institutions which we knew were intended for the individual use of some officer or employe. We believe that, in general, our policy has had very little effect or influence on the placing of orders by a large percentage of our customers. In spite of this, however, we have no intention of making any change in this fixed policy."

At the Detroit convention a Trade Relations Committee was appointed. One of their duties is to assist in developing interpretations and suggestions for establishing cordial relations between various units of the hardware industry. It is expected that, through this committee, a "statement of merchandising practices" can be formulated between wholesalers and retailers in which both will have mutual obligations and privileges. The Trade Relations Committee is composed of the following: Chairman, Jos. O. Gartner, Wyandotte; Fred Olson, Ovid; Grand A. Smith, St. Clair; C. L. Goddeyne, Bay City and Chas. H. Sutton, Howell. Members are requested to forward to this office, for attention of the Trade Relations Committee, practices which seem to them at variance with the "Protection to Retailers" clause.

John Kerr, member of the Executive Board and manager of Kerr Hardware Co., Niles, is using circulars composed of four full sized newspaper pages, mailed to every prospect in his trade area. Illustrations and descriptions are used throughout. One of the special features is a "harness show." This effective mailing piece should be very stimulating to business.

In the last two weeks over a million and a half dollars of CWA invoices have been approved by the State Purchasing Agent and forwarded to the

paymaster in Detroit for payment. Information sent this office by members to a questionnaire enclosed with last month's Merchandiser regarding payments to individual dealers was compiled and taken to the State Purchasing Agent for checking. As a further step we suggest the following procedure, in case payments have not been received by members. First, call on your county purchasing agent and find out whether or not your bills have been forwarded to the state purchasing agent in Lansing. If they have not been sent in, ask for the reason and request that they be sent immediately. If they have been sent in give this office project numbers, dates and amounts of each invoice. Request will be made to the state purchasing agent for a report. Please note that beginning with February 15, all purchases and payments must follow strict Governmental ruling.

The Consumers Power Co. is conducting a co-operative Electric range campaign from April 9 to May 12. Get particulars from the local manager and co-ordinate your own activities to cash in on the promotional work.

H. W. Bervig,
Sec'y Mich. Retail Hardware Ass'n.

**Proceedings of the Grand Rapids
Bankruptcy Court**

March 26, 1934. On this day the schedules, reference, and adjudication in the matter of Anthony E. Vander Hull and Herman Helmers, co-partners doing business as Hull Construction Company, bankrupt No. 5642, were received. The bankrupt is located in Grand Rapids, Michigan. The schedules show total assets of \$2,355.00 and total liabilities of \$8,007.83, listing the following creditors: City Treasurer, G. R.-----\$ 100.00 Haven Bush Co., G. R.----- 500.00 Maryland Casualty Co., G. R.----- 1,579.29 White Star Refining Co., G. R.----- 26.94 Michigan Bell Telephone Co., G. R.----- 15.95 Jurgens & Mieras, G. R.----- 500.00 Stiles Materials Co., G. R.----- 500.00 G. R. Lumber Co., G. R.----- 2,967.98 Vanden Bosch & McVoy, G. R.----- 264.68 John Wychers, G. R.----- 140.00 Madison Square Hardware Co., G. R.----- 38.16 G. R. Chronicle, G. R.----- 44.00 Mahon Structural Steel Co., Detroit 144.34 Fred Ruppel, G. R.----- 28.35 G. R. Cut Stone Co., G. R.----- unknown Fred Kelley, G. R.----- 300.00 Fisher & Hartog, G. R.----- 6.00 Leon Agon and George Kachudas, G. R.----- 852.08

March 26. On this day the schedules, reference, and adjudication in the matter of Anthony E. Vander Hull, bankrupt No. 5643, were received. The bankrupt is a building contractor of Grand Rapids, Michigan. The schedules show total assets of \$2,936.52, (of which \$625.00 are claimed exempt), and total liabilities of \$10,847.85, listing the following creditors: City Treasurer, G. R.-----\$ 100.00 City of Stuart, Fla.----- 470.00 Haven Bush Co., G. R.----- 500.00 Maryland Casualty Co., G. R.----- 1,579.29 White Star Refining Co., G. R.----- 26.94 Michigan Bell Telephone Co., G. R.----- 15.95 Jurgens & Mieras, G. R.----- 500.00 Stiles Materials Co., G. R.----- 500.00 G. R. Lumber Co., G. R.----- 2,967.98 Vanden Bosch & McVoy, G. R.----- 264.68 John Wychers, G. R.----- 140.00 Madison Square Hardware Co., G. R.----- 38.16 G. R. Chronicle, G. R.----- 44.00 Mahon Structural Steel Co., Detroit 144.34 Fred Ruppel, G. R.----- 28.35 G. R. Cut Stone Co., G. R.----- unknown Fred Kelley, G. R.----- 300.00 Risher & Hartog, G. R.----- 6.00 A. May & Sons, G. R.----- 12.15 Mills & Healey, G. R.----- 8.27 Peter Joppe, G. R.----- 24.00 Ezinga Milk Co., G. R.----- 35.50 A. B. Knowlson Co., G. R.----- 57.75 Connor Foundry Company, G. R.----- 28.86 Dr. James J. Gainey, G. R.----- 25.00 Kolvoord's Grocery, G. R.----- 30.00 Herpolsheimer Company, G. R.----- 96.95 Wurzburg Dry Goods Co., G. R.----- 31.78 Paul Steketee & Sons, G. R.----- 7.02 Pastoor Brothers, G. R.----- 81.39 Standard Electric Floor Surfacing Co., G. R.----- 19.00 R. B. Grant, G. R.----- 17.00 G. R. Ass'n of Commerce, G. R.----- 62.50

Masonic Country Club, G. R.----- 78.75 Fred Kelley, G. R.----- 1,540.00 James Malloy, G. R.----- 182.00 Masonic Temple Ass'n Holland 100.00 C. Pieper, Holland----- 30.00 L. & M. Battery Co., G. R.----- 2.10 Leon Agon and George Kachudas, G. R.----- 852.08

March 27. On this day the schedules, reference, and adjudication in the matter of Charles H. Weisner, individually and doing business as Service Plumbing & Heating Company, bankrupt No. 5645, were received. The bankrupt is located at Fremont, Michigan. The schedules show total assets of \$2,360.86, (of which \$445.00 are claimed exempt), and total liabilities of \$3,964.47, listing the following creditors: Nick Redder ----- \$ 59.17 Otto Briggs ----- 21.60 Herman Luchies ----- 18.50 Arthur F. Shaw ----- 50.00 Chas. H. Alexander Co., G. R.----- 16.67 Barclay, Ayers & Bertsch Co., G. R.----- 35.35 Behler-Young Co., G. R.----- 591.81 Dallas Darling, G. R.----- 32.03 G. R. Blow Pipe Co., G. R.----- 67.65 G. R. Steel Supply, G. R.----- 31.14 W. C. Hopson Co., G. R.----- 345.63 Richards Mfg. Co., G. R.----- 1,080.99 Crest Mfg. Co., Long Island City, N. Y.----- 10.01 Dowagiac Steel Furnace Co., Dowagiac ----- 90.00 Rudy Furnace Co., Dowagiac ----- 95.06 International Heater Co., Utica, N. Y.----- 99.58 Modine Mfg. Co., Racine, Wis.----- 150.00 Peerless Unit Ventilator Co., Bridgeport, Conn.----- 477.00 Sterling Brass Co., Cleveland ----- 23.10 Milcar Steel Co., Milwaukee ----- 68.00 Wheeling Car Co., Chicago ----- 12.50 Chamberlin Metal Weatherstrip Co., Detroit ----- 50.00 Standard Engineering Co., Detroit ----- 7.50 Timken Silent Automatic Co., Detroit ----- 1.15 Muskegon Hdwe. & Supply Co., Muskegon ----- 35.00 Peterman Electric Co., Muskegon ----- 88.00 John Bird, Fremont ----- 129.25 C. B. Bierce, Fremont ----- 53.00 Garret Deters, Fremont ----- 9.00 Eugene Deur, Fremont ----- 26.27 Eibert Pekaart, Fremont ----- 20.96 L. D. Puff, Fremont ----- 5.38 Fremont Times Indicator, Fremont ----- 70.05 Hersel Smith, Fremont ----- 26.34 Merchant's Services Bureau, Fremont ----- 12.00 O. D. Stryker, Fremont ----- 17.00 Messinger, Hardy & McGowan, Fremont ----- 19.40

A. L. Burt, Fremont----- 18.38 March 27. On this day the reference, and adjudication in the matter of L. and B. Cartage Corporation, bankrupt No. 5633, were received. The bankrupt is located in Muskegon, Michigan. This is an involuntary case, and the schedules have been ordered filed. Upon receipt of same, the assets and liabilities will be made known.

In the matter of DeVaux-Hall Motors Corporation, bankrupt No. 4786. The final meeting of creditors has been called for April 16, 1934, at 10 A. M. The trustee's final report will be approved at such meeting. There will be a final dividend for creditors.

In the matter of Edward K. Snyder, bankrupt No. 5632. The first meeting of creditors has been called for April 18, 1934, at 2 P. M.

In the matter of Charles H. Weisner, bankrupt No. 5645. The first meeting of creditors has been called for April 18, 1934, at 10 A. M.

In the matter of Warren Judson Dodge, bankrupt No. 5638. The first meeting of creditors has been called for April 17, 1934, at 2 P. M.

In the matter of Hull Construction Company, bankrupt No. 5642. The first meeting of creditors has been called for April 17, 1934, at 10 A. M.

In the matter of Anthony E. Vander Hull, bankrupt No. 5643. The first meeting of creditors has been called for April 17, 1934, at 10 A. M.

Possibilities of Improvement in Business Next Fall

In spite of the fact that there was settlement of the automobile dispute labor's problems are still much to be feared. Threatened strikes and the proposed Wagner Bill must be considered as part of the causes of industrial raising of wages and the cutting of hours. Reports on retail trade, steel production, electric power output and automobile production are satisfactory. There is still much fear on the part of business leaders as a result of the threat of government interference.

While industry is co-operating with the administration through wage in-

creases and acceptances of codes, stockholders are apparently being given little consideration as evidenced in the unexpected recommendation by President Roosevelt that the Fletcher-Rayburn stock exchange control bill should have "teeth in it." Also the co-operation of industry through higher wages presents another uncertainty inasmuch as the question comes up as to whether consumer resistance will permit any great amount of rise in prices.

Other factors give a feeling of uncertainty. The policy of mixing reform and recovery has affected different lines of business in different ways, some showing good results while others are not.

The action of Congress in over-riding the President's veto of the Independent Offices Appropriation bill may have been a political gesture and it has not helped to clear the situation and causes some doubt as to future policies. In general, opinion seems to be that business the next few months will show a little improvement with the mentioned decline in May a good possibility, with probably the Summer months showing further downward trend and possibilities of an improvement in business taking place this Fall.

J. H. Petter

A rolling stone gathers no moss, but there are lots of men who don't use moss in their business anyway.

Aluminum is gaining as a material for cans in Norway.

Most hiccoughs are messages from departed spirits.

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

MOVEMENTS OF MERCHANTS.

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

Detroit—The Commercial Mining Co. has increased its capital stock from \$50,000 to \$750,000.

Saginaw—The Michigan Gravel Co. has been organized with a capital stock of \$25,000, all paid in.

Detroit—The Acme Dry Goods Co. has been organized with a capital stock of \$15,500 all paid in.

Kalamazoo—The Bryant Paper Co. has increased its capital stock from \$900,000 to \$2,500,000.

Colon—The E. Hill & Sons State Bank has increased its capital stock from \$30,000 to \$60,000.

Port Huron—The Bunny Products Co. has been organized with a capital stock of \$1,000, all paid in.

Detroit—The Tramontin Tile & Terrazo Co., Inc., has been organized with a capital stock of \$1,000.

Detroit—The Lininger Fuel & Supply Co. has changed its name to the Fullerton Fuel & Supply Co.

Ann Arbor—Mack & Co., department store, has increased its capital stock from \$40,000 to \$140,000.

Detroit—The Steam Pressing Products Co. has been organized with a capital stock of \$5,000, all paid in.

Detroit—The Republic Scrap Iron & Metal Corporation has been organized with \$3,000 paid in capital stock.

Detroit—The Peoples Variety Store, 9500 Oakland avenue, has increased its capital stock from \$5,000 to \$20,000.

Detroit—The Freeman Dairy Co. has been organized with a capital stock of \$50,000, of which \$25,000 is paid in.

Detroit—The Advance Plumbing & Heating Co. has changed its name to the Advance Plumbing & Heating Supply Co.

Holland—James Hoeksema of the Warm Friend Tavern, will marry Miss Muriel Hoedeman, of Grand Rapids, on April 12.

Dowagiac—The McLaughlin Funeral Home, Inc., has been organized with a capital stock of \$5,000, one-half paid in.

Detroit—The McKesson-Farrand-Williams Co., wholesale druggist, has decreased its capital stock from \$500,000 to \$300,000.

Jackson—The Ann Arbor Iron & Metal Co. has been organized with a capital stock of \$20,000, of which \$15,000 is paid in.

Detroit—The Miller Hardware, Plumbing & Heating Supply Co. has changed its name to Miller's Building Service Co., Inc.

Detroit—The Universal Sales Corporation has been organized with a capital stock of \$455,000, of which \$1,000 has been paid in.

Detroit—The M. A. Ringland, Inc. has been organized to engage in the food brokerage business, with \$2,000 capital stock, all paid in.

Highland Park—The Linday Corporation has been organized to deal in groceries and provisions. The capital stock is \$5,025, all paid in.

Detroit—The McFall Bros., Inc., has been incorporated with a capital

stock of \$10,000, all paid in, to engage in the undertaking business.

Detroit—The Fabcob Engineering Co., dealer in building materials, has been organized with a capital stock of \$1,001,500, of which \$1,000 is paid in.

Detroit—The Freeman Ice Cream Co. has been organized with a capital stock of \$1,000, all paid in, to manufacture and deal in ice cream and other dairy products.

Kaleva—Isaac Marttila has purchased the interest of his partner, the Karkinen Motor Co., in the Yates Corner's store and will continue the business under his own name at the same location.

Homer—C. A. Armstrong, of Battle Creek, has purchased the drug store at Homer owned by the late B. F. Woodbury of Homer and will take possession about April 5. The telephone office which has been located in the rear of the drug store is being moved upstairs.

Saginaw—According to E. M. Taylor, district manager of the Father & Son shoe stores, additional branches are being rapidly opened in this state. They have sixteen stores now, with locations picked in Flint, Jackson, Pontiac, Lansing and several more of the larger cities in the state.

Battle Creek—Thomas B. Ensign and his sister Beatrice, operators of the Ensign Co., Monday were fined \$100 each by Federal Judge Edward J. Moinet for violating the Food and Drug Act. According to Frank X. Norris, assistant United States attorney, they sent pamphlets to Porto Rico, written in Spanish, claiming cure-all properties for their products.

Saginaw—R. Granville & Son, Inc., are adding a modern children's shoe department and will feature Robin Hood shoes. They have been in business in Saginaw for fifty-three years. Robert Granville started the shoe business in 1881 and it is now being run by the grandsons—Harry D., Earl D. and William H. Granville, Jr.—the third generation to handle the store.

Escanaba—Herbert J. Hughitt, 71 years old, resident of Escanaba for about forty-five years, and retired merchant, died in Florida last Wednesday. Before coming to Escanaba Hughitt lived in Crystal Falls, and, it is said, was one of the men who allegedly "stole" the court house records at Iron River and moved them to Crystal Falls, where they have since remained.

Linden—Alonzo B. Hyatt, 87 years old, native of Linden and dean of Linden merchants, died at his home here last Thursday. He established his business here in 1894. He was a member of Gen. Custer's cavalry brigade in the Civil War. In 1890 he became postmaster and served under every Republican administration until 1922, when his son, Claude E. Hyatt, was appointed to the place. His grandfather was a member of Gen. George Washington's staff during the Revolution.

Pelkie—At a meeting of the directors of the Farmer's Co-operative Trading Co. plans were accepted and a contract made for the construction of a 50 by 50 two and one-half story cheese factory, which presumably will

be built of concrete blocks. This structure will be erected close to the Sturgeon river on a 20 acre plot of ground owned by the Trading Co. and will be so located that shipments can easily be made by rail or truck. The construction of the plant will begin as soon as the weather permits.

Kalamazoo—A new furniture store, which will occupy more than 10,000 feet of floor space over Kroker's De Luxe establishment opposite the Fuller theater, is being opened by Charles W. Swank and A. J. Zinn. Both are widely known in furniture circles in Southwestern Michigan as the proprietors and operators of the Midway Furniture shop in U.S.-12 between Galesburg and Kalamazoo. Before opening the Midway market Swank conducted furniture stores for many years in Bronson and Coldwater. His partner, Mr. Zinn, who lives at Galesburg, will continue to conduct the suburban store, which will also be used as a supply house for the new Kalamazoo store.

Kalamazoo—Four brothers who in their boyhood worked in their father's store, which has been an established business institution in Kalamazoo for more than thirty years returned to the city last Saturday to help "dad" in the opening at his new location. They are the Sternfield brothers, now of Chicago and Peoria, whose father, Mitchell Sternfield, is celebrating the thirty-fourth anniversary of his business by moving into new and enlarged quarters in 309-311 North Burdick street, located across the street from his former location. Present to greet the old customers and friends of former years the brothers are David, a Chicago restaurateur; Harold, who also conducts a restaurant in Chicago; Charles, a Chicago radio dealer; and Laurence, a restaurateur of Peoria.

Muskegon—The West Michigan Dock and Market Corporation is preparing to enter a new line of business as distributing headquarters for various lines of feed, fertilizer and other products to be sold to farmers throughout Western Michigan. A territory extending from Holland to Ludington and including such inland points as Fremont, Newaygo, Hesperia, Casnovia, Kent City and Sparta has been designated to be covered from the Mart for one major line of feed. The Mart also has been named agent for several lines

of commercial fertilizers as well as such raw materials as nitrates and potashes. Part of the former Goodrich Transit Co. warehouse later will be utilized for storage of these products when the new warehouse will be utilized for incoming and outgoing boat shipments after opening of the Great Lake navigation season.

Harbor Springs—With the announcement that he has obtained a three-year lease on the corner store space in the J. F. Stein building on Main and State streets, G. C. Adams, owner and manager of Adams & Co., grocery plans to remove his stock from its present location into the new store in time to be open for business April 10. In addition to his own stock, Mr. Adams has purchased the business, stock and equipment of the Ideal Grocery from Reuben Hilderbrant, and will install a modern refrigerating system and many other new features in his future place of business, where he intends to handle a complete line of groceries and meats. Mr. Hilderbrant, who prior to entering business for himself was head clerk at Adams and company, will manager the new store. George Adams came to Harbor Springs forty-two years ago from Leamington, Canada, where he had been in the grocery business with his father. For the first two years here he clerked for W. J. Clarke, in his grocery store. Then Mr. Adams went into business for himself, locating on the site now occupied by the post office building. Later, he was for some years in the wholesal eand retail seed and produce business, but returned to groceries, this time apparently for good.

Manufacturing Matters

Highland Park—The MacKenzie Awning Co. has been organized with a paid in capital stock of \$7,500 to manufacture and install awnings.

Grand Rapids—P. B. Gast & Sons Co. have merged their soap manufacturing business into a corporation with \$50,000 authorized capital stock.

Detroit—The Manufacturers Jobbing House, Inc., has changed its name to the Manufacturers Outlet, Inc.

Experience teaches people a lot of things they would rather not know.

A woman may know just what to say, but she invariably adds more to it.

DELAY

Delay is expensive. The savings account you mean to open with idle funds does not earn any interest for you until the money is in the bank.

Savings accounts opened with THE NATIONAL BANK OF GRAND RAPIDS on or before April 10 will draw interest as of April 1. All accounts up to \$2,500 are fully insured here at no cost to you.

The NATIONAL BANK of GRAND RAPIDS

Essential Features of the Grocery Staples

Sugar—Local jobbers hold cane granulated at 4.85c and beet granulated at 4.65c.

Tea—The first hands tea market has shown no change during the week. Business has been quiet, but in spite of that prices continue steady. There have been no further advances for some time. Consumptive demand for tea is about as usual.

Coffee—The market for future Rio and Santos coffee, green and in a large way, started the week by substantial fractional advances, but about the middle of the week lost all this by a decline in one day which amounted to pretty nearly about what the advances had amounted to. The cause of both up and down fluctuations seemed mainly to be conditions in Brazil. Business in future Rio and Santos was not very heavy during the week. Spot Rio and Santos, green and in a large way, has also been dull since the last report. Prices are about unchanged. Milds also show no substantial change from a week ago. The jobbing market on roasted coffee is substantially as it was a week ago, except as adjustments have been made here and there. Consumptive demand for coffee is good, as a good many retailers are pushing coffee for sale.

Canned Fruits—The fruit line continues to make steady gains, and the recently increased prices on canned apricots by Calpak is only one evidence of the trend. It seems impossible now to buy 8-ounce or No. 1 cling peaches in either standard or choice grade. Pie fruits have been working toward a cleanup in about every item. Northwest Bartlett pears in No. 2½ are much more difficult to find. It would not be surprising to see some genuine buying come into spot fruits for the same reason that it came into spot asparagus some few months ago. The reason is that so many increases are going to be tacked on to production costs this coming season that opening prices will have to be higher. Peach growers want \$30 a ton, pear growers are out for just double the price they received last year. The new apricot crop in California looks very short—some put it as low as 50 per cent. Prune growers in the Northwest will get better prices or turn their fruit over to dried fruit packers.

Fish—The demand for mackerel and other salt fish has continued good up to the very close of Lent. This has been aided by the scarcity of codfish. Lent ended with the supplies of salt fish unusually small. In fact, in some lines there will be a clean-up.

Syrup and Molasses—Demand for sugar Syrup continues active, but the production is still small and prices are firm. Compound syrup is still quite dull as stocks in buyers' hands are still ample. Price are unchanged. Demand for the finer grades of molasses continues good with prices unchanged.

Beans and Peas—Demand for dried beans continues poor with practically

the whole list weak. No change in dried peas.

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., 65c per dozen, 4 doz. in box.

Bananas—4½c per lb.

Brockles—15c per bunch.

Butter—Tubs, 23½c; cartons, 24c.

Cabbage—New from Texas, \$1.75 per crate of 85 lbs.

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

Cauliflower—\$2 per crate for California.

Celery—Florida, 6 and 8 doz. crates, \$2.60.

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.....\$2.05
Light Red Kidney from farmer.. 4.00
Dark Red Kidney from farmer.. 5.00
Light Cranberry..... 4.50
Dark Cranberry..... 3.50

Eggs—Jobbers pay 9c per lb. for all clean receipts. They sell as follows:

Fancy, fresh white.....18c
Candled, fresh.....17c
Candled, large pullets.....15c
Checks.....15c

Grape Fruit—Texas and Florida are held as follows:

	Florida
64	\$3.25
70	3.25
80	3.50
96	3.25

Green Beans—\$3.75 per hamper for Louisiana grown.

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

Green Peas—\$2 per hamper of 30 lbs. for Calif. grown.

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

Hubbard Squash—1½c 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—30c per one lb. carton.

Onions—Home grown, 85c 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—90c per bu.; Idahos \$2 per 100 lb. bag.

Poultry—Wilson & Company pay as follows:

Heavy Fowls.....14c
Light Fowls.....11½c

Ducks..... 8c

Turkeys..... 14

Geese..... 7c

Radishes—35c dozen bunches hot house.

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

Spinach—85c 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.....7 @8c
Good..... 6c

Vegetable Oysters—30c per doz.
Wax Beans—\$3.50 per hamper for Louisiana grown.

Corporations Wound Up

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

Hudson Cleaners & Dyers, Detroit.
Detroit Sanitary Brush Co., Detroit.

Stiles & Co., Detroit.
Marquette Fin and Feather Club, Muskegon.

United Tire Stores of Detroit, Inc., Detroit.

Bennett and McQuillan, Inc., Jackson.

Charles D. Cutting, Inc., Detroit.
Grove Dairy Co., Kalamazoo.

Page Steel & Wire Co., Detroit.
Travelers Coffee Shops, Inc., Sturgis.

Ambros Petry Co., New York.
Sherfly Investments, Inc., Detroit.

Edinger, Inc., Three Oaks.
George W. Clinnis, Funeral Directors, Inc., Detroit.

Ideal Coal Co., Flint.
Progreso Development Company, Detroit.

Detroit Metal Specialty Corp., Detroit.

Hillside Home Association, Birmingham.

E. P. Alexander & Son, Inc., Detroit.

Ambler Asbestos Shingle & Sheathing Co., Detroit.

Haskell Boat Co., Ludington.
Crystal Oil Development, Inc., Grand Rapids.

Anchor Press, Inc., Detroit.
C. W. Toles & Co., Inc., Detroit.

Craig-Miller, Inc., Detroit.
Detroit Mutual Agency, Inc., Detroit.

Sana Venda Corp., Manistee.
Union & Peoples Co., Jackson.

Poverty is a blessing only when it makes youngsters mad enough to get out and set the world afire.

Mussolini wiped out gangsters, but he didn't have to argue until eleven other men agreed.

Faint heart never won fair lady, and a faint bankroll is an even greater handicap.

Children Sometimes Make Startling Disclosures

In the last few years in the larger cities it is no uncommon sight to see a woman puffing vigorously on a cigarette and blowing intermittent clouds of smoke to right and left the while she ponders what candidate deserves her support at the polls. In the smaller towns this is still a sight to cause comment and as a subject of conversation takes second place only to that caused by the appearance of the first pair of flaming red beach pajamas, worn by some fair resorter who came in to town to buy supplies for the camp or cottage at the lake.

And so all unwillingly we played the part of Sherlock Holmes and discovered one of the women of the neighborhood who indulged in this form of the tobacco habit. It happened like this:

A boy of four or five came in the store and after viewing the assortment of penny candy for a considerable time selected a licorice cigar as the one thing necessary at the moment. For no particular reason we asked him, "Is that the kind of cigar your dad smokes?" Imagine our surprise when the little fellow replied, "Naw, pa don't smoke, but when ma smokes cigarettes she pulls the curtain down so Mrs. Smith can't see."

Which proves that little boys should be seen and not heard and that grocery men should not ask foolish questions.
Sam Sugarsax.

Only Believe

"I don't believe"
And yet receive
The goodness of His hand?
The earth, the rain
The wide domain
The ever bearing land
That giveth wealth
That bringeth health
And blessings many fold
The wondrous wind
The varied kind
Of power yet untold;
Sound sleep at night
Then dawning light
Anew with thrills for men
The kindly moon
That silver spoon
Which dips up beams again;
The running brook
The fly and hook
The glen and shady dale
The meadow fair
The skylark there
And like a fairy tale
A baby's smile
To make worth while
The journey as we go
Can one receive
And Not believe
That's what I want to know.
Charles A. Heath.

Future Price Trends

As the pay increases currently being granted in many industries are translated into higher prices, a new wave of price increase for manufactured products is now getting under way.

Nevertheless, there are prospects for moderate price recessions in the near future in such lines as foods, certain textiles and wherever stocks in trade channels temporarily exceed demand. Such recessions are likely to be moderate and will not affect goods not yet manufactured, the supply of which will be regulated by production curtailment, if necessary to protect prices.

Price movements in the past week were largely determined by legislative proposals to control speculation.

MUTUAL INSURANCE (Fire and Life)

Fire Prevention Clean-Up Campaign For Civic Improvement

The annual community Clean-Up Campaign is a very important part in the program of all progressive towns and cities. It has proved its value not only in developing better conditions in fire prevention and protection, safety, sanitation and health, but also in uniting all classes in a movement for civic improvement. It creates an atmosphere of optimism and encouragement. Plan your campaign now for better—

1 Health and Sanitation. Rubbish accumulations are a menace to the health of any city. Unsupervised vacant lots are breeding places of disease germs. Un-sanitary streets, alleys and buildings cause and aggravate an epidemic of disaster.

2 Fire Prevention. A large part of the 1933 fire loss of approximately \$325,000,000 was caused by careless housekeeping and lack of proper orderliness and thought for fire safety. This annual loss is one of the great handicaps to economic recovery.

3 Safety. Public interest in all problems of safety is intensified by a thorough Clean-Up Campaign. Clean streets, alleys and vacant lots reduce the possibility of accidents.

4 City Beautification. Every citizen should have a wholesome pride in his home city, its streets, playgrounds, parks and buildings. Homes and surroundings freshly painted, with well-kept lawns and gardens, increase property values and intensify community interest. Cleanliness creates cheer, courage and confidence.

5 Unemployment. An army of unemployed is awaiting every call for help. Let's create work thru the Clean-Up Campaign and while we are assisting those who are out of work, we will produce more wholesome surroundings.

If there is a permanent Fire Prevention Committee, the Clean-Up Campaign may be made their special function. If not, a general committee should be formed, representing:

1. The Chamber of Commerce.
2. The City Administration.
3. The Schools.
4. The Press.
5. The Churches.
6. The Civic and Women's Clubs.
7. Boy and Girl Scouts.
8. Welfare Organizations.
9. Railroads.
10. Advertising Mediums.

Following appointment the committee should organize, selecting its Chairman, Vice Chairman, Secretary, Treasurer, Executive Secretary, Director of Publicity.

Sub-Committees may be selected to perform special tasks under competent leadership as follows:

Home Inspection Committee (using Boy and Girl Scouts and school children).

Industrial and Mercantile Inspection Committee.

Speakers Committee.

School Committee—Poster and Essay Contests.

Women's Committee.

Publicity Committee (Representatives of Press).

All houses and yards should be inspected, renovated, cleaned, painted (where necessary), and gardened (where possible). In some communities the municipal government supplies shrubs and flowers, and has these cultivated under a city inspection system. Schools, hospitals, churches and public buildings require a general cleaning both internally and externally. Stores, manufacturing and railroad properties are made more wholesome, and a greater degree of efficiency is reported as one of the general results. Vacant lots, formerly disease breeders, become gardens and playgrounds. Tenement sections are made homelike, healthful and habitable and the general atmosphere of the city is one of safety. Sectional divisions of the city to facilitate a careful inspection of all homes by the Boy and Girl Scouts and school children, using home inspection blanks as recommended. "Cleanliness is next to Godliness" has been the subject of many sermons, while lessons on general safety with its application to public health and fire safety are taught in schools.

The time chosen for the campaign should be as early in the spring as possible and shall be determined by each individual municipal committee.

The enlistment of all schools in a Poster or Essay Contest and the use of window exhibits in mercantile sections have proved a valuable aid to all our former Clean-Up Campaigns. We shall be pleased to place on display at the annual convention of the National Fire Protection Association in May the best posters submitted by the schools of each municipality.

The Fire Prevention Clean-Up Campaign this year is of particular importance, as it can be combined with general welfare work, and be of particular benefit to the unemployed. There are few houses that do not have an accumulation of material which can be of value to someone, but which now constitutes a possible menace to the home or place of business. Further, there has been no time when work is so needed and can be accomplished, both in improving the home and in bettering the condition of those in want, by an expenditure of a few dollars. A week should get this work started, but its value should be in the inception of a program extending throughout the year.

There is Work to Do and Men to Do it—Start Now!

Suggested Program

Monday—Home Inspection Day: Inspection blanks should be distributed through schools on previous Friday, careful inspections made and blanks returned as instructed by teachers. All rubbish, paper and waste material should be removed and fire hazards eliminated.

Tuesday—Community Day: Clean up yards, streets and alleys. Inspect stores and manufacturing plants.

Wednesday—Paint-Up and Repair Day: Make all repairs necessary. Secure help from welfare bureau to clean windows, floors, stovepipes and chimneys. Repair roofs. Whitewash cellars. Repaint where necessary.

Thursday—Discarded Clothing Day: Collect, bundle and distribute usable clothing, shoes or furniture.

Friday—Sanitation Day: Inspect and clean up vacant lots. Remove all old cans, which are disease breeders. Make these lots fit for playgrounds. Make homes safe from flies, garbage and dirt. This should be a Report Day and the return of inspection blanks by school children should show results of campaign. A final check of all goods available for welfare organization should also be made.

Saturday—Beautification Day: Prepare for a garden. Plant flower and vegetable seeds. Take care of and, if necessary, re-seed lawn and parks. Arrangements should be made to continue the Clean-Up activities throughout the year.

Those desiring assistance in organizing their local campaigns should write to the Chairman of the N.F.P.A. Committee on Fire Prevention and Clean-Up Campaign.

An attractive fire prevention clean-up campaign poster, 12 in. by 16 in. in size, has been prepared for general distribution by the National Fire Protection Association, 60 Batterymarch Street, Boston. There is a space at the bottom of this poster for local imprinting if desired. Sample copies of this poster are available from the N. F. P.

A. upon request. Price \$1.50 per hundred, \$10 per thousand.

Mats and copy for newspaper advertising to tie in with clean-up campaigns are available from the National Clean-Up and Paint-Up Campaign Bureau, 2201 New York Ave., N. W., Washington, D. C.

A full and complete report of the campaign should be made to the Chairman of the Committee on Fire Prevention and Clean-Up Campaign for the National Fire Protection Association. It is desired that copies of newspaper articles, prize essays, winning posters, and all other material be included, with a full outline of the results.

N. F. P. A. Committee on Fire Prevention and Clean-Up Campaign, 85 John Street, New York City.

My Eighty-Fourth Year

When age imparts the silvery hue
And youthful days are o'er
We love to think of friendships true
We've formed long years before.

A year seems long and yet so short
To one whose growing old
There surely is but one resort
One story to be told.

That life a fleeting substance is
We're here to-day, to-morrow gone
Our time and place is His
Who calls and leads us to our bourne.

When eighty-four round years have
come
As now the record shows
I count myself a favored one
By Him whose goodness overflows.

If I am spared another year
To mingle with my friends
I see my duty very clear
To live and act as He commends.

E. B. Lopham,
Belding, Mich.

Tough going strengthens.

Insure your property against Fire and Windstorm damage with a good MUTUAL Company and save on your premiums.

**THE GRAND RAPIDS MERCHANTS
MUTUAL FIRE INSURANCE COMPANY**

affiliated with

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

**OUR FIRE INSURANCE
POLICIES ARE CONCURRENT**
with any standard stock policies that
you are buying

**No interruption in dividend payments
to policy holders since organization**

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

WILLIAM N. SENF, Secretary-Treasurer

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

False advertising practices have been discontinued by twenty-five individuals or firms signing stipulation agreements, it was announced to-day by the Federal Trade Commission. These practices range from false advertising of medicine and cosmetics to unfair representation of a book on mental telepathy. Companies involved are located among other places, in New York, Chicago, Kansas City, Milwaukee, Los Angeles, San Francisco, Flint, Michigan, Memphis, Steubenville, Ohio, and Rupert, Vermont. Names of the respondents are revealed in a number of the cases. In others, the names are not revealed, in accordance with terms of the agreement. However, the Commission has ruled that future stipulation agreements shall be for the public record. The cases are as follows.

Plough, Inc., of Memphis, Tenn., selling a treatment for rheumatic pain and fever, will cease advertising that use of its medicine will "end" rheumatic pain or "rid" a sufferer of such aches and pains.

Elsner's Pearl Cream Co., Chicago, assured the Commission in its stipulation agreement that it had definitely discouraged advertising of its cosmetics in the manner to which objection was made.

Neal Farr Stranahan, Flint, Mich., trading as Farr Service, dealing in so-called "pep pills" represented to the Commission that he has definitely discontinued advertising to which objection was made, and agrees that in the event he decides to resume advertising it will be made to conform to Commission rulings; and in particular that no claims will be made directly or inferentially that his product is an effective aphrodisiac.

Electro-Thermal Co., Steubenville, Ohio, selling a device called Therma-laid, agrees to stop representing, among other things, that use of the device is a competent treatment of ure-sis, pains in the back and legs, nervousness, mental depression and other ailments, or that 100,000 men have, by use of the device, restored prostate glands to normal functioning.

D. B. Morgan and C. O. Sampson, trading as Glissen Co., San Francisco, selling a liquid nail polish, make known their discontinuance of advertising in which it was said that "Glissen is the only polish that protects your nails against ridges, white spots and brittleness."

Publishers of ten magazines carrying advertisements of vendors of bunyon treatments, waive their rights to be made parties respondent in the Commission's proceeding against the vendor-advertisers. These magazines cover the fields of motion pictures, fiction, styles and mechanics.

A family magazine publishing advertisements of the manufacturer and vendor of a feminine hygiene preparation, waives the right to be made a party respondent with the advertiser.

Large Midwestern newspaper publishing advertisements of an herb tea, agrees to abide by Commission action against the advertiser.

A motion picture magazine publishing advertisements of a massage cream alleged to feed flesh and build tissues, agrees to abide by Commission action against the vendor.

National Men's Wear, Inc., Chicago, selling shirts, hosiery and the like, will no longer represent, among other things, that National Men's Wear salesmen make amazingly large incomes or that "in these days of big bargains National Men's Wear prices and values stand out like the blazing sun."

Frederick G. Turck, New York City, trading as Dilapex Laboratories, agrees to cease publishing false and misleading statements. Among specific assertions to be discontinued is one to the effect that his product is a "positive cure" for certain diseases of women.

Publisher of a family magazine carrying advertisements of a manufacturer and vendor of "needle arts," waives the right to be made a party respondent with the advertiser.

A. C. Liepe Pharmacy, Inc., Milwaukee, advertising over the name of Mme. Renee Renault, agrees to cease representing that its "Creme Treatment No. 1" aids either in filling out hollows or in developing round, graceful curves, and to discontinue other like claims.

J. E. McRorey, Kansas City, Mo., trading trading as Minoko Co., vendor of a feminine hygiene product, will cease misrepresenting the product.

J. H. Guild Co., Inc., Rupert, Vt., vendor-advertiser of Dr. Guild's Green Mountain Asthma Compound and Asthma Cigarettes, will cease describing or labeling its products as treatments for either asthma or catarrh, or for conditions, attacks, paroxysms or spasms other than those designated as asthmatic. The company also has eliminated the word "asthma" from its advertising and substituted therefor the words "asthmatic attacks," and in the name of its preparation has substituted the word "asthmatic" for "asthma."

Wallace, Inc., Los Angeles, vendor of tablets for treatment of ulcers, hyperacidity, indigestion, gastritis and other ailments, informed the Commission it had definitely discontinued advertising its product and that if it decides to resume advertising its published matter will be made to conform to Commission rulings. Particularly, the company will not represent its article as a competent treatment for stomach or duodenal ulcers, gastritis, bilious bloating or acute indigestion.

William Michael, Los Angeles, trading as the Paty Co., selling printed matter on mind transference, telepathy and hypnotism, will cease representing, among other things, that instruction in these subjects is available free of charge or that by use of a free booklet one may learn to send his thoughts to others, far or near.

A new dispersing agent for concrete, included integrally in the mix, is said to increase fluidity, give greater early strength and increased strength at all ages, permit savings in cement.

Hand cranking to keep drifter drills against the rock face is eliminated by a new automatic feeding device. It requires no power medium, operates by action of the drill itself.

Items From The Cloverland Of Michigan

Sault Ste. Marie, April 2—The Sault enjoyed a somewhat wet Easter this year, with rain and snow, which was hard on the spring hats, but we had one of the best Easters nevertheless, as the churches all had special music, and Paul Rader, the well known radio evangelist, spent three weeks with us, affording all those wishing to hear this remarkable evangelist an opportunity to do so. The Sooties, as well as the villages within sixty miles, are certainly embracing this opportunity. The large Methodist church is hardly able to accommodate the people. Mr Rader paid the Sault people a nice compliment by telling them that in all of his talks he has not seen an audience that paid more interest. They are the best listeners during his entire work in the field.

The cold weather during the winter has made it possible to drive trucks over the Straits of Mackinac and many motorists have been using the ice for crossing, but the warm currents are now cutting away the bottom of the ice in the middle of the Straits making car crossing hazardous. Capt. J. A. Stufflemean, of the car ferry Chief Wawatam said that while the ice looks perfectly safe on top, the current is cutting it rapidly from beneath, in many cases faster than it thaws on top.

The board of trustees of the Newberry State Bank, closed since March, 1933, announced last week that the bank has received permission to resume business and will open its doors in the very near future. The bank has been under control of Conservator John Paul since it was closed.

Mrs. E. L. Harris, who has been employed at the Cowan & Hunt store for the past several years, has entered into business for herself, opening a needle work shop at 327 Ashmun street. The shop will occupy half of the Coulter millinery establishment. Needlework of all kinds will be offered and Mrs. Harris will specialize in hand made gifts. Bridge prizes, favors and gifts for showers and anniversaries will be sold and instruction in all kinds of needlework will be furnished. Mrs. Harris has a host of friends who wish her every success in her new venture.

The thing most people like about a political address over the radio is the band.

The new modern Manhattan restaurant has moved into new and larger quarters at 120 E. Portage avenue. The new location has undergone an entire change. All new fixtures have been installed. New floors have been laid and all up-to-date furniture installed. The Molinaro brothers are both experts in their respective lines and will specialize in Italian dishes.

Newberry citizens are considering the establishment of a new park on grounds located Southwest of the town and donated to the community by M. E. Buerman, Newberry restaurant. The present tourist camp park at the West end of Truman avenue is the only area of this kind on the community. It is so heavily patronized by summer tourists that local people get little use out of it.

An evangelist says the depression has not reached heaven and yet they claim the world is getting worse.

Miss Rose Andary has moved her stock of clothing and confectionary to 106 E. Portage avenue, in the store formerly occupied by Elias Hanna. Miss Andary has had the entire store redecorated and new fixtures installed and now has one of the neatest stores of its kind on the street.

The many friends of C. J. Goppelt, the well known representative for the Wilbur Chocolate Co., will be shocked to hear of his death, which occurred at Milwaukee Feb. 8. Mr. Goppelt was injured by a fall and received internal injuries which resulted in his death. He was one of the most popular traveling salesmen on the road and for many

years enjoyed a large share of the chocolate and cocoa business in this territory. He had the confidence of his many customers who always looked forward to his visits with pleasure. Mr. Goppelt was gifted with many talents. He could print any sort of a sign required, sketched with a crayon, and many other helps which might be beneficial to the trade. He made his headquarters and residence at Milwaukee for many years. His place will be a hard one to fill. Meanwhile his daughter has been appointed to fill the position and the many loyal customers of the house have made it possible to show a nice increase in business, largely on account of the great respect and love they had for the father.

For the first time since 1919 lake passenger service between Duluth and Chicago will be maintained this year. The Journeys, Inc., line announced it will place the passenger ship Alabama in service this summer. The ship will make one trip each week from Chicago, stopping at Milwaukee, Mackinac Island, Sault Ste. Marie, Isle Royale and Duluth.

Fire of undetermined origin Sunday night damaged one of the buildings of the Piqua Handle and Manufacturing Co. plant at Marquette. The loss is estimated at \$12,500.

As a token of farewell to sixty CCC boys who are soon leaving for home, more than 200 boys and officers of Camp 1661 of Germfask met at a banquet program and theater party in Newberry Wednesday night. They were an exceptionally fine lot of boys and had the respect of the community.

All of these displays of new models suggest that automobile designers have been up to their old tricks of making the motorist dissatisfied with his last year's car.

Chester Crawford, the well-known merchant at Stalwart, accompanied by his wife, attended the banquet at the Hotel Ojibway given by the Standard Oil Co., last Wednesday.

William G. Tapert.

Bulge In Steel Activity Likely

The ten-day interval, which, under the steel code, must elapse before new prices become effective, is likely to prove a boon to steel consumers in connection with the expected general increase of steel prices. Many expect consumers to place most of their second quarter business with the steel companies during this period, resulting in a temporary bulge in steel operations.

This means that the steel companies, which have agreed to wage increases effective April 1, will not benefit materially by these higher prices until after second quarter contracts expire on June 30. At the same time steel consumers will enjoy present lower prices for all requirements in the next three months that can be anticipated at this time.

In addition to the increase of \$3 to \$4 a ton for semi-finished steel already announced, it is expected that bars, plate and shapes will be lifted \$2 a ton, while sheet steel, important for the motor industry, will probably be raised \$3 to \$5 a ton. Steel rail prices may also increase upon the expiration of the present price agreement on April 15, it is believed in the trade.

No further increase of tin plate prices, important for the canning industry, is expected, however.

CO-OPERATIVE PURCHASING

Manufacturers and distributors who have used their codes to impose rigid mark-up provisions and to outline the distributive channels through which goods must move to consumers are encouraging the growth of a new form of major competition, the consumer co-operative movement, George A. Renard, secretary-treasurer of the National Association of Purchasing Agents, warned his friends a few days ago. Co-operatives which are exempted from many of the regulations imposed upon other distributors by the codes, he pointed out, are represented on practically all the consumer councils set up in forty-six states by Dr. Paul H. Douglas, who retires from the Consumer Advisory Board of NRA after launching the council work.

"The recent rapid growth of co-operatives in the marketing of gasoline is causing serious concern to the oil industry," Mr. Renard continued. "Under the oil code a minimum mark-up of 6 cents per gallon is mandatory in the movement of gasoline through the jobber and retailer to the consumer.

"Recently the industry appealed to NRA officials to curb co-operatives, which they said menaced the effectiveness of the code. Testimony by leaders of the industry indicated that on the West Coast and, more recently, in North Dakota, Illinois, Ohio and Massachusetts, consumer organizations were springing up and retailing gasoline to their members. Although the oil code prohibits the rebating of any part of the mark-up to customers, the co-operatives, it was alleged, were able to declare dividends to their members and rebate in that manner."

Similar movements in other lines of consumer goods are under way, Mr. Renard added. The consumer councils set up by the Government itself, he held, established the groundwork for such a movement both in their make-up and purposes. The councils, according to the Government, are to act as watchdogs of the consumers' interests, reporting cases of excessively high prices or monopolistic practices. In addition, these bodies are to "aid in the more economical and efficient distribution of goods to consumers."

In the membership of each council Dr. Douglas has sought, according to his statements, a member of a women's organization interested in consumer problems, a county agricultural agent, a home demonstration agent, a "dirt farmer," a housewife of moderate means, a manual worker and a member of a consumers' co-operative.

"These councils, together with the company unions which industry is anxious to establish, present a perfect set-up for consumer co-operative buying," Mr. Renard pointed out. "Advice on prices and other matters can be obtained from the councils. Company unions can be depended upon to form 'mutual benefit' organizations for the purpose of buying for members.

"In dry goods, groceries, drugs and a number of other lines the consumer group movement stands as a threat to the effectiveness of codes," he added.

In Sweden, where a planned economy has been in operation for some time, Mr. Renard said, 40 to 60 per cent. of all consumer goods are pur-

chased through co-operatives and 25 per cent. of the production of such goods is under the management of co-operatives.

Even manufacturers of supplies for industry, he added, are threatening their own markets through control of prices and restrictive marketing conditions. Automobile plants, objecting to higher costs of steel, are preparing to produce their own supplies, he said, factories using fiber containers in quantity have arranged to supply their own needs and some steel barrel users are following a similar course.

"The same trend is noticeable in scores of other industrial lines," he concluded, "and unless some action is taken by manufacturers to modify their own codes, they will face a new form of competition in consumer and capital goods as well."

Manufacturers questioned during the week insisted that the codes themselves were not at fault and laid the blame upon the Government, which, they held, has lent aid and comfort to those who desired to form consumer co-operatives.

ENDORSED OPEN PRICES

An endorsement of open-price associations was the rather surprising feature of a report issued last week by the distribution and consumer service committee appointed by General Johnson after the recent conference of the code authorities. Retail interests were regarded as solidly against such organizations on the ground that they meant unreasonably high prices and led to price fixing and monopoly.

However, certain conditions were set down to govern these associations which might very well have the effect of eliminating the benefits of their plan. The committee would have all prices filed, and with the NRA as well as with the code authorities; require periodical reports on price uniformity and price advances, preserve quantity differentials only on the basis of actual savings, demand reasons for substantial price increases and cost records where they appeared unwarranted and then open all prices to all interested parties.

It was suggested that upon these conditions manufacturers would give up their open-price systems as no longer of any value to them. Another view of the matter was that the smaller distributors represented upon the committee might be willing to trade the open-price systems for protection against their larger competitors by way of their own ruling upon quantity differentials.

But on the entire subject of open price associations the suggestion of Leverett S. Lyon, of the Brookings Institute, seemed best. He declared, in a canvass of opinion among economists, that what was essential was a thorough understanding of the role of prices in an economic system before anything else.

"If the NRA is to determine its attitude on open-price plans" he said, "it is of particular importance that it state clearly as a preliminary the extent to which, if any, it is its policy to modify price competition and to determine clearly what devices are to perform

the functions heretofore performed by price competition."

GAINS AND LOSSES

A quarter has closed in business which brought several outstanding developments. Aside from devaluation of the dollar which will prove the factor of chief consequence in the long run, the principal phenomenon was the ebb and flow of confidence in the NRA. The upturn in industry through November and December inspired an improved sentiment in the merits of the recovery program, only to be followed by doubts which have arisen since the code conferences were held some weeks ago.

The charge is heard more frequently that business is not better because of NRA, but in spite of it, and that more progress could be made without many of the artificial aids used. England and Canada are cited as examples of what would take place under a more natural recovery. However, even the president of the United States Chamber of Commerce was prompted to say last week that our new deal is an old deal, so far as Britain is concerned. They have unemployment insurance, fought bitterly here as the "dole"; complete unionization, a banking system without a peer and drastic personal taxes. Besides this, Canada is moving toward an NRA of her own, and England is to experiment along similar lines with her basic industries.

What has undoubtedly happened in leading industrial ranks here in the last three months has been a weighing of advantages and disadvantages under NRA. Restrictions were removed, but safeguards for consumer and worker have had to be accepted and on an increasing scale. Powerful interests would now like to scrap what hampers them and hold on to their gains without any more appreciation than in the past of how this procedure would jeopardize the whole situation.

HUMAN ENGINEERING

In his statement announcing the settlement of the threatened strike in the automobile industry, President Roosevelt said: "Having pioneered in mechanical invention to a point where the whole world marvels at the perfection and economy of American motor cars and their widespread ownership by our citizens in every walk of life, this industry has indicated now its willingness to undertake a pioneer effort in human engineering on a basis never before attempted."

Behind those words was the picture of one of our few industries, and the only major one, which have operated along lines of real economic soundness. It has constantly improved its product to exceptional excellence in every way while at the same time holding down or reducing prices to levels which have produced its vast market. It has paid handsome profits and also fair wages.

The influence of the automobile industry upon other industries has been marked, both here and abroad, through its mass production methods. At the same time, efforts to imitate its success have often failed because the full formula of high quality and low prices has not been carried through.

Now, through its mandate from the President, it has an opportunity to show what it can accomplish in human engineering, and, if past achievements are any criterion, it should carry this project through to a successful conclusion with resultant good effects in other fields of enterprise.

MOTOR THREAT REMOVED

Starting out last week with a settlement of the labor dispute in the automotive industry, President Roosevelt suffered what was interpreted as a major setback in the passage over his veto of the Independent Offices Bill. Nevertheless, within a few days the House passed the tariff bill which will give him control over rates for the purpose of making reciprocal treaties, so that his influence did not appear to be greatly diminished.

The automobile settlement undoubtedly cleared the air of a lot of hesitation in industry. Moreover, the 10 per cent. wage advance announced for steel workers and the agreement reached in the bituminous coal fields were developments of a high satisfactory sort. The index has advanced again, but three of the series, car loadings, steel mill activity and automobile production, were lower, as a result, no doubt of the labor crisis in the motor industry.

While the month's total for exports for February was below their value in January, the daily average, due to the shorter month, was higher. An increase was reported for imports, and the marked gain in raw materials received over a year ago testified to the expansion of domestic industry.

Commodity prices have continued to ease, and buyers have again restricted their forward orders. Inventories are considered fairly ample in most cases, and increased competition is having some effect upon quotations.

DRY GOODS CONDITIONS

In spite of adverse weather conditions in some sections of the country, retailers felt at the week-end that Easter trade had proved the best in three years. This was the average showing, but examples were heard of all-time records. Women's apparel and accessories, of course, received the bulk of the business, followed by children's wear and men's clothing and furnishings.

Local stores reported heavy volume, but it was believed that some tapering off would be shown from the 37 per cent. increase made in the first half of the month. The largest mail-order-chain company for the four weeks' period ending March 26 made a gain of 57.3 per cent. Spectacular reports from chain systems are expected.

Trade has gained sufficient momentum, it is felt, to carry over well into this month. Wage increases by the steel mills probably presage other advances and should encourage confident purchasing. However, trade increases will be whittled down by reason of the comparison with a period last year when business started to turn upward.

A last-minute rush of almost unprecedented proportions took place in last week. Deliveries continued to be late and, as a result, the buying of Summer goods by retailers is expected to start earlier.

OUT AROUND

Things Seen and Heard on a Week End Trip

Sixty-five years ago Southeast Grand Rapids wandered in a straggling sort of way out as far as Wealthy avenue which, with South Division street, constituted its Western and Northern boundaries, respectively. Further to the South and East it was an area of wheat fields, corn fields, rail fences, farm houses and barns, with pretty bits of wood lots here and there and a strong sky line to the South and East of dark pine, oaks, elms and maples. The plank road to Kalamazoo had as its local distinguishing marks the Ringuet place, the Antoine Campau farm and the farms of John Nevius and L. S. Scranton. Twice each day, early in the morning and late in the afternoon, the big swaying, rocking Concord coaches with their four horses each, their ten or twelve passengers and their "boots" filled with trunks would pass over this road to and from Kalamazoo.

Madison avenue had as its chief points of interest South of Wealthy avenue the "Glass house"—an octagonal structure with its eight facades, largely occupied by a big and pompous quadron barber named Highwarden. Because it was eight-sided, because it was extravagant in its possession of glass and because it was occupied by colored people and was "just outside of town," it was, to the boys and girls of sixty-five years ago, a House of Mystery, a possible abode of spooks and so a pronounced object of interest.

Then, too, just across Wealthy avenue to the South was the Penny Forty with its broad slope, its many springs and the shed-like reservoirs of the Hydraulic Co., where the unscrupulous, venturesome boys stole their private baths with never a thought that perhaps their dear parents received their water supplies from that source.

Across Madison avenue, both from the glass house and the Penny springs, was the handsome homestead of that kindly, jovial, big hearted lover of children, Warren P. Mills, who helped along with legends as to the glass house and with advice as to the use of the springs. Further South was the cemetery, a bit further the home of Toussaint Campau and still further the home of Erastus Hall, across from which was the wonderful high board fence of the Kent county fair grounds.

It was a great territory for "coon-ing" melons, corn and fruit in season, for hunting squirrels, partridge, quail and other game and for getting drinks of cider and milk and having bruised fingers, stone bruised heels, sore toes and the like fixed up by Mrs. Campau, Mrs. Hall and all the rest of the great hearted mothers whose supplies of arnica, mutton tallow and cotton rags seemed to the boys to be inexhaustible.

Away off in the country to the South—away out in Paris and so far away that even the edge of the city could not be seen—were the homes and the hospitality of the Burtons, the Guilds,

the Barrs, the Ballards, the Garfields and the Seymours.

And now let us take a new start as boys and girls of sixty-five years ago. At what is now Wealthy street and Lagrave avenue—just inside the city, by the way—we see Deece's pond, a couple of acres of water, reeds and willows, a famous place for spearing frogs in the summer and for skating in winter. Then we take a long leap out into the country where, nestled among the thick growth of shrub oaks was Dunham's pond, another very popular place for skating in winter and duck hunting in summer. This pond was several acres in extent and it was said that those who had undertaken to sound the depths of the pond had never been able to "touch bottom." That pond was located in the territory at present bounded by Henry, East, Logan and Thomas streets, approximately, and one winter two brothers—small boys named Ross, I believe—were drowned while skating there.

And so we get up to the immediate vicinity where the Dunham farm, the Winsor farm, the Hinsdill farm and the Hastings stage road were the historic points of interest. Then there were the H. B. Childs farm, with the South end of the Kellogg farm, the Young farm and the Reed farm to the East, with no sign or sound to indicate that a mile or so away to the North and West was the great metropolis of Western Michigan with her ten or twelve thousand inhabitants.

It was a great section for pigeon hunting, myriads of these beautiful wild birds, together with thousands of wild ducks traveling back and forth and feeding at Dunham's pond, Fisk's Lake, Reed's Lake and Campau Lake. And the winding sandy stage road to Middleville and Hastings was no stranger to the Indians sixty-five years ago, even though there were then but few of them in this vicinity, for it had served them for years as the regular trail between Gull Lake and Gunn Lake on the South and the Campau, Robinson and Godfroy traders at the Rapids.

When one thinks that sixty-five years ago all territory South of Cherry street and East of Madison avenue was farming country, with fields divided by rail fences, that all territory between Madison avenue and the Grandville road, South of Wealthy avenue, was of the same character, it is then one realizes that the development of Southeast Grand Rapids of today has been just natural; not too slow, not too fast, but rational, fair and of a good character.

New commercial enterprises, new industrial establishments, additional transportation companies are certain to come in the near future. The wonderful growth of our city during the past sixty-five years will be exceeded during the next six decades and with these must come new streets, additional public utilities, additional schools and churches and, best of all, the present awakening toward civic righteousness will gather strength as it grows.

A few years hence both Reed's Lake and Fisk Lake and all abutting property will be the Eastern focal point for a beautiful boulevard and park system. This system will include both Plaster Creek and Coldbrook, as exquisite natural embellishments of our boulevard system, which will tie the Garfield Playgrounds, an improved river front and boulevard, John Ball Park, Lincoln park, the Soldiers' Home, the Mary E Waters playground, the Julius Houseman field and, possibly, the stately grounds and mansion of Mr. Edward Lowe, into such a park and boulevard system as is owned by no other municipality in the country. A dream, you say. Yes, but the Southeastern section of Grand Rapids today is no dream. Had any person predicted sixty-five years ago what we see to-day he would have been called a dreamer. What has become of Deece's pond? Where is Dunham's pond? Where flow the waters of the springs on the Penny forty? Why have the rail fences, the plowed fields, the woodlots, the farm houses and barns given place to paved streets, exquisite lawns, lovely cottages, stately mansions, electric lights, water and gas pipes, sewers and other evidences of advancement?

Because the people of Grand Rapids are law abiding, industrious, thrifty people, strong in loyalty and civic pride; citizens who work together for the common good; citizens who believe in churches and schools and the work they perform; men and women who, proud of their own progress, have as their chief ambition the hope and wish that their children, better educated, better fitted for endeavor, better qualified in every way, may perpetuate the loyalty they hold; may perpetuate the spirit of co-operation they have developed; may perpetuate the harmonious, united effort in behalf of the general welfare which they have so well begun.

A man who is in a high official position with the NRA, in Washington, appears much disturbed over what he calls the "prevailing dishonest methods of subsidizing retailers associations by jobbers and manufacturers" and has written the independent mercantile journals of the country soliciting opinions as to how this unfair and unethical practice can be abolished. I have made no reply to his enquiries, because I have no desire to get mixed up with an abuse I have steadfastly opposed during the more than fifty years I have published the Tradesman, apparently without much result. During the seven years I acted as secretary of the Grand Rapids Retail Grocers Association, which was organized in the Tradesman office Nov. 10, 1885, I succeeded in inducing the organization to refrain from making financial appeals for assistance from the jobbing trade, but it was only a few years after that Homer Klap, as secretary of the Association, made a regular practice of going ahead and incurring large indebtedness in holding banquets and picnics and subsequently "assessing" the members of the local jobbing trade for the cost of the affairs.

One of my competitors in the trade journal field sends me a copy of a letter he recently sent the NRA, in reply to enquiries as to how a retail association can be properly financed along legitimate lines:

Replying to your letter of March 22 in which you ask whether I have any specific suggestions on how the financing of trade associations should be handled, will say that I do have one specific suggestion to offer, and it is that a trade association should be financed by its own members.

To me it is ridiculous to presume that a trade association of retailers can be financed by contributions of wholesalers, manufacturers, and supply houses (in whatever guise these contributions are made) and still be really representative of the retailers.

Even the high officials of the National Retail Grocers Association have publicly admitted that it is not a desirable condition, but they say it is "necessary."

I think the retailers would be better off without any association than with an association which is bought and paid for by the concerns from whom these retailers buy all their merchandise and equipment. As it stands now, the National Retail Grocers Association is little better than a racket for the benefit of the paid organizers, secretaries and others who use the name of the organization to levy tribute upon outsiders.

In using the name "National Retail Grocers Association" I mean to include the affiliated state associations, each one of which has adopted the methods of the parent organization, and has its own system for collecting contributions and donations from wholesalers, manufacturers, etc., in its own territory.

I am not criticizing any particular method of levying such tribute. It is done by means of picnics, grand balls, food shows, year books, official programs, official organs, lotteries and other schemes of a dishonest and nefarious character. All are bad. It is the system that is wrong.

If the retail grocers of the country are not sufficiently interested in their own organization to support it, then they don't deserve to have an organization.

Personally, I think that they would support an organization if they had confidence in it, and if they did not feel that the association was being run as a racket for the chief benefit of the paid secretaries and higher-up officials who get their expenses paid on "official" visits to Atlantic City and elsewhere.

As things stand now, the paid officers of the subsidized associations have been almost unanimously elected as paid officers of the various state and local code authorities.

They are therefore officers of the United States Government. As such it is important—in fact,

(Continued on page 23)

FINANCIAL

Tribute to the Late Benjamin F. Davis of Lansing

In 1867, Mr. Davis started in the stave and lumber business. He was the founder of the Lansing Wheelbarrow Works, now the Lansing-Company, way back in 1881. In 1879 he founded this concern, which was a very small one, in Hudson, in a little woden building with no insurance. It took more than two years' persuasion, before the then owner was willing to let the factory be moved to Lansing. It was also up-hill work for Mr. Davis in trying to interest Lansing people in its great possibilities. Mr. Davis met with monstrous objections but realizing the work's value, steadily talked it up, little by little wiping out all the objections and scorn. Now, for years, the market of the Lansing-Company has been the world.

B. F. Davis was the secretary of the Lansing Wheelbarrow Works until 1886, when he became active in the organizing of the City National Bank, safety steering that institution through financial storms and through good weather for forty-five years; as cashier, then as president, when in 1929, he became chairman of the board, continuing thus until its close, January, 1931.

Mr. Davis was the only human being who witnessed the beginning and the end of the City National and loved it as no one else could imagine. All through those years, he was a devoted director of the Lansing Company and was considered its guiding spirit.

B. F. Davis was president of the Michigan Bankers Association in 1912-13 and on the executive council of the American Bankers Association for three years, a director of the Pere Marquette R. R. from 1914 to 1917 and a director of the Michigan United Railways from its beginning, treasurer of the Michigan Agricultural College (now M. S. C.) without pay, giving the college his service, all those years, because of his regard for his alma mater. He was the first president of the Central Trust Co. and one of the starters.

With love for his gun, Ben Davis when only a lad, abandoned even the thought of shooting to kill. His parents had a quarter section of land which in 1852 they had bought from the state of Michigan. This land stretched from the Grand River, on what are now Washington to Mt. Hope avenues and from there East to Pennsylvania avenue, then North to the river again. The station and sheds of the Grand Trunk System and the plants of the Reo Motor Car Co. now stand on but a small part of the original Davis property.

Mr. Davis was but a boy of nine years when the family moved into the white pillared home which his father had built in the center of the section. The site is partly filled by a filling station, at present.

Young Ben roamed at large, sometimes for game, often regarding the big soft eyes of deer. It was because of that, and of the sight and sound of other life which ran and fluttered about him (life he had learned to love) that all desire to kill was taken away. One day, when he lifted his arm to

take aim at this or that, grown to be almost a friend, that arm and hand refused to manipulate a gun to a gun's advantage.

Even when a man, while, for recreation Mr. Davis still continued to roam in woods, lugging his heavy rifle all day, it was only for the pleasure of the out doors and love for his fire arm.

Mr. Davis has been heard to say, "If I had been paid to wander all day carrying anything else, it would have been so irksome that it would have been downright punishment, but to tramp the day through shouldering a gun, that was exhilarating."

As for target, a clay pigeon made a fair substitute.

When Mr. Davis had passed the roaming and target stages, the rifles and pistols were regularly cleaned and oiled, fondly rubbed with soft chamois, to be put away until the next necessary rubbing brought them out again.

Many, many tributes have been pronounced upon Ben Davis, not only on the streets of his home town, but they are seeping in more and more from nearby and far-off cities, from people who have felt his kindness and profited by his wisdom in some way or other. ing business situations in which he was placed, many almost too great a strain on human endurance and emotion, Mr. Davis was never known to have been overcome. From every trouble he managed, by almost superhuman effort, to figure out some happy solution, which kept him poised for the next onslaught.

Benjamin F. Davis' tender sympathetic nature was felt in his dealings with others. Even when he found it necessary to disagree with business acquaintances or to stand up to his convictions, underneath, it is said, that touch of gentleness was always there.

His systematic attitude toward affairs, portraying organized thought, which was part of the firm base of his success, ruled alongside, also.

B. F. Davis' love of family and community came first, his thinking of self last, and scarcely at all. L. F.

While bankers are less popular than they were a few years ago, we in Lansing sincerely mourn Benjamin F. Davis, banker and industrialist, who died recently at the age of 89.

Mr. Davis was one of those men who, through character, personality and long residence, come to be so much a part of their communities that one cannot think of the places without also thinking of the men. Almost everyone in Lansing knew Ben Davis. Even children and others unfamiliar with the very important part he played in business and civic affairs recognized his erect figure as he indulged his fondness for long walks through the streets.

He served in the civil war leaving the Michigan Agricultural College, as it then was called, to join the Army. On his return he entered the stave and lumber business, and later he organized, with others, the Lansing Wheelbarrow Works, which to-day, as the Lansing Co., is one of the city's leading industries.

In 1886, largely through his efforts, the City National Bank was organized, and he became manager and cashier. In 1909 he took over the presidency, which he held until 1929, when he became chairman of the board. He served as president of the Michigan Bankers Association and as a member of the executive committee of the American Bankers Association.

Hard-headed and far-sighted, Mr. Davis helped put many a Lansing industry or business concern on the road to success. But he was a banker of the old school. He never had any sympathy with the radical type of banking which

has been so much criticized of late. Like the captain of a sinking ship, Mr. Davis stayed with his bank in the days

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of distress, even though he was no longer in control. His entire personal fortune was sacrificed. But if Mr. Davis did not leave his family money wealth, he left a heritage of honor.

In these days of general bitterness and recrimination, it is pleasant to reflect upon such an example of old-fashioned integrity. Myles F. Gray, Clerk House of Representatives.



Lines of Interest to Grand Rapids Council

Grand Rapids Council held a special meeting Saturday evening for the purpose of complying with a Supreme Council order. This meeting was held to initiate new members and receive reinstatements so that the greatest number possible might be added to membership before the close of the fiscal year, midnight March 31. Members of the local Council did their share in co-operating with the call. Four new members and one reinstatement were added to the local roster. S. E. Larsen, C. A. Hilton, C. N. Acomb and W. F. Biehl were the new members added and M. V. Cranmer was reinstated and transferred from Greensburg council, Greensburg, Pa. The meeting was short and snappy and was closed at 9:30. The next regular meeting will be held Saturday evening, April 7. At this time the regular order of business will prevail. The Ladies Auxiliary will convene at the same time, 7:30, after which a luncheon and entertainment will be the order of the evening. All members are requested to be on hand, each with a new application. Everyone should turn out to help the new officers perform their duties.

Lots of people were fooled last Sunday, April 1, they thought it was Easter when it really was Decoration day. In fact Easter and Decoration day are always synonymous to some people. They decorate to celebrate the Holy Holiday.

The animal which possesses the greatest attachment for man is woman.

In the maize and mass of traffic today, drivers should know their deficiencies so that they may guard against endangering their lives and the lives and limbs of others. A great many accidents are caused when a motorist attempts to pass a vehicle ahead and meets another head-on coming from the opposite direction. This particular type of accident may be attributed to deficient depth perception. The passing motorist is unable to determine how far object are away from him, and likewise unable to gauge the speed with which they approach. There is the type of driver who suffers from tunnel vision. He suffers from an extremely contracted vision. He is in the same position as a horse that wears blinders. He is unable to see a passing car until it is in front of him. He doesn't see machines approaching intersections and he misses road markers of all kinds. Glare blindness is responsible

for accidents to a marked degree and color blindness causes its share of trouble. There are some types of cars that women should shun because they do not have sufficient strength in their hands and arms to handle a heavy car expediently when an emergency arises, such as blowouts and dodging in and out of traffic lanes. We bespeak the prophecy of many when we predict that the time is not far off when a rigid examination will be given every applicant for a drivers licence. He will be required to confine his operation of a car to the car that best fits the examination he is able to pass. In many instances operators licences will be denied applicants because of mental and physical unfitness. When authorities draft some such regulations there will be a tendency toward safe and sane driving and until then the country will continue to count its toll of dead and injured into the thousands.

Chivalry is the attitude of a man toward a strange woman.

If America had some such laws or customs as the ancient Aztecs practiced in their day, prohibition would never have been heard of. They regarded intoxication as a grave misdemeanor. One law provided that young persons who became intoxicated for the first time would have their heads clipped in a public place and their houses burned. Second offenders were clubbed to death on the skull. Nice play fellows, those boys, but their laws were effective.

All brutes are imperfect animals. Man alone is a perfect beast.

G. A. Lindemulder, who conducts a wholesale grocery at 1440 Eastern avenue, has returned from a two months vacation in California. While there he indulged in a pastime which is a favorite of those who are in search of thrills—deep sea fishing. Mr. Lindemulder had the experience and good luck to hook eight rock cod in one day, which is considered a remarkable catch for one day's fishing. He stated that one of the biggest thrills he experienced was when he noted that Grand Rapids was shivering at 16 below zero and the California temperature was 80 in the shade. His vacation was not all sunshine because Mrs. Lindemulder was admitted to a hospital in San Diego for an operation. She is convalescing in the hospital at present, but expects to leave for her home in the near future.

One of the larger business centers of the state had the novel experience of being raided last week by a horde of fighting salesmen. They swooped down on the unsuspecting city of Muskegon with order books, samples and flying pencils determined to carry away plenty of orders as hostages. Upon compilation of the ravaging horde we find Grand Rapids Council amply represented. Those whom we know were in the mob were as follows: Counselors Ghysels, Hudnut, Westfeldt, Hallgren, Rademacher, Colgrove, Lypps, Bosman, Telgenhoff, Hilton, Furnas, Holman and the Ohlman brothers. We understand the city hall and post office were unmolested during the raid.

R. W. Bentley and W. S. Lawton have contributed to prosperity by purchasing new cars for use in their business.

One of the main causes of dust is janitors.

The Michigan division of the Travelers Protective Association held its twenty-fifth annual state convention at the Mertens hotel Saturday evening. The business meeting was preceded by one of Counselor Tom Luce's famous steak dinners. Delegates from the various posts in the state were in attendance. The total attendance being about one hundred. P. T. Hendricks was elected president. C. E. Brown, S. G. Russell, J. B. Dick and F. E. Kuenzie were elected vice presidents. Frank B. Winegar, George E. Oswald, Ray L. Byerly and Neal Walker were elected directors for three years. Delegates to the National convention to be held in St. Louis in May will be P. T. Hendricks, A. D. Carrel, J. E. Laramy, H. W. Tinkler, E. H. Hupp, George E. Oswald, C. E. Brown, C. R. Suffron, and H. E. Stratton. J. E. Laramy who has long been an ardent worker for the T.P.A.'s was endorsed as a candidate for National Director. The speaker of the evening was Guy Dowd. His subject, "If I were Advertising Your Community," was very ably handled.

The feminine of bachelor is lady in waiting.

Fred VanEss, who has long been associated with Edw. Dalton in the operation of hotels in Jackson has opened a cafe in the Dal-Van hotel. Mr. VanEss is an experienced restaurant man and his cuisine is not excelled anywhere. He caters to the traveling men and specializes in serving dinner parties. His experience and acquaintance should make his place of business one of the most popular of its kind in the state.

Past Counselor Radcliffe tried to entrench himself and car in the sand last week. He was going South on 31, South of Grand Haven, when he ran off the pavement and his car started to dig itself in. One thing was needed to get out of his difficulty—that was help. He resorted to thumb tactics in an effort to halt some speeding car. Finally a truck halted and hooked on to his car and dragged him to terra cements. After brushing of a certain amount of accumulated sand, Rad continued on his sleuthing for business.

J. E. Kamps, sole owner of Vita Kelp—a preparation to supply the human body with vital minerals and made from sea kelp which grows off the California coast—was a guest at the Saturday noon luncheon at the Elk's cafeteria.

Milton Smith who was seriously injured in an automobile accident January 4, attended the meeting Saturday evening. He is recovering from broken bones quite rapidly and will soon be able to assume his regular duties.

It is reported that counselor O. J. Clemens who conducts Clem's cabin camp at Kewadin, was injured last week. No details have been given as to the cause or nature of the accident.

Secretary H. R. Bradfield and family

were week end guests of Dr. and Mrs. Bolender, of Detroit.

All members should be present at the memorial services which will be held Sunday, April 8. The services will start at 3:30. Our death loss for the year has been heavy and all members should show respect to the memory of our departed fraters by attending the services.

Don't forget the U.C.T. meeting Saturday evening. The meeting will be called at 7:30 sharp. The new officers want plenty of action so everyone should try to secure a new application to present them. Come and bring a candidate. Notgniklip.

Unpopularity of Sales Tax

Criticism of the sales tax as imposing an unequal burden on small business has developed considerable unfavorable sentiment to its adoption or retention as a means of raising State revenues.

Abolition of the State sales tax law of California is urged in a petition to Governor Rolph and the State Legislature, sponsored by the State Federation of Labor and the San Francisco Labor Council. Substitution of a "land values" single tax provision is favored.

This single tax plan would provide that for five years "taxes upon tangible personal property and upon remaining improvements in and on land levied by the several counties, cities and other taxing districts of the State shall be decreased in the proportion of one-fifth of their assessed value, and thereafter shall cease, land tax value being substituted."

The taxation committee of the lower house of the State Legislature of Ohio is attempting to frame a permanent tax program which will not contain a sales tax provision. Proponents of the retail sales tax plan were defeated in committee by a vote of 12 to 4.

At a hearing before the State Tax Commission of Connecticut, created to draft a revenue program, opposition to the sales tax plan was voiced by many witnesses. Spokesmen for taxpayers organizations considered the tax objectionable as offering a pretext to raise prices and because of difficulty in collection. A representative of retailers and merchants objected to the unequal burden upon small business. Support for the plan was given by the Connecticut League of Municipalities as providing a relief to the burden now borne by property owners.

Deadlock of the Senate and House of the West Virginia Legislature over the consumers' sales tax provisions in the pending revenue bill has resulted in the offer of a substitute program, from which the sales tax is eliminated. The new measure would raise \$12,000,000 principally through a tax on capital stock of corporations and a depletion tax on natural gas and electricity.

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.
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Michigan Canned Peas Superior To Fresh From California

While successful preservation of foods by heat sterilization, essentially our canned goods as we know them, dates back over a century, this writer recalls when he said, decidedly: "They can't can peas." The first canned asparagus I ever handled was a sorry, salt item, unpalatable, unsalable.

But peas have now been canned acceptably for so long that few can remember when they were not. Beginning, perhaps, in New York for the finest, peas are canned in many states now, each claiming plenty for its quality with probably Wisconsin and Michigan leading in intrinsic merit; and, of course, peas is only one item which have been canned progressively better through several decades.

A beautiful story related to peas particularly when first their preservation was perfected. That ran about thus: Peas are gathered about sunrise, vines and all. They go to the viner first, thence are shelled, sized and completely processed within a few hours. They are in the cans, one might say, before the dew is off the pods. Hence, what with the even sizing and immediate, scientific canning, this is a vegetable which reaches the table in far better condition than anything ordinarily to be obtained from the green grocer or vegetable peddler.

That was then a true story, a plausible story, one consumers' experience verified, I have told it often myself, with complete conviction. But just lately a can manufacturer used it to advertise canned vegetables, and he was so promptly and vigorously called down by an association of wholesale produce merchants that his advertising has been radically modified.

Why this? Has the canning industry been slipping of late? Not at all. What has occurred is such marked advancement in handling, packing, refrigerating and rapid transportation to retail distributors of fresh fruits and vegetables that the old comparison no longer holds true in all cases.

Canned tomatoes and corn remain, perhaps, so far in the lead over what can be obtained fresh in most localities that the story may be unaltered. Canned asparagus is so successful that it is preferred by some folks over all but the choicest fresh article in the height of the season; yet this last holds only partly true. Fresh peas are now sold every day in the year in most centers and in such condition as to make comparison with the canned item very unfavorable to the latter. Fact is that fresh California peas are so wilted and bruised and covered with discolorating spots by the time they make the long trip from California to Michigan that few people will eat them with the same

relish they have for canned peas which are only five hours from vine to can. Then, too, the outrageous freight charges of the railroads make the cost several times greater than the price charged for Michigan peas, which are put up under the most approved conditions. The same is true of green beans. Spinach in cans is a worthy item at any time.

Sound students of conditions among packers have long sensed this change fully and coped with it intelligently. I chanced into Detroit a few years back just in time to be late for the talk of a woman expert representing one of the nationally distributed lines. I had a minute of talk with her just before she left the hall and brought up this question of peas.

"O, but fresh peas and canned peas are two distinct articles," she said. "They must not be confused, for neither takes the place of the other," and hastily she sketched how the canned article should be sort of re-processed in its own liquor before serving. That was a graceful retreat from an untenable position and properly effected. But the incident of the wholesale produce protest shows that not all canned goods folks are awake as yet to the vast change which has occurred of late years in this connection.

This is only one further endorsement of the stand that no grocer can afford to be careless of his fresh fruit and vegetable department—or he will find himself slipping out of important earnings and losing his most discriminating trade. If any grocer question the soundness of what I say, let him take a morning off to walk about among his chain neighbor competitors and size up their displays. If you say you cannot take time off in the morning, please believe that you can invest no time better. And I assure you this is up to you. You will be the loser if you fail to heed the hint. Nobody else will miss you when you're gone because there are plenty of grocers everywhere.

Fact is, the future of this business will belong exclusively to men who know, who think, who reflect, who weigh problems and sense conditions, who are constantly watchful for modifications in goods, habits, systems—men, in short, who can jump quick.

I was reminded of this when I dropped in on M. Valjean, my French grocer-friend to-day. Incidentally, the M. does not stand for what you may imagine, nor is the name pronounced as its spelling might lead you to think. Anyway, we got to talking of groceries, foods, character in merchandise—talk from which I always derive inspiration and new knowledge on my over fifty-seven years' background.

I have reported a lot about Valjean's cheese—his seventy-two or more varieties—and to-day he had another. He also had a new wafer which he described and demonstrated to me. He never suggests that I buy anything. He simply takes joy in describing discoveries in new foods—and then, of course, he does not have to "sell" me, for I am already fully and fairly sold.

Maybe you know about cheese cake—alleged, probably. I know I have tried to think I liked what we could buy from time to time, but I never got

intrigued that you could notice. But shortly ago, Valjean sold us some and I'm telling you that nobody had to coax me to finish my piece. Nectar ambrosiana never had anything on that. To-day, then, I dropped in for a further section thereof. The chat ran about thus:

"Well, you see, we had tried many cheese cakes that were offered to us, but somehow they did not touch the spot. So we experimented ourselves and finally evolved what we feel is about right. You know, if you get real, what you might call official character in your goods, you never have trouble selling them; and where is there such pleasure as what comes from knowing that what you offer is right?"

We then talked of wine, because I noted a sign about port and sherry at exceedingly moderate prices; and let it be known that, while I could not give you any idea what I pay for Valjean's cheese cake, I know that he is as absolutely right on price as on character and quality. I therefore remarked: "I see that if I fetch in my own gallon jug I can get pretty good wine for modest money."

"Yes," he responded, "and you see, I handle only those two in bulk, Claret and suchlike wines—I might have half a dozen or more lots—are not for me because I feel they would give me trouble. Those light wines must be turned rapidly. They are not fortified enough to stand up. The alcoholic content is so little that they tend to revert to vinegar and in the process they be-

come sharp and harsh, unpalatable." "Indeed, I know," I broke in. "I have had some slight experience."

So in this as in all else, M. Valjean thinks out all phases of any question, decides what is sound and works right up to that. He takes nothing for granted. He is from Missouri and must be shown before he sets anything before his clientele; yet he is as far removed from a "crank" as one could imagine. He is—maybe you have guessed the answer—simply a Master Grocer.

That's what I mean. Those are emphatically the Men of the Future.
 Paul Findlay.

A new type of shower curtain combination eliminates curtain rail and pins, uses two wall hooks and a fixture having two folding arms to support the curtain.

The most urgent need is a way to control liquor after it gets in the driver.



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GUM & CANDIES
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 and other foods
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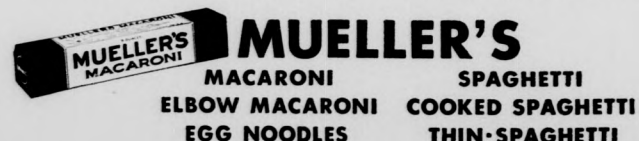


BILL, WHATEVER DID YOU TELL THAT HOUSEWIFE WHO SAID SHE WAS THROUGH WITH CHEAP, SOGGY MACARONI PRODUCTS?

NEVER MIND WHAT I TOLD HER, GINGER— BUT SHE BUYS NOTHING BUT MUELLER'S MACARONI PRODUCTS NOW!

BILL and GINGER, popular radio team, are presented by the C. F. Mueller Company every Monday, Wednesday and Friday at 10:15 A. M. over the Columbia Broadcasting System

Inferior products reflect discredit on your store... Stock and display foods of known quality and you will be in business long after unknown brands have failed. Mueller's Macaroni Products have set a standard of quality for 67 years, and yield fair profits to loyal grocers year in and year out.



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MUELLER'S
 SPAGHETTI
 COOKED SPAGHETTI
 THIN-SPAGHETTI

MEAT DEALER

Do Dreams Ever Come True?

Codes to the right of us—codes to the left of us—but no meat dealers' code in front of us.

This, we as meat dealers know, and according to late reports the NRA has come to the same conclusion.

For the past several months we have had codes for breakfast, dinner and supper and then we discuss them in the evening at our meetings and at times take them to bed with us.

Speaking of taking codes to bed with us just reminds me that not long ago I had a dream about the meat dealers' code and at that time I wondered if dreams really come true. Well, my dream was something like this. I had a conference with President Roosevelt relative to our code and during the course of our conversation I said to him, "If you would leave us alone and adopt our code as we want it we would be all right, but this idea of throwing us in with someone else isn't going to work out. We know what we want and what we need to put the industry on a sound footing, but we cannot make those fellows in Washington see it." The President answered, "Well, I guess you are right, Charlie."

Well, my dream did come true and furthermore I always had a hunch that this government was about to do just that very thing—group us in with somebody else. To my way of thinking it is wrong and will never work out. My candid opinion of the whole affair is that it is a slick piece of engineering on the part of the other national associations, proof of which can be had by reading the administrative section of the food and grocery code.

But now the question that confronts us is, what are we going to do about it? Are we to sit tight and take our medicine? I would say no.

In reading the food code you can readily see all names are people connected with the grocery industry. Not once did they consult us nor did we take at all any part in the making of this code. This to me is unfair and I believe that the President and General Johnson should know all about it and just how we feel in being treated in this manner.

Codes are put into force to eliminate unfair tactics but when the code itself is unfair then it's time to protest. We in Cleveland have been led to believe and term as unfair, unjust, inconsistent and anything but fair play to all parties concerned in the making, adoption, putting into effect and administration of the Food and Grocery Code. We have taken this stand after due consideration and analysis of the facts and procedure of the entire case. I, therefore, set forth the facts of the case as I see them:

1. That the Code Committee of the National Retail Meat Dealers did file with the proper authorities in Washington a Code of Fair Trade Practices for the Retail Meat Dealers of the nation early in August, 1933, and thereafter made several trips to Washington. As per request did make five redrafts of this code, the last of which was filed early in November.

2. That communications, quotations and releases received by us from our National Association included letters, telegrams and quotations from deputy administrators in Washington which did lead us to believe that a public hearing on our code was to take place in January.

3. And now with a quotation of Assistant Deputy Administrator, C. W. Smith, from a letter addressed to Wm. R. Cass, we are told: "There have been numerous state and local codes for the retail meat dealers submitted, but no representative national code has yet been called to my attention." He further stated that we had been placed under the Food and Grocery Code.

4. Being placed under a food and grocery code without the slightest privilege of a public hearing or even an invitation or notice to participate in the making and public hearing of a code under which we are to be governed is unfair, unjust and not consistent with the President's policy.

5. That we did not nor did our National Association with its many locals about the nation take any part in the forming of the Food and Grocery Code, nor did we receive a request or governmental notice to do so is the truth.

6. The Food and Grocery Code as it is set up does not represent the retail meat industry with representation from a national standpoint.

7. The National Food & Grocery Council now existing has the power to set up State and Local Councils without meat dealer representation.

8. The code specifically states that the initiative for the establishment of a Local Food and Grocery Distributors' Council shall rest in the first place upon the Local Retail Grocers' Association. Again the meat dealer has no voice.

9. Under membership in Local Food and Grocery Distributors' Councils which reads as follows: Each local Food and Grocery Distributors' Council shall be made up of food and grocery merchants actively engaged in business in the district to equally represent each major type of distribution similar to that recognized in membership of the National Council, etc." The National Council not having a meat dealer representative, the local is also deprived of one.

10. That meat cutting, pricing and merchandising is a craft or a trade which requires about three years of apprenticeship to become a meat cutter and then three more years to become a manager or buyer is a known fact. (The chain stores train their grocery clerks and managers in six weeks' time.) Meat cutters are skilled mechanics and artisans and hold their rank along with bakers, carpenters, plumbers and electricians.

11. It is the trained eye of a meat cutter that distinguishes the size or weight of a retail cut taken from a wholesale cut. It is this same eye that detects the grade, quality or sex of the animal. It is this same eye which detects spoilage which renders this highly perishable product unfit for human food. Along with this eye are the tools with which he operates and has mastered.

12. Pricing of meat differs from fruits, vegetables, canned goods, soups, etc., which are sold as bought. A cost plus a mark-up equals selling price. One dozen cans purchased—one dozen cans sold—now or six months from now—cost 10c, sold at 13c, equals 3c margin. This is not true in meat merchandising. A side is purchased at 10c a pound for bone, fat, waste and edible meat. One portion is tender and more desirable—another tough with a lesser demand—another without demand which must be processed into hamburger, patties, meat loaf or the like. One cut is sold at an increased mark-up, while the other is sold below cost. Customer demand varies from day to day, yet all must be sold in a short period of time (three days) to overcome loss and trimmings. A profit must be made on the carcass—bone, fat, waste and all. Only the skilled meat cutter with years of experience can do this. The inexperienced fail before they get started. The Department of Agriculture will verify these statements.

13. These being facts the retail meat industry must be governed by trained and experienced practical men who can distinguish a round steak from a sirloin, a veal chop from a pork chop, a steer from a cow, a lamb from a sheep, a prime or choice grade from a common.

14. Customer demand and her willingness to pay make the price of any retail cut of meat. That meat shops and neighborhoods differ in this respect is proven when one cut is sold at a loss in a high-class neighborhood, while the same cut is sold at a profit in a poorer neighborhood. Then, therefore, selling at a profit or below cost must be ascertained for the total sales of the carcass. Only experienced men can determine this fact.

15. Terms of the trade, retail cuts known to the consumer and as defined by the Department of Agriculture, cold storage, fresh, milk-fed, native, etc., should be known by local code authorities to successfully administer it to the entire satisfaction of all concerned.

16. Due to the fact that the majority of meat merchants operate a straight meat market with a few items as a side line and that 70 per cent. of the proprietors of combination stores do not understand the meat business but depend upon a meat cutter to operate that department, there is a decided distinction between the grocery or vegetable business and the retail meat industry.

For these and many other reasons which I could enumerate it is necessary that we have our own code. We never

will get it unless we fight and that we must do.

Charles M. Kroh.

Past President National Ass'n Meat Dealers.

Grandmother's Old Favorites Still Popular

While grandmother's methods, some of them, are out-dated, many of her favorite dishes are still popular, especially the old-fashioned beefsteak pie and the New England boiled dinner. Here are recipes for these genuine old-fashioned dishes—they are suggested by Inez S. Willson, home economist.

Beefsteak Pie

2 pounds round or chuck steak
1 large onion, sliced
2 tablespoons lard
2 cups diced potatoes
1 egg
2 tablespoons flour
2 tablespoons butter
1 teaspoon salt
¼ teaspoon pepper
Rich pastry or biscuit dough.

Cut the steak into small pieces and brown them, together with the sliced onion, in hot lard. Season with salt and pepper. Cover with hot water and simmer for thirty minutes. Then add the diced potatoes and cook about forty-five minutes longer, or until the potatoes are done. Thicken with flour and butter creamed together. Pour into a deep dish, cool slightly, and cover with a thin crust of biscuit dough or pie crust and bake in a moderately hot oven (400° F.) until the biscuit dough or pie crust is nicely browned.

Vegetables such as carrots or turnips are sometimes added to the beefsteak pie.

New England Boiled Dinner

3 or 4 pounds corned beef
1 small head cabbage
3 large carrots
6 medium onions
6 medium potatoes
2 small turnips.

Wash the meat in cold water. If very salty, soak it for half an hour in cold water, or let it simmer for a few minutes in water and then drain. Place the meat in a kettle (a large iron kettle is the kind that grandmother used). Cover it with boiling water, and let it simmer until tender, three or four hours. During the last forty-five minutes of cooking, add the carrots, onions, parsnips, potatoes and turnips. During the last twenty minutes of cooking, add the head of cabbage, cut in quarters. Serve attractively arranged on a large platter, with the corned beef in the center, and the vegetables in separate piles around it.

Cigars seem more expensive until you think how few people have the nerve to say: "Got a cigar?"

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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.

Suggestions for the Hardware Dealer in April

Housecleaning lines will be a big factor in your April business, and should be given their fair share of prominence till hot weather sets in. A good way to start April is by a window display of such lines. And make our display the most effective and appealing you can contrive. It is perfectly true that a good many housewives put off their spring cleaning as long as possible; which is all the more reason why you should do your utmost to stimulate early buying.

The best window display is that which imparts a coherent message; a message that will interest your public. Doubtless most of the households in your community have been putting off the buying of necessary new equipment and struggling along with old and inefficient equipment for the last few years. A good idea to emphasize in your display is, that the more complete and up to date the equipment for housecleaning, the quicker and easier the work will be done. Furthermore, that with better times ahead, it is no longer necessary to tolerate that broken mop and that leaky pail. Emphasize the fact that a very small expenditure will secure the hardworked housewife the articles she needs.

Make your display comprehensive. Present the fullest possible showing of housecleaning accessories. The display may include such varied lines as vacuum cleaners, carpet sweepers, dusters, step-ladders, mops, pails, sweeping compounds, polishes, floor waxes—in fact, everything you've got. Help out your display with show cards: "Why be a drudge?" "Proper Equipment Saves Drudgery." And catchy slogans of a similar nature.

As the season progresses, you can put on less comprehensive displays. An "Easy Washday" window could feature washing machines and laundry equipment. If you handle electrics, play up your electric washer. Put on a demonstration right in the window if you can.

Wherever possible, it is sound policy and good salesmanship to show the article doing its stuff. Where the window is not large enough, it is often a good stunt to put on an interior display of a completely equipped laundry room. Such displays drive home the idea of having modern and complete equipment for household work.

Get this idea before your individual customers; coupled with the idea of adding to their equipment piece by piece if they can't buy the full equipment at the outset.

Housecleaning uncovers a great deal of unsuspected wear and tear. This gives the dealer a peg on which to hang an April display of varnishes, polishes and interior paint specialties. A display of these lines will logically

precede the spring drive in exterior paints.

In this connection, play up flat wall paints and other interior wall finishes. Many homes have never been decorated; many more urgently need re-decorating.

Now, the average individual isn't eager to redecorate the entire house. It's a huge and expensive job, in his eyes. Of course, now and then an individual prospect will tackle the whole job, aiming to get it over and done. But where a customer hesitates at the work or expense, the salesman should urge:

"Why not try one room—the room that need redecorating the most? Take that one room and redecorate. Then when you are ready go on with the next. In a few years you'll have the whole house done and you won't have felt the cost."

People who adopt that idea quite often form the habit of redecorating one or two rooms every year, and they buy their materials almost automatically. It is far easier to sell on that basis than to sell the idea of redecorating the entire house at one time.

In April the tool department deserves some pushing. In putting on a display of small tools, the window can frequently be built up into a sort of terrace effect, one step rising behind another. Another popular arrangement is to show a good background with the tools arranged fan-wise against this background, and larger tools shown in the foreground of the window. White cheesecloth makes a good background material; but colored stuff can be used to good advantage.

With garden tools, realistic displays are often possible. Artificial flowers and leaves can be worked into a display. A patch of real turf covering the floor of the window is good. If you have started some flower or vegetable seeds in boxes, these boxes can be worked into the display; or you can borrow some from a florist. A touch of real green adds a lot to the effectiveness of a garden tools display. Some dealers plant seed boxes ahead of time, the seeds arranged to spell the firm name or a slogan such as "Our Seeds Grow." Hangers supplied by seed firms, and the bright-hued seed packets, add to the effectiveness of the display.

Show the fullest possible line of garden tools. Drive home the idea that, to get the best results from back yard gardening, proper equipment is necessary.

Toward the end of April, many families will be moving. This gives the dealer a chance to push the sale of stoves. In many instances the moving families represent good stove prospects. Once the old stove is moved to the new home and set up, however, the chance of making a sale is much less; so that it pays to get early information of such prospects and canvass them before they move, if possible.

In conjunction with range displays, it is often a good stunt to show a "model kitchen" with the range as the central feature, and a complete display of kitchen utensils. Here, again, demonstration is helpful. In your display

and your sales talks stress the idea of the customer securing—systematically, even if gradually—the completest possible kitchen equipment.

Sporting goods should move rapidly in April. The dealer who is well stocked in readiness to meet the demand and who gets and keeps in touch with prospects will doubtless get the bulk of the spring trade. The sporting enthusiast wants what he wants when he wants it; and if you haven't got it, he's apt to go elsewhere rather than wait.

Exterior paints should be pushed energetically; and if you have planned a follow-up spring paint campaign, urge it along with your utmost possible energy. After several years of neglect, most buildings in your community need paint; and a good many sales are likely to be made where the dealer goes after the business energetically.

Victor Lauriston.

Glass Trade Rise Maintained

Without exception, the principal divisions of the glass manufacturing industry have completed the first quarter of 1934 well above the levels of the same period of last year. Additional indications for active demand are appearing almost daily. Some plants have already found it advisable to put on additional shops in order to keep stocks just a step ahead of requirements. A reviving demand for beer mugs and allied glassware is also adding its impetus to the general gain. The bulk of this demand is coming from hotels and restaurants.

Banks are more disposed to lend.

Active Demand for Farm Implements

Stimulated by the greatly improved purchasing power of the farmers, agricultural implement manufacturers and other industries catering principally to farmers are currently operating at greatly improved schedules.

Orders and current demand for plows and cultivators are said to exceed the manufacturers' capacity for quick delivery. Makers of heavy agricultural machinery, such as threshers and combines, are about three times as busy as last year, although their operations on the average probably fail to exceed 50 per cent. of capacity.

A larger part of this business is currently being done on a cash basis than has been customary in the past, reports indicate. This is not due to stricter credit terms on the part of manufacturers, but because farmers after their recent experiences are said to prefer to pay cash if they can.

For touching up footwear between shines there is a new kit consisting of a pad containing polish, backed by a mohair polishing pad, all housed in a small, clean-to-handle "vanity case."

The depth to which a metal is "bruised" when the surface is machined can be detected by X-rays.

The reason Solomon was such a wise man was because he had so many wives to advise him.

This Chart Shows You How 127,355 Property Owners Saved \$3,706,592 Last Year.

INSURANCE COST CHART

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FIRE ON HOME—CONTENTS		*30% if you rent 40% if you own	
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DRY GOODS

Michigan Retail Dry Goods Association.
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 Secretary-Treasurer—Clare R. Sperry, Port Huron.
 Manager—Jason E. Hammond, Lansing.

Seek Curb on Jap Dinnerwear

Charges that many Japanese dinnerware producers are sold up to February and March, 1935, while American producers have less than sixty days' advance orders on hand, will be made in Washington this week by spokesmen for the domestic industry. The chinaware interests in this country are seeking some curb on the volume of Japanese chinaware exports to this country. According to domestic manufacturers, the Japanese goods can be delivered in this country at prices which American producers cannot equal. A sharp increase in tariff rates on chinaware or a partial embargo on Japanese goods is sought by the domestic interests.

Hit Dummy Jobbing Houses

Charges that several small chain organizations are seeking to evade code restrictions in the purchase of supplies by setting up dummy jobbing establishments, were voiced in New York this week by producers of kitchenwares. According to the complaints of suppliers, organizations comprising no more than three stores have set up "wholesale" companies with managers of the stores acting as directors of the company. Assistant managers are designated as "salesmen" for the jobbing houses and "sell" goods to other stores in their chain. On the basis of this set-up, it is alleged, the small retail chains are claiming, and getting, jobbers' discounts.

Best Swim Suit Delivery May 25

The majority of bathing suit mills, outside of the Philadelphia area, cannot promise deliveries earlier than May 25 to June 1, it was learned in New York this week when some buyers whose orders were threatened by the Philadelphia strike, made overtures to them. At the same time, most of these manufacturers put a ban on any copying of suits, where a switch of orders from the Philadelphia mills would be involved. The copying is not style piracy, but merely a revision of a mill's specifications to conform to those of buyers who have transferred orders to it. Such copying would upset production schedules, it was held, and further retard deliveries.

Gold Leads Costume Jewelry

The strong favor for gold effects in novel jewelry bids fair to continue well into the hot weather period. The volume of March business in costume jewelry has been very heavy, with some producers noting increases of several hundred per cent. over a year ago. The demand has largely centered on clip earrings dress pins and clips and bracelets. Most of the items are of metal, but some are set with stones or combined with composition material.

Tension Lifts in Textiles

While labor difficulties cannot be regarded as having been entirely solved by the automobile settlement, the pri-

mary textile markets have shown a noticeable easing of tension. The main feeling is one of relief that the labor situation has not gotten entirely out of hand and that President Roosevelt has exhibited his powers of control. While the demand for goods has not spurted this week, sellers feel that one obstacle to buying has been removed in part and that wholesalers and stores will return to the market more quickly than they would if strikes were under way.

Men's Wear Orders Slower

While orders for men's wear fell back this week, as it is an "in-between" period, manufacturers expect a large number of buyers to visit the New York market next week. At the same time the highly encouraging reports of sales for the first half of March from various sections of the country encouraged them to believe that purchases next week would be very heavy. Sales increases ranging anywhere from 60 to 100 per cent. over last year were cited. Many out-of-town merchants reported that last Saturday they did their heaviest business for a single day in years.

Sales of Small Housewares Gain

Manufacturers of small housewares closed the first quarter of this year with unit sales 15 per cent. above the corresponding period of 1933, according to estimates. The dollar volume will run from 20 to 30 per cent. above that for the first quarter last year and will be comparable with the 1931 volume of business. The improvement has been notable in metal kitchen utensils and low-end kitchen crockery. Several kitchen utensil manufacturers expect that the second and third quarters of the year will bring a heavy call for their wares and are installing new machinery to increase their output.

Novel Aluminum Items Selling

The vogue for serving dishes of hand-hammered aluminum of satin finish is steadily gaining headway. The variety of items being developed of this metal is now extremely large and ranges from ash trays to Sunday night supper dishes, salad bowls, cocktail trays, service "trees" and champagne buckets. The merchandise wholesales from 50 cents to \$9 per piece. Aluminum of brushed surface in modernistic effects is also being strongly featured in lamps, fruit and salad bowls, candy boxes, powder bowls and ash trays.

Greeting Card Volume Mounts

With one manufacturer reporting a 50 per cent. increase in business so far this year compared with the first quarter of 1933, producers of greeting cards are highly elated over the heavy demand for their goods. Easter card sales approached close to 1929 levels, and re-orders were so heavy that few manufacturers could meet requirements. Lines of Christmas cards opened early in the month are selling well in all price ranges, with initial orders almost twice the size of those placed early last season.

Carbonated Beverage Sales Up

For the first time since repeal became effective carbonated beverage manufacturers are now booking the increased volume of orders which they

believed would result with the return of liquor. The popularity of the cocktail immediately after repeal cut into the volume of the carbonated beverage producers. At present, manufacturers report, the cocktail fad is waning to a considerable extent and sales of drinks in which ginger ale, soda or seltzer are used have increased correspondingly.

Designed for home workshops, a new electric router and shaper has an interchangeable power unit, is said to permit home woodworking operations heretofore tedious or impossible.

Still, if bad men were denied bail, how could they rob a bank to pay their lawyers?

Wholesale Linoleum, Carpets and Rugs

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ARMSTRONG'S LINOLEUM

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"HOW SOON CAN YOU PUT OUR TELEPHONE BACK IN?"

We are asked this question many times daily. For people have missed the convenience and protection of telephone service. They have missed both the social and business advantages of having a telephone in their homes.

They have found it inconvenient, and often embarrassing, to use a neighbor's telephone. They have learned that the extra carfare, driving expense and cost of public telephone calls would more than pay for a telephone of their own.

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

Installation will be made promptly



GRAND RAPIDS PAPER BOX CO.

Manufacturers of SET UP and FOLDING PAPER BOXES
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GRAND RAPIDS MICHIGAN

HOTEL DEPARTMENT

Times Have Changed With the Traveling Salesman

Los Angeles, March 31—Several years ago—at least fifteen—I had the pleasure of forming the acquaintance, at a Wisconsin hotel meeting, of Joseph Weishaupt, who conducted a hotel at Neenah (my birthplace) and I have just learned of his demise. I remember that in 1926 Mr. Eames MacVeigh, Chicago financial king, who was stopping with me at Glen Lake, just at the close of the summer season, suggested an automobile trip through Wisconsin, en route to Chicago, and we visited with this wonderful man, as personal guests, at his Valley Inn, at Neenah, which was most certainly one of the most wonderful establishments of its kind I ever saw. The Chicago financial man never fails to mention it, on occasions when I have chatted with him in recent years. Mr. Weishaupt was prominent in association affairs, was a typical host, and will be missed by many.

Northwood Inn, one of the suburban hotels of Detroit, which has been closed for some time, has been reopened by Herbert L. Hund, who was associated with the former management.

Maurice F Moore, who has been manager of the Down Town Club, Detroit, has been appointed manager of Aztec Tower for the Union Guardian Building, operators of the restaurant. Mr. Moore came to Detroit twenty years ago, from New York, and has been actively connected with popular clubs and restaurants ever since.

Clifford R. Taylor, general manager of hotels for the Detroit Trust Company, is now managing director of Hotel Tuller, succeeding W. M. Walker, former receiver. Robert Hensley who has been associated with the Tuller in the past has been appointed resident manager.

The annual convention of the American Hotel Association, is to be held at New Orleans October 10 to 13, as just announced officially by President Thomas D. Green.

Zach. D. Jenkins, an early manager of Hotel Whitcomb, St. Joseph, now conducting Hotel Faust, Rockford, Ill., has just been elected president of the local hotel association.

A traveling business woman recently expressed her amazement at finding executive housekeepers at many hotels to be smiling human beings. They visit one's room with the remark: "Can I do anything for you?" instead of making the threat, "Don't dare to burn a hole in the bedspread."

President Preston D. Norton, of the Michigan Hotel Association, and manager of Hotels Norton, Detroit and Norton-Palmer, Windsor, at a meeting of hotel operators, made a plea for stabilizing hotel rates. He claims, and I think truly, that the outstate operators are not doing the rate cutting; the hotel men in Detroit are mostly responsible for it, and I am pretty sure "Pres" knows what he is talking about.

Quite frequently I am invited into hotel men's functions here, but recently I was conscripted to attend a meeting of the Southern California U. C. T. and I enjoyed it hugely, because I have in my lifetime transacted business from both sides of the hotel counter—was a traveling man for a quarter of a century and don't care who knows it. Hence I have always had a warm spot in my heart for the travel-

ing man and think I demonstrated that in my treatment of them while acting in the role of landlord. Their hearts are always young, but there is a constant change going on in the methods of selling goods and in many cases he is the goat. The old-time traveling man is now a specialty salesman, high-powered, in most instances, at that. He differs from his commercial forbear, much like the prime factor of evolution. The old-time drummer always rode on slow local trains, stopping in the tank towns, making two, or sometimes only one a day. Arriving at a town, he would spend part of the day arguing with the hotel clerk and finally the bell-boy and porter, so that he could get his trunk of samples from the depot, unpacked and installed in his sample room. Then he would spend more hours calling on the trade, inveigling buyers or small store proprietors to come up to his room, and after he had taken their orders and treated them to whatever stock of stories, alcoholic beverages and cigars he might have on hand, would begin the weary job of packing up his sample cases once more. Sundays he often had to lay over in small-town hotels, killing time by making out his coming week's route list and indulging in "seven up" with other victims similarly situated. Quite customarily he would have an opportunity of getting acquainted with his family at intervals of two or more weeks and then only by fleeting visits. His old trade as a rule, were loyal to him, and prospective customers encouraged him with the statement that they would surely give him an order on his next visit. He occasionally heard from his house with an enclosure of an expense check, and when sales were slow, with a personal suggestion that they could not "understand why." A mistaken idea with the general public was that he was "flip" and the hotel man that he had an easy job spending money for the house. Others, however, considered him with mixed feelings of awe, respect, doubt and admiration. As I said, times have changed with the modern knight of the grip. No more local trains, long layovers in jerkwater towns, Sundays in out-of-the-way hotels. He travels in an automobile, usually equipped with specially made trunks and cases for the display of merchandise. He seldom uses a sample room, but goes direct to his customer's store, and utilizes any spare time his customer may have, at intervals when there is no particular rush. Instead of one or two towns, he travels on smooth highways, making a dozen towns a day, and if he happens to be a hardware or grocery salesman, has a regular fixed schedule as unalterable as a railway time-table. He is always with his family every week-end, and the more fortunate are home every night. He enjoys his car, tells his colleagues what wonderful work it is doing and how many he wears out in a season. That is what they are made for and, besides, he gets plenty of benefit out of them. But telling stories and dispensing hospitality to the trade are things he knows very little about. He is all business. Instead of questionable jokes, he puts in his spare time telling his customer just how to stimulate trade, how to buy conservatively and all about bargains. And at night he sits in his comfortable home and listens to the radio, instead of playing poker with the gang in some hamlet. Many of his brethren are even stalwart pillars in the church, and most of them are active in civic affairs and improvements. But even if the old-time traveling man has disappeared under the swift march of progress, he will be remembered many a day by the veteran country hotel man who waxed fat off his patronage. The stage will keep him alive and his stories will be repeated in locker rooms and Pullman smoking compartments. A gay life he lived in his day. Many a sad female heart followed his disap-

pearance. He was a picturesque picture, even if many of the stories he

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Excellent Dining Room
Rooms \$1.50 and up
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Rates Reasonable—Service Superb
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50 Baths 50 Running Water
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CENTRALLY LOCATED
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Have You Seen Our New

- Cocktail lounge — Popular afternoon and evening rendezvous.
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Delicious food served in
pleasant surroundings at
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the MORTON popular.

GRAND RAPIDS'

FRIENDLY HOTEL

Philip A. Jordan, Manager

told were bewhiskered. And as such his passing is mourned.

Last Saturday, at beautiful Sycamore Grove, I attended the semi-annual picnic of the Michigan Association, made up of ex-residents of the Wolverine state. Owing to the inclemency of the weather—"unusual," of course—the attendance was not large, and I was much disappointed in not meeting a great many of the "old guard" who are usually in evidence on these occasions. Among old Pentwater residents, however, I found "Del" Lutz, who came out here many years ago, established a grocery store at Bishop, sold out to the city of Los Angeles when they absorbed the water rights of Owen Valley, and who, now retired from a busy existence, is enjoying himself in the City of Angels. Charley Lewis, who for many years conducted a hardware store at Pentwater, but who spends his winters in California, was there, and the trio enjoyed a long session of reminiscing. G. W. Haight, a Shelby pioneer, who has been active out here for a good many years, was also among those present, as was Gottlieb Huthle, of Oceana county. The individual most missed by those assembled was genial Franklin Pierce, a former resident of Grand Rapids, detained at home by illness. Frank was general agent for the Standard Oil Co. I might say he was one of my "victims" when I was engaged in supplying board and lodgings to traveling men. Now he lives in a comfortable home in Hollywood, supplemented with a battery of bungalows. Frank used to be one of a sextette who used to take possession of my hotel every fortnight and inaugurate an eating contest. The other members of this fortnightly club were Ernie Welton, of the Hume Grocer Co.; Herman Anderson, Walker Candy Co.; Harold Foote, Swift & Co.; Charlie Ovitt, Armour & Co., all of Muskegon, and "Bill" Berner, of the Judson Grocer Co., now manager of Lee & Cady, Grand Rapids. Charley Ovitt has passed to the Great Beyond, but from the information I have at hand, the remainder of the "gang" are all doing well. They ought to be, considering the amount of provender they used to consume. Most visiting Michiganders are usually largely in evidence and they always make up in enthusiasm what they lack in numbers. The Michigan association is one of the largest here.

In a communication received from Charles Renner, who, prior to the time of the recent refinancing of the affairs of Hotel Whitcomb, St. Joseph, was manager thereof, he intimates that the new owners have requested him to retain management of same. I will be very glad if this is the result of negotiations, for no individual of my acquaintance is better fitted to "carry on" the affairs of that institution than he. Financial reports show that the business of the Whitcomb is twenty per cent. heavier than last year.

Fred Ward, former night clerk of Hotel Osceola, Reed City, has resigned his position and it is stated that he will enter another line of business. The best wishes of the writer go with him.

I have learned that the "old reliable," Fred Parker, owner and operator of the Parker House, at Hastings, and a staunch member of the Michigan Hotel Association, has been ill for several weeks, but is reported to be on the road to recovery. I hope this is true, for Fred is a real host, and the traveling men need him in his business.

Leon Deglman, manager of Hotel Ojibwa, Sault Ste. Marie, has returned from a visit to Florida. His good wife accompanied him and they each brought back a bountiful application of tan, besides having had a good time.

I much regret to learn of the death of Herbert A. Kline, for some time business getter for the Detroit Book-Cadillac, from heart disease. "Herb" was a good scout, and I used to know him in the days when he was connected with Hotel Fort Shelby. Last year, on my vacation in Michigan, I made a wonderful trip with him from Grand Rapids to Detroit, and he certainly sold me on the merits of the Book-Cadillac.

According to a ruling of the U. S. Supreme Court, occupants of a motor vehicle which goes upon a railroad track at a crossing, take their lives in their own hands. Trains have the right of way and are not responsible for the death or injury of persons being hit. For years several states have been trying to pass laws prohibiting anyone driving a car from crossing railroad tracks without first coming to a dead stop, but legislators have leaned to the opinion that such an enactment would release railroad companies from responsibility in case of accident. Now that this legal point has been practically settled, the motorist will either protect himself of his own inclination or suffer the consequences.

Frank S. Verbeck.

Carpenter Cook Fruit Department Bought By Cohodas Brothers

Ishpeming, April 2—Sale of the fruit and produce department of the Carpenter Cook Co. to Cohodas Brothers Co. is announced by F. X. St. Peter, President of the Carpenter Cook Co.

The Cohodas organization will take over management of the fruit and produce departments of the Carpenter Cook Co. in Menominee, Escanaba and Iron Mountain Monday. The transaction also transfers to the Cohodas organization the Carpenter Cook Co. holdings in fruit and produce houses at Appleton and Oshkosh.

The Carpenter Cook Co. and Cohodas Brothers Co. have been allied for fruit and produce purchasing for several years. The Carpenter Cook Co. is disposing of its fruit and produce business to concentrate on the development and expansion of its wholesale grocery business and its auxiliary producing units, the Michigan Candy Co. and the Michigan Coffee and Spice Co.

The candy, coffee and spice plants of the Carpenter Cook Co. have more than doubled production in the course of the current expansion campaign and their products are being sold in twenty-six states. The candy company has employed day and night shifts of workers since the first of the year.

Menominee and Marinette, with acquisition of the fruit and produce department of the Carpenter Cook Co. by Cohodas Brothers Co., will be supplied with fruit and vegetable needs by the largest fruit and vegetable dealers in the midwest.

From a small beginning fifteen years ago the Cohodas organization has risen to a position of National eminence in the wholesale fruit and vegetable trade. The organization is headed by Sam M. Cohodas, of Ishpeming, president; Harry Cohodas, of Houghton, vice-president; Morris Cohodas, of Green Bay, vice-president, and Max Cohodas, of Appleton, secretary-treasurer.

Cohodas Brothers, maintaining wholesale fruit and produce houses in eighteen Michigan and Wisconsin cities with acquisition of the Carpenter Cook Co. holdings, are the largest handlers of fresh fruit and vegetables in the mid-west, not excepting the large wholesale houses in Milwaukee and Chicago.

The Cohodas houses are at Calumet, Houghton, Ishpeming, Ironwood, Escanaba, Iron Mountain, Iron River, Menominee, Ashland, Green Bay, Antigo, Merrill, Wausau, Appleton, Oshkosh, Fond du Lac, Manitowoc and Sheboygan.

Sam Cohodas, head of the large organization, is one of the business leaders of the Upper peninsula and a National figure in the fruit and vegetable trade. His ability and popularity were recognized by members of the Western Fruit Jobbers' Association of America, when they elected him to the presidency of the association in January, 1933. Departing from custom, the association re-elected Mr. Cohodas president this year. Mr. Cohodas is president of the Miners' First National Bank of Ishpeming.

Francis St. Peter, manager of the Carpenter Cook Co.'s fruit and produce department in Menominee, will take over new duties as assistant sales manager of the Carpenter Cook Co., operative throughout the Upper Peninsula and Northeastern Wisconsin.

Nathan Wexler, of Frankfort, will be Menominee manager for Cohodas Brothers Co. Mr. Wexler, widely experienced in the fruit and vegetable trade, is a son of Sam Wexler, former twin city fruit merchant and one time buyer of fruits and vegetables in the Lower Peninsula for the Carpenter Cook Co.

The transaction by which Cohodas Brothers acquire the Carpenter Cook fruit houses does not involve real estate. The Menominee fruit and produce house of the Carpenter Cook Co. is to be rented by Cohodas Brothers Co.

Experience of Grand Rapids Lady at Sacramento

Sacramento, Cal., March 29—Events have happened so rapidly and the complete change in my life leave me almost bewildered, but I shall try to give you a short resume of my trip.

The train journey was delightful. I came on the Santa Fe through New Mexico and Arizona. Both looked dry and desolate with a great deal of wind and we went through quite a severe sand storm, but no one seemed to mind it. Then on Thursday morning I awakened in Southern California and shall never forget the first impression I had. It really was like the Garden of Eden. Grass never greener. Then snow-capped mountains with sides covered with green trees and orchards a riot of bloom, yellow poppies, fields of them, and palm trees like sentinels along the wayside. Seeing the palms at a distance against the sky made me think of pictures of the Holy Land. There is something about their stately beauty which pulls at the heart strings, but when you see them near to and they are not trimmed, the old branches hang down and then, I think, of old men with unkempt beards. Some imagination, eh?

My friend and hostess, met me at Stockton, which is quite a large and very busy city. We drove to Sacramento. It really has been like stepping into another world, for the weather is like our midsummer at home and the lilacs, iris and all spring flowers are in

full bloom. The sweet soft tang to the air is very delightful. The orange groves are beautiful and my one aim and ambition is to pick an orange—a good ripe one and I know I will enjoy eating it. The flowers of my hostess are very attractive and her yard is just a dream. We have worked outside a little every day. It is positively amazing the way things grow out here. A week ago her apricot trees were in blossom and now the foliage is very thick. Flowers here sell for a song—violets at five cents a bunch and calla lilies at twenty-five cents a dozen. Many gardens have calla lilies with purple iris and it is a beautiful combination.

The money exchange is almost entirely silver and when you carry several silver dollars the million dollar feeling comes over you. It is very heavy, but doesn't last long.

Prices are much higher here, especially for clothing—about three times as much as at home and the selection is very limited. The Bon Marche is the leading store here and it is perfectly beautiful. The decorations are very modern and the prices very high.

My friend's husband has a gold mine at Penryn, about sixty miles from here, a beautiful drive through Roseville where they sell the best milk shakes in the world for ten cents. We have often gone for the husband and it is interesting to go through his mill. First the rock is carried up in buckets, then put through a crusher. He has ten stamps working to powder the rock. It is then washed on a table called a concentrator, which shakes off the waste and leaves a black deposit which is the gold, although to my "tender foot" eyes it looks like plain every day garden soil. One Sunday we drove to Folsom and saw the state prison. The grounds are beautifully kept and one would not know it for a prison were it not for the guards.

Mrs. Mabel Johnson.

Gabby Gleanings From Grand Rapids

Thompson's Market, meat dealers at the corner of Crosby street and Broadway avenue, have added a line of groceries. The Rademaker-Dooge Grocer Co. furnished the stock.

Lee & Cady have licensed two more Red & White Stores—H. Rhodes, of Coral, who opened under the new auspices last Saturday, and George Scott, of Lake, who opens next Saturday.

E. J. Stoddard succeeds M. Solomon in the grocery business at 251 Page street.

England, Scotland and Ireland, taken together are smaller than the state of New Mexico.

Photographs of 5,000 ice crystals show no two exactly alike in their beautiful patterns.

Safe Deposit Boxes . . .

THE NATIONAL BANK OF GRAND RAPIDS has as modern safe deposit equipment as any bank in the country. We believe everyone should rent a box for the safe keeping of securities, insurance policies and other valuable papers.

Currency deposited in one is undoubtedly safe but has no earning power. A savings account with THE NATIONAL BANK OF GRAND RAPIDS, however, will earn 2½% per year for you and your deposits up to \$2,500 will be fully insured.

All deposits made on or before April 10 will receive interest as of April 1.

The NATIONAL BANK of GRAND RAPIDS

DRUGS

Michigan Board of Pharmacy
 President—Earl Durham, Corunna.
 Vice-President—M. N. Henry, Lowell
 Other members of the Board—Norman Weess, Ewart; Frank T. Gillespie, St. Joseph; Victor C. Piaskowski, Detroit.
 Director—E. J. Parr, Lansing.
 Examination Sessions—Three sessions are held each year, one in Detroit, one in the Upper Peninsula and one at Ferris Institute, Big Rapids.

Michigan State Pharmaceutical Association.

Officers elected at the Jackson Convention of the M. S. P. A.
 President—Duncan Weaver, Fennville.
 First Vice-President—Paul Gibson, Ann Arbor.
 Second Vice-President—J. E. Mahar, Pontiac.
 Treasurer—Wm. H. Johnson, Kalamazoo.
 Secretary—R. A. Turrel, Crosswell.
 Executive Committee—A. A. Sprague, Ithaca; Leo J. LaCroix, Detroit; J. M. Ciechanowsky, Detroit; M. N. Henry, Lowell; Benj. Peck, Kalamazoo; J. E. Mahar, Pontiac.

Reply To Lambert By President Weaver

Fennville, March 29 — The Tradesman carries this week a reply to the letter I had sent to you on the Listerine status of their price stabilization plan.

First, I want to tell the readers of the Tradesman and Mr. Norton, of the Lambert Co., that when I mentioned the profit of four cents I was referring to the list price of Listerine for the ten or more years prior to 1933, which was at that time \$2.50 per dozen, and we had to sell it for a quarter, which we all did, and if we were fortunate enough to get a little further discount from the wholesaler, that was our gain, but the company was giving us only four cents profit, so far as they were concerned.

Second, Mr. Norton does not defend the price schedule that bills us at the rate of 51 cents per fourteen ounce bottle, and at the same time, full pages appear in Michigan dailies telling the customers that this bottle can be had at certain stores for fifty-nine cents, showing us again a profit on a fifty-nine cent sale of eight cents.

Yes, we know that Lambert did not recommend the druggist to sell this so close, but as long as one did it, the rest had to follow, losing on every sale, if our National cost figures mean anything.

I cannot tell the date of the inception of the Lambert stabilization plan, but the first time any wholesaler mentioned it to me was less than sixteen weeks ago, when the price went from \$2.50 to \$2 from \$9 to \$6.12, or approximately those figures. Since that time, I have heard of 'price stabilization,' but never before that date. So I have learned something if this has been in force for two years.

I hope that I have been clear to the druggists of Michigan in this letter, and from replies in my

files to the other one, I know they are of my opinion.

Duncan Weaver.

Way the Retail Code Should Be Classified

Reading through the drug magazines the past few months I often wonder how General Johnson ever cleaned house in as satisfactory manner as he surely did, with all the crazy ideas brought to him by drug store proprietors trying to establish drug store overhead for help, etc.

When we consider that the retail drug business only represents 3.36 per cent. of the various retail enterprises it is evident that the druggists were only about one-thirtieth of all the troubles this man had to shoulder responsibility for, and to sift out in a manner that would be actually what was desired, "A Code of Fair Competition."

In the first place why is the help overhead in drug stores so much higher than in other retail stores? The answer is because the pharmacy laws require pharmacists to be in charge, and therefore since pharmacists are college trained men, their relative salaries should be higher.

Since approximately 75 per cent. of drug store merchandise is for sale in other than drug stores, it really sounds quite out of place for the druggists to try and obtain a help overhead allowance of anything from 15 to 20 per cent.

Now then let us consider the public. Suppose General Johnson did approve 15 per cent. for druggists overhead and 10 per cent. for department store overhead. Then what kind of a pail of hot water would we be in? A \$4 per dozen tooth paste, less 10 per cent., would be priced at 36c minimum low price. The department store would have the same item priced 34c. Both the department store and the drug store would be working at the minimum lowest price.

You can at once see that the drug store would thus be forced to meet the competition of the department store (which the code allows), or he could go by his own code and place himself at a disadvantage in the customer's estimation of values.

One can see the futility of such an arrangement. It would only be a short time until all druggists would be beefing again about the code not being hooked up right.

At this writing I understand General Johnson is about to approve a drug store help overhead of 10 per cent. I also understand he intends to approve a food or grocery help overhead of 7 per cent. In places where grocery stores handle drugs this is going to present another fine picture. The grocery store will be allowed by their code to retail packaged medicinal preparations around 3c on the dollar less than the drug store.

What does all this lead up to? It leads up to the realization that help overhead should not be classified according to stores, it should be classified according to commodities.

The percentage argument of drug store overhead is a mistake from start to finish. For instance: A customer may purchase a package of Pebeco tooth paste 39c, Listerine 63c, a package of Bayer Aspirin 15c and the drug

store can handle this as cheaply from the overhead standpoint as anyone. The total sale would be \$1.17 and would require perhaps a minute to handle.

The next customer would perhaps present a formula for some quince seed lotion that Grandmother used to use and request of you the price, etc. You would go back and pull down the catalogues and perhaps in five minutes you would have the price figured out. The customer would then perhaps about 50 per cent of the time have you make the lotion. If the price quoted was a dollar and you got the sale 50 per cent. of the time you gave quotations, and you made 50 per cent profit on the dollar sale, you would nevertheless have used up more potential money earning ability, for what you received on the quince seed lotion than you would in a like time have used on selling packaged items.

A few years ago in South Philadelphia I found any number of drug stores selling 2c worth of epsom salt, 2c

worth of quinine pills, 3c worth of compound licorice powder, etc. I asked one drug store proprietor why he monkeyed around with such impractical sales. His answer was that he had to do it because if he did not other competing stores would get all his trade.

The druggist serving the public in this way is therefore handicapped himself, and in order to recover the store loss on such procedure, then tries to equalize his loss on other items by having them priced at higher than up-town stores. In this way while he is grabbing for the last cent of the hand-to-mouth emergency drug requirements, he is pushing the other profitable business to the merchandising stores. Now then using approximate figures, let us suppose the drug store does \$28,000 annually. Sifting this down to a day basis he would perhaps be doing a little over \$75 per day.

If we should shake this apart we would find that this \$75 intake would represent about \$8 for prescriptions,

(Continued on page 23)

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.

SPRING SPECIALTIES

Marbles

Base Balls

Playground Balls

Soda Fountain Supplies

Picnic Supplies

White Wash Heads

Turpentine

Brushing Lacquer

Rubber Balls

Golf Supplies

Seed-Disinfectants

Bathing Supplies

White Wash Heads

Varnishes

Jacks

Tennis Supplies

Shelf Papers

Insecticides

Goggles

Waxed Papers

Paint Brushes

Kalsomine Brushes

Enamels

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		
Acetic, No. 8, lb.	06 @	10
Boric, Powd., or Xtal., lb.	08½ @	20
Carbolic, Xtal., lb.	36 @	43
Citric, lb.	35 @	45
Muriatic, Com'l., lb.	03½ @	10
Nitric, lb.	09 @	15
Oxalic, lb.	15 @	25
Sulphuric, lb.	03½ @	10
Tartaric, lb.	35 @	46

ALCOHOL		
Denatured, No. 5, gal.	44 @	55
Grain, gal.	4 00 @	5 00
Wood, gal.	50 @	60

ALUM-POTASH, USP		
Lump, lb.	05 @	13
Powd. or Gra., lb.	05¼ @	13

AMMONIA		
Concentrated, lb.	06 @	18
4-F, lb.	05½ @	13
3-F, lb.	05½ @	13
Carbonate, lb.	20 @	25
Muriate, Lp., lb.	18 @	30
Muriate, Gra., lb.	07¾ @	18
Muriate, Po., lb.	20 @	30

ARSENIC		
Pound	07 @	20

BALSAMS		
Copaiba, lb.	60 @	1 40
Fir, Cana., lb.	2 00 @	2 40
Fir, Oreg., lb.	50 @	1 00
Peru, lb.	2 50 @	3 00
Tolu, lb.	1 50 @	1 80

BARKS		
Cassia		
Ordinary, lb.	@	30
Ordinary, Po., lb.	25 @	35
Saigon, lb.	@	40
Saigon, Po., lb.	50 @	60
Elm, lb.	40 @	50
Elm, Powd., lb.	38 @	45
Elm, G'd, lb.	38 @	45
Sassafras (P'd lb. 50)	@	45
Soapree, cut, lb.	20 @	30
Soaptree, Po., lb.	35 @	40

BERRIES		
Cubeb, lb.	@	65
Cubeb, Po., lb.	@	75
Juniper, lb.	10 @	20

BLUE VITRIOL		
Pound	06 @	15

BORAX		
P'd or Xtal, lb.	06 @	13

BRIMSTONE		
Pound	04 @	10

CAMPHOR		
Pound	80 @	1 00

CANTHARIDES		
Russian, Powd.	@	4 50
Chinese, Powd.	@	2 00

CHALK		
Crayons		
White, dozen	@	3 60
Dustless, dozen	@	6 00
French Powder, Com'l., lb.	03½ @	10
Precipitated, lb.	12 @	15
Prepared, lb.	14 @	16
White, lump, lb.	03 @	10

CAPSICUM		
Pods, lb.	60 @	70
Powder, lb.	62 @	75

CLOVES		
Whole, lb.	30 @	40
Powdered, lb.	35 @	45

COCAINE		
Ounce	12 68 @	14 85

COPPERAS		
Xtal, lb.	03¼ @	10
Powdered, lb.	04 @	15

CREAM TARTAR		
Pound	23 @	36

CUTTLEBONE		
Pound	40 @	50

DEXTRINE		
Yellow Corn, lb.	06½ @	15
White Corn, lb.	07 @	15

EXTRACT		
Witch Hazel, Yellow Lab., gal.	1 10 @	1 70
Licorice, P'd, lb.	50 @	60

FLOWER		
Arnica, lb.	50 @	55
Chamomile		
German, lb.	35 @	45
Roman, lb.	@	1 00
Saffron		
American, lb.	50 @	55
Spanish, ozs.	@	1 35

FORMALDEHYDE, BULK		
Pound	09 @	20

FULLER'S EARTH		
Powder, lb.	05 @	10

GELATIN		
Pound	55 @	65

GLUE		
Brok., Bro., lb.	20 @	30
Gro'd, Dark, lb.	16 @	22
Whi. Flake, lb.	27½ @	35
White G'd, lb.	25 @	35
White AXX light, lb.	@	40
Ribbon	42½ @	50

GLYCERINE		
Pound	15½ @	35

GUM		
Aloes, Barbadoes, so called, lb. gourds	@	60
Powd., lb.	35 @	45
Aloes, Socotrine, lb.	@	75
Powd., lb.	@	80
Arabic, first, lb.	@	40
Arabic, sec., lb.	@	30
Arabic, sorts, lb.	15 @	25
Arabic, Gran., lb.	@	35
Arabic, P'd, lb.	25 @	35
Asafoetida, lb.	47 @	50
Asafoetida, Po., lb.	75 @	82
Guaiaac, lb.	@	70
Guaiaac, powd.	@	75
Kino, lb.	@	90
Kino, powd., lb.	@	1 00
Myrrh, lb.	@	60
Myrrh, Pow., lb.	@	75
Shellac, Orange, lb.	22½ @	30
Ground, lb.	22½ @	30
Shellac, white (bone dr'd) lb.	35 @	45
Tragacanth		
No. 1, bbls.	1 50 @	1 75
No. 2, lbs.	1 35 @	1 50
Pow., lb.	1 25 @	1 50

HONEY		
Pound	25 @	40

HOPS		
¼s Loose, Pressed, lb.	@	1 00

HYDROGEN PEROXIDE		
Pound, gross	27 00 @	29 00
½ lb., gross	17 00 @	18 00
¼ lb., gross	11 00 @	11 50

INDIGO		
Madras, lb.	2 00 @	2 25

INSECT POWDER		
Pure, lb.	31 @	41

LEAD ACETATE		
Xtal, lb.	17 @	25
Powd. and Gran.	25 @	35

LICORICE		
Extracts, sticks, per box	1 50 @	2 00
Lozenges, lb.	40 @	50
Wafers, (24s) box	@	1 50

LEAVES		
Buchu, lb., short	@	60
Buchu, lb., long	@	70
Buchu, P'd, lb.	@	70
Sage, bulk, lb.	25 @	30
Sage, loose pressed, ¼s, lb.	@	40
Sage, ounces	@	85
Sage, P'd and Grd.	@	35
Senna		
Alexandria, lb.	35 @	40
Tinnevela, lb.	25 @	40
Powd., lb.	25 @	35
Uva Ursi, lb.	@	31
Uva Ursi, P'd, lb.	@	45

LIME		
Chloride, med., dz.	@	85
Chloride, large, dz.	@	1 45

LYCOPodium		
Pound	45 @	60

MAGNESIA		
Carb., ¼s, lb.	@	30
Carb., ⅛s, lb.	@	32
Carb., Powd., lb.	15 @	25
Oxide, Hea., lb.	@	75
Oxide, light, lb.	@	75

MENTHOL		
Pound	4 54 @	4 88

MERCURY		
Pound	1 50 @	1 75

MORPHINE		
Ounces	@	11 80
¼s	@	13 96

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

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

NUTMEG		
Pound	@	40
Powdered, lb.	@	50

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

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

OILS HEAVY		
Castor, gal.	1 45 @	1 60
Cocanut, lb.	22½ @	35
Cod Liver, Norwegian, gal.	1 20 @	1 50
Cot. Seed, gal.	85 @	1 00
Lard, ex., gal.	1 55 @	1 65
Lard, No. 1, gal.	1 25 @	1 40
Linseed, raw, gal.	77 @	02
Linseed, boil., gal.	80 @	95
Neatsfoot, extra, gal.	80 @	1 00
Olive		
Malaga, gal.	2 50 @	3 00
Pure, gal.	3 00 @	5 00
Sperm, gal.	1 25 @	1 50
Tanner, gal.	75 @	90
Tar, gal.	50 @	65
Whale, gal.	@	2 00

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

PARAFFINE		
Pound	06½ @	15

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

PITCH BURGUNDY		
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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

Sugar Asparagus Coffee

DECLINED

H. P. Beans

AMMONIA

Table with 2 columns: Brand/Quantity and Price. Includes items like Parsons 32 oz., Parsons 10 oz., Little Bo Peep, etc.

APPLE BUTTER

Table with 2 columns: Brand/Quantity and Price. Includes Table Belle, 12-31 oz., doz.

BAKING POWDERS

Table with 2 columns: Brand/Quantity and Price. Includes Royal 2 oz., Royal 6 oz., Royal 12 oz., Royal 5 lbs.



Table listing various flour and cereal products with prices. Includes Bran Flakes, Rice Krispies, All Bran, Kaffee Hag, Whole Wheat, etc.

Table listing Amsterdam Brands with prices. Includes Gold Bond Par., Prize Parlor, White Swan Par.

BROOMS

Table listing broom types and prices. Includes Warehouse, Winner, Top Notch.

BRUSHES

Table listing brush types and prices. Includes Scrub, Stove, Shoe, Topcen.

BUTTER COLOR

Table listing butter color products and prices. Includes Hansens, 4 oz. bottles, Hansens, 2 oz. bottles.

CANDLES

Table listing candle types and prices. Includes Electric Light, Plumber, Paraffine, Wicking, Tudor.

BLEACHER CLEANSER

Table listing bleacher cleanser products and prices. Includes Clorox, Lizzie, Sunrae, Linco Wash.

BLUING

Table listing bluing products and prices. Includes Am. Ball, Boy Blue.

BEANS and PEAS

Table listing bean and pea products and prices. Includes Dry Lima Beans, White H'd P. Beans, Split Peas, Scotch Peas.

BURNERS

Table listing burner products and prices. Includes Queen Ann, White Flame.

BOTTLE CAPS

Table listing bottle cap products and prices. Includes Dbl. Lacquer.

BREAKFAST FOODS

Table listing breakfast food products and prices. Includes Kellogg's Brands, Corn Flakes, Pep, Krumbles.

Table listing Quaker products and prices. Includes Quaker No. 10, 2 1/2, 1, 1 1/2.

Table listing Plum products and prices. Includes Ulilik, Supreme Egg, Primo.

Table listing Prepared Prunes and prices. Includes Supreme, Italian.

Table listing Raspberries, Black and prices. Includes Red Wing, Pride Mich., Hart.

Table listing Raspberries, Red and prices. Includes Premio, Daggett.

Table listing Strawberries and prices. Includes Hunt, Superior.

CANNED FISH

Table listing various canned fish products and prices. Includes Clam Ch'der, Clam Chowder, Clams, Fish Flakes, etc.

CANNED MEAT

Table listing various canned meat products and prices. Includes Bacon, Beef, Corn Beef Hash, etc.

Table listing Baked Beans and prices. Includes Campbells 4 1/2s.

CANNED VEGETABLES

Table listing various canned vegetable products and prices. Includes Hart Brand Asparagus, Baked Beans, Lima Beans, etc.

Table listing Beet products and prices. Includes Extra Small, Hart Cut, Marcel, etc.

Table listing Carrot products and prices. Includes Diced, No. 2, Diced, No. 10.

Table listing Corn products and prices. Includes Golden Ban., Country Gen., etc.

Table listing Pea products and prices. Includes Little Dot, Sifted E. June, etc.

Table listing Pumpkin products and prices. Includes No. 10, No. 2 1/2, No. 2.

Table listing Sauerkraut products and prices. Includes No. 10, No. 2 1/2, No. 2.

Table listing Spinach products and prices. Includes No. 2 1/2, No. 2.

Table listing Squash products and prices. Includes Boston, No. 3.

Table listing Succotash products and prices. Includes Golden Bantam, etc.

Table listing Tomato products and prices. Includes No. 10, No. 2 1/2, No. 2.

Table listing Catsup products and prices. Includes Regal, Sniders, etc.

Table listing Chili Sauce products and prices. Includes Sniders, 8 oz., Sniders, 14 oz.

Table listing Oyster Cocktail products and prices. Includes Sniders, 11 oz.

Table listing Cheese products and prices. Includes Roquefort, Wisconsin Daisy, etc.

Table listing various other food products and prices. Includes Lima Beans, Lima Beans, etc.

Table listing Wax Beans products and prices. Includes Choice, Whole, No. 2, etc.

Table listing Cheewing Gum products and prices. Includes Adams Black Jack, Adams Dentyne, etc.

Table listing Doublemint, Peppermint, Wrigleys, etc.

Table listing Baker, Prem., German Sweet, etc.

Table listing Hemt. Champions, Webster Plaza, etc.

Table listing Perfect Garcia, Hampton Arms, etc.

Table listing Riverside, Cupples Cord, etc.

Table listing Ryco, Boston Breakfast, etc.

Table listing J. V., Majestic, etc.

Table listing Quaker, in cartons, Quaker, in glass jars.

Table listing M. Y., Frank's, Hummel's.

Table listing Eagle, 2 oz., per case.

Table listing Smith Bros., Luden's, Vick's.

Table listing 50 Economic grade, 100 Economic grade, etc.

Table listing Where 1,000 books are ordered at a time, special-ly printed front cover is furnished without charge.

Table listing Saltine Soda Crackers, bulk, 1 lb. pkgs., etc.

Table listing Butter Crackers, Graham Crackers, etc.

Table listing Cream of Tartar, 6 lb. boxes.

Table listing Apricots, Evaporated, Ex Choice, etc.

Table listing Citron, 5 lb. box.

Currants
 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., 24-32, case... 1 70

Peaches
 Evap. Choice ----- 13 1/2

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 ----- 6 1/2
 Thompson's S'dless blk. 6 1/2
 Quaker s'dless blk. -----
 15 oz. ----- 7 1/2
 Quaker Seeded, 15 oz. ----- 7 1/2

California Prunes
 90@100, 25 lb. boxes @07
 80@ 90, 25 lb. boxes @07 1/2
 70@ 80, 25 lb. boxes @08 1/2
 60@ 70, 25 lb. boxes @08 3/4
 50@ 60, 25 lb. boxes @09 1/2
 40@ 50, 25 lb. boxes @10 1/4
 30@ 40, 25 lb. boxes @11 1/4
 20@ 30, 25 lb. boxes @13
 18@ 24, 25 lb. boxes @16 1/2

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
 Chili ----- 10

Tapioca
 Pearl, 100 lb. sacks... 7 1/2
 Minute, 8 oz., 3 doz. 4 05
 Dromedary Instant... 3 50

Jiffy Punch
 3 doz. Carton ----- 2 25
 Assorted flavors.

EVAPORATED MILK
 Quaker, Tall, 10 1/2 oz. 2 85
 Quaker, Baby, 4 doz. 1 43
 Quaker, Gallon, 1/2 dz. 2 85
 Carnation, Tall, 4 doz. 2 95
 Carnation, Baby, 4 dz. 1 43
 Oatman's D'dee, Tall 2 95
 Oatman's D'dee, Baby 1 43
 Pet, Tall ----- 2 95
 Pet, Baby, 4 dozen... 1 45
 Borden's, Tall, 4 doz. 2 95
 Borden's, Baby, 4 doz. 1 43

PARIS GREEN
 1/2s ----- 34
 1s ----- 32
 2s and 5s ----- 30

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
 Knox's, 1 dozen ----- 2 25
 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
 1/2 Pint Tall, per doz. 35

JUNKET GOODS
 Junket Powder ----- 1 20
 Junket Tablets ----- 1 35

MARGARINE
 Wilson & Co.'s Brands
 Oleo ----- 10

MATCHES
 Diamond, No. 5, 144 ----- 6 50
 Searchlight, 144 box ----- 6 50
 Crescent, 144 ----- 5 90
 Diamond, No. 0 ----- 5 10

Safety Matches
 Red Top, 5 gross case 5 40
 Signal Light, 5 gro. cs 40

MUELLER'S PRODUCTS
 Macaroni, 9 oz. ----- 2 10
 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 ----- 15 1/2
 Brazil, large ----- 14 1/2
 Fancy Mixed ----- 15
 Filberts, Naples ----- 20
 Peanuts, Vir. Roasted 7
 Peanuts, Jumbo ----- 3 1/2
 Pecans, 3, star ----- 25
 Pecans, Jumbo ----- 40
 Pecans, Mammoth ----- 50
 Walnuts, Cal. ----- 14@20
 Hickory ----- 07

Salted Peanuts
 Fancy, No. 1 ----- 09 1/2
 12-1 lb. Cellop'e case. 1 25

Shelled
 Almonds ----- 39
 Peanuts, Spanish, 125 lb. bags ----- 7 1/2
 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. 16 1/2

OLIVES
 4 oz. Jar, Plain, doz. 90
 16 oz. Jar, Plain, doz. 1 95
 26 oz. Jars, Plain, doz. 2 40
 5 Gal. Kegs, each ----- 6 50
 3 oz. Jar, Stuff., doz. 1 15
 8 oz. Jar, Stuffed, doz. 2 25
 10 oz. Jar, Stuff., doz. 2 65
 1 Gal. Jugs, Stuff., dz. 1 80

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 70

POP CORN
 Sure Pop, 25 lb. bags 1 25
 Yellow, 25 lb. bags ----- 1 25

FRESH MEATS
Beef
 Top Steers & Heif. ----- 10
 Good Steers & Heif. ----- 08
 Med. Steers & Heif. ----- 07 1/2
 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 ----- 06

Pork
 Loins ----- 12
 Butts ----- 13
 Shoulders ----- 10
 Spare ribs ----- 09
 Neck Bones ----- 03
 Trimmings ----- 08

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 ----- 07 1/2
 60 lb. tubs ----- advance 3/4
 50 lb. tubs ----- advance 1/4
 20 lb. pails ----- advance 3/4
 10 lb. pails ----- advance 7/8
 5 lb. pails ----- advance 1
 3 lb. pails ----- advance 1
 Compound, tierces ----- 07 1/2
 Compound, tubs ----- 08

Sausages
 Bologna ----- 11
 Liver ----- 15
 Frankfurt ----- 13
 Pork ----- 15
 Tongue, Jellied ----- 32
 Headcheese ----- 13

Smoked Meats
 Hams, Cert., 14-16 lb. 16
 16-18 lb. @16
 Ham, dried beef
 Knuckles ----- 022
 California Hams ----- 010
 Picnic Boiled Hams ----- 016
 Boiled Hams ----- 023
 Minced Hams ----- 012
 Bacon 4/6 Cert. ----- 017

Beef
 Boneless rump ----- 019 00

Liver
 Beef ----- 10
 Calf ----- 35
 Pork ----- 07 1/2

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, 13-2 1/2 lb. packages ----- 1 15

COD FISH
 Peerless, 1 lb. boxes ----- 18
 Old Kent, 1 lb. pure ----- 25

HERRING
Holland Herring
 Mixed, kegs ----- 80
 Mixed, kegs ----- 82
 Milkers, kegs ----- 92

Lake Herring
 1/2 bbl., 100 lbs. -----

Mackerel
 Tubs, 60 Count, fy. fat 6 00
 Falls, 10 lb. Fancy fat 1 50

White Fish
 Med. Fancy, 100 lb. ----- 13 00
 Milkers, bbis. ----- 18 50
 K K K K Norway ----- 19 50
 8 lb. pails ----- 1 40
 Cut Lunch ----- 1 50
 Boned, 10 lb. boxes ----- 16

SHOE BLACKENING
 2 in 1, Paste, doz. ----- 1 30
 E. Z. Combination, dz. 1 30
 Dri-Foot, doz. ----- 2 00
 Bixbys, doz. ----- 1 30
 Shinola, doz. ----- 90

STOVE POLISH
 Blackne, per doz. ----- 1 30
 Black Silk Liquid, doz. 1 30
 Black Silk Paste, doz. 1 25
 Enameline Paste, doz. 1 30
 Enameline Liquid, doz. 1 30
 E. Z. Liquid, per doz. 1 30
 Radium, per doz. ----- 1 30
 Rising Sun, per doz. ----- 1 30
 654 Stove Enamel, dz. 2 80
 Vulcanol, No. 10, doz. 1 30
 Stovoil, per doz. ----- 3 00

SALT
 F. O. B. Grand Rapids
 Colonial, 24, 2 lb. ----- 95
 Colonial, 36-1 1/2 ----- 1 24
 Colonial, Iodized, 24-2. 1 35
 Med. No. 1, bbis. ----- 2 90
 Med. No. 1, 100 lb. bk. 1 00
 Farmer Spec., 70 lb. 1 00
 Packers Meat, 50 lb. ----- 85
 Cream Rock for ice
 cream, 100 lb., each ----- 85
 Butter Salt, 280 lb. bbl. 4 00
 Block, 50 lb. ----- 40
 Baker Salt, 280 lb. bbl. 3 80
 6, 10 lb., per bale ----- 93
 20, 3 lb., per bale ----- 1 00
 40 lb. bags, table ----- 45



Syrup
 Blue Karo, No. 1 1/2 ----- 2 40
 Blue Karo, No. 5, 1 dz. 3 30
 Blue Karo, No. 10 ----- 3 14
 Red Karo, No. 1 1/2 ----- 2 62
 Red Karo, No. 5, 1 dz. 3 59
 Red Karo, No. 10 ----- 3 46

BORAX
 Twenty Mule Team
 24, 1 lb. packages ----- 3 35
 48, 10 oz. packages ----- 4 40
 96, 1/2 lb. packages ----- 4 00

WASHING POWDERS
 Bon Ami Pd., 18s, box. 1 90
 Bon Ami Cake, 18s ----- 1 65
 Brillo ----- 85
 Big 4 Soap Chips 8/5 ----- 2 30
 Chipso, large ----- 3 45
 Chimaline, 4 doz. ----- 3 60
 Grandma, 100, 5c ----- 3 50
 Grandma, 24 large ----- 3 50
 Snowboy, 12 large ----- 1 80
 Gold Dust, 12 lb. ----- 1 80
 La France Laur, 4 dz. 3 65
 Lux Flakes, 50 small ----- 4 80
 Lux Flakes, 20 large ----- 4 55
 Old Dutch Clean., 4 dz. 3 40
 Octagon, 96s ----- 3 90
 Rinso, 24s ----- 4 80
 Rinso, 40s ----- 2 95
 Spotless Cleanser, 48, 20 oz. ----- 3 85
 Sani Flush, 1 doz. ----- 2 25
 Sapollo, 3 doz. ----- 3 15
 Speedee, 3 doz. ----- 7 20
 Sunbrite, 50s ----- 2 10
 Wyandot. Cleaner, 24s 1 60

SOAP
 Am. Family, 100 box ----- 5 05
 F. B., 60c ----- 2 25
 Fels Naptha, 100 box ----- 4 65
 Flake White, 10 box ----- 2 75
 Jap Rose, 100 box ----- 7 40
 Fairy, 100 box ----- 3 25
 Palm Olive, 144 box ----- 6 20
 Lava, 50 box ----- 2 25
 Camay, 72 box ----- 3 05
 P & G Nap Soap, 100@2 75
 Sweetheart, 100 box ----- 5 70
 Grandpa Tar, 50 sm. ----- 2 10
 Williams Barber Bar, 9s ----- 50
 Williams Mug, per doz. 48
 Lux Toilet, 50 ----- 3 05

SPICES
Whole Spices
 Allspice Jamaica ----- @24
 Cloves, Zanzibar ----- @36
 Cassia, Canton ----- @24
 Cassia, 5c pkg., doz. ----- @40
 Ginger, Africa ----- @19
 Mixed, No. 1 ----- @30
 Mixed, 10c pkgs., doz. ----- @65
 Nutmegs, 70@90 ----- @50
 Nutmegs, 105-110 ----- @48
 Pepper, Black ----- @23

Pure Ground in Bulk
 Allspice, Jamaica ----- @18
 Cloves, Zanzibar ----- @23
 Cassia, Canton ----- @22
 Ginger, Corkin ----- @17
 Mustard ----- @21
 Mace Penang ----- @90
 Pepper, Black ----- @20
 Nutmegs ----- @25
 Pepper, White ----- @30
 Pepper, Cayenne ----- @26
 Paprika, Spanish ----- @36

Seasoning
 Chili Powder, 1 1/2 oz. ----- 62
 Celery Salt, 1 1/2 oz. ----- 80
 Sage, 2 oz. ----- 80
 Onion Salt ----- 1 35
 Garlic ----- 1 35
 Penalty, 3 1/2 oz. ----- 3 25
 Kitchen Bouquet ----- 4 25
 Laurel Leaves ----- 24
 Marjoram, 1 oz. ----- 90
 Savory, 1 oz. ----- 65
 Thyme, 1 oz. ----- 40
 Turmeric, 1 1/2 oz. ----- 35

STARCH
 Corn
 Kingsford, 24/1 ----- 2 10
 Powd., bags, per 100 ----- 3 95
 Argo, 24, 1 lb. pkgs. ----- 1 58
 Cream, 24-1 ----- 2 25

Gloss
 Argo, 24, 1 lb. pkgs. ----- 1 46
 Argo, 12, 3 lb. pkgs. ----- 2 25
 Argo, 8, 5 lb. pkgs. ----- 2 46
 Silver Gloss, 48, 1s ----- 11 1/4
 Elastic, 16 pkgs. ----- 1 38
 Tiger, 50 lbs. ----- 2 82

TRAPS
 Mouse, wood, 4 holes ----- 60
 Mouse, wood, 6 holes ----- 70
 Mouse, tin, 5 holes ----- 65
 Rat, wood ----- 1 00
 Rat, spring ----- 1 00
 Mouse, spring ----- 20

Tubs
 Large Galvanized ----- 8 75
 Medium Galvanized ----- 7 75
 Small Galvanized ----- 6 75

Washboards
 Banner, Globe ----- 5 50
 Brass, single ----- 6 25
 Glass, single ----- 6 00
 Double Peerless ----- 8 50
 Single Peerless ----- 7 50
 Northern Queen ----- 5 50
 Universal ----- 7 25

Wood Bowls
 13 in. Butter ----- 5 00
 15 in. Butter ----- 9 00
 17 in. Butter ----- 18 00
 19 in. Butter ----- 25 00

WRAPPING PAPER
 Fibre, Manila, white ----- 05
 No. 1 Fibre ----- 06 1/2
 Butchers D F ----- 06 1/2
 Kraft ----- 06
 Kraft Stripe ----- 09 1/2

YEAST CAKE
 Magic, 3 doz. ----- 2 70
 Sunlight, 3 doz. ----- 2 70
 Sunlight, 1 1/2 doz. ----- 1 35
 Yeast Foam, 3 doz. ----- 2 70
 Yeast Foam, 1 1/2 doz. ----- 1 35

YEAST-COMPRESSED
 Fleischmann, per doz. ----- 30
 Red Star, per doz. ----- 20

TEA
 Japan
 Medium ----- 18
 Choice ----- 21@28
 Fancy ----- 30@32
 No. 1 Nibbs ----- 31

Gunpowder
 Choice ----- 32
 Fancy ----- 40

Ceylon
 Pekoe, medium ----- 50

English Breakfast
 Congou, medium ----- 23
 Congou, choice ----- 35@38
 Congou, fancy ----- 42@43

Oolong
 Medium ----- 39
 Choice ----- 45
 Fancy ----- 50

VINEGAR
 F. O. B. Grand Rapids
 Cider, 40 grain ----- 19
 White Wine, 40 grain ----- 20
 White Wine, 80 grain ----- 25

WICKING
 No. 9, per gross ----- 80
 No. 1, per gross ----- 1 25
 No. 2, per gross ----- 1 50
 No. 3, per gross ----- 2 30
 Peerless Rolls, per doz. 90
 Rochester, No. 2, doz. ----- 50
 Rochester, No. 3, doz. ----- 2 00
 Rayo, per doz. ----- 75

WOODENWARE
Baskets
 Bushels, Wide Band, wood handles ----- 2 00
 Market, drop handle ----- 90
 Market, single handle ----- 95
 Market, extra ----- 1 60
 Splint, large ----- 8 50
 Splint, medium ----- 7 50
 Splint, small ----- 6 50

Churns
 Barrel, 5 gal., each ----- 2 40
 Barrel, 10 gal., each ----- 2 55
 3 to 6 gal., per gal. ----- 16

Pails
 10 qt. Galvanized ----- 2 60
 12 qt. Galvanized ----- 2 85
 14 qt. Galvanized ----- 3 10
 12 qt. Flaring Gal. Jr. ----- 5 00
 10 qt. Tin Dairy ----- 4 00

Traps
 Mouse, wood, 4 holes ----- 60
 Mouse, wood, 6 holes ----- 70
 Mouse, tin, 5 holes ----- 65
 Rat, wood ----- 1 00
 Rat, spring ----- 1 00
 Mouse, spring ----- 20

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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.

Shorter Hours—Higher Prices Inevitable

The shoe industry will, in all probability, be one of the first industries to be asked to reduce its working hours 10 per cent. The verdict may come in April. This means that the forty-hour schedule under to-day's code will become a thirty-six hour work schedule under the new agreement. The subject is such an important one that it deserves emphasis and re-emphasis in preparation for the new price situation inevitably ahead.

The alarm has been sounded that eight million men still remain to be re-employed and that some measure of spreading the work must be introduced through the codes. The selective shortening of hours will hit some industries, while others will be permitted to operate without decrease of employment hours. There is no question but what the shoe industry is "on the spot" and is going to be asked to shorten the work-week. The feeling has been expressed that the "shoe industry can take it."

Industries which in the past were very much over-expanded are considered to be in such weakened condition that the added burden of costs would be destructive—not so with shoes or leather, or for that matter, retailing in general. These industries are going to be asked to carry the load.

Shorter hours without a rise in wage rates are not considered a recovery measure but a relief project in which the workmen share their jobs with others. This would be a severe blow to many of those who are just beginning to get ahead, after payment of old debts and obligations.

But shorter hours with the same wage as on the forty hour basis, is to be the rule. Increased costs will, of necessity, develop and will require some price increases in the factory product. Unfortunately these price increases cannot be kept within the limits of absolute necessity. The shoe passes through numerous hands before reaching the consumer. Shorter hours and higher wages in the leather and service of supplies fields constitute a number of separate transactions on which new prices must be fixed. So you can see there is bound to be some pyramiding of costs.

One manufacturer, when interviewed, said that his shoes now retailing at \$5 will, of necessity, rise to \$5.50—even though the margin of 10 per cent. reduction in hours couldn't logically be computed to equal that rise. It is all the incidental rises all along the line

that will come through a shorter work-week. His feeling was "that as a measure of recovery, the shorter work-week is not merely ineffective but actually destructive. The worker who has a job is willing to work more hours to get more money because it is daily costing him more to live. The ambitious and energetic are penalized by the plight of the multitude. Society will pay 'through the nose' for the re-employment of millions now idle."

But this manufacturer is reconciled to the inevitable, hoping that the public will accept the consequences—higher prices. But higher prices have the effect of limiting production. Less, instead of more, pairs of shoes will be the result. So, in the final analysis, unless we get inflation, we will artificially create a diminishing rate of shoe production.

Some industries are building up defenses in Washington. In some cases they statistically point to the fact that there is a shortage of highly skilled help and that the shortening of hours must be based on the conditions of the skilled, rather than the unskilled, employes. Other industries are brewing strikes, with or without the aid of labor, so that whatever happens they are immune to the call for shorter hours.

There are many devices to defeat the mandate "spread the work through industry"; but re-employment must be done somehow and the next few months will tell the story whether private business can actually re-employ millions made unemployable by improvement of machine practices—or whether we will have to accept as a new burden of civilization a class of people "untouchable" by economic employment standards.

So we can only hope that the general improvement will be sufficient to counteract the effects of these Springtime relief measures. Certainly the CWA cannot long continue as a tax on government. The most welcome man in America would be he who would present a plan that would give assurance that no industrial worker in this country—in good times or bad—shall go without useful work at such wages as shall, on the one hand insure him and his dependents food, clothing and shelter; and on the other hand, give him the incentive for ambitious effort.

The shoe industry is slow to increase its prices at retail but if the inevitable is ahead, it is well to know when and how much to add to the price; and particularly if the consumer will accept the new prices without the threat of a buyers' strike. — Boot and Shoe Recorder.

Men's Shoe Volume Expands

Shoe retailers report that pre-Easter sales of men's styles were substantial and that volume was considerably ahead of last year. In the Eastern states the total was about 35 to 40 per cent. greater than 1933, indicating a gain in units, as price increases average between 15 and 20 per cent. While stores are offering sport styles, they have not yet started to move in volume, but a good demand is expected for them this month. Styles under \$6 are mainly in demand.

Selects Fall Shoe Colors

Selection of six high fashion and five staple colors for women's shoes for Fall was announced last week by the Textile Color Card Association. Comprising the former group are marrona, a chestnut brown; French mahogany, Indian copper, tailleur green, brown, taupe and gun gray. Included in the staple hues are Indies brown, Biscay brown, marine blue, fawn brown and flint gray. The association also announced three colors for men's shoes for the coming season. They are Mexican a new reddish tone; London brown, a medium town and Bourbon, repeated from previous seasons because of its importance as a volume color.

Firmer Leather Prices Expected

As a result of the current statistical position of the leather industry, a decided strengthening of prices in the near future is expected by tanners. The improvement in raw stock quotations was reflected in the leather market and tanners were more reluctant to sell leather at prices below the prevailing lists. A noticeable expansion in enquiry for various types of leather was reported this week for the first time since the start of the year and a substantial pickup in sales is expected by tanners shortly.

The soul of the individual was "established" nineteen hundred years ago, while only to-day are we beginning to see beyond that into the soul world of organization. We are realizing that an organization is not merely a collection of individuals, but is a super-individual

with like qualities, only larger. It should be as much more powerful spiritually than a single individual, as it is more powerful materially than a single individual. Everywhere men are recognizing that organizations should have souls. The meaning of this is overwhelming when one considers that the term "organization" covers not only the multitude of business and social societies, but countries, nations, and even international association.

Too Many Codes In Food Industry

Executives in the food and grocery business are puzzled by numerous NRA codes which they must live up to, and the NRA heard about it March 26 at its code hearing for grocery manufacturers. As now phrased, the proposed code would be a master code which would invite supplementary codes.

Commenting on the plan, NRA division Administrator Armin W. Riley said: "It is so loosely drawn you can drive a horse and wagon through it."

In reply, M. L. Toulme, secretary of the National American Wholesale Grocers Association, said: "You can drive only a horse and wagon through now; you cannot drive the thundering herd. Loose as it is, the code is just so much better than anything we have had before."

Most controverted was section 7, which regulates brokerage business.

depression proof



OUR FINANCIAL CONDITION

IS EVEN STRONGER THAN

BEFORE THE DEPRESSION

— WE HAVE MAINTAINED

OUR DIVIDEND RATE OF

NOT LESS THAN 25%

**MICHIGAN SHOE DEALERS
MUTUAL FIRE INSURANCE COMPANY**

LANSING MUTUAL BUILDING

GRAND RAPIDS . . .

DETROIT . . .

OUT AROUND

(Continued from page 9)

imperative—that they should be above suspicion. They should not be nominally acting as representatives of the retailers when they are actually dependent for most of their pay on the wholesalers and manufacturers.

I would suggest that one solution might be to require every retail grocer to contribute a code per capita tax sufficient to pay all the expenses of the state and national grocers associations, and also of the code authorities, and at the same time specify that no contributions or donations, in any form, be solicited or accepted from any source outside the regular retail trade.

This would eliminate the alleged "necessity" for dependence upon outsiders to support the retail grocers associations.

Reed City, April 2—Notice an article in the Grand Rapids Herald that, according to a Michigan Tradesman questionnaire, the Davy store at Evert was the oldest store in Osceola county, having been established in 1882. The Schack store was established in Reed City in Sept., 1875, by my father, Simon Schack and still going good under the style of S. Schack Sons. I did not receive your questionnaire.

Sam Schack.

Ludington, April 2—Please be advised some one misinformed you. At the time I purchased the hotel at Upper Hamlin Lake—at one time known as the Bugg House and later as the Edgewater Hotel—I contemplated opening it for business. At the time of purchase it was a matter of investment in real estate, no thought of myself operating it, but the past few weeks I have decided to put this beautiful forty acres and hotel into a boys' private camp and at such a low price that will give more boys opportunity to live in the open and under the most pleasant conditions ever offered in this section.

F. A. Anderson.

A Grand Rapids lady who is temporarily sojourning in Los Angeles writes as follows regarding a trip to Palmdale, about ninety miles from Los Angeles:

"Wednesday morning Midge and her husband went with me and we had a glorious day. Drove out on the old road to Bakersfield, which is through Mint canyon, and the only village we passed was Acton, noted for its output of honey and lies down in a valley two miles off the highway; the ride through the canyon is beautiful even now and must be much more so when the Yuccas are in bloom as then it is a mass of white flowers; they grow to quite a height and each stalk is a mass of blossoms. The first wild flowers we saw were little yellow ones resembling buttercups; then we traveled several miles through the hills and upon approaching Palmdale, which is about ninety miles from here, the many different flowers commenced to make their appearance. Mr. Thomas has lived in these parts for many years and knows all the by-roads, so we branched off the main highway at Palmdale onto a dirt road, which was none too smooth traveling in a Northerly direction for about twelve miles and each side of the road was like a carpet of various colors—

fields of tiny blue flowers, white and yellow with the glorious poppies intermingling; the greyish green of the sage brush and Joshua trees completed the picture. The Joshua trees are rather large, and clumsy looking, and to me grotesque but most artistic and the bloom, which comes right at the end of a branch, a mass of small blossoms in shape not unlike a pond lily while the bud resembles an artichoke and is a whitish green and waxy in appearance. It is necessary to get right out among the fields to really appreciate the wonders of these desert flowers as the ground is fairly covered with the tiniest blossoms, which pop right out of the sand, not a sign of a leaf on many, just these precious little flowers, some no bigger than a pin head, and all colors. From here we drove along until we reached a road which seemed to be very little used and leading up to a slope. Midge was endeavoring to keep me occupied so that I would not see the wonderful view until at the right spot and what a view! It almost took my breath away and was worth traveling a thousand miles to see. On the slope where we parked the car was a solid mass of poppies and little white flowers; here we partook of a delicious lunch, and what a sight greeted the eye overlooking the valley, which, by the way, is named Antelope. The Tehachapi mountains formed the background, furnishing a perfect frame for the picture. Just about in the middle of the valley was an almond orchard and some fields in various stages of cultivation lending their coloring to the picture which included fields of solid yellow and fields of solid white as far as the eye could see. I just feasted on this marvelous handiwork of God. The only sound to break the stillness was the song of a meadow lark. We were all loth to leave, but decided it best to move along, which we did, continuing over this old road running right through one of the oldest almond orchards, neglected for years, yet the trees were loaded with green almonds. Another surprise was in store upon emerging from the orchard—literally acres of poppies and this is the spot many motorists drive out to see. It looked as if someone might have spilled the paint, and most generously at that. I surely will never forget it. We wound our way back to Palmdale still among the flowers and with the snow-capped Mt. Baldy in the distance—can you imagine such a picture? Tumble weeds were much in evidence, having tumbled along until they could go no further so were piled high against the wire fences. A stiff breeze relieved the intense heat and the return trip was made in comfort. It was truly a red letter day and much more enjoyable than had we gone on a Sunday, as during this season of desert flowers all highways leading to the Mojave desert are congested with traffic. In different sections the flowers vary and in some places the fields are like a sea of blue lupin."

E. A. Stowe.

A healthy sign: Insurance is reviving spiritedly.

Price-fixing is falling into official disfavor.

1873 — Adrian Dooge — 1934

In the passing of Mr. Adrian Dooge, the business life of Grand Rapids has experienced a very real and definite loss. Of marked ability and sound judgment, of high character and unquestioned integrity, there was entrusted to him much responsibility, to which he always proved most faithful and true, which inspired for him the full and implicit confidence of his principal and of all his business associates. Mr. Dooge was community minded and the life of the community has been impoverished by his departure. He was a faithful and consistent member of the church and his church has sustained a distinct loss. He was a devoted husband and father. To his wife and two sons he was a "pal." Of their loss we dare not write.

The writer knew Mr. Dooge as a friend and it is as a friend that he pays tribute to his memory. Possessed of a pleasing personality, a cheerful and buoyant spirit, a warm heart, a winning smile and a soul of sincerity, free from guile and hypocrisy, Mr. Dooge won for himself a host of friends. To his friends he was known as "Ed." To know Ed. was to like him. To be in his presence was uplifting. Quiet and unassuming, always the same, always courteous, always friendly—these were outstanding characteristics of friend Dooge. Four successive years of winter travel brought the writer very closely to Mr. Dooge and established a friendship which grew stronger and deeper with each succeeding year. With Ed. gone, life for all his many friends will not be as full. We are all poorer because of his having left us, but for all of us heaven is sweeter. We will miss him very much. To have had Ed. for a friend has been a great privilege and a great honor—to lose him is a great loss.

James Leenhouts.

Way the Retail Code Should Be Classified

(Continued from page 18)

about \$10 for pharmaceuticals and \$57 for general merchandise.

From this picture we can see that while \$75 is actually the retail business, at the same time around about one-fourth of the business is, first manufacturing, and second retailing.

It does not take any great amount of reasoning to come to the conclusion that on account of State pharmacy laws and adequate protection to the public that it would not be unreasonable to have perhaps a 50 per cent. mark-up on prescriptions and other items compounded or of a pharmaceutical nature.

Taking this figure we find the following results:

\$18 Pharmaceutical and prescription business 50 per cent.-----\$ 9.00
\$57 Merchandising business at 10 per cent.----- 5.70

Total allowance for help as per above figures -----\$14.70

This would figure on the entire drug business as around 19.6 per cent. Of course, since some pharmacists can and do operate more efficiently on their prescription business than others, it stands to reason that the Government would be justified in establishing a compulsory compounding fee somewhat less than 50 per cent. but in my opinion not less than around 30 or 35 per cent.

In consideration of the foregoing code considerations, and also theory, it appears to me that instead of a help overhead being established for each class of business, the code help overhead should be classified according to commodities. If the present code allows grocery stores 7 per cent overhead and doesn't restrict what they handle they can embarrass druggists by stocking drug merchandise and perhaps the best the druggist could do would be to equal the groceryman's price.

On the other hand the druggist could not stock groceries under the present hook-up and go less than 10 per cent.

Therefore why not work out a code as follows:

Foods ----- 7 per cent.
Packaged Mdse. other than Foods -----10 per cent.
Retailing of Commodities where Mfg. is involved...35per cent.

Even under this hook-up, various commodities would, of course, be hard to classify. This, however, should be put up to the NRA and they in turn should issue rulings as to the respective classification the various commodities belong in. James C. Carstater.

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DETROIT DOINGS

Late Business News From Michigan's Metropolis

The Wais-Van-Riper Jobbing Co. is the newest addition to the Detroit wholesale district. It will act as distributor of men's furnishing goods and boys' wear. It is located at 156 West Jefferson avenue.

More than 100 lines of women's apparel manufacturing firms, representing apparel and allied lines, will join in one large group showing at the Hotel Statler on Sunday and Monday, April 8 and 9. The market was conceived and planned by a small group of salesmen representing manufacturers in all parts of the country. The affair is under the management of James Golding, also business manager of the Women's Apparel Club of Michigan who sponsor semi-annual markets and exhibitions in Detroit.

Al Mann, wholesale distributor of women's coats and suits, has moved to 206 East Grand River avenue, and will represent the New York dress firm of Victor Mann, Inc.

Harry S. Cohn, formerly associated with a local dry goods firm in this city, has opened offices in the Detroit Savings Bank building, where he will conduct a general law practice.

Benjamin Levinson has opened offices and display rooms at 230 Grand River avenue, where he will act as Detroit and Michigan representative for millinery manufacturers.

William C. Lawson, 44 years old, a traveling salesman for the Standard Varnish Co. of New York City, was found dead in his berth on a Pere Marquette train here last Friday morning. He had boarded the train at Columbus. Officials attributed his death to a heart ailment.

J. Barton Bore, 4343 Clements avenue, died Saturday after an illness of three years. He was born in Canada, sixty-six years ago and came to Detroit with his parents when a child. He was the son of the late Edward and Mary Gore. His father was the first music supervisor in the Detroit Public Schools. For thirty years Mr. Gore was associated with the G. & R. McMillan Co.

Edward Wolfe, widely known in men's clothing circles here, died Friday at his home, 81 Woodland avenue, at the age of 73. He had been ill six months. Funeral services were held in the home Monday with burial in Woodlawn Cemetery. Born in Lexington, he came to Detroit in 1893 and joined J. L. Hudson Co. A few years later he became manager of the men's clothing department of the E. J. Hickey Co., remaining there until about a year ago.

Spring Convention of Michigan Dry Goods Dealers

Our bulletin issued last week was devoted very largely to the program which has been prepared for our convention at the Hotel Olds, Lansing, April 18, 19 and 20. Another news letter will be sent out the week preceding the convention.

Don't overlook this event. Contact with your brother merchants, especially at our round table discussions by our officers and former presidents, on

the evening of April 18, will be more than worth your trip to Lansing.

We have been busy recently with matters in Lansing pertaining to legislation, the preparation of the program for our convention, which will be held in Lansing April 18, 19 and 20, attending some meetings of the officials of the insurance company and taking a few trips.

Merchants generally are feeling more encouraged over the business outlook and all those in the automobile area are rejoicing that a settlement has been made of the strike difficulties. Before July 1, we want to complete a trip of the entire state and thereby keep acquainted with changing conditions. We mention a few of the incidents of our travels that have impressed us the most.

Mr. Bush, at Flint, is now re-established, since his fire, in his store entirely renovated and decorated and a brand new stock of merchandise. We prophesy a successful season for him under the new conditions. He was pleased with the settlement made with our insurance company. Mr. Bush is now a member of our insurance board of directors.

At Marlette we found the Doyle store moved to a new location. The proprietor, Harold Doyle, was very happy in the new surroundings. The store is an up-to-date place.

The Priehs Mercantile Co., of Mt. Clemens, is also under new management. George Priehs has succeeded to the business of his deceased father, Edward C. Priehs. The basement has been fitted up and the old fixtures and furniture replaced with new furniture. The entire store is now in a modernized and up-to-date condition. We prophesy success for George.

The grange store at Allegan is an interesting place. We were surprised and pleased with the size of the store and the fine stock of merchandise. Those who travel in the direction of Allegan will do well to spend an hour or so in the grange store.

The Trompen stores at Grand Rapids are being re-organized with J. N. Trompen still President of the organization. Mr. Trompen's health has very much improved and he looks forward to the future cheerfully.

Henry McCormack, of Ithaca, has returned from his vacation trip to Florida, greatly improved in health. He says his doctor prescribes more rest for him. We sincerely hope that he will come to the convention and enjoy himself, even though he is not an active participant.

The Armstrong store, at Bronson, is managed very largely by Mrs. Armstrong. A. E. Armstrong, the proprietor, is "on the road" selling merchandise, but is in his store week ends. Things are picking up in that part of the state.

We called on Phil Higer the other day in Port Huron. Mr. Higer's health has not been any too good recently, but his son, Eugene, is with him and the new store, established since their disastrous fire, looks better and better each time we call.

Our travels have taken us into the Eastern part of the state and also in

the Muskegon, Grand Rapids and Kalamazoo area in the Western part. Immediately after the convention, during the spring months, our Reo will be headed in all directions to make our visitation complete before the hot summer months.

Make a memoranda of your perplexing problems. We will use the organization, through the advice of our directors and others, to help you solve them. We will endeavor to be more explicit in our future bulletins regarding calls we make on our travels.

Mr. Mulrine passed away on March 20 at his hotel in St. Petersburg, Fla. We had noticed for several months Mr. Mulrine's failing health. He was a virile, outstanding man, a successful merchant and a high-class useful citizen in Battle Creek. He was President of our Association for one year and he found great pleasure in attending the district meetings — and we held fifteen of them that year — and the annual convention. There was never any doubt as to where Mr. Mulrine stood. He was positive in his convictions and honorable in the fulfillment of his obligations. His failing health during the past two or three years has impaired his usual vigor. While we were not surprised to learn of his passing, we feel his loss very keenly. The Michigan Retail Dry Goods Association unanimously extend to Mrs. Mulrine their greatest respect for him and sympathy for her.

For several years and until the time of the leasing of the Schroder store in Battle Creek, L. M. Schroder was a prominent and active member of the Michigan Retail Dry Goods Association. The state papers bring us the news of his passing at his home in Battle Creek on March 28.

It was our good pleasure to meet Mr. Schroder frequently on our calls in Battle Creek. We found him always optimistic and interested in the affairs of our Association. He was very highly respected by his business associates and neighbors. Mr. Schroder was an elder in the Presbyterian church and an active member of several clubs. It is with great regret that we will not enjoy his friendly greeting in the future. He was a good citizen. His passing is a loss to the community in which he lived for many years.

The Michigan Retail Dry Goods Association has been represented on the board of directors of the Grand Rapids Merchants Mutual Fire Insurance Co. by several outstanding dry goods merchants. Since our affiliation several years ago Messrs. Sperry, Lillie and Christian, directors, have passed away; and now they are followed by Charles A. Mills, senior member of the firm of Mills & Healey, of Grand Rapids. Mr. Mills because of his location rendered unusual service to the insurance headquarters. He was a man of excellent judgment, careful and just in his decisions, genial and friendly with everybody. At our annual meeting in January Mr. Mills was present and, by reason of the election of a new president, was given some special committee work. Mr. Mills accepted these duties cheerfully and was apparently in good health. Two or three weeks later the sad information of his passing was received by us. Mr. Mills was a widower.

He had one daughter, the wife of Mr. Healey, his business partner. We shall always think of him in terms of great respect.

During the first two or three years of the organization of the Michigan Retail Dry Goods Association we found Mr. Jacobson in his department store at Greenville. It didn't take very long to secure his membership in our Association and we sincerely regretted having him sell his store in Greenville and remove to Detroit. A little later we found him again and he was glad to continue his membership in the new location. The depressed financial conditions of Detroit had a discouraging effect upon Mr. Jacobson, but he was moving along and apparently weathering the storm cheerfully and successfully. Mr. Jacobson died recently. He is survived by his wife and daughter. We have extended to them our expressions of respect and sympathy.

A few days ago we were saddened to receive a copy of the Marine City paper telling of the death of the leading merchant in that town. It was always a pleasant occasion to go to Joseph Miller's store and find him and his son, Louis, working together in their well conducted establishment. The last time we called he seemed well; was cheerful and jolly and gave us the usual welcome. Calling at the store last week, we had the pleasure of again meeting his son and successor in business, Louis R. Millers, and his son-in-law, Mr. Herz, of New York, who is now associated with L. R. Miller. Mr. Miller was only 63 years of age and his family naturally looked forward to many years yet of his presence among them and his passing is a source of sincere grief not only to his family but to his neighbors by whom he was very highly respected.

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

Raising Tobacco Prices

Efforts of the AAA to boost tobacco prices substantially above the levels prevailing last year may injure prospects for marketing the crops successfully, it is felt.

Part of the strength of the tobacco market in the recent past has been due to the very strong export demand, largely from England. Reports received from abroad indicate that this demand was chiefly the result of the drop of the dollar, which caused a change in the competitive price position of American tobacco as against tobaccos ordinarily imported from British Dominions.

Substantially higher tobacco prices would tend to nullify this advantage. Tobacco growers would then have to depend on the purchasing policies of domestic manufacturers, who will be guided by marketing agreements, but may still be reluctant to increase their purchases greatly in view of the large stocks already accumulated.

Robert Louis Stevenson willed his birthday, November 13, to a little girl because her own fell on Christmas.

"All that I am I owe to my mother," says the great man. Old dad gets no credit; he merely paid the bills.

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