

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, APRIL 11, 1934

Number 2638

## THE LITTLE TOWNS

Oh, little town in Arkansas and little town in Maine,  
And little sheltered valley town and hamlet on the plain,  
Salem, Jackson, Waukesha and Brookville and Peru,  
San Mateo, and Ironton, and Lake, and Waterloo.  
Little town we smiled upon and loved for simple ways,  
Quiet streets and garden beds and friendly sunlit days,  
    Out of you the soldiers came,  
    Little town of homely name,  
    Young and strong and brave with laughter,  
    They saw truth and followed after.  
    Little town, the birth of them,  
    Makes you kin to Bethlehem!

Little town where Jimmy Brown ran the grocery store,  
Little town where Manuel fished along the shore.  
Where Russian Steve was carpenter and Sandy Pat  
    McQuade

Worked all day in overalls at his mechanic's trade;  
Where Allen Perkins practiced law and John, Judge  
    Harper's son,

Planned a little house for two that never shall be done —  
    Little town, you gave them all,  
    Rich and poor and great and small,  
Bred them clean and straight and strong,  
Sent them forth to right the wrong.  
Little town, their glorious death,  
    Makes you kin to Nazareth!

HILDA MORRIS.



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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.

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

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

JAMES M. GOLDING  
Detroit Representative  
507 Kerr Bldg.

Printed by the Tradesman Company, Under  
NRA Conditions

## GROCCERS UNDER CODE

### Must Post Labor and Hour Conditions

Every merchant who is working under a code, and who has the Blue Eagle, must, under regulations just issued, display in his store a placard stating the system of wages, hours, etc., under which he is working. This should not be neglected, because there is a \$500 fine for not doing it.

The NRA has sent out the following notice regarding this requirement:

Regulations requiring employers operating under approved codes to post the labor provisions of those codes conspicuously in their establishments have been issued by National Recovery Administrator Hugh S. Johnson.

Under the regulations, issued in accordance with a recent Presidential Executive Order, official copies of the hour and wage provisions of the code to which he is subject will be furnished to each employer. These official copies will include detailed directions for the proper filing of complaints of violations of the provisions.

Such official copies, the regulations prescribe, with such directions, shall be kept conspicuously posted at all times by such person in each shop, establishment or separate unit of his enterprise to the extent necessary to make them freely accessible to all employees.

Posting of the provisions is designed not only to acquaint employees with their rights under codes, but also to protect employers from complaints made in ignorance of code provisions and to protect faithfully complying employers from chiseling competitors.

The Executive Order, signed by President Roosevelt on February 8, points out that Section 10 (a) of the National Industrial Recovery Act prescribes a fine not to exceed \$500 or imprisonment not to exceed six months, or both, for the violation of any rule or regulation prescribed under the authority of and pursuant to the provisions of this order.

The regulations provide for registration within thirty days by employers with their Code Authorities of the number and locations of their shops, establishments or separate units. Thereafter the Code Authorities will furnish the required number of official copies (prepared by NRA) of labor provisions for posting.

In cases where an employer is permitted by a modification, exemption or exception to pay lower wages or work employees longer hours than prescribed by the code for his industry or trade, certified copies of the modification, exemption or exception will be furnished for posting with the official copies of the code provisions.

The complete text of the regulation, which binds every grocer and food dealer under the code, is as follows:

1. Every person subject to any code of fair competition shall within thirty days from the date hereof, the effective date of such code, or the date upon which he becomes subject thereto, whichever is latest, unless he has previously so registered, register the full name of his enterprise together with a statement of the number of shops, establishments or separate units thereof and their location, with the Code Authority of the trade or industry of which he is a member. Every such person who may open for business an additional shop, establishment or separate unit after such registration, shall, within thirty days after such opening, register the same in like manner.

2. Upon registration, or as soon thereafter as is possible, each such person will be furnished with official copies of provisions of any code of fair competition to which he is subject relating to hours of labor, rates of pay and other conditions of employment. Such official copies of such provisions will contain directions for filing complaints of violations of such provisions. Such official copies, with such direction, shall be kept conspicuously posted at all times by such person in each shop, establishment or separate unit of his enterprise to the extent

necessary to make them freely accessible to all employees.

3. Whenever any modification or exemption or exception from any code of fair competition permits any such person to pay lower wages or work his employees longer hours or establish conditions of employment less favorable to his employees than those prescribed by the provisions contained in such official copies of code provisions, the Code Authority, on the request of such person, will furnish him with certified copies of such modification, exemption or exception in sufficient number for posting alongside of such official copies of code provisions.

4. No person subject to a code of fair competition shall display or furnish any incorrect copies of such provisions, directions, modifications, exemptions or exceptions.

5. A person subject to more than one code, when official copies have been so furnished, shall so post such copies of such provisions of every code to which he is subject.

6. Nothing in the rules and regulations shall relieve anyone from complying with any provisions of any codes relating to posting, displaying or furnishing copies of codes or of provisions of codes.

Hugh S. Johnson,  
Administrator for Industrial Recovery.

### The Rubber Restriction Plan

The practical details of the British-Dutch rubber restriction agreements have been completed, according to private reports received in the trade. Quota allotments have been worked out between the industries it is said, so that the plan can be made effective as soon as the governments concerned are ready to sign it.

Prospects are, nevertheless, that the formal announcement will be delayed for some time to come. There are indications that the rubber plan is being used as one of the bargaining points in the coming British-Dutch negotiations for a general commercial treaty.

This delay does not mean, however, that the plan is likely to be dropped. While rubber consumption is on the increase, not only in this country, but also in Germany, Russia and Japan, production is expanding even faster. The present rate of productions of more than 1,000,000 tons a year, together with the heavy stocks accumulated at low prices, might easily break present prices, it is held, if the restriction program were finally abandoned.

### Lowering Quality Standards

Substitution of lower quality for standard products continues on a substantial scale and prevents consumers from realizing the full import of price increases that have taken place.

Retail prices in many lines have been arrived at after study and experience with mass buying habits. Merchants conclude, therefore, that they must preserve these established price levels even at the cost of sacrificing quality, to maintain their physical volume of sales.

This reasoning has been found so practical and effective in many instances that manufacturers of branded and trade-marked merchandise have been adopting the same policy in increasing numbers, it is reported. In some cases, manufacture of the previous standard quality is being given up altogether. In some other instances goods meeting the old specifications are being sold under a new branded name at a higher price.

### Larger Hardware and Sport Sales Expected

A more than seasonal expansion of hardware sales in the near future is expected by many merchants as a result of the longer week-end for office and factory workers.

Garden tools will be first in demand, it is expected, with tools for small repairs around the house a close second. In addition, sporting goods of all descriptions are expected to benefit, particularly camping equipment and fishing tackle. A lively interest in motor boats, both of the heavier built-in and of the outboard type, has already been noticed.

An intense competition for this larger week-end trade is expected to develop between the large metropolitan stores and the many small shops in local suburban buying centers. It will be particularly keen on larger items such as summer and porch furniture, summer rugs and curtains, and slip covers both for the home and the car.

### The Cork Bobs Back

Return of legalized alcoholic products and beer with the consequent rise in the demand for bottle corks may have been the factor which caused the phenomenal increase in American imports of cork products last year. The Commerce Department has learned from Vice Consul D. W. Anderson, Lisbon, that cork shavings exports to America increased 160 per cent over 1932; cork refuse shipments rose 536 per cent.; while corkwood exports gained 50 per cent.



### Lines of Interest to Grand Rapids Council

The April meeting of Grand Rapids Council was called to order at 7:30 by Senior Counselor Ohlman with about fifty members present. The new officers were pleased to see so many members present. Such an attendance is good tonic for the officers, as it encourages them to do their best. Grand Rapids Council is quite fortunate in having such a promising line-up of officials to succeed to the Senior Counselor's station. The boys have learned their rituals and if they continue to improve, they will need no coaching to be up to the minute in their official duties. One new member was added to the roster by reinstatement. Under the report of committees, Past Counselor L. L. Lozier, treasurer of the annual party and ball, gave his final report. The annual party and ball was successful, financially and socially. Past Counselor Lozier gave a very fine report and was heartily applauded by the Council at the conclusion of his report. Senior Counselor Ohlman thanked the committee for their efforts and the work accomplished and discharged them with a vote of thanks. Under the head of the Good of The Order, Grand Rapids Council did something rather unusual, at least for Grand Rapids Council. Canton council No. 41, Canton, Ohio, requested that one of their members, Carl J. Barclay, now residing in the city, be installed into the office of Past Senior Counselor as he was unable to be present at their regular meeting. It was a pleasure to accede to their request, as counselor Barclay is a U.C.T. of quite some renown, having been the youngest Senior Counselor ever installed into that office. Secretary H. R. Bradfield, who succeeded himself to that office at the annual meeting, and R. J. Shinn, Chaplain were included in the installation ceremonies which were conducted by Past Grand Counselor Pilkington. At the conclusion of the meeting, tables and chairs were arranged for a luncheon which was served by the Ladies Auxiliary. Following the eats, bridge and five hundred were the order of the evening. Junior Counselor Ghysels, chairman of the entertainment committee, announced that the May meeting would be concluded with some choice entertainment as it would be the last meeting at which any entertainment would be furnished until the Fall sessions started.

Philosophy means being able to explain why you are happy even when you are poor.

There has always been a controversy as to who should rule the household and as to who should succeed in business due to greater mentality. We can supply some fuel for those fires of controversy. In French Indo-China the women wear trousers, the men skirts, and children are given numbers

instead of names. Altho scientists make no statements about quality, they tell us that they have found the average weight of the brain of a male human to be forty-eight ounces, while the average weight for the brain of a woman is forty-three ounces. The brain of man is heavier than that of any other animal, in proportion to his size. We contend that rigorous cultivation of the gray matter of the human brain might make for a bigger, better and happier world.

We have discovered a new plaything for the boys who go deer hunting with the highest powered rifle they can find and with no intent of looking where they shoot. A new rifle has been invented that fires a bullet at the velocity of 5,000 feet a second, almost twice the speed of the modern army rifle. If we can only secure a few hundred of those guns and distribute them among careless hunters—what a haven a cellar would be for a game warden.

Mr. and Mrs. Charles Ghysels entertained the group that put on the annual party and ball given by the Council. The group met for the purpose of closing the reports on the party and inspecting the Ghysels Manor. Invitations were issued two weeks in advance, so that the mail might reach the invited in time to get started for the trek to the interior where the beautiful home site lies, secluded from the busy hum-drum of metropolitan life. Many of the invited guests started early in the week, so that they might arrive in due time for the conclave. Upon arrival in the darkness, one was awed by the silence which greeted him. The large house was silhouetted against the faint light of a rising moon and one could almost feel the presence of solitude and contentment in the surrounding atmosphere. After passing the sentries of somber dressed shrubbery and the heavy portals of entrance, one was greeted with a cheery Hello! from the host and hostess and a crackling welcome from a blazing fireplace. The guests were soon comfortably seated and treated to preliminary refreshments such as one might expect from a perfect host. To make the party conform to the invitations, a business meeting of the committee was called to order by chairman Ghysels. All business and reports of the committee being completed and arranged in form to be presented to the Council, the meeting was closed in due form after the chairman and his good wife had thanked the members of the committee for their support and good work done in putting on the annual party and ball. Following the meeting, bridge and rum, mostly rum, was the order of the evening until the guests were served with a dainty luncheon of salad, hot rolls, cake and coffee. At the dawning of a new day the guests reluctantly bid the genial host and hostess good morning and started on the long, long trail back to the city. It was a delightful evening well spent in a congenial home and in surroundings that boded ill for discontentment and moodiness. Those present who enjoyed the evening were Mr. and Mrs.

R. E. Groom, Mr. and Mrs. G. J. Wagner, Mr. and Mrs. L. L. Lozier, Mr. and Mrs. Frank Holman, Mr. and Mrs. Gilbert Ohlman, Mr. and Mrs. L. V. Pilkington, and Mr. and Mrs. Ghysels. May the days of the committee be long and full of thoughts of the various meetings in the homes of different members of the committee—so say we all.

The stomach is a bowl-shaped cavity containing the organs of indigestion.

It has been reported that the Western Hotel of Big Rapids was sold at auction Saturday, April 7. In the grand and glorious days of the traveling men, the Western was one of the popular hotels lying North of Grand Rapids. With the retiring of the army of salesmen, so goes the various hosteleries of the country. It is but a lesson to those who considered the traveling salesman but a side issue in the operation of a hotel. Too late those particular inn keepers have awakened to the fact that the commercial man kept his hotel from insolvency. We are sorry to learn of the dire straits of this hotel, as we remember it and associate its name with the big, congenial host of years ago, Bill Jenkins.

Chaplain R. J. Shinn was honored by De Molay ommandery No. 5, Knights Templar, Friday evening by being elected Warder, the first step in line to succeed to Eminent Commander. We congratulate Ray on his selection and sincerely hope that he succeeds to the ranking office with an enviable record.

The chairman of the Executive Committee was highly elated Saturday evening because every member of the committee was in his station when the roll was called. This is quite unusual but we should have more of such happenings.

Counselor Archie Vis has taken unto himself to love, honor and obey, a blushing bride in the person of Miss Helen Blumely. They will reside at 17 South Lafayette avenue. The groom is a representative for the Nash Motor Car Co. and covers Western Michigan territory. Congratulations to you and yours, Archie, and may your matrimonial troubles all be little ones.

Counselor Henry Raman, of Sunset avenue, who was injured December 26, has filed his final claim for indemnity. He has gone back to work, fully recovered from the accident.

George Brandt, who has been confined to a local hospital, has been removed to his quarters in the Milner Hotel, where he is recovering from several weeks illness.

Senior Counselor Ohlman had to answer some embarrassing questions at the meeting Saturday night, all because he donated a box of cigars. He denied all of the accusations and finally explained the smokes were on him to celebrate his first appearance as Senior Counselor at a regular meeting.

Grand Rapids Council held its memorial services Sunday afternoon at 3:30. The services were in memory of ten members of the Council who passed to the Supreme Council on high during the past year. The services were

in charge of L. L. Lozier who acted as Senior Counselor. He was assisted by W. S. Lawton, Junior Counselor; R. W. Bentley, Past Senior Counselor; H. R. Bradfield, Secretary-Treasurer; H. Fred DeGraff, Conductor; R. W. Radcliffe, Page; T. F. Fishleigh, Sentinel, and Gilbert H. Moore, Chaplain. A. F. Rockwell acted as eulogist and gave a very fitting eulogy to the memory of each of the brethren who passed beyond. The instrumental and vocal music was furnished by Mrs. Gerald J. Wagner and Mr. and Mrs. J. J. Helder. The little daughter of Mr. and Mrs. Gilbert Ohlman acted as flower girl and D. E. Keyes, oldest living member of the Council, lifted the lilies from their receptacle as the names of the departed were called. Their names were called in roll call, but there was no response but silence—that eloquent symbol of death. Such services were held by every council in the Supreme Domain in memory of the departed fraters. Notgniklip.

### Items From The Cloverland of Michigan

Sault Ste. Marie, April 9—We are still in hopes of getting the bridge spanning the two Soos. A bill authorizing the construction of an international highway bridge over the St. Marys river from Sault Ste. Marie, Michigan, to Sault Ste. Marie, Canada, was introduced in the House, April 5, by Representative Brown, of Michigan. Our local Chamber of Commerce has a live committee working in conjunction with special committees and it will work on the proposition as long as necessary to get results.

Cowan & Hunt, one of our large stores, here received another carload of Maytag washers. It was stated that sixty per cent. more women bought washers in 1933 than in the year before and the company expects to sell more washers this year than they did in any previous year. This is the spirit of optimism which makes business and Cowan & Hunt should be congratulated on the success they have achieved with this sideline.

The grocers and meat dealers of Chippewa county organized last week for code authority purposes.

Mike Hotton, now one of the oldest meat dealers in the Sault, has taken the management of the new A & P meat department on Ashmun street. Mr. Hotton has been employed by the A & P for a number of years in the Central store and for the past few months has managed the A & P store at Newberry, prior to coming here several weeks ago, Mike, as he is known to his many friends here, is a veteran meat cutter, dating back over forty years, when he and his brother, the late John Hotton, conducted the largest meat business in the city, when they supplied practically all of the marine trade which in those years amounted to many thousands of dollars per week.

E. LaRoque, the well-known druggist of St. Ignace, was a business visitor here last week.

According to the conclusion of Arthur Piippo, our weather man here, navigation will open about April 24 this season.

The Log Cabin cafe at 223 Ashmun street, closed last week for repairs and redecoration. The management expects to re-open about April 18, in time for the tourist business.

Miss Bertha Borgen now has the agency for the Singer sewing machine. The new Singer electric sewing machine is now on display. Miss Borgen will also handle supplies and parts for the machine.

Now science has proved that there is more radio activity in the night air than in the daytime, but we guess

everybody who lives in an apartment house and tries to get a little sleep knows that.

James Montero, the popular grocer on Brown street, has redecorated the interior of his store and readjusted the shelving, also adding new fixtures, so that with his large electric refrigerator he is now able to care for his increasing business by giving better service and may justly feel proud of the nifty store so up-to-date.

The local branch house of Swift & Co. here is undergoing many repairs and improvements. The interior is being redecorated. A new electric ice machine has been installed. The refrigerators have all been recorked and the old stables in the rear of the building have been rebuilt into a large modern garage. The abutments have all been replaced with stronger material. When completed it will be one of the up-to-date branch houses of Swift & Co. Fred Bryant, the new manager, will enjoy the changes, which will enable him to give better service.

The village of DeTour has entered the Hiawathaland Publicity Bureau and will participate in the work of that organization this summer in publicizing the Eastern portion of the Upper Peninsula for the promotion of tourist trade. Joining the Publicity Bureau assures DeTour of a share in the three-color booklet which is distributed to each tourist car which crosses the Straits of Mackinac, Northward bound. The name of DeTour will also appear in the advancements of the Hiawathaland Bureau which are inserted in newspapers through the so-called hay-fever belt.

Election is over—and we're glad it went just the way you thought it would.  
William G. Tapert.

**One Good Turn Deserves Another**

This is an old proverb that works out well in business. If every subscriber to the Michigan Tradesman would, after reading each issue carefully, loan it to his neighbor competitor, who is unacquainted with its value to him, there would be more co-operation among merchants and less price cutting and other unfair practises, which make trade unprofitable.

The Tradesman is in contact with hundreds of merchants in various lines, therefore is in position to bring to each reader important information and advice, as it speaks from fifty years of experience in serving merchants of this state. There was never a time when a good trade paper was needed as much as now. The advance of monopoly into the retail field has brought death and destruction to many a business. It has invaded every city and country town. The Tradesman has always fought monopoly because it is in violation of Federal law. It permits those of enormous wealth to dominate and control the necessities of the people. President Roosevelt has declared against it and says the rights of the smaller business shall be protected. At this time the Tradesman is circulating a petition throughout this state, addressed to the President, commending him for his interest in the home merchant and urging him to action against the greedy national chains, which are bleeding every community wherein they are operating. Every merchant should sign this petition to the President and get other merchants to sign it.

E. B. Stebbins.

"Going to the devil" may yield thrills. But what of the return journey?

To overcome, keep going.

**Vacuum Bottle Sales Set Record**

Closing one of the most active quarters in the history of their industry last week, manufacturers of vacuum bottles and lunch kits this week are making preparations for handling the heavy seasonal demand which is due in the coming three months. The sharp call for vacuum bottles and lunch kits through the first three months of the year was due largely to the purchases made by CWA workers. At one time early in March the market was practically cleared of merchandise and producers had difficulty in making deliveries on schedule. The orders for lunch kits expected shortly are for use in promotions of vacation equipment.

**Eager to Start Fall Wash Goods**

While some wash goods producers would like to start immediately on the preparation of Fall styles, buyers declare that it is too early for such action and that they are not yet ready for Fall goods. In recent years, such lines have not been opened until June or July but this year mills and converters are anxious to keep their production going by starting in on Fall lines. Buyers pointed out that it was dangerous to start too early where a style element was involved. Furthermore, at present there is no price incentive for them to want to cover their requirements.

**Glass Containers More Active**

Gains in the glass container section of the glass industry are a feature of current activity. Salesmen contacting the large users of whisky, wine and

gin bottles report that buying has taken on good increases over the past two weeks and indications point to future volume well ahead of ordinary replacement purposes. More attention is also being given to new tableware lines than has been the case earlier in the year. Conditions in the window glass market have shown little tendency to change from the slow course of the past month.

**Heavy Appliances Sell Freely**

An active call for washing machines, vacuum cleaners and refrigerators this week has helped to offset an unexpected drop in the wholesale demand for smaller household appliances. Both retail and jobbing establishments placed substantial orders for heavy appliances for immediate as well as later delivery. The call for toasters, percolators, irons and other small wares ran counter to seasonal trends and sales were more than 10 per cent. below the volume for the corresponding week last year.

**Sport Goods Orders Fair**

A fair volume of business is coming into sporting goods manufacturers at the present time but the unfavorable weather is holding down purchases by stores. The advent of seasonable weather, however, is expected to bring in substantial orders. With numerous men's wear stores starting to carry partial lines of sporting equipment, this increase in outlets will give manufacturers a big season, it was felt. Golf and tennis items are most in demand at the present time.

**Flood of Milk Greater Than Ever Before**

While there are more milk consumers in the United States than ever before there also exists a greater milk production than at any other time.

Estimates of the Department of Agriculture give a total of more than 26,000,000 dairy cows on farms in this country, an increase of nearly 18 per cent. over the total reported for 1928.

The percentage of increase has been much more rapid during recent years than that for the human population.

**Hand-Sewn Gloves Gain Here**

Hand-sewn styles in both women's and men's domestic gloves will make marked headway for Fall. Until recently hand sewing has been a high style feature of imported gloves, but the increase in consumer resistance to foreign gloves has led to its development here. The hand work is being done in both fabric and leather gloves to retail from \$2 for the fabric types to \$7 for the leather styles.

**Another Discord**

Makers of musical instruments have taken three blows on the chin in the last few years, talking pictures, radio, and depression. Little wonder the Department of Commerce finds that exports of phonographs, pianos, and other instruments last year were 20 per cent. under those of the year before. Canada is the best buyer of American harmony-makers, China next.

Who gives out nothing reaps nothing.

**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
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Return to Michigan Tradesman, Grand Rapids, Michigan

**MOVEMENTS OF MERCHANTS.**

Hart—C. W. Landon succeeds Fred Du Vall in the grocery business.

Ravenna—J. A. Thompson succeeds W. H. Cochran in the grocery business.

Detroit—The Jay Hughes, Inc., custom hatters, has changed its name to Jays, Inc.

Detroit—The W. E. Heyn Drug Co. has reduced its capital stock from \$50,000 to \$5,000.

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

Detroit—Peters Furs, Inc., has been organized with a capital stock of \$20,000, with \$12,500 paid in.

Muskegon—The Muskegon Savings Bank has increased its capital stock from \$150,000 to \$375,000.

Detroit—Down River Groceries, Inc., has been organized with a capital stock of \$5,000, all paid in.

Wyandotte—Y & Dot Groceries, Inc., has been organized with a capital stock of \$5,000, all paid in.

Detroit—The Grocers' Supply, Inc., has been organized with a capital stock of \$10,000, one-half paid in.

Lansing—The Lansing Pattern & Mfg. Co. has been organized with a stock of \$15,000, all paid in.

Detroit—The Wholesale Lumber & Mill Work, Inc., has increased its capital from \$10,000 to \$50,000.

Barryton—The Barryton State Savings Bank has increased its capital stock from \$25,000 to \$50,000.

Highland Park—The J. B. Cote Co., auto sales, has decreased its capital stock from \$60,000 to \$20,000.

Detroit—The American Butter & Cheese Co. has reduced its capital stock from \$200,000 to \$25,000.

Detroit—The American Home Concrete Pipe Co. has decreased its capital stock from \$25,000 to \$5,000.

Harbor Springs—The Emmet County State Bank has increased its capital stock from \$25,000 to \$112,500.

Monroe—Val-Massei's Bros., Inc., has been organized to sell hardware, with a capital stock of \$24,000, all paid in.

Detroit—Merwin's, Inc., has been organized to handle general merchandise, with \$5,000 capital stock, all paid in.

Detroit—Joseph's, Inc., has been organized to sell retail merchandise. The authorized capital stock is \$5,000, all paid in.

Detroit—The G. & R. McMillan Co., wholesale and retail grocer, has reduced its capital stock from \$425,000 to \$242,500.

Detroit—The Michigan Good Humor, Inc., has been organized to handle merchandise with a capital stock of \$10,000, all paid in.

Detroit—Brown's Creamery Co. has been organized to handle dairy products, with a capital stock of \$4,200, of which \$1,000 is paid in.

Detroit—The Royal Winery Corporation, manufacturer and dealer in wines, has been organized with a capital stock of \$6,000, all paid in.

Bloomington—L. V. Armintrout, Allegan, who purchased the grocery

stock and meat market of Cleo Myers, had a formal opening last Saturday.

Detroit—The Standard Fish Distributors, Inc., has been organized to engage in the wholesale fish business. The capital stock is \$4,000, all paid in.

Detroit—C. & F., Inc. has been organized to trade in general merchandise at retail. The Company has an authorized capital stock of \$5,000, all paid in.

Menominee—The Prescott Co., manufacturer of saw mills, pumping and mining machinery, has reduced its capital stock from \$450,000 to \$334,100.

Manton—The Manton Market, managed by Leon Wilson and Charles Drake, opened for business with a complete line of groceries and meats last Saturday.

Benton Harbor—The Whelite Products Co. has been organized to manufacture welding and metal hardening compounds with a capital stock of \$6,500, of which \$1,500 is paid in.

Ionia—Leo Lepley, of Greenville, has been appointed manager of the Ionia Vaughn & Ragsdale store. Mr. Lepley is well known in this section, having been in the clothing business in Greenville for several years. He sold his clothing stock several months ago.

Albion—John J. Power, of Albion, bought the stock and fixtures of the Art Smith drug store, closed a month ago, for \$615 at a bankrupt sale conducted April 5 by Justice Harold B. Weeks. The bidding started at \$295. Paul Hawes, Albion druggist, was the only bidder to go past \$500 besides Mr. Power. Mr. Hawes' last bid was \$610. Mr. Power has not decided what he will do with the stock. It will be left in the same building for the present.

Lansing—The building formerly occupied by a Capital National bank branch at 929 East Michigan avenue has been leased by Dairyland Stores, Inc., conducted by the Snow Ice Cream Co., of Charlotte, Ernest Shassberger, owner, announced Monday. The upper floors of the building are being remodeled into apartments. The Dairyland firm will operate a dairy products retail business and serve lunches. It will be under the management of James Light, who was manager of a Matthews ice cream shop here for three years.

Lansing—An intensive remodeling program on the second floor of H. Kositchek & Brothers store at 113 North Washington avenue is being completed this week. Due to increasing business the firm decided to alter the second floor in order to provide additional selling space for men's and young men's furnishings including suits, overcoats and sports apparel. New show cases and other fixtures have been installed and the floor has been redecorated. Business is being conducted as usual while alterations are being made.

Battle Creek—The will of Lewis M. Schroder, co-founder of Schroder Bros. and one of Battle Creek's most widely known merchants, who recently died suddenly, was admitted to probate court. The petition for probate of the will states the value of the estate left by Mr. Schroder is undetermined. However, it includes property in both Calhoun and Kalamazoo counties. Un-

der the terms of the will the two sons, Keith, of Battle Creek, and Ronald, of Flint, are equal beneficiaries of the entire estate. They were also named as joint executors.

Quincy—Work is to be started immediately on the construction of additional grain storage tanks at the McKenzie Milling Co., at Quincy, L. A. Barron, secretary-treasurer of the company has announced. Employment will be given to about twenty-five men for a period of several weeks. The contract for the construction has been awarded to the McDonald Engineering Co., of Chicago. The tanks to be installed will have a capacity of 27,000 bushels. The project will cost approximately \$10,000 and according to the contract will be completed by June 15.

Wayland—Probably the oldest active druggist in the state is L. D. Chapple, of this place. Mr. Chapple entered the drug trade before the days of pharmacy boards, opening his store at Wayland in 1876, and has been constantly in business for fifty-eight years. He is the present assessor of the village, having served for five years in that capacity and for twenty years he was township clerk. In spite of his years Mr. Chapple enjoys good health and the companionship of his many friends, who frequently visit his store to discuss the weather, local politics and general business conditions. He was born in Genesee county, New York.

Lansing—The White Electric Manufacturing Co. has leased space at 433 River street and is installing equipment for the manufacture of the White electric water heaters and other home equipment. The location was once a part of the old Michigan Crankshaft plant. The White company began in a small way several years ago perfecting a small water heater electrically supplied with heat. Since the beginning the company, however, began to develop larger heaters. There are a hundred or more now operating in Lansing. The new plant will be completely equipped for manufacture within the next ten days.

Kalamazoo—From a store that in its first year occupied only 1,750 feet of floor space, the J. R. Jones' Sons and Co. at the opening of its sixty-third year of business, an anniversary it started celebrating last Saturday, has grown to an institution with a total floor space of 36,280 feet. The store as it stands to-day, occupying three floors, moved to its present location at Rose street and Michigan avenue in 1901. This was the old Rosenbaum & Speyer store, which had later been taken over by Joseph Speyer. The Jones store occupied the first floor and basement. On the second floor was the Speyer stock of ready-to-wear, which occupied the room now known as the center room of the second floor of the Jones store. A year later the Jones Co. took over the second floor salesroom and put in a stock of ready-to-wear. Later the offices on the West side were taken over and the ready-to-wear department was enlarged. In 1912 the space which had been occupied by the Bruen store was added and about the same time the third floor, which had been a lodge room for the Odd Fellows,

was obtained for the carpet and drapery section. Also the store at the rear was taken for the book shop and the art goods department, and the second floor over this section was used for the rest room, alteration department, personal service department and the advertising offices.

**Manufacturing Matters**

Detroit—The Bernard Manufacturing Co., furniture manufacturer, has been organized with a capital stock of \$5,000, all paid in.

Detroit—The McAleer Manufacturing Co., manufacturer of polishing paste and compounds, has increased its capital stock from \$60,000 to \$70,000.

**Benefits to the Smaller Store**

Reports from wholesale houses indicate that small retail stores in outlying district have been making a better showing in recent weeks than many of their larger competitors.

Several factors have been working in favor of the smaller store, it is said. The reduction of working hours, which caused the "stagger system" to be used for sales personnel in big stores, has reduced selling service and stock-keeping efficiency. Pay roll percentages have been increasing relatively more in the stricter supervised large store, it is pointed out. In addition, small stores generally enjoyed more substantial rent concessions than their larger competitors, reports indicate.

These factors, combined with a less conscious drive to mark merchandise up to current replacement values, is said to have given many small stores a decided price advantage in their communities, and customers apparently have not been slow to take advantage of the fact.

**Those Cigar Lighters**

A flip and they're lit—perhaps—these little cigar lighters. Simple, of course, but the inventors are jealous of their patents. So the Tariff Commission's finding that certain foreign lighters which infringe patented methods should be kept out of the country has just been approved by the President. Here is the official description of a cigar lighter: " \* \* \* have an abradant wheel journaled on top of the lighter receptacle, with a snuffer positioned on one side of the wheel, the finger piece being designed to raise the snuffer and revolve the wheel by manual pressure when pressure is applied downwardly on the finger piece. The automatic closing of the snuffer and extinguishing of the flame result when such downward pressure is released."

**Nation's Sweet Tooth**

Sweeter as the years go by is the American buying public, with candy sales running 25 per cent. above last year. Biggest increase is in chocolate candies, up 61 per cent. Looking at it from the basis of a usual seasonal increase in February, however, sales didn't quite come up to the normal rise. The value of all candy produced commercially in February was \$16,951,016.

**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 been quiet during the week. Nobody seems to be speculating in tea, buying only for replacements. The market, however, continues steady. Consumptive demand for tea shows no particular change.

**Coffee**—The past week has witnessed more fluctuations in the market for future Rio and Santos coffee sold green and in a large way. Early in the week the future market gained about ¼ cent, based on Brazilian financing and improved business conditions in this country. The next day, however, the future market lost almost all it had gained. The market for spot Rio and Santos had changed very little during the week. One factor which has heartened the trade is that a large chain advanced prices on all its brands 2 cents per pound. The undertone on spot Rio and Santos green and in a large way, is rather strong. Milds show practically no change for the week. The jobbing market on roasted coffee not materially advanced from a week ago.

**Canned Fruits**—Canned foods are relatively inactive this week. This probably reflects to some degree the holiday season, but retail sales continue encouraging and sales are said to be moving ahead of last year's in tonnage as well as in dollar volume. Prices to consumers show increases, reflecting the higher prices in wholesale markets. Advertised brands of peaches are now selling at two for 29c, as against two for 27c a short time ago. Pears, pineapple, apricots and other items in the fruit line are also up. Tonnage figures will be well worth watching from now on, because the transition stage has reached retail outlets in pretty full force, and if tonnage is maintained or continues to go above last year's levels, it will be a happy indication that prices have not outstripped purchasing power.

**Canned Vegetables**—New pack California asparagus is said to be somewhat firmer on the Coast, as the crop, according to information coming from there, is not developing along the lines anticipated. All green asparagus is showing relatively more strength than the regular grades. There has been no activity to speak of as yet, but the market has held very well, with limited concessions, and packers still feel confident that the opening prices will be generally well maintained.

**Canned Fish**—Columbia River salmon is still being affected by strike talk on the coast. Supply of the finer grades of salmon is small and prices are firm. Other grades of salmon are getting to be in active demand without any particular change since the last report.

**Dried Fruits**—The dried fruit market is rather quiet, but prices on the whole are very well maintained. Some disappointment has been expressed with the delay over reaching a marketing agreement on Thompson raisins, but reports from the Coast have indicated that sentiment out there has been stronger. The five Federal representatives who attended the recent

meeting of the packers and growers are considering the facts submitted at the hearing, and on their recommendations will depend whether the agreement is to go into effect or not. Santa Clara prunes and Oregons, also, have been in fair demand here even through the holiday period, and prices have been adjusted to the point where for the past few years there has been little or no shifting in values. The same can be said for raisins, also. Dried peaches and pears and both domestic and imported figs are other items which have been very well stabilized on present levels. Jobbers here report stocks well rounded out, but not oppressive. The trade both here and in the interior continue to carry relatively light stocks, and the fact that orders for the most part are in the small lot category, is evidence that there has been a good steady consumption.

**Beans and Peas**—The market for dried beans continues dull and neglected with values easy and everything very thick and sluggish. Dried peas unchanged, dull.

**Cheese**—Cheese market has been dull and easy during the greater part of the week. Prices are a shade lower.

**Nuts**—The nut market here is rather dull at the present time. Shelled nuts are moving in a small lot way, but there is not enough business done to get any strength behind prices. As it is they are holding at present levels very well, but do not show much of a return, based on present costs of importation. Walnuts, filberts and almonds are finding little outlet, but there has been some demand for Cashews and Brazils.

**Rice**—The South reports a reasonably good movement of rice, with prices firm in many cases at a premium over the fixed levels. Labor and grading problems are being given consideration.

**Salt Fish**—Since Lent ended the demand for mackerel and other salt fish has eased off considerably and is expected to be rather quiet for some weeks. Prices show no change for the week.

**Syrup and Molasses**—The sugar syrup situation is unchanged from last week. But little is being produced and the demand is large enough to take care of it without pressure. Prices are unchanged but firm. Compound syrup is dull and sluggish. Buyers showing perhaps a little more interest, but not much. The finer grades of molasses are unchanged and fairly active.

**Review of the Produce Market**

- Alligator Pears—19c each.
- Apples—Northern Spy, \$2 for No. 1; \$2.25 for extra fancy; Delicious, \$1.75 per bu. for No. 1 red.
- Asparagus—\$3 per case of 12 2-lb. bunches from California.
- Artichokes—Calif., 75c per dozen, 4 doz. in box.
- Bananas—4½c per lb.
- Brockles—15c per bunch.
- Butter—Tubs, 22c; cartons, 22½c.
- Cabbage — New from Texas, \$1.65 per crate of 85 lbs.
- Carrots—50c per dozen bunches of Calif. or \$2.50 per case; 75c per bushel for home grown.
- Cauliflower—\$2.25 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.....\$2.00
- 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 .....14c

Grape Fruit—Florida grape fruit is held at the following prices:

- 64 .....\$3.50
- 70 ..... 3.50
- 80 ..... 3.75
- 96 ..... 3.50

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—1c per lb.

Lemons—The price is as follows:

- 360 Sunkist.....\$5.00
- 300 Sunkist..... 5.00
- 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.....\$3.75
- 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.

Florida oranges will be marketed in bags this season instead of boxes. They are now in the market in 76, 126 and 150 sizes and sell at \$1.50 for 45 lbs.

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 — 45c dozen bunches hot house.

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

Spinach — \$1 per bushel for Texas grown.

Strawberries—Florida, 17c per pint.

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

Tomatoes—Repacked Mexican, \$1.40 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.

**Let's Go**

Spring—the happy thing!  
 Long slumbering  
 Awaking wakes  
 The whole wide land  
 The bud  
 The withered grass;  
 Till all the feathered band  
 Of migrant birds  
 Led on by honking geese  
 Are winging North.  
 We ever listen to the call  
 Of happy Spring.  
 The plowshare brightens  
 And little pussy-willows fall  
 In line, with catkins robed  
 In furry raiment which  
 We softly press against our cheek;  
 They must be coming out  
 To watch this stir about.  
 A flash!  
 A roar—  
 The thunderlands are rumbling  
 The skies above are tumbling  
 But now they clear,  
 And lo!  
 Bright green  
 Has grown the grass—  
 Just over night!  
 That dormant lazy lawn  
 Is growing beautiful  
 From it I walked away  
 But yesterday;  
 Altho I love to work its soil  
 The year has not a toil  
 That gives such thrill.  
 My spade!  
 The seed sweet peas!  
 It's time  
 To plant them now.  
 Charles A. Heath.

**Gabby Gleanings From Grand Rapids**

The Antrim Lime Co. has decreased its capital stock from \$50,000 to \$35,000.

The Pulte Plumbing & Heating Co. has reduced its capital stock from \$50,000 to \$5,000.

The Aural Phonetic Institute has been organized to manufacture, sell and lease machines for treating the deaf. The authorized capital stock is \$2,500, all paid in.

John A. Lake, the Petoskey druggist, was in town early in the week. He went to St. Johns to-day, where he speaks to-night at a meeting of the Chamber of Commerce on the subject of taxation.

Frank S. Verbeck is in Michigan again, making the rounds among some of his myriad friends. He spent Monday in St. Joseph, Tuesday in Muskegon and will spend Wednesday in Pentwater, Thursday in Ludington and Friday in Manistee.

**Making Our Own**

Camphor is rapidly becoming one of the natural products which have largely been supplanted by synthetic materials produced by the ingenuity of the chemist. The Chemical Division of the Commerce Department finds that the United States is producing approximately one-third of its camphor requirements in laboratories, using turpentine as raw material. Three years ago when natural camphor was high in price three-fourths of our needs were produced in chemical retorts. Japan, formerly our sole source of camphor supplies before the chemical product was developed, has been sending us decreasing amounts of natural camphor.

## MUTUAL INSURANCE (Fire and Life)

### Effect of Unprotected Floor Openings

Building and fire prevention authorities concur in the statement made some years ago by the late Ira H. Woolson, former Consulting Engineer of the National Board of Fire Underwriters, who said, "Unprotected floor openings account for fully 50 per cent. of the fire losses, and even more of the life loss."

Stories of an almost unlimited number of fires further substantiate this statement. A review of the facts in even a few of the cases will serve to indicate why unprotected openings are so hazardous.

The death of four women employes and serious injury to seventeen others, when a waste paper factory in Baltimore burned in December, '29, can definitely be charged to such openings. In this building, which was four stories high, chutes were employed to bring dirty waste paper from the upper floors to a bin on the second story. "Strike anywhere" matches were occasionally found in this paper and sometimes they were ignited by rakes used to push the paper into the chutes. The resulting fires had always been put out quickly by employes using extinguishers located near such bins. This time, however, the men were repairing a machine in another part of the structure, so the flames had an opportunity to gain a foothold. When the report of the fire reached them, these employes rushed to attack it with extinguishers, which though available in excess of standard requirements, were not sufficient to hold the flames in check. The fire spread quickly through the chutes and drop holes, soon involving all floors from the second upward. Although the flames consumed the entire interior from the second floor to the roof, the efforts of the firement confined the fire to the building in which it originated.

The factory's manager warned employes to leave the building as soon as he received word of the fire. Nevertheless some returned to obtain clothing and pocketbooks. They were trapped by flames and smoke on the fourth floor. As the fire swept nearer, several jumped from windows, receiving serious injuries, resulting in death to one of their number. Three others were overcome by smoke and fumes and fell back into the building where they were suffocated.

The story of this fire is a typical instance of the hazard of unprotected vertical openings which permit flames and smoke to spread upward with terrifying swiftness and then to mushroom over the upper floors. All such openings should have been enclosed with incombustible material, and a standard automatic sprinkler system should have been provided.

Fortunately the fire which destroyed the Equitable building in New York City started in the very early morning. Had the structure contained its full quota of business people, there is little

doubt that there would have been a great loss of life. As it was, the fire claimed six victims.

It was discovered in the timekeeper's office in the basement, having possibly been ignited by a carelessly discarded match. The wastepaper basket, chair and desk were burning briskly. Soon the fire spread to a shaft containing two elevators and eleven small dumbwaiters enclosed in wood. The shaft had openings directly to each floor except the fourth. Most of the openings had wooden doors. Quickly the flames extended throughout this shaft, which acted as a chimney, and entered the upper floors almost simultaneously. Within forty-five minutes after its origin, the fire had spread over most of the main building above the fourth floor and was rapidly working its way down to the lower stories through numerous light wells and other unprotected floor openings. About an hour and a quarter after the fire was discovered, the first collapse of floors took place, because supporting metal work was unprotected against fire. The fire fighters had been ordered out just before this and all escaped except one battalion chief, who lost his life.

A summary of unprotected openings in the Equitable building shows that in addition to the shaft containing two elevators and a battery of eleven dumbwaiters, through which the fire spread so rapidly from the basement to upper stories, there were eight main elevators enclosed in four shafts with wooden doors hung on wooden trim. The upper panels of the doors, and the space above, consisted of open grille work. There was every evidence that the flames had swept through these shafts. Two other elevators opposite the main stairway, however, showed no sign of having communicated fire. All of the main shafts were open to the basement, so that conditions were propitious for a fire starting in the basement, as this one did, to spread with surprising rapidity through the building. In addition, there were four large light shafts extending from the fourth floor to the roof, which not only assisted in the spread of the fire from floor to floor, but caused it to burn simultaneously on all floors, allowing an accumulated effect of heat.

A report on this fire pointed out that the use of a few fire doors at the communications with the dumbwaiter shaft would have resulted in little or no damage to the building.

In a ten-story fireproof building, the elevators were enclosed in a fireproof shaft with a solid metal plate over the top to support the elevator machinery, and above that a wired glass skylight was located. An adjoining stairway was open.

A fire, which started in the cellar, quickly spread to furniture wrapped in burlap and excelsior. Someone had left the door to the elevator shaft open, or else opened it when the fire started, and the smoke, heat and fumes were carried almost instantly to the upper stories. On reaching the metal plate at the top of the shaft, they mushroomed on the ceilings of the ninth and tenth floors, suffocating one man. Had the

top of the shaft been provided with ventilating louvres, or covered with a thin glass skylight, or had an automatic device been installed to open the skylight, the building would have ventilated itself and one life and much property would have been saved.

A point which fire prevention engineers emphasize is the fact that superheated air, gases and smoke will travel rapidly upward through fireproof corridors, stairways and shafts, even though there is no burnable material present to be ignited into actual flames. Any person so unfortunate as to be caught in the path of this death-dealing gas will almost certainly lose his life. Also, if doors to fireproof shafts are left open, the heat will spread, especially on the top floor, until it reaches inflammable material, thus starting new fires, perhaps in several places. Accordingly, as in the case cited above, it is vitally important for a means to be provided for automatically ventilating such shafts.

### When On Your Way, See Onaway

Enquiries have started to come in asking for resort accommodations and property for sale or rent on Black Lake. Although it is still rather cold and the ice has not started to break up yet, really it is only twenty-one days until trout season opens and, undoubtedly, fishing tackle and equipment is being put in shape for the opening day May 1, when all the numerous streams in this vicinity will be well lined with lovers of the finny tribe.

The Black Lake state park has gone through many changes and improve-

ments made by reconstructing roads, cleaning out underbrush, building new bath houses and sanitary toilets and numerous other additions to make the tourists more comfortable. Now let them come.

It was a severe shock to the entire community when the news came from Petoskey hospital that Charlie Roberts succumbed to a major operation for appendicitis. The body was brought home Saturday. Mr. Roberts was a pioneer resident of Onaway and since the establishment of the Onaway state park at Black Lake has been caretaker and very popular with all the tourists, who will also feel the loss of such an efficient man.

Clarence (Pat) Young, who has been associated with his brother Ray in the gas station for two years, has returned to Detroit to accept his former position in the office of the Union Title and Trust Co.

John Isbister, of the Onaway Electric Light and Power Co., has just returned from Canada, where he attended the funeral of his aged mother. Squire Signal.

### What Worried Him

"It is pouring rain and my wife is out."

"Don't worry, old man; she'll find shelter in a department store."

"That is what worries me."

There are such things as tears of joy, but few people ever see them.

The unselfish neither fear nor reap any "bitter end."

To win fame, forget it.

**Insure your property against Fire and Wind-storm 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**



### Time For Another Shot

Those who have not given study to the situation, little realize the havoc which has fallen upon home merchants and small manufacturers through the invasion of giant monopolies. Their tentacles reach out into every city, town and village and their blighting affect reaches the farmers' markets as well. The writer is making a careful survey and has covered most of this state, interviewing business men and women upon this subject. If you had witnessed what I have seen and heard the grievances I have heard you would realize the cause of the blight that has befallen every community. We hear much of the undernourished children, but this should also include mothers as well. As I have seen the spindle-legged children and the gaunt-cheeked mothers coming in to buy their scanty supply of food, my attention has been attracted to the scantily filled shelves of the home merchant, who is fighting to save his business, which once was prosperous. We have not only the underfed families, but the "underfed" food stores struggling to exist.

This calls to memory the story of a grocer who used a crutch, being a cripple. His store was in the suburb of a large city. Here a little group of stores had sprung up and he was doing a nice business and with his family was happy and prosperous. Then came a day when a National chain food store opened next door, with its gaudy front and cut price bait. From that day on the business of the cripple merchant declined. It was not long until he could not pay his rent so he had to close his store. He had an application before the city to permit him to erect a small booth in the front yard of his home nearby and here he hoped to sell enough foods to keep his family off the welfare list. This is but one example in the list of thousands to whom the great monopolies have brought tragedy. If those who spend their money with these great vultures, which invade communities formerly prosperous could see the human havoc they have wrought and the financial loss they bring, they would end this curse. Those who believe they are saving money are deceived. These great chains, with headquarters in Wall street, have no interest in a community, but to get its money, which is sent at once to the financial centers. It comes into a community to harvest what others have planted. It owns no land and has no school, church or welfare problems. These National chains sap the trade of those who helped to build up the city, finance its factories and banks, which have suffered so much from the drain upon local business.

It is time to find out whether organized greed or this Government is going to control the des-

tiny of the people. No city or community can expect a return of prosperity so long as its local trade goes into the coffers of these monopolies. If they were driven out and the money of the community could be left at home, it would not be long until new life and business activity would be evident everywhere. Local trade is the life blood of every city, town and village and it must freely circulate through its business channels if we wish a return of good times. Greed blinds the eyes and closes the ears to the plea of its victims. Greed is never satisfied. Organized greed is the greatest curse of our Nation and is responsible for the sad plight through which we are passing.

What is needed is a great campaign of education and protest against this monster. It is a sad fact that the great daily newspapers and magazines are silent upon this matter, also the pulpits of most all of our churches. If the beacon light of justice could be held aloft by the press and pulpit, giving the people the truth as to the cause of our local and National plight, it could drive monopoly from the land. Big business is already wise to this, and through its patronage and influence, facts are suppressed and the people are given only what they want them to know. Are we worshipping God and mammon? Are we ready to sell our souls and the future of the boys and girls coming out of our high schools and colleges for a mess of pottage? What chance has a young man or woman to start in commercial life with small capital when they have to go up against these greedy monsters with their billions of capital? We have had a Revolution and a Rebellion in the history of our country. Both were warfare. We are not far removed from another, but God help us that we may awake and prevent it. It is within the power of the press and pulpit to save this Republic. But, financial oppression cannot go on. It is time that another "shot was fired that was heard around the world."

E. B. Stebbins.

### Consumers' Councils to Check Prices

The establishment of consumers' councils in many local communities is regarded as a constructive measure designed to ease the tension currently existing in relations between merchants and consumers as a result of constantly mounting prices.

Many merchants have long felt the need for an organization where consumers can receive authoritative information when prices appear to them higher than justified. Consumers' council members will receive all the cooperation they may desire in establishing the facts in such cases, merchants declare.

Cases of excessive price mark-ups in retail stores are rare excep-

tions, retail merchants assert. They are hoping, therefore, that the new consumers' councils will soon develop into an ally of retailers in their long fight against price increases and discount changes in manufacturers' codes.

### Government Pays Out Deposits

The Treasury is now drawing upon its enormous deposits in commercial banks to cover the Federal deficit.

As a result, a shift of deposits from Treasury to private account is now making itself apparent. This normally tends to have a stimulating effect on business.

Reporting member banks of the Federal Reserve system reported a rise of \$71,000,000 in demand deposits for the week ended March 28. At the same time Government deposits in these banks fell by \$89,000,000.

The paying out of Government deposits fails to influence banking lending power, however. Loans and investments of the reporting member banks fell \$54,000,000 during the last week in March, chiefly as a result of sales of Government securities.

### Protest Against Non-Profit Institutions

Failure of the hotel and restaurant industries code to encompass schools, colleges and other benevolent and non-profit making institutions, but which have dormitories and restaurants, is seen bringing protests to Washington

from representatives of the commercial groups.

The latter contend that the hotel industry is smarting under the NRA whip and will continue just so long as their competitors in the non-profit making class are exempt from the exactions of the recovery law.

Harvard, Yale and other universities and colleges are the targets of the hotel and restaurant industries and an appeal is likely to be taken to Recovery Administrator Johnson for relief from this uneven competition.

### May Exempt Soap Industry From Drug Bill

Exemption for the soap industry from the operation of the provisions of the Copeland pure food, drugs and cosmetics bill likely will be provided before the measure is enacted into law, it is said on good authority.

An exception, of course, would be made in the case of medicated soap or those for which therapeutic claims are advanced, since that would bring them into the drugs or cosmetics classes.

There is no disposition on the part of Senator Copeeland, sponsor of the legislation, to take it so all inclusive as to cover products which have no rightful place in so-called health legislation, it is asserted. On the other hand, he will spiritedly contest any move to strike at the fundamental principles of the measure which soon is to be considered in the Senate.

True nobility is invulnerable.

## REFRIGERATION EQUIPMENT FOR SALE

Having recently installed a unit type of refrigeration to replace a brine circulating system, the following described equipment is offered for sale.

One Vilter 9½ inch x 9½ inch double acting center crank, horizontal ammonia compressor, belt driven, complete with an extra set of valves, capacity 33 tons at 15 lbs. gauge, suction pressure. 40 H.P. motor with pulley and leather belt.

One multi-pass shell and tube brine cooler, capacity 10 tons.

Two 1½ inch Centrifugal brine pumps, direct connected to 3 H.P. motors.

One brine agitator, belted to a 3 H.P. motor.

One Connersville blower, belted to a 1 H.P. motor.

Forty freezing cans, 200 lbs. ice each.

One 880 gallon Baudalot water cooler.

One Rotary pump, belted to a 1 H.P. Motor.

One Traveling Crane and Tilting dump for removing ice from field.

This equipment is complete, including condenser, ammonia receiver, valves, fittings, oil trap, piping and gauges. Motors are all 440 volt, 60 cycle, 3 phase, complete with the necessary starters and controls.

Please address your inquiries to the manager of the Rowe Hotel, Grand Rapids, Michigan.

### ADVANCE BUYING AGAIN

Opposition to the price differential provision of the Wholesale Code has undergone such a marked decline in the last month that the establishment of such differentials in most lines by the beginning of July is freely predicted in the primary dry goods market.

This opinion, advanced in jobbing circles, is heartily concurred in by mill executives and selling agents, particularly those who are informed of the discussions last week between manufacturing representatives and the jobbers. While a number of hurdles remain to be jumped, the proposals of the wholesalers are regarded as so fair and equitable among mill representatives that little doubt is held about their ultimate acceptance.

Discussions last week were clothed in the utmost secrecy, but it was indicated that the major objections of the manufacturers, namely, their disinclination to give up chain and mail-order business, have been met. The jobbers, apparently, have taken a very liberal attitude as far as these large operators are concerned, and mill executives are now convinced that their relations with these outlets will not be disturbed seriously.

Various reasons for the changed sentiment are put forth. In the first place, wholesalers have cemented their relations with those mills which were very fair in the matter of surcharges last year and have switched more business to them. It was estimated that jobbers have changed their relations with about 10 per cent. of their sources of supply since last August on the grounds that the surcharges they asked were out of line.

Not wishing to be left "holding the bag" if a mill decided that it would prefer to sell retailers instead when the differentials were put into effect, jobbers have obtained assurances from their suppliers that they will be protected when the proposal becomes an actuality.

When a wholesaler discerned that a manufacturer was leaning toward the retailers, he gradually cut down on his purchases from that producer and switched to some other supplier. As a result, jobbers are now generally assured that the manufacturers with whom they are doing the bulk of their business will cooperate with them on differentials.

The large advance orders placed by wholesalers in recent months have indicated on their part a willingness to return to their old policy of advance buying as much as possible. Of course, other factors contributed to the heavy orders, such as their increased sales to retailers and the conviction that they will suffer no inventory losses through a decline in prices. However, it was the very lack of these two factors which caused the wholesaler to lose ground in the last five years, it was pointed out, and with conditions favorable he is ready to return to his old status.

A very obvious desire exists on the part of primary market sellers to return to the "old days," when the year's underwear and bathing suit output, for

instance, was sold up a week or two after opening lines, and when selling agents did not have to scramble for business among all types of outlets. Production got under way early and was well spread over the entire season.

Of course, this dream can be realized only partly, because of entirely changed economic conditions. Nevertheless, a straightening out of distribution channels, a proper differential for service and a reduction in manufacturers' selling costs are expected to result from the wholesalers' proposals.

Wholesalers, jubilant over these developments, reported yesterday that they are adding many new retail accounts, which formerly bought direct from mills, that they are planning an extension of their main office facilities and enlargements of their branch offices. Jobbers said yesterday that there was a good deal of "dry-goods minded" capital in this country, which would be attracted to the jobbing field, when the differentials are put into effect, and that a definite increase in the number of general wholesale houses can be expected.

### DRY GOODS CONDITIONS

While weather conditions affected retail trade in this vicinity and in other sections of the country during the week, volume held up quite well for the period after Easter and the stores look for continued good business once shopping circumstances become more favorable. Children's wear was again well up in the active departments and home furnishings demand improved.

More complete reports upon Easter business indicate that earlier estimates erred on the conservative side. In the South increases up to 70 per cent. were cited, while certain cities in industrial areas reported even better gains. The average March increase for the country over the same month last year may have exceeded 40 per cent.

The wave of wage increases which are being announced in many industries convinces retailers that the momentum attained by trade in the last month will carry over in succeeding weeks. While these advances will be followed by higher prices, they feel that the latter will be held within much more reasonable limits than last Summer and in the Fall. There should thus be obtained a real gain in purchasing power.

Wholesale merchandise markets during the week continued to be featured by the call for Summer goods. Style openings were announced for earlier dates in order to permit more time for manufacturing as required under the codes.

### DECLARE RECOVERY HERE

Confident declarations by leading industrialists that recovery is under way combined with supporting proof in the shape of extensive wage increases to help business sentiment during the week. The speculative markets are more buoyant and commodity prices show more strength.

In each case where an optimistic view of the situation is taken, care is also employed to discount what the

NRA has accomplished or else to discredit it altogether. And, with respect to wage increases, it is made no secret in some quarters that they are being granted to ward off organization of the workers. The drive against the NRA and unions must, therefore, still be regarded as highly disturbing to the business outlook, since it is being conducted through propaganda and underhanded methods which usually spell trouble.

Prompt announcements of price increases to follow the wage grants indicate that the former will outrun higher wages by a good margin. Thus, the cost of labor in steel making runs about 20 per cent. on the average. The 10 per cent. advance should add only 2 per cent. to prices. However, Iron Age figures the price increase will be about 7 per cent. so that the mills should get back three and a half times what they pay out. In automobile production the wage increase of 10 per cent. should not mean much more than 1 per cent. in prices.

However, the recent rise in payrolls and employment set new records, the February figures showing a gain of 12 per cent. in payrolls, the largest in fifteen years, and an increase of 6 per cent. in employment, which exceeded all but three months over the same period.

### NRA ATTACK GROWS

Attacks on the NRA have gathered in number but scarcely in weight of argument through recent weeks, it would seem. Critics outside of the practical field of business are crying against the regimentation of the country and for lost liberties, while inside the industrial ranks there is usually only a demand to keep what is good and to get rid of everything else which infringes upon full freedom under the new privileges.

It is somewhat ridiculous to hear an outcry against regimentation in industry when for some twenty or twenty-five years at least manufacturers at convention after convention have deplored the legal restraints upon getting together upon trade practices. If there is a major fault that the NRA has now, it is surely that regimentation of this kind, the very kind that business interests seek above all else, has gone too far for the good of the country and eventually for the welfare of the industrialists themselves.

The drive on the NRA started in earnest with the air mail action. The "cracking down" promised for the code conferences accelerated the movement. Publication of the salaries of officers connected with companies listed on the Stock Exchange put many of these officials on the defense and recruited them at once for the opposition. The labor issue produced more adherents. But most of all the recovery in business encouraged those who have no sympathy toward the new deal.

Whatever the outcome may be, of one thing business should be certain. For its new deal privileges it must agree to certain regulations in the interests of the public—consumer and worker alike.

### WAGE ALLOWANCE FIXED

After a lapse of more than five months a 10 per cent. allowance for store labor to be added to the minimum cost of goods sold at retail, with the exception of drug items, was fixed at the close of the week by Genral Johnson upon recommendation of the National Retail Code Authority. This carried out the provisions of the so-called loss-leader clause of the retail code and becomes effective April 20.

The cost basis to which this labor allowance is added is defined as "the actual net delivered cost, less all discounts, or current replacement cost, whichever is lower."

In almost all cases this 10 per cent. does not cover actual labor expense, although certain organizations do not exceed it by much if at all. So far as department stores are concerned, the 10 per cent. represents less than one-third of the operating charges. It represents even less when discounts are subtracted from the basic cost.

While those who have urged this method of dealing with loss-leader competition and ruthless price-cutting are very hopeful of reducing such evils through its use, the chances are they may in the end find that very little relief has been obtained. Competition at cost plus 10 per cent. may spread to many more articles than are now affected by loss-leader merchandising.

### DESIGN PROTECTION

Several decisions recently in the Federal District Court have seemed to end style protection through copyright. The court has held that copyright does not apply to the garment, but only to the drawing. Nevertheless, a firm in New York City announced during the week that it is bringing suit and intends to push its action right through to the United States Supreme Court if necessary.

The basis for this new attempt to have the copyright law declared binding upon garments is somewhat different from previous actions. The garment has been forwarded to the copyright bureau as a "work of art."

In the silk industry, through an arbitration agreement and the co-operation of printers, a notable degree of design protection has been afforded by a registration bureau. The same set-up has been suggested for the needle trades, but there are difficulties which have apparently proved too great.

In the meantime, the Dress Code Authority, which was authorized to bring in a report some time ago on ways of dealing with design piracy, has been formulating a program which aims at placing severe penalties upon copying. The outlook, therefore, is for final action very soon upon a problem which has vexed the trades for years.

The United States may have tariffs, but they don't come ahead of most-favored-nation treaties. At least, the Court of Customs and Patent Appeals has just ruled that coal imports from nations having most-favored-nation treaties with the United States must be put on the free list. British and German coal, said the court, must come in duty free as long as Mexican and Canadian does.

## OUT AROUND

## Things Seen and Heard on a Week End Trip

Grand Rapids, April 5—I seldom write to an editor regarding items in his paper, but I wish to take this opportunity to compliment you on the article in your Out Around column of the April 4 issue.

Surely that will be an inspirational urge to good citizenship and to have greater confidence in the future of Grand Rapids. J. L. McInerney.

St. Johns, April 6—Your kind letter of yesterday received this morning in which you state you are sending us several copies of the Tradesman containing pleasant mention of our store.

The papers have been received and we thank you very much for same. When one thinks it over—eighty-five years is a long time in the history of this country. It is my understanding that when my father began business and founded this store in Dewitt, Clinton county, in 1849, there was no other town near, and that Lansing was not incorporated until 1859—ten years later. Father used to tell me of the days it took to make trips with horses to Detroit, where he would go after merchandise that had been shipped to him there from New York.

What would the "old timers" of '49 think to-day if they could come back and see the way present business is conducted and the steam trains—automobiles—airplanes—wireless—radio and a thousand other modern methods of doing business.

Your article is very interesting and gives a general outline of what this county was in an early day. Again assuring you of our appreciation, I am, John C. Hicks.

A great many of the problems we are facing to-day are the by-products of prohibition. For this "Noble Experiment" pharmacy is paying the penalty in loss of professional prestige and in overabundance of drug stores. In the last few years the awakening has begun. Individuals are becoming more pharmacy conscious and a great many pharmaceutical organizations have begun to mould the opinion against distributing whisky.

Open statements are made that whisky ruined the retail drug industry.

Prohibition is now relegated to ancient history but a peculiar transformation has taken place in the minds of certain pharmacists. They have suddenly become "whisky-conscious," with a cry for help for state class legislation to save their stores from ruin, releasing statements to the newspapers that unless such legislation is passed many stores will be forced to close their doors. We wonder if pharmacy at large will mourn the loss of such stores?

The Kolynos group after saturating the American Home with "Just Plain Bill Jig Saw Puzzles" followed with tumblers of assorted colors, giving an opportunity to the mothers to harmonize the color schemes in their homes. To the druggist was left the problem of satisfying their individual customers with the individual taste for color harmony.

Before even the druggist had an opportunity to make a complete study of the artistic taste of their customers, a new offer was created. "The offer of the silver spoon" and all this at bargain rates—29c per tube, resale price.

May we at this time thank this manufacturer for bringing us back to the good old times in the drug store when with every 5c castor oil purchase, a bottle of ink or some form of crockery was given free?

The tragedy is that not only is the service jobber trying to unload this offer in 3 dozen quantities, but also our so-called 100 per cent cooperatives are inducing their members to get behind these offers.

It is pitiful to see stores plastered with this poster with a price circle illustrating the Kolynos attitude towards resale price.

These are the days when the watcher at the window pane discovers that a feathered stranger, with an orange-red waistcoat, is parading on the lawn still wet with melting snow. The stranger obligingly poses with a perky slant of the head and, that done, hops briskly across a hummock of grass and begins to direct some invisible choristers. The watcher hurries to his desk and writes a letter to the editor of the local newspaper that he has seen the first robin and that winter days are gone.

Perhaps the robin does not rightfully deserve the title of first harbinger of spring, but that he has a cheerful philosophy on a gray day—with the sun obscured by a cloud—goes without argument. The cheerful robin owns no stocks or bonds, no real estate, cares not a whit for expensive Oriental rugs and variegated tapestries, boasts no automobile or pleasure yacht, belongs to no expensive clubs.

The cheerful robin is content with just enough crumbs to keep "the wolf from the door," and never foregoes the opportunity to sing a song and to enjoy the pleasant business of surveying and approving the world around him. Many an observer on his way to his morning work might take a jolly stave or two from the song book of this chipper fellow whose very appearance makes humans happy.

The following is from a speech by Daniel Webster in the United States Senate on March 12, 1838:

There are persons who constantly clamor. They complain of oppression, speculation and pernicious influence of accumulated wealth. They cry out loudly against all banks and corporations, and all means by which small capitalists become united in order to produce important and beneficial results. They carry on mad hostility against all established institutions. They would choke the fountain of industry and dry all streams. In a country of unbounded liberty, they clamor against oppression. In a country of perfect equality they would move heaven and earth against privilege and monopoly. In a country where property is more evenly divided than anywhere else, they rend the air shouting agrarian doctrines. In a country where wages of labor are high beyond parallel, they would teach the laborer he is but an oppressed slave.

Sir, what can such men want? What do they mean? They want nothing, sir, but to enjoy the fruits of

other men's labor. They can mean nothing but disturbance and disorder. The diffusion of corrupt principles and the destruction of the moral sentiments and moral habits of society.

This was over ninety-five years ago and we are still debating the same questions to-day.

On the question of voting President Buchanan thirty million dollars with which to buy and annex Cuba, James G. Blaine (on the hustings in 1859 in Maine, long before he went to Congress) said:

"The proposition to place thirty million dollars at the disposal of the President and to run the Nation in debt for the purpose of raising money; to surrender to him the power to make treaties, annex territories and form states; to create him absolute dictator with the purse of the Nation in one hand and the sword in the other; to have peace or war, prosperity or misfortune, follow at his will, or be decided by his errors—such a proposition, I say, is too monstrous to be entertained for one moment by anyone who values the preservation of constitutional rights and the perpetuity of a Republican Union. The executive power of the country is sufficiently strong and overpowering already, without seeking to aggrandize and increase it by enormous grants of extra constitutional power."

The public life of the king of England, for whose recovery his physicians now declare that there are "solid" grounds for hoping, shows how possible it is for an unpretentious monarch to do his country distinguished service. King George has never asserted himself in English foreign affairs as did his father, the late Edward VII. Nor did he seek to make himself a power in domestic politics, as did his grandmother when she was on the throne. He always bore himself as strictly a constitutional king. That is to say, he followed the advice of his prime minister. Whether the holder of that office was for the time being a liberal, a laborite or a conservative made no difference in this regard. Ramsay MacDonald has lately testified to his high impartiality and fairness. King George knew of no way of ascertaining the will of the people of England except through their elected representatives in Parliament and the head of the government freely chosen by them. A rather severe test of King George's fidelity to the constitutional principle came comparatively early in his reign. The House of Lords was preparing to reject again the parliament bill, passed by a great majority in the House of Commons. Mr. Asquith obtained from the king a promise to create, if necessary, enough new peers to overcome the conservative majority in the Lords. The mere public statement by the prime minister of this royal pledge was sufficient to prevent the need of its application. The Tory Lords surrendered at the very thought of three or four hundred new liberal peers entering the Gilded Chamber.

Throughout the war, which tried the royal prerogative as by fire, King George was an example of entire pro-

priety and simple dignity. Whatever he may have thought of some of the British military operations, he never dreamed of interfering with them. The choice of commanding officers and the conduct of the campaign were left by him where they belonged—that is, with the responsible servants of the crown. There was, to be sure, that extraordinary pre-war exchange of notes between the emperor of Germany and the king of England, but they revealed the mischief-maker in Berlin, and the friendly but cautious and correct man in London. Throughout his whole realm, in fact, King George seems to have taken as his motto the words of King Edward at the end of his life: I have tried to do my duty."

Because he did it so well, he made sure that there will be no break, or even jar, in the English monarchical tradition. Democratic England has seen in the king a symbol of national life and unity. This is the reason why, amid the fall of kings and the wreck of dynasties consequent upon the Kaiser's war, there was never any doubt about the permanence of the British commonwealth, owning a happy allegiance to King George.

Moses Dark, who has been closely identified with the fruit and produce business of this city for the past thirty-five years, has been appointed a food and produce inspector by the Michigan agricultural department. No one could possibly be better qualified for such a position than Mr. Dark, due to his knowledge of the business and the fairness he has always shown in all his dealings from the time he was a very young man. Mr. Dark was in the employ of Henry Idema and the writer when we conducted the Michigan Spice Co. about thirty-five years ago. We always found him thoroughly reliable in everything he undertook to do.

Chas. S. Jandorf (Grand Rapids) has removed his ovens from the basement to the first floor, where he has them installed very conveniently to the sales end of his bakery. I commend a visit to his plant by anyone who thinks it is not possible to keep the mechanical department of a bakery as clean and inviting as a French kitchen.

Preston Bradley, the great pulpit orator of Chicago will speak on the Signs of the Times at Keith (Empress) theater (Grand Rapids) on the evening of April 17. There are few people who maintain radios who do not listen in on his masterful sermons every Sunday noon. Any one who has been in the habit of doing this will be pretty apt to avail himself of this opportunity to hear him first hand if he does not live more than fifty miles from the city. The master of ceremonies is Carroll F. Sweet, who is one of the few men in this city who is equal to such an occasion.

The East Congregational church (Grand Rapids) welcomed eighty new members Sunday. Among the number was a boy, his mother, his grandmother and his great grandmother. This

(Continued on page 23)

## FINANCIAL

### Principle Involved in Purchase of Five Bonds

Five bonds, one a real estate issue, two rails and two public utilities, were on a list presented to me recently. Three bonds were in default, two were paying their interest. Five years ago, when they were bought, they were selling close to par; they had the same rating; they were all considered good sound investments. What characteristics did these issues have by which an investor could have foretold which would pay and which would default?

The first article of a series to write with investments is difficult to write and difficult to read. It must be based on fundamental principles, and fundamental principles all sound like platitudes. But every time we forget them, it costs us money. Let us look at these five bonds and see what principle was involved.

The real estate bond was secured by a first mortgage on a building which had cost twice the amount of the bond issue, and on land which had cost three times the amount of the issue. By actual cost, there was five thousand dollars of property behind every thousand dollar bond, but the issue is now selling at thirty-two cents on the dollar. Why? The property is a resort hotel, catering to people with money to spend freely, lavishly. When there were no longer enough wealthy people to fill the hotel, when the resort ceased to be the fashion, the bonds went in default, and the five thousand dollars of property is small comfort to the person who wants sixty dollars a year.

One of the rail bonds is secured by a small line which serves a mining town. Over a period of years, the debt has been slowly reduced so that now the entire bond issue outstanding would not be sufficient to buy one full train of cars. The road bed is in good shape, the rails are heavy steel, well laid, worth ten times the amount of the bond issue, but they are covered with rust. The industry served by the line went into a terrible depression. The inhabitants moved away, the freight shipments stopped, trains were discontinued, the line is practically abandoned. The bondholder can go have a picnic on the right of way, but he can't get his forty-five dollars a year.

The other rail bond is secured by a doubtful looking scrap of track only a few miles long, running across a swamp and a river. The replacement value of the line is probably negligible, but it is the only rail link connecting a fair sized city with the main line, and so long as that city remains alive, the trains must run on that bit of track and the bondholder will get his fifty dollars every year.

The last two are public utility bonds, one of a holding company, the other of an operating company. A few years ago the holding company bond had earnings fifteen times the interest requirements on its debt. Last year the gross earnings of the system had gone down only twelve per cent., but the holding company's income was now only half of its interest requirements.

Due to the heavily pyramided structure, a slight decline at the bottom can wipe out the earnings at the top. The system still has wonderful possibilities, but there are no earnings with which to pay the bondholder.

The operating company bond issue, on the other hand never had more than twice the amount it needed to pay its interest. It still has one and a half times, although its gross income has gone down almost fifteen per cent. It is no longer considered a high grade investment since the bond issue amounts to eighty per cent. of the property value just determined by the Public Service Commission, but it is still paying its fifty dollars each year and from what we can tell now, it will continue to pay because sixty thousand people depend on the plant for light and power and gas.

What is the one thing which has determined the success or failure of these issues? Not property value, but earnings. All the property value a thousand dollar bond must have behind it is one thousand dollars, provided that property has an earning power which will continue during the life of the bond. It couldn't be classed as a good bond if it had no equity behind it but it would pay its charges, and as a result it would have a market value higher than a bond having ten times the asset value but no earnings. In other words, watch out for the income and the principal will watch out for itself. If there are sufficient earnings there will be sufficient principal, since it is the earnings which give value to property. A machine which will produce a profit of twenty dollars a day is worth twice as much as a machine which produces a profit of only ten dollars a day, even though it cost only half as much to build. A well-built house which will rent for one hundred dollars a month is worth twice as much as a well-built house which will bring only fifty a month, even though the second house cost ten thousand dollars more.

This is one of the fundamental points which the investor finds it so easy to forget in the hurry of business. Bear it in mind in the future and see how it works. The man who didn't bear it in mind in the past, who finds himself with a lien on an expensive but valueless piece of property, must bear it in mind also in determining what steps to take to salvage something from the wreck.

Unfortunately there is no easy way to tell whether earning power will continue. Although this one element is the important thing to consider, every phase of the company's operation and position affect it. Is the property going to pieces? Is the franchise good, and will it be renewed? Is the territory served running downhill? Is there a possibility that legislation will hinder the operation of the property. All these affect the future earning power of the company, and the only way to discover them is through analysis and research in the proper places.

There are many other fundamentals which we will take up as they arise, and in order to bring them up so that they will be most useful, we will endeavor to answer specific questions

about investment problems which come to readers of the magazine.

Donald K. Evans.

### Proceedings of the Grand Rapids Bankruptcy Court

April 2. On this day first meeting of creditors was held in the matter of Wolverine Asphalt Paving Co., Bankrupt No. 5627. Bankrupt was present by Mary Connell, Vice-President, and represented by Butterfield, Keeney & Amberg, Attys. Certain creditors were present in person. One creditor represented by Mason, Alexander, McCaslin & Cholette, Attys. Mary Connell was sworn and examined before a reporter on behalf of the bankrupt corporation. The report of custodian was approved and allowed. Claims were filed only. Fred G. Timmer, of Grand Rapids, Michigan, was appointed trustee and his bond fixed at the sum of \$5,000.00. The meeting then adjourned without date.

In the matter of Charles H. Weisner, Individually and doing business as Service Plumbing & Heating Co., Bankrupt No. 5645. The sale of assets has been called for April 20th, 1934, at 2 p. m. at the premises formerly occupied by the bankrupt at 20 W. Main St., Fremont. The assets for sale consist of stock in trade, tools and equipment, store fixtures and trucks and automobiles, all appraised at \$958.60. All interested in such sale should be present at the date and time above stated.

In the matter of Bridgman Golf Club, bankrupt No. 5577. The sale of assets has been called for April 16, at 4 p. m. at the former location of the bankrupt at Bridgman. The assets for sale consists of golf club machinery and equipment, appraised at \$787.45. All interested in such sale should be present at the date and time above stated.

In the matter of Edward Martiny, bankrupt No. 5233. The final meeting of creditors has been called for April 23, at 11 a. m. The trustee's final report will be approved at such meeting. There may be a dividend for creditors, but it is very questionable.

In the matter of Metzgar Co., Inc. bankrupt No. 4985. The final meeting of creditors has been called for April 23, at 11 a. m. The trustee's final report will be approved at such meeting. There will be a first and final dividend for creditors.

In the matter of John Grubinger, doing business as The Style Shop, bankrupt No. 4875. The final meeting of creditors has been called for April 23, at 10 a. m. The trustee's final report will be approved at such meeting. There will be a final dividend for creditors.

April 4. On this day the schedules, reference, and adjudication in the matter of Harold C. Van Hise, bankrupt No. 5651, were received. The bankrupt is a salesman of Manistee. The schedules show total assets of \$6,132.00, and total liabilities of \$5,182.11, listing the following creditors:

City of Manistee	\$ 47.52
County of Manistee	135.10
E. Markle and Wife, Imlay City	1,300.00
First National Bank, Manistee	1,020.00
Manistee County Savings Bank	1,042.00
U. S. Veterans Administration,	
Washington, D. C.	1,041.25
A. Kann & Co., Manistee	260.00
Auto Garage Co., Manistee	2.33
Joe Bassarab, Manistee	33.00
Howard Bottrell, Manistee	9.13
J. L. Bradford, Manistee	41.00
Chamberlain Metal Weather Strip Co., Detroit	49.04
Funk & Wagnalls, New York	10.00
Gibson-Hauck Coal Co., Manistee	129.30

Grant's Service Station, Manistee	14.00
J. W. Hansen, Manistee	5.00
Manistee Engineering Co., Manistee	6.00
Ross Dairy Corp., Manistee	37.44

### Making Contractors Behave

Unlawful abandonment of building projects, illegal diversion of funds for construction and other violation of State law for control of business ethics in California, are costing offending building contractors the right to do business. Three California contractors have just been enjoined from engaging in construction operations under suspension of license by the State registrar of contractors.


Diversion of funds advanced by property owners for building operations is charged in one case. Failure to meet his obligations to a subcontractor was the offense in a second case. The third law-violation was failure to start operations after signing a construction contract and accepting fees and advance payments.

### Ask for our Bulletin on the MERCHANDISING INDUSTRY

We believe the facts are especially worth examination at this time. Copies are available without charge on request.

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preprohibition years, attained undisputed sales and quality leadership throughout the territory in which it was distributed. With this same experience to draw upon, combined with modern production and distribution advantages and an even larger and more responsive market, the earning power of Grand Rapids Brewing Company stock should prove exceptionally high. Shares are now being offered for public participation.

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

## Pioneer Store, Founded in Flint Seventy-two Years Ago by William L. Smith, Was Beginning of Smith-Bridgman's



Among the clerks of William L. Smith & Co. more than sixty-five years ago were a number of men who became prominent in Flint's business later. In the front row, left to right, are George Gedney and Frank Carey, probably cash boys in the concern then. In the second row, left to right, are W. C. Lewis, father of Miss Henrietta Lewis; George W. Buskingham, father of Lewis Buskingham and founder of Buckingham's clothing store; F. W. Judd and William L. Smith, who together organized the Smith company in 1862; Albert Eddy and Theo. Selleck. Those in the third row, left to right, are William Tracy, father of Harry Tracy and at one time postmaster of Flint; O. M. Benedict, Eli Smith, brother of William L. Smith; J. H. Whiting, father of Mrs. H. K. Dalton and founder of the Flint Wagon Works; Dan H. Church and C. T. Bridgman, father of L. H. Bridgman, and later a member of the Smith firm and president of the old Union Trust & Savings bank. In the top row are Ed Elmore, Will Aylsworth, Ed Wicks, D. H. Sanders and Alfred Smith. The photograph, originally the property of C. T. Bridgman, was given to the late F. H. Rankin by L. H. Bridgman.

In sharp contrast to the operating methods of the modern store, a scene in the establishment of William L. Smith & Co., founded in 1862, showed cash boys and girls scurrying to and fro and bewhiskered clerks waiting on the trade, for women clerks were almost unheard of at that time.

The Smith company, forerunner of the Smith-Bridgman Co., was founded by William L. Smith and F. W. Judd with a combined capital of \$6,000 in the old Brockway block on the present site of the modern store, which is now celebrating its seventy-second anniversary. The store is one of five department stores West of New York state and one of nine in the entire Nation to occupy the same site for so long a time.

The stock in trade in 1862 included such items as corn shellers, ox yokes, wagons, buggies, agricultural implements and that still novel invention, the kerosene lamp. "Yankee notions," articles sold at a modern notion counter, were offered to merchants and peddlers, who sold them from packs and wagons over the countryside.

The first advertisement of the company appeared in the Wolverine Citizen for March 29 1862. A great variety of articles was advertised for "cash or its equivalent," which meant that farmers' produce would be accepted in trade. The new firm declared to prospective clients that "we come among you entire strangers, but intend that honorable dealing, low prices and our

strictly cash or ready pay system of doing business will ensure us a liberal share of your patronage."

The store in its early career was an old-fashioned general store, dealing not only in dry goods but in household furnishings, "heavy and fine groceries," grain drills, threshers and separators, cider mills, and other items of like diversity.

The old system of cash boys and girls came into vogue in the '80's, when young people were hired to carry the cash to the office and return with the customer's change. Somewhat later, this scheme was triumphantly replaced by the electric cash carrier system. William L. Smith was apparently in the advance guard in merchandising innovations, for he is said to have been the first person in Flint to use plate glass for show windows and also the first to introduce the "one price to all" system of selling.

Among the men who became prominent Flint citizens and who worked at the Smith store were J. H. Whiting, W. C. Lewis, Joseph H. Crawford, Flint P. Smith, George W. Buckingham, and C. T. Bridgman, who began his business life as a boy wrapping packages in the grocery department of the store of which he later became part owner.

F. W. Judd, one of the founders, retired from the firm in 1866, and Eli Smith, William L. Smith's brother, became a partner. C. T. Bridgman, who

began work at the store in 1864, became a partner in 1871. F. W. Sweitzer, Charles H. Bowker, Clayton N. Doty, Walter O. Smith and Harvey E. Pontius were partners at various times. The store was incorporated in 1907. Glenn R. Jackson, the present head of the institution, became affiliated with it in 1919.

To celebrate the seventy-second anniversary, Smith-Bridgman's has arranged an exhibit of articles worn and used during the store's early history. The exhibit, which is on the fifth floor of the store, includes a variety of objects, among them old-fashioned dresses and hats for children and adults, photographs of early Flint, and household utensils of several kinds. Among the objects are the bulky keys used to lock the store in 1862, as well as the store's bill file dating from 1870.

A candle mold, spinning wheel, rolling foot stool, sausage grinder, foot and bed warmers, mortar and pestle for grinding corn, apple paper, stone churn, and even a bear trap are in the collection. Beside a hickory broom are several old-fashioned carpet sweepers and hand vacuum cleaners. Several dolls, complete with a cradle and entire wardrobe, including a hoop skirt, are attracting the attention of children and adults alike.

The store held a reception yesterday afternoon for old customers and store employes. A group of former employes received the guests.

### Beer Glass Orders at High Level

Glassware manufacturers began booking volume orders on beer glasses this week as buyers for wholesale establishments came in to fill Spring and Summer requirements. Although the call this year is small compared with the rush last Spring when 3.2 beer was legalized, manufacturers and selling agents agreed that the orders are far above the normal replacement business looked for in the years before prohibition. The large number of new establishments opened since repeal, they said, accounts for the heavy buying. Demand centers largely upon ten-ounce glasses.

### To Show Fall Garments Earlier

Earlier openings of Fall lines of both ready-to-wear and accessories are being planned, in order to cut down delivery difficulties under the NRA. In dresses, the opening of the lines of the Fashion Originators Guild will be held on June 25, or two weeks earlier than was the case for last Fall. The change is ascribed by Maurice Rentner, chairman of the guild, both to NRA delivery requirements and the proper handling of early requirements of better-grade merchandise. Coat and sports wear showings will also be advanced, in most cases to the latter part of June.

### Revive Polo Shirt Demand

For the first time in several years the demand for rayon polo shirts has revived, and the volume of orders coming in at this time indicates a good season for them. A few years ago, when they received a great deal of attention, price cutting made them an unprofitable item. This season, however, no such development is expected. One number, in particular, is selling very freely. It is of a fine-grade yarn in a herringbone weave and has a slide fastener. The retail price is around \$1.65.

### Rug Mills Advance Wages

A general wage rise in the floor coverings industry is looked for as a result of the announcement yesterday by the Mohawk Carpet Mills, Inc., and the Bigelow-Sanford Carpet Co., Inc., that a 10 per cent. increase in pay will go into effect this week in major mills of the two organizations. Smaller rug mills are expected to follow suit before the close of the month. The Alexander Smith & Sons plant in Yonkers will remain on its present wage scale, which is slightly higher than the rate prevailing in other establishments.

### Premium Makers Alter Plans

Balked by code provisions restricting liquor manufacturers and retailers in the distribution of premiums, producers of kitchenware this Spring will market through regular channels many of the articles they hoped to sell to the liquor concerns. Among these items which will be placed on the market in the coming five to six weeks are cocktail strainers, mixing spoons, bottle caps and corkscrews made to retail at 5 and 10 cents. One company will bring out a small eggbeater made especially for mixing drinks.

Put principle before profit.

## RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Paul Schmidt, Lansing.  
First Vice-President—Theodore J. Bathke, Petoskey.

Second Vice-President—Rudolf Eckert, Flint.  
Secretary—Herman Hansen, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.  
Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; A. A. Boyce, Bay City; Vincent A. Miklas, Manistee; Ward Newman, Pontiac.

### Some Facts on Where We Stand

The weekly Letter of the Western Fruit Jobbers Association says:

"Food and grocery sales for 1931 totalled 14 billion dollars as against 20 billion in 1929. How much of the difference was represented by price—by economy—by hunger? 1934 has started an upturn in dollar sales. In January, 1934, compared with 1933, A & P (which last year consistently showed a heavier comparative monthly shrinkage than most) indicated 4.6 per cent. gain; Safeway, up 9.9 per cent; Kroger, up 5.3 per cent; First National, up 9.6 per cent. These figures are encouraging as indicating either or both, more money to spend or more liberal spending by 'the masses.'"

How is NRA affecting your wages cost? Do you know? I talk with many grocers and most of them do not know what percentage more they pay now than last year, though all of them shrug their shoulders as if to say: "Well, what can we do about it?" But how can anyone handle his business without knowing precisely what extra percentage of expense he is now under?

As usual, and as I have pointed out time and again, chains know. They know every week; and they know to the last decimal. If that be a special advantage they enjoy, why is it special? Any grocer, big or little, anywhere, can know this just as accurately.

Now, for your consideration and as a starter for your own investigation, consider: Some chains whose labor cost formerly was 5½ per cent on sales have found that under the new deal that charge went up to 12 per cent and even 13 per cent. Neither you nor I need be told that was an impossible condition; for that is a labor cost beyond any grocer—except a few fancy caterers to the "rich," assuming that we still have any rich left.

Those chains are doing the one obvious, unavoidable thing: They are cutting down on personnel. That must be done when other expedients fail, because the business will not stand such an impost. What about you?

The first state to take the bull by the horns definitely, is New Jersey. Minimum mark-up has been set thus: 2½ per cent for wholesalers, 7½ per cent for retailers and 10 per cent for chains. Such minimum is probably too high, but at any rate it is a starter, something definite from which to evolve sound margins on various lines and classes. Wholesalers—or most of them—will be able to arrive at correct prices on this basis. Chains, also—or all but some of the small local ones—will have little or no difficulty.

But the "little fellow"—also plenty big fellows—will be put to it to know

where they are headed under a 7½ per cent minimum. This because of the continuing in our school system of arithmetic designed for money lenders, bankers and other trades, industries and professions, but utterly misleading to merchants. The rule is simple enough; easy to apply by those who are not afraid of our ten digits and who can sense the truth that all business marginal calculations are so simple that they come within one hundred. The rule being this: Knowing cost, and the margin we wish to make; take that margin from one hundred and divide cost by the remainder. The answer is the price.

Now, therefore, take 7½ from 100 and we have 92½ left. Write it in decimal form, 925; and divide any cost by that figure—925—and the answer will be our price. If this be done without error, the answer will be incontrovertibly correct. But try that on your phonograph a few times to be sure you know the system. It is the most valuable single thing anyone can learn about figuring; and it is not complicated, once you get the idea.

But Jersey has started much more than perhaps she imagines. She has anyway sensed somewhat of the task; for "To protect the small dealer, the code sets up a marketing and cost committee to schedule market prices." Assuming, then, that said committee knows how to compute margins, this may eventually be worked out; but there is ample difficulty in sight right now.

For at the start it is said that "The code in other respects is identical with the Federal NRA codes"; and that shows that whatever committee so far has considered things, it has not grasped the most basic trouble it will meet with at the very start of its work. That trouble will arise from the utterly unpractical provision in the Federal code that margin is to be started on the basis of "cost or market, whichever is lower."

Picture to yourself the "little fellows" who do not know their costs; those who know costs only when they buy and neither go up nor down with the market except when they replace stock; and the inextricable conflict that must ensue between those who purchased any article at a price lower than present market against those who must buy to-day—or the reverse position of those who own stock now against those who may be able to replace stock for less cost. Talk of the difficulties of prohibition enforcement: they will sink into insignificance against what perplexities must be entailed by any attempt to make this federal code provision work. It simply can't be done.

Nevertheless, the Jersey initiative is a definite attempt to do something; and when it comes to doing something, it is quite likely that the folly of the "cost or market" provision will be manifested; and that then will cry for correction; and the problem will be clarified and solved—possibly; for nobody can tell what vagaries will intervene under political "management." So while we are started on our way and don't know where we're going, there is ground for hope that clarification may result; or if that does not come, then perhaps the unworkable

character of this one provision may become apparent to all.

Then we may arrive at the one sane realization—plain as day to any posted business man—that there is just one cost: current replacement value, everywhere, ever and always. Pending such realization, chaos must continue, regardless of codes, marketing and cost committees or any other expedient that may be set up.

Paul Findlay.

### One Ingredient Not Present in Campbell Soup

The Campbell soup people are opposing the proposed amendment to the Federal Food and Drugs Act because they say that under that act they will have to disclose their soup formulas on their labels, and competitors may take advantage of it. They say:

The provisions now in the bill requiring the statement of each of the ingredients of the food in order of their predominance by weight would permit a competing manufacturer to market a competitive product of inferior quality to that developed by the manufacturer originating the formula by decreasing without departing from

the order of predominance, the percentages of the most expensive ingredients, and increasing the percentages of the less expensive ingredients.

The provision as written will give rise to a new method of "palming off" which not only will be a serious injury to the manufacturer who developed the formula but will be definitely against the interest of the ultimate consumer.

I make a suggestion to the Federal authorities who are to determine what kind of a label the Campbell people are to use on their soups. My suggestion is based on the fact that people are often as much interested in what the product does not contain as in what it does. I suggest that the Campbell soup labels ought to bear something like the following:

**Positively guaranteed not to contain even a trace of retail profit.**

—Modern Merchant and Grocery World.

The fellow who is willing to bet his last dime usually has just about that much.

## Yes, Mr. Grocer

# BEET SUGAR

Made in Michigan

## is the best sugar in the world

And we are telling every housewife in Michigan just that. For Beet Sugar Made in Michigan has no superior.

A large distinctive, effective advertising program is now under way. Watch the newspapers every week. See the big Beet Sugar advertisements advising housewives to buy Michigan Made Beet Sugar and support Michigan wage earners.

Stock up on Michigan Made Beet Sugar and give the housewives what they want.

Display Michigan Made Beet Sugar in your window. Write us for attractive posters. Ask us for literature. We will send you an ample supply free.

Tell your jobber today to send you a supply of Michigan Made Beet Sugar and be sure to get Michigan Beet Sugar.

**Farmers and Manufacturers Beet Sugar Association**  
SAGINAW . . . . . MICHIGAN

## MEAT DEALER

### Separate Code for Retail Meat Trade

New York, April 5—Application has been filed with the code control committee for a separate code for the retail meat trade covering both retail meat stores and meat departments and a hearing is expected to be held in Washington within three or four weeks. Congressman Emanuel Celler advised as follows:

"Under the circumstances, I advise retail meat dealers throughout the country not to pay any assessments under the food and grocery distributors code. We have applied for a separate code and will not be mixed up with the grocery code and any Association having any difficulty in this regard is advised to contact me either in Washington care of House of Representatives building or in New York at 60 Wall street. It is highly unfair to have the grocery code forced upon meat dealers as they played no part in its formation." Emanuel Celler.

### Important Notice

New York, April 6 — Retail meat dealers all over the country want to operate under their own code—so that they may regulate and better their own industry and wipe out unfair methods of competition, such as false advertising, selling below cost, etc.

A code for the retail meat industry, which has been prepared by the National Association of Retail Meat Dealers for immediate submission to the NRA in Washington can be seen at the offices.

We are fighting for our own code and we must have your help!

Sign and return immediately the proxy enclosed, in the return envelope. No postage is required as it has been prepaid.

It is vitally important that you sign the enclosed proxy and return at once. It means that you will be represented at meetings to be held in Washington in an effort to obtain a separate code for the retail meat trade.

Show your fellow meat dealers this proxy and have them copy it and send it in with yours. The more proxies we have, the surer will be your chances of having your own code.

Also study the proposed code and if you have any suggestions or criticisms to make, send them in at once, along with your proxy.

You can eliminate unfair trade practices in the retail meat industry only by operating under a separate and distinct meat code. We will have such a code all the sooner if you mail in your proxy to-day.

George Kramer,  
Chairman Code Committee.

### Reverses Stand On Code

A recent meeting of the St. Louis Retail Meat Dealers Association some of the officers and members expressed themselves as satisfied with the regulation of the retail meat business under a general food and grocery code. The matter came up so suddenly that I and others to whom I spoke after the meeting offered no objection because we had no time to think it over.

After due deliberation it occurs to me the meat business should be governed by a separate code. It is the largest unit in the food industry. If it is to continue to grow, improve and occupy its present important position, it must be regulated separately, under its own code, otherwise it will merely become another adjunct to the grocery business and the independent retail meat dealer will lose his identity.

Whenever the meat business shall be regulated under a general food or grocery code we will become a part of

that association. Our retail meat dealers' association will pass out of the picture and, because of it, enactment and enforcement of proper laws for handling and regulating the sale of meats will be nobody's business. The result will be that the meat business will no longer occupy first rank in the food industry and the public will pay the penalty.

Every meal is built around meat. Order beef, lamb or veal in any eating place, and all the trimmings are served without ordering.

Our Government has always recognized the meat industry as a separate unit and so regulated it.

One of the reasons, in my opinion, for decreeing the packer out of every food line except meats and dairy products was because the government recognized the importance of meat and that if it is to be regulated properly it can only be done when handled as a separate unit.

All of the time, expense and effort to properly regulate the sale of meats will be wasted if the retail meat dealer is regulated under any other than a separate meat code.

We are told that the retail meat dealer should have representation on the controlling board. Well, what does a minority member amount to? As to the majority, what knowledge have they of the operation, regulation and general requirements of the meat business? All of which are more reasons for the necessity of regulating the meat business by experts in this line under a separate meat code.

Organized labor has long recognized the necessity of handling the meat business separately in order to keep it on a high standard. Long before the NRA set a minimum wage of \$14, meat cutters were paid \$35 per week and worked shorter hours than did the grocery clerk working alongside of him in the same store. The reason for it is that any young man with a fair education can be a clerk in a grocery store if the merchandise is properly tagged, but not so with a meat cutter.

How is the controlling board going to handle this situation when they recognize \$14 as a minimum wage for the grocery clerk but accede to the demand of the meat cutter for \$35 per week? It will either drag the meat business to a lower level or cause dissatisfaction among grocery clerks, finally causing strikes and disorder.

We must remember that the grocery business to-day is a 90 per cent. package business, goods being sold by brands. The grocer has been relieved of the responsibility of the contents by the manufacturer. Not so with meats.

This change in the grocery business from a bulk business to package goods has made the business less profitable, and as a matter of self-preservation caused grocers to add other lines, the most important being meats.

Grocery stores are called food stores, but as a matter of fact if we remove all meats, sausages, etc., and vegetables, over 50 per cent. of the remaining merchandise items are not foods. Soaps, washing powders, rubber tires, coal oil, gasoline, brooms, brushes, lye, matches, razor blades, castor oil, automobile oils, tobaccos, starch, extracts, shoe strings, candles, shoeblacking,

chicken feed, pipes, cigarettes, cigars, tacks, etc., are certainly not foods.

The reason meat has been added in grocery stores is that it is the most profitable end. The fact that groceries are sold almost entirely in packages has made it easy for department stores to use groceries as a leader to attract customers to their more profitable counters. This is another reason why we as retail meat dealers should ask for a separate code.

If the situation were reversed and the grocers were asking to be regulated under a meat code, in the hope of restoring profits, I could see a reason, but for the most important unit of a business, at the same time most profitable, to be governed by the inferior looks to me like the tail wagging the dog.

Allow me to call your attention to another point. The opposition to hours as prescribed in the code does not come from the meat dealer. On investigating it will be found that all opposition comes from grocers. The retail meat dealer has been the pioneer for Sunday closing, shorter hours and better conditions, therefore I think it would be a serious mistake for him to agree to play the second fiddle to grocers by accepting a grocers' code.

In conclusion, let me state that I have made a canvass among many retail meat dealers. They are unanimously of the opinion that retail meat markets, whether operated separately or as a department in any other store, should be operated within ten hours daily, sixty hours weekly, no Sunday opening, the help to work not over forty-eight hours weekly, eight hours a day. That would give the proprietor one hour in the morning and one hour in the evening to do some extra work if he chose. Just as long as meat markets are allowed to operate twenty-four hours daily and Sundays, President

Roosevelt will never accomplish his purpose.

Things to-day are working right into the hands of the chiselers. Unless it is remedied, the standard of the meat business will sink lower, and the independent community retail meat dealer cannot look into the future with any bright prospects ahead.

By all means give the retail meat dealers their own code.

Will you pass this along to the proper parties as my protest against a general food code for the meat business?

Rudolph Pieber.

### Poultry and Egg Code for Four States

Eaton Rapids, April 7—We have been informed that the states of Michigan, Indiana, Ohio, Illinois, and Kentucky have been asked to adopt a uniform poultry and egg code, and the Ohio trade has done considerable work on such a code.

L. M. Sumwalt, of Cleveland, advises that meetings have been arranged at the following places to discuss this matter:

April 12, 8 p.m., Alma, Hotel Wright  
April 13, 1 p.m., Grand Rapids, Hotel Pantlind

April 13, 8 p.m., Jackson, Hotel Hayes.

All parties interested in the egg or poultry trade are urged to attend one of these meetings.

Any mention you care to make of these meetings in your columns I believe would be appreciated by the trade generally.

A. M. Smith Co.

### Renovizing a Cliff Dwelling

In the petrified forests of Arizona stands a house inhabited more than nine centuries ago. It is the Agate House, a prehistoric cliff dwelling built partly of petrified wood. Under a Civil Works allotment, the house is being restored. One of the eight rooms has been brought to its original state, with an entrance in the roof and a notched pole to show the way its builders placed the front door on the top of the house.

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"The flour the best cooks use"

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Grand Rapids, Michigan

## 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.

### The Epistle to the Californians

(To a recent informal gathering of far-western wholesale hardware executives meeting in California, Mr. Norvell sent this message. It contains many thoughts and observations of general interest to the hardware trade.)

Now that I have practically retired from active business, I find I have more time to meditate upon the past, to study the present, and to speculate about the future. The world today is in a state of revolution. The old order passeth. As I thought of writing this letter to the hardware men of the Pacific Coast, somehow Paul's Epistle to the Corinthians came to my mind. I must admit I had not read this Epistle for many years, but I think I must have associated the word Californian with the word Corinthian. So this morning I opened this Bible and turned to Paul's Epistle to the Corinthians. I was astounded by its appropriateness to world affairs of to-day. The world of Paul and the early Christians was also upside down. Their world, like ours, was going through tremendous changes.

I have always believed that every letter and every address should hinge upon one central idea. The idea I had formed in my mind to write to you about, was that above all other things you hardware men should stand together for the common good. I had intended to write about the work of veterans in the hardware business on the Pacific Coast. I was going to say that they had laid a strong and firm foundation upon which the younger generation should be careful to build. This was to be the keynote of my letter. Therefore, imagine my surprise when I read Paul's Epistle to the Corinthians to find that he had anticipated me in these admonitions by some two thousand years.

Therefore, my beloved brethren in the hardware trade, I suggest that tonight when you retire to your rooms you look up the Gideon Bible and read not only the first, but also the second Epistle of Paul to the Corinthians. You will find that he also discusses and gives advice to the Corinthians on a number of other matters more or less personal, and which I have not touched upon in the above quotations.

It is a far cry from the Apostle Paul to the Venetian traveler, Marco Polo. Just to remind you, this gentleman was born in Venice in the year 1254, and died in the year 1324. He was the first European of whom there is any record of having visited China. He and his brothers were entertained there by the Emperor Kublai Khan. When Marco Polo upon his return to Venice told of his adventures, he was thought to be the "Baron Munchausen" of his time. Afterwards, being thrown into prison, he wrote about his journeys and ad-

ventures in China, dictating this story in French to a fellow prisoner. In after years, when European travelers visited China, they were surprised to find that all Marco Polo had written was true, so he has come down in history as one of the greatest world travelers and special correspondents.

A curious thing that Marco Polo tells about Kublai Khan is that he was a very progressive and up-to-date monarch. He had an insatiable appetite for knowledge. When Marco Polo at the end of his first journey returned to Venice, Kublai Khan instructed him to return with 100 of the wisest men in Venice, to whom he would give permanent employment at good salaries, to instruct his people in the liberal arts. Polo was never able to get these hundred savants together (the first brain trust), but he himself returned to China and for many years served the Khan. In his later years he returned and died in Venice.

Well, what has all this to do with California and the hardware jobbing business. In looking into the future, as was so well stated by Patrick Henry in his great address: "The only basis upon which we can form our judgment is the history of the past." As China and the Orient was opened up to trade with Europe, this exchange of commodities became exceedingly profitable. Venice became the Western terminus of the ships and the caravans that carried European merchandise to the Orient. The grandeur and glory of the architecture of Venice was based on this trade. Many have forgotten that Venice was a republic for one thousand years. Like all nations, it crumbled and fell, not because of attacks from without, but because of inefficiency and corruption within. In the entire history of the world, no nation has ever been destroyed by any other nation. The old kings of France and the government of those days, fell because of inefficiency. So also fell the old German monarchy. Those who were ruling lost their capacity to rule, and the new order rose on the foundations of the old.

Now let us see what happened to trade. The rich cities of the world in these early days were Venice, Genoa and Byzantium or Constantinople. The great fleets of the world sailed upon the Mediterranean. Civilization grew up on the banks of the Mediterranean. Then Columbus, without knowing it, and without ever knowing it, discovered America. He thought he had discovered the other side of India. As some wit has stated: "Christopher Columbus was a man who started out not knowing where he was going. When he arrived he didn't know where he was, and when he died he didn't know where he had been." However, while all this may have been true of Columbus, in the course of a few centuries the discovery of America made a complete change in the trade routes of the world. It was found that goods, instead of being shipped by caravan across the deserts to the Orient, could be sent on ships more cheaply and safely over the ocean. Venice, Genoa and Constantinople, instead of seeing the changes tak-

ing place in the times, attempted to continue business on the old basis, so the trade of all these cities declined, and as great commercial centers of the world, they fell into the discard.

This was the result of the lack of forward thinking on the part of the rulers and great merchants of these cities. They worked on the theory that what had been would always be, but unfortunately in this world this rule does not work. The unexpected always happens, and the wise, while living in the present are always preparing for the changes in life and trade.

The Spaniards who looted South America of its gold, with their treasure ships returning with fabulous quantities of bullion, changed the thought of the world from the Mediterranean to the Atlantic. Spain built up the greatest accumulation of gold in the world. This wealth was the direct cause of the decadence and ruin of Spain. Up to the time of Marco Polo, and even to the time of Queen Elizabeth, England was a poor, isolated nation, of comparatively little importance. As a result of the second discovery of America by Columbus, the Atlantic became the great theater for maritime commerce. The English were a seafaring people. They grasped their opportunities. They colonized. So England rose to be the great mercantile power on the Atlantic Ocean. The commerce of the Mediterranean passed away. The commerce of the Atlantic made bordering nations rich and great.

To-day we have reached the period in the world's history where England in a measure has lost her supremacy. She is not the power in the world that she once was. A great young giant, the United States of America, has grown up in the new world discovered by Columbus. The long voyage around Cape Horn to get to the Western coast is now a thing of the past. The Panama Canal has opened the Pacific to the Eastern world.

So, hastily sketching these interesting historical commercial events, we find ourselves, in spirit at least, on the Pacific Coast, facing the mysterious Orient. The Pacific Ocean will be the stage upon which the drama of world commerce will be played in the next century. In the womb of the Orient there is now stirring a child that will make the history of the world in the next hundred years. Just study the teeming millions and the resources of Russia. Study the masses in China. Study that active, ambitious nation of Japan. Open your Atlas and glance over these countries. Here is certainly food for an historical imagination. And facing this stage upon which the world drama will be played is our Pacific Coast.

As I see it, in the past we had Venice, Genoa and Constantinople, and the commerce of the Mediterranean. Then came Spain, Holland, England, and the commerce of the Atlantic. Now, in the future before us, a future with portents beyond our wildest dreams of today, are our cities like San Francisco, Los Angeles, Seattle and Portland, sitting beside the Pacific, facing a future that will mean greater power, greater glory and greater wealth to these United

States, or if we don't think and act straight—destruction to this nation. What happens depends upon the manhood, thinking and statesmanship of this country: and in the time to come, in a great measure, this country will need the greatest statesmanship, the clearest thinking and the strongest men on the Pacific Coast.

Therefore, my brethren, let me warn you that your principles should be fixed. Policies and plans may be altered, but the principles that guide you, that have been found in the past to be sure and safe, should not be abandoned. Napoleon was once asked whether he was guided by principles or whether he changed his plans according to circumstances from day to day. To this Napoleon answered: "I have fixed principles. My principles are like the anchors of a ship holding the ship firmly in its place. But my policies are like the tides that rise and fall. The ship may veer with the tides, but the principles are the anchors that hold her firmly in her place."

I have in my career seen many businesses rise and fall. Some have prospered, others have gone on the rocks. What has been the cause of these successes and the failures? Almost invariably the character of the men running the business. In concluding this epistle let me impress upon you the most important thing in your business—that of picking men for the jobs that are fitted to do them. All men are not born merchants. When a man not naturally a merchant is placed in charge of a large business, not only does the business itself suffer, but this man, who might be useful in many other fields, is himself unhappy.

The veterans on the Pacific Coast have done their work well. Many of them have passed away. They have left firm foundations upon which to build. Let me express the hope that those who will continue to build on these old foundations will be selected not by reason of wealth or family, but by their natural talents and ability to grasp their opportunities, defend their rights and do a good merchandising job.

Saunders Norvell.

### Machine Tool Demand Heavy

Closing the first quarter of the year manufacturers of machine tools went back to 1930 this week to find a period comparable in volume with the first three months of this year. Up to the end of last month sales have been a surprise, both in unit and dollar volume, to producers. They are especially gratified because orders originated from a wide variety of industries, indicating that improvement in demand is general. Some of the buying last month was due to the 10 per cent. price advance on milling and grinding machines. Similar price rises on other types of machine tools are expected to stimulate buying this month.

In the humblest mortal there is a throne room. Its door unfolds silently, magically, whenever one dares to be creatively useful; to benefit his kind by breaking new paths, building new structures, awakening new deeds and restoring new ideals.—Goethe.



## DRY GOODS

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

### Ask New Marking Rule

With practically two-thirds of the period of grace allowed importers by the Government before new marking regulations go into effect already elapsed, importers yesterday clamored for a new ruling to end the confusion created by the original order. Under the present order, effective next month, goods made in England's Channel Islands will be legally marked if they bear only the words "Made in the Channel Islands," while merchandise made in England proper will be subject to penalties unless marked with the full title of the United Kingdom. Representatives of import groups will go to Washington tomorrow to demand clarification of the order and to ask for another ninety-day period of grace.

### Experimental Weaves Aid Sales

Larger volume of business has resulted where manufacturers have increased the variety and number of cloth constructions which they weave, according to one conclusion of the forthcoming study of the broad silks industry, to be published shortly by the National Federation of Textiles, Inc., in co-operation with the Textile Foundation. One producer, leading the field in merchandise experiments, last year produced 1,500 different experimental fabric constructions and manufactured 100,000 yards of cloth for research purposes. He reported the increased volume fully justified the amount expended.

### Move Against Style Piracy

Establishment of a design bureau for the registration of styles has been definitely approved by the design piracy committee of the dress industry it was announced by Ralph Abercrombie, chairman of the committee. The bureau, he said, will be set up as quickly as possible. A time limitation will be placed on the period of protection, he said, and the bureau eventually will come under code regulation. Widespread interest was shown in the design piracy test case brought by the C. H. D. Robbins Co., despite the recent adverse copyright decision by Judge Goddard. The Robbins case differs in that a form of second certification has been obtained from the Copyright Office.

### Curtain Advances Considered

With Spring demand for curtains continuing at active levels, manufacturers of popular price merchandise this week will turn attention to making up lines for the Fall season. The new patterns will not be put on display until early Summer, but designers have already worked out new patterns and effects which will be made up in sample lots later this month. Current demand continues on a par with Spring, 1931, some producers reporting a volume comparable to 1928. Price

increases of 5 to 10 per cent. are under consideration by several factories where current orders are so heavy that shipments are falling behind schedule.

### Retailers Favor Silk Labeling

Re-opening of the problem of proper labeling of weighted silk fabrics, brought about by the recent report of the Consumers Advisory Board and a subsequent conference by the International Silk Guild, is hailed with satisfaction by the National Retail Dry Goods Association in an editorial in the forthcoming issue of the organization's bulletin. Holding that the time has come "when the consumer must be furnished with intelligent information regarding the merchandise she buys," the editorial says the association is for such a program and "will do everything possible to speed its adoption."

### Blouse Orders Notably Heavy

With the pre-Easter demand for blouses the best for several years past, the trade here is still confronted with the problem of making deliveries on a notably heavy accumulation of orders. Retailers continue to press for quick shipments, as these items are expected to sell well over retail counters for some weeks to come. The great vogue for suits has been the major factor benefiting blouses, and the demand during the next few weeks will be aided by the strong trend toward sports wear. The call for skirts is also strong and will increase with the arrival of warmer weather.

### Big White-Pastel Vogue Seen

With stores in the South already reporting active sales of white and pastel color coats and suits, it is expected that a general country-wide demand for these garments will be noted this month. The position of this merchandise, according to a survey by the Industrial Council of Coat, Suit and Skirt Manufacturers, is the best in years. Swagger type suits in the \$10.75 to \$16.50 range in white and pastel tones are receiving a great deal of attention. White waffle suits and coats are being reordered in the lower end lines. The mills are hard put to make deliveries on the heavy orders for these cloths.

### Dry Goods Jobbers More Active

Dry goods wholesalers gave slight indications during the week that they would return to the Eastern market shortly for sizable quantities of goods. While the volume of orders they placed was still restricted, it was somewhat larger than in the previous week. They report that confidence is again returning in the primary markets, that prices are steady and that deliveries are still difficult to obtain. Rumors of a 36-hour week for the cotton-textile industry continue to persist and if they become tangible, jobbers may start to cover themselves immediately in order to avoid higher prices.

### Swim Suit Shortage Looms

A minimum of about 40,000 dozen bathing suits have been taken out of the market in the two weeks that the Philadelphia plants have been shut down. While this total may not be sufficient to create a disturbing shortage

of goods, another week or two of inactivity in the Philadelphia area will seriously embarrass distributors, who have been unable to switch orders over to mills in other sections. The situation applies to a smaller degree to Spring sweaters, on which activity has not been so intense.

Anyone who stops learning is old, whether this happens at twenty or eighty. Anyone who keeps on learning not only remains young, but becomes constantly more valuable regardless of physical capacity.

Tough going strengthens.

## Wholesale Linoleum, Carpets and Rugs

Distributors of

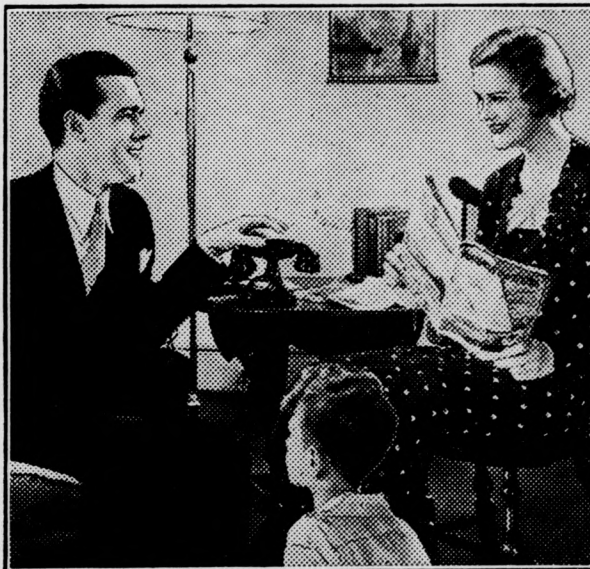
ARMSTRONG'S LINOLEUM

**YEAKEY-SCRIPPS, Inc.**

160 LOUIS STREET

GRAND RAPIDS, MICH.

## MICHIGAN BELL TELEPHONE CO.



## 5 REASONS WHY YOU SHOULD HAVE TELEPHONE SERVICE

**PROTECTION**—In case of fire, sickness, burglary or other emergency, aid can be summoned instantly only by telephone.

**PROFIT**—A telephone often is helpful in securing employment. And it helps save carfare and driving expense.

**CONVENIENCE**—You can order groceries in bad weather and run countless errands by telephone, without leaving the house.

**PLEASURE**—With a telephone, you can enjoy frequent chats with friends, and they can reach you easily when parties and "get-togethers" are planned.

**PRESTIGE**—A telephone of your own is both a social and business asset. And it eliminates the embarrassment of asking to use a neighbor's telephone.

**TO ORDER TELEPHONE SERVICE, CALL, VISIT OR WRITE THE TELEPHONE BUSINESS OFFICE**

## GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

## HOTEL DEPARTMENT

### Verbeck Again Greet Some of His Michigan Friends

Tucson, Arizona, April 4—Well, I might as well confess that I am on my way to Dear Old Michigan. It was a sudden inspiration on my part, having decided several weeks ago that I would give my Wolverine friends an opportunity of recovering from the onslaught which I perpetrated last season, I had my mind suddenly changed by the appeal of a California friend who had just purchased a nifty car, and wanted to loosen up the bearings a trifle, so we left the City of the Angels last week Friday, and here we are looking right into the teeth of a snow storm—a sort of clearing up affair, I presume—headed from here toward Denver, Kansas City, St. Louis and Chicago, hoping to reach the latter city late in the present week. Arriving at Banning late in the forenoon of Friday, we remained for luncheon, we passed through Palm Springs, which is an interesting city of some 4,000 souls, made up mostly of individuals who thrive off tourists in the winter time, and shovel sand the remainder of the year. They may raise something beside Joshua trees down there, but if there is any other form of vegetable growth, it is most systematically concealed. Of course there are oranges and lemons which will grow anywhere in California climate, provided there is a water source somewhere which may be used for irrigation purposes. At Indio we went into a couple of date orchards and watched the interesting process of "thinning" and the rancher—a good sort—fitted us out with a goodly supply of last year's product, which we are mostly using for our mid-day meal. There is a vast difference between digging dates out of a cellophane bag and helping yourself from a Mason jar which preserves all the moisture. The desert flowers were most wonderful all along the route—every color ever heard of. We didn't pick them for the reason it is an act of petty criminality to slaughter attractive flowers, when other travelers can enjoy them just as much as we did. After leaving Indio we surely passed through an area of sand dunes, which would make the Michigan variety look much like golf tees. At El Centro the hotel, Barbara Worth, with its wide verandas looked so attractive we decided to make a little extra mileage the following day, and remained there over night. When we went over to Yuma the next morning, we had the usual tussle with the quarantine authorities who had to investigate the contents of our suit cases. This time it was not for the purpose of unearthing vile liquors, but to try and discover if we were harboring any pests or tares. A lot of people, especially such as travel on busses, object to what they consider an unseemly activity, but there seems to be an understanding between the authorities of California and Arizona, that if the former will keep their chinch bugs in leash, that the latter will prevent mosquito flight toward the land of sunshine and roses. Just to say that we had enjoyed the sensation, at Kingman, we enrolled at a tourist camp, which was equipped with modern conveniences, and reasonably clean, and the next morning a dear lady from Ohio, who was preparing a morning meal for her brood, asked us to sample some of her orange marmalade, applied to toast, and we immediately expressed a vote of thanks, especially when the offering was supplemented with bacon and eggs and a reasonable cup of coffee. You meet just such folks when you are crossing the continent, and you cannot forget their kindness. Last New Year's I received at least forty holi-

day cards from Eastern people whom I had met in transit, either by train or bus. Transcontinental transportation by private conveyance was a new experience for me. I had turned down a good many invitations because of the fear of personal discomfort, but with filling stations every few miles, and a disposition on the part of tourists to assist one another in cases of emergency, there is little inconvenience to be feared. We planned to go to Phoenix, but road conditions were reported bad, so we made a cut-off from Kingman to Flagstaff, and here, finding we had a few hours of daylight ahead of us, mosied down to Jerome, a mining city built on the side of a mountain, and thence to Prescott for the night. All around here we were in the midst of desert conditions, but our line of conversation savored of Michigan peaches, and my friend, an old traveling man, having absorbed during his day a good line of stories to hand out to customers, we "swapped" and killed the ennui amazingly. Believe it or not, we have been hitting off an average of 450 miles a day, and not worrying about speed cops. At Duncan, a couple of hundred miles further on we discovered a most cosmopolitan town, made up principally with gringos, Indians and a handful of whites. All around here we found cattle and sheep in vast numbers and some farming, and the finest specimens of grape fruit I ever saw anywhere. Laid in a supply of these, and have been subsisting on them morning, noon and night ever since. Around here also are a lot of high mountains, and for countless miles we pass through an area which varies from real attractive ranches to mountain passes which look, at first, as impassable, but in which really fine highways are centered. We enter deep canyons, find a high grade beside a mountain stream and climb almost to high heaven, with little or no embarrassment, except a steaming radiator. As we have been traversing this section we have found dozens of small Indian encampments, and passed up various opportunities to annex Navajo blankets and torture our stomach ulcers with tortillas, a remedy, I believe for hydrophobia. But after all that is said and done, the American cowboy is the outstanding attraction of Arizona, so far as I have observed. I am not referring to the type who are produced at dude ranches or institutes of the Keeley type, but a class of bronzed he-men, whom you run across in the various cities we are visiting, around hotels and garages, individuals who have seen things in a real lifetime, and can tell you of their experiences without resorting to braggadocio. One of them, at Prescott, spent a couple of hours with us, telling us of happenings from the days of "Billy, the Kid" down to this day and date. Tried to get us to change our routing so as to take in Grand Canyon (which I have seen on various occasions), the Painted Desert, where the sands vie with the rainbow in variety of color; the mysterious Superstition Mountain; the Apache Trail, one of America's most thrilling highways; Casa Grande, ruins of a lost civilization; Petrified Forest, where trees are solid rock in various brilliant colors; the Papago-Saguro national monument, with its vast acreage of Sahara cactus plants and various other wonders—each one representing a day of communion with nature. In my various explorations in Arizona and New Mexico, I have become familiar with many of them, but it gives each an added attraction when its description is handed you by one who has lived among them, and that is why the cowboy always appeals to me on his native heath. Montezuma's Castle, most impressive of the Cliff Dwellers who once roamed Arizona, is North of Roosevelt Dam, practically intact. It is quite likely that Montezuma was never within several moon's travel of this castle, but the name seemed to

fit in when explorers made their finds while excavating, and it would be a piece of folly to change it. Here the traveler can stand high up above the surrounding desert, in the footsteps of a lost people, amid absolute silence and the grandeur of unsurpassed scenic beauty. Here the government rangers seem to take a good deal of pleasure in explaining to one all about historical details, and never extend a hand for a tip. At Tonto Plateau, to which point we retraced our steps for several miles, just to have the satisfaction of gazing on the scenery which was the inspiration for several of Zane Grey's Western novels, we were freely given information which helped to make our visit worth while. Tombstone and Bisbee, last of the old frontier towns where only a few short years ago rough cowmen from the range "shot up the town," and steel-nerved minions of the law tried to enforce same in the face of smoke and lead. These I saw for the first time, but remember reading of them in Beadle's dime novels of three-score years since. Arizona's climate, especially during the winter months is said not to be so bad, and not so different from California. Notwithstanding the fact that to-day, on our approach to Tucson, we experienced several varieties of weather, consisting of thunder and lightning, hail stones as large as robin's eggs, and now settling down for a general snow-storm as figured out by one of the bar-room forecasters. With the rising sun, the temperature mounts so that by midday overcoats are unnecessary, and the atmosphere is so clear that visibility is actually astounding. Mountains 100 miles and more distant, loom up as though but a short walk from the observer. They may have "unusual" weather the same as we occasionally do in California, but it is claimed there will be many consecutive days where there will not be a single cloud in the azure sky from horizon to horizon.

Thomas D. Green, president of the American Hotel Association, has issued an appeal to members of that organization to oppose in every proper way the so-called Wagner labor disputes bill, now pending before Congress. Mr. Green, in line with the recommendations of the United States Chamber of Commerce and with the action taken by other major industries, in a letter sent to officials of the various state hotel organizations urges that protests be filed with the chairman of the committees in Congress having such legislation in charge, as well as the presiding officers in each body. We have had one bitter experience with the eighteenth amendment and

### Warm Friend Tavern Holland, Mich.

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

JAMES HOEKSEMA, Manager

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"  
That is why LEADERS of Business and Society make their headquarters at the

### PANTLIND HOTEL

"An entire city block of Hospitality"  
GRAND RAPIDS, MICH.  
Rooms \$2.00 and up.  
Cafeteria -:- Sandwich Shop

Hotel and Restaurant  
Equipment  
**H. Leonard & Sons**  
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Store, Offices & Restaurant  
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The  
**MORTON**  
400 ROOMS EACH  
WITH BATH  
**\$1.50 up**  
Grand Rapids' Friendly Hotel  
Phil Jordan, Manager

**THE ROWE**  
GRAND RAPIDS  
*The Most Popular Hotel  
in Western Michigan*  
300 ROOMS — SHOWERS  
SERVIDOR  
Direction of American Hotels Corp.  
J. Leslie Kincaid, President

**CODY HOTEL**  
GRAND RAPIDS  
RATES—\$1 up without bath.  
\$2.00 up with bath.  
CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO  
IONIA AND  
**THE REED INN**  
Excellent Dining Room  
Rooms \$1.50 and up  
MRS. GEO. SNOW, Mgr.

**Park Place Hotel**  
Traverse City  
Rates Reasonable—Service Superb  
—Location Admirable.  
GEO. ANDERSON, Mgr.  
ALBERT J. ROKOS, Ass't Mgr.

**New Hotel Elliott**  
STURGIS, MICH.  
50 Baths 50 Running Water  
European  
D. J. GEROW, Prop.

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

**Columbia Hotel**  
KALAMAZOO  
Good Place To Tie To

with its final repeal it had been hoped there would be a letting down of further activities to centralize all government at Washington. Not so, for labor leaders, fanatics, traitors and uplifters have set up a definite plan to put over much legislation in favor of labor organizations. The hotel men are just as vitally interested as any other industry and President Green's suggestion is timely.

I notice that a prominent Hart farmer lost a couple of hundred chickens and other asset-producing domestic fowls and animals through the invasion of a couple of dogs which were not wearing license tags. The statement says nothing about the satisfactions which would have been enjoyed by the chickens if said dogs had been wearing such tags.

Someone has discovered at last that there is too much book-keeping in hotel operation. Of course there is. It is one of the most expensive luxuries any hotel can indulge in. I know of one hotel, loaded to the guards with debt, which annually spends \$12,000 for book-keepers and auditors in order. I presume, to be able to break the depressing news to the stockholders. One-half of that amount would be a Godsend to the stockholders, and one-fourth sufficient to prepare them for the worst. It is not the large organizations which make all the money. I know one Michigan operator who cleans up tidy profits every year and spends exactly \$75 per month to know exactly what he is accomplishing. And some of the much larger operators I know of would tear their shirts off in order to accomplish what he is doing.

One of my Michigan correspondents suggests that I am probably enjoying the "usual" California rainy season. For the benefit of this friend and any others who might be interested, I wish to state that since New Year's day we have had just two general rains, each occurring at night, without thunder and lightning. Every day during the same period has been bright and warm. And yet the season's rainfall for the winter period has been greater than year ago. California has her shortcomings, but the weather is not one of them.  
Frank S. Verbeck.

#### Hotels in a Clash With Tourist Camps

Hotels for years have painfully watched many a traveling salesman stop off at tourist cabins and haven't been able to do much about it. This past week at the NRA's code hearing for the tourist lodge and motor court trade, they had their inning and told the NRA that their smaller competitors should be bound by the same code restrictions as hotels.

A guess would place the number of tourist camps at 14,000, the NRA was told. Probably more than 100,000 individual cottages are operated. The total investment is nearly \$100,000,000; annual business \$25,346,510.

Tourist cabin operators want to work their employes seven days a week and want their own code, or none at all. Least of all do they want to be included in the hotel code.

#### Wanted To Be Sure

Little Girl (answering bell): My mother told me to tell you she was out, sir.

Collector: Go and ask your mother if she'll be here when I get back.

To-day's burdens we can carry. Nobody could ever carry to-morrow's.

#### News and Gossip From the Celery City

O. D. Cessna, traveling salesman for many years for A. W. Walsh Grocery Co., has purchased the Dunbar grocery at 3205 S. Westnedge avenue and he and his wife are building a nice trade. Mr. Cessna has that genial smile that is a part of the stock in trade of a good salesman and he and his wife are making a hit with the children of the neighborhood. This happy faculty is a real asset to any merchant who will use it, together with good service.

Ernest Wise, 1312 Portage street, has rented his double store to the A. & P. Tea Co., who are remodeling the building. He has moved his hardware stock across the street to No. 1311.

The big chains are here in force and getting the lion's share of trade. Merchants gladly sign the petition to the President. Hope you will continue its publication for a time. I believe it good publicity and will play its part well when sent on to Washington. It is just too bad there is no medium to get information to the people who keep the chains going. The farmers keep the big chains alive, as well as factory labor. They get the greater part of the CWA money and welfare orders. I still feel that my idea of a small magazine, such as I have suggested, going to the consumer would help the home merchant. Many of them say they wished the people could read many of the articles published in the Tradesman. I believe nearly every independent merchant would support such a publication and favor its circulation among the chain store patrons.

I am creating much interest among food merchants on market changes. It is surprising how many never made much use of the double page of food items and sundries. I have been thinking it would be a good plan for someone in the office to check up on the base prices on items changing, so that the base prices may always be correct. On an item that has advanced and the base price has not been advanced also, it would put them at sea and cause a doubt of accuracy. There are a lot of merchants going to use these market changes as soon as they understand how useful they are. It will be one of the strongest features among food merchants. Another thing, if you could accept my suggestion formerly presented, of omitting the headline, Grocery Price Current, I am sure it will remove the misunderstanding of many, who still have the impression these base prices are offered as a guide for the buyer. As a new heading I would suggest Guide To Market Changes. I can see a great future to this feature of the Tradesman among food merchants. I am much impressed with the commendation given the petition. Many have remarked that such action should have been started long ago. I wish there was some means of getting this petition before merchants in other states, in fact throughout the United States. The encroachment of monopoly is so serious to the smaller merchants, there should be organization to include every line of business and fight this issue to a finish. It has got to be the finish of monopoly or independent business.

We need to dump a "cargo of tea" or "fire a shot heard around the world," if we are to preserve American spirit and morale. Met merchants about to sign and send in petition published, so they signed my list instead. I will write a short article for next issue, urging the prompt signing and getting neighboring merchants to sign from the supplies you offer to mail for the purpose. I believe there is helpful publicity in playing up this petition, and hope we can get some newspaper publicity for it later.

I have been wondering if the Tradesman plant could produce a periodical of facts and figures that would show consumers the injury monopoly brings to them in return for their patronage. I am sure every independent business would be friendly to such a source of information. I would not advise that the merchant be active in getting this periodical before the consumers, but that it should be done on a subscription basis made directly to him, showing him in many ways the stranglehold that greed has upon his life and future.

To-day, Sunday, is another of fine weather. Attended the Congregational church. There are six churches facing Bronson Park. I did not get any inspiration from the morning sermon, delivered by a minister older than we usually find in city pulpits.

With the great seating facilities of city churches, it is just too bad that the ministry is not more awake to the needs of the people. Organized greed can run riot and blight local prosperity and the church raises no protest. It is not only blighting our cities, but the churches and schools as well. I feel often as though I would like to stand in the pulpit before a large congregation and express my views upon practical religion.

I must tell you of a call yesterday

upon Seth Hyma, who has had the Tradesman for many years. When he learned who I was, he grabbed my hand and said he he had read my articles with pleasure. Then he called the two young men clerks and introduced them—the boys also being close readers. He asked that I remember him to you and to tell you he has long enjoyed your editorials. Says he is going to call upon you when in your city. From many dealers mention has been made of the good articles published in the Tradesman.

E. B. Stebbins.

#### Twenty-Eight New Readers of the Tradesman

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

Simon Schack & Sons, Reed City  
John L. Sullivan, Kalamazoo  
Hoover-Barrett, Kalamazoo  
D. Kronemeyer, Kalamazoo  
John H. Teusink, Zeeland  
Virgil Sanford, Kalamazoo  
Frank J. Watson, Kalamazoo  
Ralston & Phillips, Kalamazoo  
Mrs. L. A. Slater, Kalamazoo  
Melvin P. Adams, Kalamazoo  
M. O. Houseknecht, Kalamazoo  
Overloop Bros., Kalamazoo  
T. Santinga & Son, Kalamazoo  
Steven Schreur, Kalamazoo  
Roy E. Mathews, Vermontville  
R. S. Spencer Co., Charlotte  
S. E. Kiplinger, Charlotte  
Warren P. Wilkinson, Charlotte  
John Appelman, Nashville  
A. E. Weaver & Sons, Rockford  
L. D. Chapple, Wayland  
D. Rogers, Wayland  
J. Gurney, Wayland  
E. R. Curie, Shelbyville  
Miller Drug Co., Plainwell  
Bestervelt Market Co., Kalamazoo  
L. J. Wilson, Kalamazoo  
Emil Doerfer, Kalamazoo

## United States Bonds Called!

A portion of United States 4¼% Liberty Bonds have been called for redemption April 15, 1934. These called bonds will be paid in cash April 15, 1934, but they may be exchanged, not later than April 12, for the new 3¼% Treasury Bonds maturing in 1944-1946. These new bonds are now selling at a premium and the exchange privilege affords an opportunity for profit. We shall be very glad to assist anyone desiring to make this exchange.

The bonds that have been called are those having serial numbers ending in 9—0—or 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.

### The World at Large

With all confusions in the policy making and with all confusions in clearing up the lines of responsibilities of the personnel in the NRA the administration demonstrated a remarkable development in the new idea of enforcement, control and regulation not only in industries but actually changing long established practices, habits and rules except in commercial enterprises, but also in homes. The banks and other financial institutions are very critical to policies of the Government: but our President with his aggressive methods, without fear for any criticisms, is forcing the country to a permanent recovery. It is more and more recognized that the administration has a program, and a definite determination to put men and women to work. The reaction of our NRA activities is becoming noticeable in Europe. The British government studies new industry control plan. The British government is seriously considering going in for industrial reorganization on a big scale. Major Walter Elliot, Minister of Agriculture, made the first move by announcing in the House of Commons on November 24: "We (the national government) shall be forced to come to the House of Commons to ask for sanction for wide-sweeping changes in the economic structure of this country. We shall be forced to do this by the necessity for economy."

It is now predicted that the Cabinet will put forth plans under which each basic trade be compelled to promulgate schemes for the amalgamation of individual firms into larger units: the closing down of inefficient or superfluous plants, with compensation for those displaced; and the organization of large-scale buying of raw materials for a central organization for the selling of finished products. Our objectors to centralization will be shocked to read this news. With Russia, Italy, England and the United States in the same effort to replace industrial individualism with collectivism, the march of the New Era is on. Our faith is in our President.

Students of the American Institute of Banking won the verdict of the judges last night in a debate on the NRA with a team from Yale Univer-

sity at the institute's offices, 420 Lexington avenue. The banking students defended the NRA as beneficial to labor and the public generally, while the Yale team delivered a "left-wing" attack on the NRA.

Hooray for the coming "new bankers"!

Alfred E. Smith, with all due respect to his knowledge of publicity, made a mis-step. I do not want to present arguments pro or con on the controversy between the "Happy Warrior" and the "Radio Priest." Mr. Smith ought to know that the very society which he represents gave our President a country with over 14,000,000 people unemployed, without a single sound bank, with unbalanced budgets throughout the country, with rackets in every industry, with gangsters and racketeers running the country, with industries running wild with disregard to the natural laws of supply and demand, with trusts and holding companies controlling everything, with crushed faith in government by citizens, with false promises of prosperity around the corner, with sharks of Wall street robbing millions of people, with real estate mortgage companies selling "guaranteed bonds" with full knowledge that the bonds are not secured, with ruined foreign trade, with bootlegging and murder, with starving farmers and with labor in despair. All this was done, not on a sound economic basis and certainly not on a sound dollar, but truly on a "baloney dollar." This baloney dollar paid extravagant prices for properties, labor, machines, insurance and everything else. The cry for "orphan's money" is a stunt for publicity. Orphans and widows were robbed in the so-called prosperity times. In my opinion the Government is trying to dehydrate this old baloney dollar and bring it to its level weight. Truthfully speaking, who cares for a dollar secured by gold or silver or any other metal? I will accept any money that is secured by the good will of a country like ours.

Samuel S. Dworkin.

### Pneumonia and Tuberculosis Decline as Cause of Death

A public health service report based on Census Bureau figures reveals that the number of deaths from pneumonia and tuberculosis dropped in the three-year period from 1930 to 1932. Both bronchial and lobar pneumonia cases decreased during the period. Nine thousand fewer persons died of tuberculosis in 1932 than in 1930.

The number of deaths from automobile accidents declined during the three years. Suicides increased and homicides were more frequent in 1932 than in 1930 but less numerous than in 1931.

The groups of diseases and ailments which showed drops during the three years include infections and parasitic maladies, chronic poisonings and intoxications, diseases of the nervous system, of the respiratory system, and of the digestive system.

An increase in the number of deaths from cancer was the major adverse trend.

The worst losses: Faith and hope.

### Pegging Cost of Goods to Stop Price Cutting

Storm center of food and grocery codifiers at NRA hearings last Autumn was the "loss limitation" clause. This is a plan to keep retailers and wholesalers from selling below costs and "cutting each other's throats."

But there was the rub. How much is cost? How can it be figured? The codifiers got around that by ducking it with a promise to do something later on.

Recovery Administrator Hugh S. Johnson, remembering the promise, kept it March 22 by issuing a formula which tells retailers and wholesalers how to figure out wages when they compute the cost of the things they sell.

Here is the way it is to be done, after March 31, under the official ruling: Retail food and grocery stores will add 6 per cent. for wages, based on invoice or replacement cost, whichever is lower, after deducting legitimate trade discounts (except those for cash

or prompt payment); wholesalers will add 2 per cent.

C. W. Smith, NRA member of the code authority, told the Administrator that both chain and independent dealers had sought allowances, and he believes the ruling will improve the morale of the trade and help little concerns stay in business.

### Relegated to the Status of a Relic

A famous fighting ship of the early days of the United States, the frigate Constitution, is to be relegated to the status of a Navy "relic." "Old Ironsides" has been ordered from the West Coast back to Boston, where about May 1, it will be placed "in service" and taken out of active duty.

Since January 21, 1933, the Constitution has been on the Pacific Coast. Commander Louis J. Gulliver, in command of the ship, has reported to the Navy Department that it has been visited by more than 2,000,000 persons.

Banks are more disposed to lend.

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

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

**Hazeltine & Perkins Drug Co.**  
 Grand Rapids Michigan

# WHOLESALE DRUG PRICE CURRENT

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

ACID		
Acetic, No. 8, lb.	06 @	10
Boric, Powd., or Xtal., lb.	08 1/2 @	20
Carbolic, Xtal., lb.	36 @	43
Citric, lb.	35 @	45
Muriatic, Com'l., lb.	03 1/2 @	10
Nitric, lb.	09 @	15
Oxalic, lb.	15 @	25
Sulphuric, lb.	03 1/2 @	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.	05 1/2 @	13
AMMONIA		
Concentrated, lb.	06 @	18
4-F, lb.	05 1/2 @	13
3-F, lb.	05 1/2 @	13
Carbonate, lb.	20 @	25
Muriate, Lp., lb.	18 @	30
Muriate, Gra., lb.	07 3/4 @	18
Muriate, Po., lb.	22 @	35
ARSENIC		
Pound	07 @	20
BALSAMS		
Jopaiba, lb.	60 @	1 40
Fir, Cana., lb.	2 00 @	2 40
Fir, Oreg., lb.	50 @	1 00
Peru, lb.	3 80 @	4 25
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
Soaptree, 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, Coml., lb.	03 1/2 @	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.	03 1/4 @	10
Powdered, lb.	04 @	15
CREAM TARTAR		
Pound	23 @	36
CUTTLEBONE		
Pound	40 @	50
DEXTRINE		
Yellow Corn, lb.	06 1/2 @	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
Gr'd, Dark, lb.	16 @	22
Whi. Flake, lb.	27 1/2 @	35
White G'd, lb.	25 @	35
White AXX light, lb.	@	40
Ribbon	42 1/2 @	50
GLYCERINE		
Pound	16 3/4 @	45
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
Guaiac, lb.	@	70
Guaiac, powd.	@	75
Kino, lb.	@	90
Kino, powd., lb.	@	1 00
Myrrh, lb.	@	60
Myrrh, Pow., lb.	@	75
Shellac, Orange, lb.	22 1/2 @	30
Ground, lb.	22 1/2 @	30
Shellac, white (bone dr'd) lb.	35 @	45
Tragacanth		
No. 1, bbls.	1 50 @	1 75
No. 2, lbs.	1 35 @	1 50
Pow., lb.	1 25 @	1 50
HONEY		
Pound	25 @	40
HOPS		
1/2s Loose, Pressed, lb.	@	1 00
HYDROGEN PEROXIDE		
Pound, gross	27 00 @	29 00
1/2 lb., gross	17 00 @	18 00
1/4 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.	25 @	30
Sage, bulk, lb.	@	40
Sage, loose pressed, 1/4s, lb.	@	85
Sage, ounces	@	35
Sage, P'd and Grd.		
Senna		
Alexandria, lb.	35 @	40
Tinnevela, lb.	25 @	35
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., 1/8s, lb.	@	30
Carb., 1/4s, lb.	@	32
Carb., Powd., lb.	15 @	25
Oxide, Hea., lb.	@	75
Oxide, light, lb.	@	75
MENTHOL		
Pound	4 54 @	4 83
MERCURY		
Pound	1 50 @	1 75

MORPHINE		
Ounces	@	11 80
1/2s	@	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
Peppermint, 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
Spearment, lb.	2 50 @	3 00
Tansy, lb.	3 50 @	4 00
Thyme, Red, lb.	1 50 @	2 00
Thyme, Whi., lb.	1 75 @	2 40
Wintergreen		
Leaf, true, lb.	5 75 @	6 20
Birch, lb.	4 00 @	4 60
Syn.	75 @	1 20
Wormseed, lb.	3 50 @	4 00
Wormwood, lb.	4 50 @	5 00
OILS HEAVY		
Castor, gal.	1 45 @	1 60
Cocanut, lb.	22 1/2 @	35
Cod Liver, Norwegian, gal.	1 20 @	1 50
Cot. Seed, gal.	85 @	1 00
Lard, ex., gal.	1 55 @	1 65
Lard, No. 1, gal.	1 25 @	1 40
Linseed, raw, gal.	77 @	82
Linseed, boil., gal.	80 @	95
Neatsfoot, extra, gal.	80 @	1 00
Olive		
Malaga, gal.	2 50 @	3 00
Pure, gal.	3 00 @	5 00
Sperm, gal.	1 25 @	1 50
Tanner, gal.	75 @	90
Tar, gal.	50 @	65
Whale, gal.	@	2 00
OPIUM		
Gum, ozs., \$1.40; lb.	17 50 @	20 00
Powder, ozs., \$1.40; lb.	17 50 @	20 00
Gran., ozs., \$1.40; lb.	17 50 @	20 00
PARAFFINE		
Pound	06 1/2 @	15
PEPPER		
Black, grd., lb.	25 @	35
Red, grd., lb.	45 @	55
White, grd., lb.	40 @	45
PITCH BURGUNDY		
Pound	20 @	25
PETROLATUM		
Amber, Plain, lb.	12 @	17
Amber, Carb., lb.	14 @	19
Cream Whi., lb.	17 @	22
Lily White, lb.	20 @	25
Snow White, lb.	22 @	27
PLASTER PARIS DENTAL		
Barrels	@	5 75
Less, lb.	03 1/2 @	08
POTASSA		
Caustic, st'ks, lb.	55 @	88
Liquor, lb.	@	40

POTASSIUM		
Acetate, lb.	60 @	96
Bicarbonate, lb.	30 @	35
Bichromate, lb.	15 @	25
Bromide, lb.	66 @	98
Carbonate, lb.	30 @	35
Chlorate		
Xtal., lb.	17 @	23
Powd., lb.	17 @	23
Gran., lb.	21 @	23
Iodide, lb.	2 71 @	2 90
Pernanganate, lb.	22 1/2 @	35
Prussiate		
Red, lb.	80 @	90
Yellow, lb.	50 @	60
QUASSIA CHIPS		
Pound	25 @	30
Powd., lb.	35 @	40
QUININE		
5 oz. cans, ozs.	@	77
ROSIN		
Pound	04 @	15
ROOT		
Aconite, Powd., lb.	@	90
Alkanet, lb.	35 @	40
Alkanet, Powd., lb.	@	50
Belladonna, Powd., lb.	@	75
Blood, Powd., lb.	35 @	45
Burdock, Powd., lb.	@	60
Calamus, Bleached, Split and Peeled, lb.	@	65
Calamus, Ordinary, lb.	@	25
Calamus, Powd., lb.	@	50
Elecampane, lb.	25 @	30
Gentian, Powd., lb.	27 1/2 @	40
Ginger, African, Powd., lb.	15 @	25
Ginger, Jamaica, Limed, lb.	30 @	40
Ginger, Jamaica, Powd., lb.	25 @	35
Goldenseal, Powd., lb.	1 75 @	2 00
Hellebore, White, Powd., lb.	20 @	30
Indian Turnip, Powd., lb.	@	50
Ipecac, Powd., lb.	3 00 @	3 60
Licorice, lb.	30 @	35
Licorice, Powd., lb.	15 @	25
Mandrake, Powd., lb.	@	35
Marshmallow, Cut., lb.	@	50
Marshmallow, Powd., lb.	@	60
Orris, lb.	@	35
Orris, Powd., lb.	40 @	45
Orris, Fingers, lb.	@	1 75
Pink, Powd., lb.	1 50 @	2 25
Poke, Powd., lb.	@	20
Rhubarb, lb.	@	80
Rhubarb, Powd., lb.	@	60
Sarsaparilla (Honduras, cut)	1 30 @	1 40
Sarsaparilla, Med., Cut, lb.	@	50
Squills, Powd., lb.	42 @	80
Tumeric, Powd., lb.	15 @	25
Valerian, Powd., lb.	@	50
SAL		
Epsom, lb.	03 1/4 @	10
Glaubers		
Lump, lb.	03 @	10
Gran., lb.	03 1/2 @	10
Nitre		
Xtal. or Powd.	10 @	16
Gran., lb.	09 @	16
Rochelle, lb.	17 @	30
Soda, lb.	02 1/2 @	08
SEED		
Anise, lb.	35 @	40
Canary, Recleaned, lb		

GUIDE TO MARKET CHANGES

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

ADVANCED

DECLINED

AMMONIA

Table listing Ammonia products: Parsons 32 oz., Parsons 10 oz., Parsons 6 oz., Little Bo Peep med., Little Bo Peep lge., Quaker 32 oz.

APPLE BUTTER

Table listing Apple Butter: Table Belle, 12-31 oz., doz.

BAKING POWDERS

Table listing Baking Powders: Royal 2 oz., doz., Royal 6 oz., doz., Royal 12 oz., doz., Royal 5 lbs.



Table listing various flour and bran products: Bran Flakes, Rice Krispies, All Bran, Kaffee Hag.

Table listing Post Brands: Grape-Nuts, Grape-Nuts 50s, Instant Postum, Post Cereal, Post Toasties.

Table listing Amsterdam Brands: Gold Bond Par., Prize Parlor, White Swan Par.

Table listing Brooms: Quaker 5 sewed, Warehouse, Winner 5 sewed, Top Notch.

Table listing Brushes: Scrub, Stove, Shoe.

Table listing Butter Color: Hansen's 4 oz. bottles, Hansen's 2 oz. bottles.

Table listing Bleacher Cleanser: Clorox 16 oz., Clorox 22 oz., Lizzie 16 oz., Sunrae 18 oz., Lincow Wash.

BLUING

Table listing Bluing: Am. Ball, Boy Blue.

BEANS and PEAS

Table listing Beans and Peas: Dry Lima Beans, White H'd P. Beans, Split Peas, Scotch Peas.

BURNERS

Table listing Burners: Queen Ann, White Flame.

BOTTLE CAPS

Table listing Bottle Caps: Dbl. Lacquer.

BREAKFAST FOODS

Table listing Breakfast Foods: Kellogg's Brands, Corn Flakes, Pep No. 224, Pep No. 250, Krumbles.

Table listing Supreme No. 2 in syrup, Hart Special.

Table listing Cherries-Royal Ann: Supreme, Gibraltar.

Table listing Figs: Beckwith Breakfast, Carpenter Preserved, Supreme Kodota.

Table listing Fruit Salad: Supreme, Quaker.

Table listing Goosberries: Primo.

Table listing Grape Fruit: Florida Gold, Quaker.

Table listing Grape Fruit Juice: Florida Gold, Quaker.

Table listing Loganberries: Premio.

Table listing Peaches: Forest solid pack, Gibraltar halves, Supreme sliced.

Table listing Logberries: Supreme sliced.

Table listing Pineapples: Supreme halves, Quaker sliced or halves.

Table listing Pears: Premio, Quaker, Quaker Bartlett.

Table listing Pineapple Juice: Doles Diamond Head, Doles Honey Dew.

Table listing Pineapple, Crushed: Imperial, Honey Dew, Quaker.

Table listing Pineapple, Sliced: Honey Dew, Honey Dew tid bits, Honey Dew, Honey Dew No. 1, Ukelele Broken, Ukelele Broken, Ukelele Broken, Curfew Tid Bits, Quaker Tid Bits.

Table listing Blackberries: Supreme, Premio.

Table listing Blue Berries: Eagle.

Table listing Cherries: Hart, Hart No. 2 in syrup, Marcellus.

Table listing Quaker products: Quaker No. 10, Quaker No. 2 1/2, Quaker No. 2, Quaker No. 1.

Table listing Plums: Ulikit, Supreme Egg, Supreme Egg, Primo.

Table listing Prepared Prunes: Supreme, Italian.

Table listing Raspberries, Black: Red Wing, Pride Mich., Hart.

Table listing Raspberries, Red: Premio, Daggett.

Table listing Strawberries: Hunt.

Table listing Canned Fish: Clam Ch'der, Clam Chowder, Clams Steamed, Clams Mined, Finnian Haddie, Clam Bouillon, Chicken Haddie, Fish Flakes, Cod Fish Cake, Cove Oysters, Lobster, Shrimp, Sard's Oil, Sardines, Salmon, Salmon Med, Salmon Pink, Sardines Im, Sardines Cal, Tuna, Tuna, Tuna, Tuna.

Table listing Canned Meat: Bacon med, Bacon lge, Beef lge, Beef med, Beef No. 1, Beef No. 1 Roast, Beef 2 1/2 oz, Corn Beef Hash, Beefsteak & Onions, Chi Con Car, Deviled Ham, Deviled Ham, Potted Meat, Potted Meat, Potted Ham, Vienna Saus, Vienna Sausage.

Table listing Canned Vegetables: Hart Brand Asparagus, Natural, Tips & Cuts.

Table listing Lima Beans: Little Quaker, Baby No. 2, Marcellus, Reber Soaked, Marcellus.

Table listing Red Kidney Beans: No. 10, No. 2.

Table listing String Beans: Choice, Cut, Cut No. 2, Marcellus Cut.

Table listing Wax Beans: Choice, Cut, Cut No. 2, Marcellus Cut.

Table listing Baked Beans: Campbells.

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Table listing Wax Beans: Choice, Cut, Cut No. 2, Marcellus Cut.

Table listing Baked Beans: Campbells.

Table listing Canned Vegetables: Hart Brand Asparagus, Natural, Tips & Cuts.

Table listing Lima Beans: Little Quaker, Baby No. 2, Marcellus, Reber Soaked, Marcellus.

Table listing Red Kidney Beans: No. 10, No. 2.

Table listing Beets: Extra Small, Hart Cut, Hart Cut, Marcel Whole, Hart Diced.

Table listing Carrots: Diced, Diced.

Table listing Corn: Golden Ban, Golden Ban, Country Gen, Marcellus, Fancy Crosby, Fancy Crosby, Whole Grain.

Table listing Peas: Little Dot, Sifted E. June, Sifted E. June, Marcel, Marcel, Marcel.

Table listing Pumpkin: No. 10, No. 2 1/2, No. 2.

Table listing Sauerkraut: No. 10, No. 2 1/2, No. 2.

Table listing Soinach: No. 2 1/2, No. 2.

Table listing Squash: Boston.

Table listing Succotash: Golden Bantam, Hart, Pride of Michigan.

Table listing Tomatoes: No. 10, No. 2 1/2, No. 2, Pride of Mich, Pride of Mich.

Table listing Catsup: Regal, Regal, Sniders, Sniders, Quaker, Quaker.

Table listing Chili Sauce: Sniders, Sniders.

Table listing Oyster Cocktail: Sniders.

Table listing Cheese: Roquefort, Wisconsin Daisy, Wisconsin Twin, New York June, Sap Sago, Michigan Flats, Michigan Daisies, Wisconsin Longhorn, Imported Leyden, 1 lb. Limberger, Imported Swiss, Kraft Pimento Loaf, Kraft American Loaf, Kraft Brick Loaf, Kraft Swiss Loaf, Kraft Old End Loaf, Kraft Pimento, Kraft American, Kraft Brick, Kraft Limbur.

Table listing Crackers: Hekman Biscuit Company, Saltine Soda Crackers, Saltine Soda Crackers, Saltine Soda Crackers, Saltine Soda Crackers, Butter Crackers, Butter Crackers, Butter Crackers, Graham Crackers, Graham C's, Graham C's, Junior Oyster C's, Oyster C's, Club Crackers.

Table listing Cream of Tartar: 6 lb. boxes.

Table listing Dried Fruits: Apricots, Evaporated, Choice, Standard, Ex. Fancy Moorpack.

Table listing Chewing Gum: Adams Black Jack, Adams Dentyne, Beeman's Pepsin, Beechnut Pappermint.

Table listing Citron: 5 lb. box.

Table listing Doublemint, Peppermint, Spearmint, Juicy Fruit, Wrigley's P-K, Teaberry.

Table listing Chocolate: Baker, Baker, German Sweet, Little Dot Sweet.

Table listing Cigars: Hemt. Champions, Webster Plaza, Webster Golden Wed., Websterettes, Cincos, Garcia Grand Babies, Bradstreets, Odins, R G Dun Boquet, Perfect Garcia Subl., Hampton Arms Junr, Rancho Coronado, Kenway, Budwiser, Isabella.

Table listing Cocoa: Banner, Snowdrift.

Table listing Clothes Line: Riverside, Cupples Cord.

Table listing Coffee Roasted: Lee & Cady, 1 lb. Package, Ryco, Boston Breakfast, Breakfast Cup, Competition, J. V., Majestic, Morton House, Nedrow, Quaker in cartons, Quaker in glass jars.

Table listing Coffee Extracts: M. Y., Frank's, Hummel's.

Table listing Condensed Milk: Eagle.

Table listing Cough Drops: Smith Bros, Luden's, Vick's.

Table listing Coupon Books: 50 Economic grade, 100 Economic grade, 500 Economic grade, 1000 Economic grade.

Table listing Crackers: Hekman Biscuit Company, Saltine Soda Crackers, Saltine Soda Crackers, Saltine Soda Crackers, Saltine Soda Crackers, Butter Crackers, Butter Crackers, Butter Crackers, Graham Crackers, Graham C's, Graham C's, Junior Oyster C's, Oyster C's, Club Crackers.

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Table listing Condensed Milk: Eagle.

Table listing Cough Drops: Smith Bros, Luden's, Vick's.

Table listing Coupon Books: 50 Economic grade, 100 Economic grade, 500 Economic grade, 1000 Economic grade.

Table with 2 columns: Currants, Packages, 11 oz. 14; Dates, Imperial, 12s, pitted... 1 90; Imperial, 12s, regular... 1 60; Imperial, 12s, 2 lb. 1 60; Imperial, 12s, 1 lb. 1 60

Table with 2 columns: Figs, Calif., 24-83, 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

Table with 2 columns: Raisins, Seeded, bulk... 6%; Thompson's S'dless blk... 6%; Quaker s'dless blk... 7 1/2; Quaker Seeded, 15 oz... 7%

Table with 2 columns: California Prunes, 90@100, 25 lb. boxes... @07; 80@90, 25 lb. boxes... @07 1/2; 70@80, 25 lb. boxes... @08 1/4; 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... @15 1/2

Table with 2 columns: Hominy, Pearl, 100 lb. sacks... 3 50

Table with 2 columns: Bulk Goods, Elb. Macaroni, 20 lb. bx... 1 25; Egg Noodle, 10 lb. box... 1 25

Table with 2 columns: Pearl Barley, 0000... 7 00; Barley Grits... 5 00; Chester... 4 50

Table with 2 columns: Lentils, Chili... 10

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

Table with 2 columns: Jiffy Punch, 3 doz. Carton... 2 25; Assorted flavors.

Table with 2 columns: EVAPORATED MILK, Quaker, Tall, 10 1/2 oz... 2 85; Quaker, Baby, 4 doz... 1 43; Quaker, Gallon, 1/2 dz... 2 85; Carnation, Tall, 4 doz... 2 95; Carnation, Baby, 4 dz... 1 48; Oatman's D'dee, Tall... 2 95; Oatman's D'dee, Baby... 1 48; Pet, Tall... 2 95; Pet, Baby, 4 dozen... 1 45; Borden's, Tall, 4 doz... 2 95; Borden's, Baby, 4 doz... 1 48

Table with 2 columns: 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

Table with 2 columns: FRUIT CAN RUBBERS, Presto Red Lip, 2 gro. carton... 78; Presto White Lip, 2 gro. carton... 83

Table with 2 columns: GELATINE, Jell-o, 3 doz... 1 80; Minute, 3 doz... 4 05; Knox's, 1 dozen... 2 25; Jelsert, 3 doz... 1 40

Table with 2 columns: HONEY, Lake Shore 1 lb. doz... 1 90

Table with 2 columns: 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

Table with 2 columns: JELLY GLASSES, 1/2 Pint Tall, per doz... 85

Table with 2 columns: JUNKET GOODS, Junket Powder... 1 20; Junket Tablets... 1 35

Table with 2 columns: MARGARINE, Wilson & Co.'s Brands, Nut... 10

Table with 2 columns: MATCHES, Diamond, No. 5, 144... 6 50; Searchlight, 144 box... 6 50; Crescent, 144... 6 90; Diamond, No. 0... 5 10

Table with 2 columns: Safety Matches, Red Top, 5 gross case... 5 49; Signal Light, 5 gro. cs... 4 40

Table with 2 columns: 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

Table with 2 columns: NUTS, Whole, Almonds, Peerless... 15 1/2; Brazil, large... 14 1/2; Fancy Mixed... 15; Filberts, Naples... 20; Peanuts, Vir. Roasted... 7; Peanuts, Jumbo... 8 1/2; Pecans, 3, star... 25; Pecans, Jumbo... 40; Pecans, Mammoth... 50; Walnuts, Cal... 14@20; Hickory... 07

Table with 2 columns: Salted Peanuts, Fancy, No. 1... 09 1/2; 12-1 lb. Cellop'e case... 1 25

Table with 2 columns: Shelled, Almonds... 39; Peanuts, Spanish, 125 lb. bags... 7 1/2; Filberts... 32; Pecans, salted... 45; Walnut, California... 48

Table with 2 columns: MINCE MEAT, None Such, 4 doz... 6 20; Quaker, 3 doz. case... 2 65; Yo Ho, Kegs, wet, lb... 16 1/4

Table with 2 columns: 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, Stuff., doz... 2 25; 10 oz. Jar, Stuff., doz... 2 65; 1 Gal. Jugs, Stuff., dz... 1 80

Table with 2 columns: PARIS GREEN, 1/2s... 34; 1s... 32; 2s and 5s... 30

Table with 2 columns: PICKLES, Sweet Small, L and C, 7 oz., doz... 92 1/2; Paw Paw, quarts, doz... 2 80

Table with 2 columns: Dill Pickles, Gal., 40 to Tin, doz... 8 20; 32 oz. Glass Thrown... 1 50

Table with 2 columns: PIPES, Cob, 3 doz. in bx. 1 00@1 20

Table with 2 columns: PLAYING CARDS, Blue Ribbon, per doz... 4 50; Bicycle, per doz... 4 70; Torpedo, per doz... 2 50

Table with 2 columns: POP CORN, Sure Pop, 25 lb. bags... 1 25; Yellow, 25 lb. bags... 1 25

Table with 2 columns: FRESH MEATS, Beef, Top Steers & Heif... 10; Good Steers & Heif... 08; Med. Steers & Heif... 07 1/2; Com. Steers & Heif... 07

Table with 2 columns: Veal, Top... 11; Good... 10; Medium... 08

Table with 2 columns: Lamb, Spring Lamb... 15; Good... 14; Medium... 13; Poor... 06

Table with 2 columns: Mutton, Good... 07; Medium... 05; Poor

Table with 2 columns: Pork, Loins... 12; Butts... 13; Shoulders... 10; Spareribs... 09; Neck Bones... 03; Trimmings... 08

Table with 2 columns: PROVISIONS, Barreled Pork, Clear Back... 16 00@18 00; Short Cut, Clear... 12 00

Table with 2 columns: Dry Salt Meats, D S Belles... 20-25 10

Table with 2 columns: Lard, Pure in tierces... 07 1/2; 60 lb. tubs... advance 1/4; 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

Table with 2 columns: Sausages, Bologna... 11; Liver... 15; Frankfurt... 13; Pork... 15; Tongue, Jellied... 32; Headcheese... 13

Table with 2 columns: Smoked Meats, Hams, Cert., 14-16 lb... 16; Hams, Cert., Skinned... 16-18 lb... @16; Ham, dried beef... @22; Knuckles... @22; California Hams... @10; Picnic Boiled Hams... @16; Boiled Hams... @23; Minced Hams... @12; Bacon 4/6 Cert... @17

Table with 2 columns: Beef, Boneless rump... @19 00

Table with 2 columns: Liver, Beef... 10; Calf... 35; Pork... 07 1/2

Table with 2 columns: RICE, Fancy Blue Rose... 5 00; Fancy Head... 6 10

Table with 2 columns: 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

Table with 2 columns: SALERATUS, Arm and Hammer 24s... 1 50

Table with 2 columns: SAL SODA, Granulated, 60 lbs. cs... 1 35; Granulated, 18-2 1/2 lb. packages... 1 15

Table with 2 columns: COD FISH, Mother Ann, 1 lb. pure... 25

Table with 2 columns: HERRING, Holland Herring, Mixed, kegs... 80; Mixed, kegs... 82; Milkers, kegs... 92

Table with 2 columns: Lake Herring, 1/2 bbl., 100 lbs... 2 10

Table with 2 columns: Mackerel, Tubs, 60 Count, fy. fat... 6 00; Pails, 10 lb. Fancy fat... 1 50

Table with 2 columns: White Fish, Med. Fancy, 100 lb... 13 00; Milkers, bbls... 18 50; K K K K Norway... 19 50; 3 lb. pails... 1 40; Cut Lunch... 1 50; Boned, 10 lb. boxes... 16

Table with 2 columns: 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

Table with 2 columns: 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 dz... 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

Table with 2 columns: SALT, F. O. B. Grand Rapids, Colonial, 24, 2 lb... 95; Colonial, 36-1 1/2... 1 20; Colonial, Iodized, 24-2... 1 35; Med. No. 1, bbls... 2 50; Med. No. 1, 100 lb. bk... 1 00; Farmer Spec., 70 lb... 1 00; Packers Meat, 50 lb... 65; 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; 9 lb. bags, table... 45



Table with 2 columns: See Run'g, 32, 26 oz... 2 40; Five case lots... 2 30; Iodized, 32, 26 oz... 2 40; Five case lots... 2 30

Table with 2 columns: BORAX, Twenty Mule Team, 24, 1 lb. packages... 3 35; 48, 10 oz. packages... 4 40; 96, 1/2 lb. packages... 4 00

Table with 2 columns: 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; Climaline, 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; Sapolio, 3 doz... 3 15; Speedee, 3 doz... 7 20; Sunbrite, 50s... 2 10; Wyandot. Cleaner, 24s... 1 60

Table with 2 columns: TABLE SAUCES, Lee & Perrin, large... 5 75; Lee & Perrin, small... 3 35; Pepper... 1 60; Royal Mint... 2 40; Tobasco, small... 3 75; Sho You, 9 oz., doz... 2 00; A-1, large... 4 75; A-1, small... 2 85; Capar, 2 oz... 3 50

Table with 2 columns: Grape Juice, Welch, 12 quart case... 4 40; Welch, 12 pint case... 2 25; Welch, 26-4 oz. case... 2 30

Table with 2 columns: 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... 7 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

Table with 2 columns: 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; Tumeric, 105-110... @48; Pepper, Black... @23

Table with 2 columns: Pure Ground in Bulk, Allspice, Jamaica... @18; Cloves, Zanzibar... @28; Cassia, Canton... @22; Ginger, Corkin... @17; Mustard... @21; Mace Penang... @67; Pepper, Black... @20; Nutmegs... @25; Pepper, White... @30; Pepper, Cayenne... @26; Paprika, Spanish... @36

Table with 2 columns: 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; Penoly, 3 1/2 oz... 3 25; Kitchen Bouquet... 4 55; Laurel Leaves... 24; Marjoram, 1 oz... 50; Savory, 1 oz... 65; Thyme, 1 oz... 90; Tumeric, 1 1/2 oz... 75

Table with 2 columns: 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

Table with 2 columns: Gloss, Argo, 24, 1 lb. pkgs... 1 46; Argo, 12, 3 lb. pkgs... 2 25; Argo, 8, 5 lb. pkgs... 2 46; Elastic, 16 pkgs... 1 33; Tiger, 50 lbs... 2 82

Table with 2 columns: SYRUP, Corn, Blue Karo, No. 1 1/2... 2 40; Blue Karo, No. 5, 1 dz... 3 30; Blue Karo, No. 10... 3 14; Red Karo, No. 1 1/2... 2 62; Red Karo, No. 5, 1 dz... 3 59; Red Karo, No. 10... 3 46

Table with 2 columns: Imit. Maple Flavor, Orange, No. 1 1/2, 2 dz... 2 87; Orange, No. 3, 20 cans... 4 34

Table with 2 columns: Maple and Cane, Kanuck, per gal... 1 10; Kanuck, 5 gal. can... 4 75

Table with 2 columns: Grape Juice, Welch, 12 quart case... 4 40; Welch, 12 pint case... 2 25; Welch, 26-4 oz. case... 2 30

Table with 2 columns: COOKING OIL, Mazola, Pints, 2 doz... 4 10; Quarts, 1 doz... 3 60; Half Gallons, 1 doz... 6 00

Table with 2 columns: 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

Table with 2 columns: TEA, Japan, Medium... 18; Choice... 21@28; Fancy... 30@32; No. 1 Nibbs... 31

Table with 2 columns: Gunpowder, Choice... 32; Fancy... 40

Table with 2 columns: Ceylon, Pekoe, medium... 50

Table with 2 columns: English Breakfast, Congou, medium... 28; Congou, choice... 35@36; Congou, fancy... 42@43

Table with 2 columns: Oolong, Medium... 39; Choice... 45; Fancy... 50

Table with 2 columns: TWINE, Cotton, 3 ply cone... 40; Cotton, 3 ply balls... 40

Table with 2 columns: VINEGAR, F. O. B. Grand Rapids, Cider, 40 grain... 19; White Wine, 40 grain... 20; White Wine, 80 grain... 25

Table with 2 columns: 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

Table with 2 columns: 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

Table with 2 columns: Churns, Barrel, 5 gal., each... 2 40; Barrel, 10 gal., each... 2 55; 3 to 6 gal., per gal... 16

Table with 2 columns: 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

Table with 2 columns: 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

Table with 2 columns: Tubs, Large Galvanized... 8 75; Medium Galvanized... 7 75; Small Galvanized... 6 75

Table with 2 columns: 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

Table with 2 columns: Wood Bowls, 13 in. Butter... 5 00; 15 in. Butter... 9 00; 17 in. Butter... 18 00; 19 in. Butter... 25 00

Table with 2 columns: 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

Table with 2 columns: YEAST COMPRESSED, Fleischmann, per doz... 30; Red Star, per doz... 20

## 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.

### Pressure to Reduce Margin of Mark-up

All the pressures back of the line are in the direction of increasing the price of shoes, but be exceedingly careful, before you add to the price of your shoes at retail, that you investigate and find out how much the public will actually pay. Many a store raised its price levels in the last quarter of 1933 and lost its customers by that action. In the first quarter of 1934, the majority of these concerns lowered their retail price levels but noted no signs of great popular approval. The applause that leads to cash register sales was somehow missing.

What action will the retailer take in pricing his shoes for the second quarter of 1934? Will the pressure on costs of shoes on the one side and customer resistance on the other side force him to reduce his gross margin of mark-up? The consumer groups, now increasing in power in Washington, believe that the costs for retailing an article must be reduced. On that platform the consumer groups plan to work.

Now comes the possibility of a consumer call providing that "All goods must be marked with the price at which they left the producer." The provisions of this bill remind us of that old, oft-quoted couplet, "You may break, you may shatter the vase, if you will, but the scent of the roses will linger there still."

Years ago, Mr. Baruch, then head of the War Industries Board, proposed this same sort of legislation as a panacea for profiteering and what were considered high shoe prices of that period. Through the representatives of the retail shoe merchants, it was pointed out at that time that the retailing of shoes was an entirely different proposition from the retailing of breakfast foods and scrap tobacco and similar articles of merchandise, where the service of fitting and the element of style did not enter into the calculations; that retail prices of shoes depended on the amount of service rendered; that service was just as important to the consumer as the ingredients entering into shoe conservation.

If production prices are to be marked on manufactured articles, why not go back through the line and start at the source. Who is going to label the cost price on the steer when he leaves the farm and when he goes to the stockyards? We have visions of seeing each particular steer with a blanket over him on which is marked the cost production with the farmer's name attached to it. Then to that will be added a notation by the stock buyer with his

costs added and then the freight stamp by an official of the railroad administration. The packer will know exactly how much that steer cost and how much he can pay for him in order to keep the farmer and driver out of the class of profiteers.

Then, of course, the packer or the country butcher will have to figure up the price of the hide at the actual cost per pound which he paid for the animal on foot and stamp the price on the hide.

The tanner in turn will be enabled to name the price to the packer or the country butcher. That will keep the packer and country butcher out of the class of profiteers and so on down the line, through the shoe manufacturers, wholesalers and retail merchants, and then the consumer will be dead sure to keep all the members of the industry in the straight and narrow way.

Then comes the question of labor.

**Every man is entitled and should have fair and just compensation for his labor, but no man has a right to demand or expect pay for that which he does not do. If it is profiteering to take an extra profit on an article of merchandise which has increased in value from the time it was bought until the time it was put on sale, it is certainly just as wicked and malicious to demand a thirty-six hour week and sixty-hour pay.**

And so then, if goods are to be marked with the price at which they left the producer, so also should labor be marked with the same stamp. So also should every article that is produced on the farm be marked at its actual cost to the producer and be merchandised on that basis.

Nobody wishes the farmer to make less money; nobody wishes the laboring man or salaried man to be less prosperous and less happy; nobody wishes the manufacturer or retail merchant to be less prosperous or less happy. But the proposition to mark a pair of shoes with the price at which they left the factory cannot possibly prove a cure-all for reducing shoe prices.—Boot and Shoe Recorder.

### How To Impair Good Opinion of Your Store

If your delivery service is not paying and is slowly approaching a state of complete failure, just do the following things and it will die a swift and certain death:

Always start deliveries from 20 minutes to a half hour late. Most housewives enjoy wondering just when some much-needed article will arrive.

Be sure to have the deliveryman tramp mud and snow all over the kitchen floor. This is the highlight in the housekeeper's day, as it enables her to get much needed exercise with the mop and broom.

Take Mrs. Smith's eggs to Mrs. Brown and Mrs. Brown's baking powder to someone else and when these good ladies phone in about it just tell them to straighten it out between themselves. Such neighborly calls between them will build up the community spirit and, of course, they will praise your store and service for bringing them together.

In emptying vinegar or kerosene from your container to the customer's

be sure to spill some of it on the table or floor and the more spilled the better, as then the purchaser will have to re-order sooner.

Be sure to slam and bang the doors upon entering and leaving premises. This is a good way to announce your arrival and departure; it also wakes sleeping babies, soothes headaches or jangled nerves and properly punctuates any telephone conversations that may be taking place.

Be sure to set canned goods and other heavy articles on top of cookies and cakes. This treatment often gives them new and unexpected shapes and color combinations. Most good cooks like the novelty of such new designs as are forthcoming from this treatment.

The lady of the house is not the only one to be considered, for her husband surely takes an interest in the kitchen and we must not forget him. An effort must be made to ingratiate ourselves into his good graces. To do this follow these few simple rules, they need no explanation:

Tramp through flower beds; punch holes in screen doors with delivery baskets, mar the kitchen furniture with old and worn out equipment and rough handling of goods, kick at the dog and scatter the children's carts and toys if they happen to be in or near your path of progress.

Just one more thing to remember: when the cook or the lady of the house is doing the baking on Saturday morning and offers you a nice fresh doughnut or cookie, refuse point blank with a curt "No, ma'am," instead of accepting and then telling the lady how good it really was.

### Has Over Two Million Members

No greater example of the suppression of free speech in this country is known than that of the leading Detroit daily newspapers, as well as other daily papers about the state, which are not permitted by Wall street financial interests to publish news of the Direct Credits Society, with headquarters in Detroit. This society has a membership in this state of over two million voters and is also organized in every other state of the Nation. Its object is a reform of our present monetary system, replacing it with a new one, originated by Alfred W. Lawson, scientist, engineer and author.

During the kaiser's war he was in charge of aeronautics for this Government. He is the inventor of the air liner and author of the first magazine published in the interest of air navigation.

Lawson has devised a practical monetary and banking system which is easily understood and which would destroy the power of greedy money sharks to control the volume of money to suit their advantage. This accounts for the refusal of the press to print the news of the rapid growth of this organization, which is non-political and non-sectarian. The great work of this society is carried on by voluntary subscription. There is no membership fee and no expenses except for printing. Its plan of action is through petitions to Congress, which will be presented when some sixty per cent. of the voters of the Nation have signed the petitions. Then these will be taken to Washington and presented by a large delegation of members.

Every red blooded American should become acquainted with the details of the plan of the Direct Credits Society. The indications are that the changes now being made in our present monetary system will not give the relief that is needed and the power of Wall street will continue to menace the welfare of the people. E. B. Stebbins.


### New Popularity of Collards as Substitute for Cabbage

Collards, a southern substitute for Winter cabbage of the north, are becoming more popular in other sections of the country. The United States Bureau of Home Economics points out that better distribution methods are now carrying the vegetable to the northern consumer at a slightly larger price than for kale but generally at a smaller cost than for spinach.

Collards contain many essential vitamins and are suitable for preparation in a wide variety of forms, thus being more likely to be suitable for persons who avoid some of the other leafy vegetables.

The leaves of collards are large and grow in tufts or rosettes which in some places reach a height of 3 or 4 feet. The term of collard is sometimes used for young leaves of cabbage, but it is more generally used to designate this unique southern species of the cabbage.

Excesses to-day exact to-morrow.



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## OUT AROUND

(Continued from page 9)

church has taken in about 1,000 new members during the past five years, which is the most remarkable record ever made by any church in this city conducted along liberal lines. No one has ever approached Dr. Fifield in creating a great cohesive organization of Christian workers in this city in so short a space of time as he has done.

Postoffice service is getting to be a good deal of a joke. In towns like Charlotte and South Haven practically no service is rendered after Saturday noon. Patrons who have lock boxes can obtain access to any mail which happens to be in their boxes, but other patrons cannot secure any service between Saturday noon and Monday morning. When I think of the myriads of cheap men who are drawing annual salaries of \$15,000 per year in Washington as heads of recently created departments in the NRA and other bureaus—men who could not possibly secure more than \$1,800 per year on their merits—I cannot help feeling that some things in our Government are very peculiar, to say the least.

Gen. Schouten kindly sends me the following extract from a book whose title he has forgotten:

Many men, possibly a majority, have sufficient equipment for at least a fair measure of success, yet all but a few are downright failures, passing their lives in helpless dependence, glad to sell themselves for a small part of the value they create. For this there are two main reasons:

1. That only a few men have the self-restraint to resist the temptings of a small pleasure to-day in order to gain a larger to-morrow or next day.

2. That few men possess the power of continuous concentration. Most of us cannot concentrate at all; any slight distraction suffices to disrupt and destroy the whole train of thought. A good many can concentrate for a few hours, for a week or so, for two or three months, but there comes a small achievement and it satisfies, or a small discouragement and it disheartens. Only to the rare few is given the power to concentrate steadily, year in and year out, through good and evil event or report.

Riverdale, April 9—The writer has been flattened out for over a month with the flu and pneumonia.

I am feeling pretty shaky, but manage to get into the store for a little while now and then.

You are keeping up the fight for the average man as usual, for which we shall always be indebted to you.

Wm. Horton.

Cadillac, April 2—Mr. Stowe, I note your letter in last week's issue which is a petition to our "Great President" and I want you to send me some so that we can get in on it here in Cadillac.

But, Mr. Stowe, don't you think you would be wise while you are doing all this work, if you would suggest to the President or petition Congress for an amendment to the the constitution or whatever it will take to compel anyone engaged in the retail business to live in the county where he operates. This will have to be done in the long run. Why not now?

In my opinion we never will be able to stage a real comeback until this is done, for there is too much going out for what there is coming in. Here in Cadillac we have some real sender outs—Lyric Theater, Woolworth, Metropolitan, two A & P's, Kroger, Montgomery Ward, J. C. Penney, gas company, Consumers Power Co., Bell Telephone Co. and Standard Oil Co. These constitute much of our largest business. Can you see where they will ever pay a bank one cent's interest to be returned on savings or where they will ever furnish capital stock for a bank? I know you can see where a bank will lose its money if it undertakes to compete with these organizations. Can you see where they will ever furnish capital for any industry to furnish labor for their customers and be real community builders, as other merchants have done in the past? No, they are community destroyers. Can you see where it would be worth while for our home merchants to try to build up anything when these chiselers are sure to reap the harvest?

Don't you think there should be a law to prohibit any group of merchants from coming out in the field and coping all the business? They certainly would do it if they could. They are so hungry for business they do not know when they have had enough, neither do they care for anyone else and everyone has felt their presence, whether he be merchant, laboring man, hotel man, preacher or what not.

I could say lots, but will be glad to hear what you think of the idea which I have advanced.

George E. Leutzinger.

My impression is that such an enactment as Mr. Leutzinger proposes would not receive the approbation of the courts, because it would be characterized as class legislation. I have therefore submitted the matter to an attorney, who will look the authorities up carefully and report his findings to us at an early date.

E. A. Stowe.

**Expected Explanation to the New Deal**

The general economic situation furnishes a peculiar picture at the present time. In spite of the confusion in the minds of business men and investors by the lack of confidence in politics, business continues to be fairly good. It is also believed that industry is likely to go ahead during the coming months. Authentic reports indicate that February and March had a seasonal increase of 4 per cent. with steel mills anticipating large orders and the production in the automobile industry reaching a new high since April, 1931, and the production schedule calling for an increase for April. Retail trade figures show a decided increase over a year ago.

The existence of low money rates, successful refunding of the Government bonds last week and the possibility that business sentiment and extension of credits by the Government will create new confidence. It is expected that the summer's business will show a decided increase over a year ago.

The Administration will come out with an explanation of the new deal and its various workings which may restore the confidence that was partially lost the first few months of this year.

J. H. Petter.

**Probably Right**

Say, Bill, if you had five bucks in your pocket, what would you think?

Bill: I'd think I had somebody else's pants on.

**Six Per Cent Just Opening to Chiselers**

Although administration officials and members of the code authority maintain that the Food and Grocery Code adequately serves the retail meat trade, prominent meat dealers cite the 6 per cent. allowance for wages in the loss limitation provisions, just ordered by Administrator Johnson as proof that the problems of meat retailing, which differ widely from those of grocers, have been given little if any consideration in formulating that code.

The average wage bill as a per cent. of meat sales is 11 to 15 per cent., according to an analysis of the records of 140 markets in several Eastern and Middle Western cities.

It was found that for all of the stores studied, the larger the business done, the smaller the wage bill as a per cent. of sales. These additional facts were brought out:

The stores classified as "less-than-one-man" — that is, stores with too small a volume fully to occupy the time of one man, and almost certain to be unsuccessful if one is employed—had a wage bill as a per cent. of sales of from 20 to 24.

In one-man stores, the characteristic wage bill is from 13 to 17 per cent. of sales.

In two man stores the amount is from 11 to 15.

For three-man stores it is 10 to 14.

For four-man or larger stores the wage allowance constitutes 8 to 12 per cent. of sales.

Stores making a profit have a relatively smaller wage bill in terms of sales than those suffering a loss.

In the group whose small volume runs the wage percentage up to 20 to 24 per cent. may also be included the meat department in many a city unit of the large national chain systems, which employ help out of proportion to the volume of the store's meat business. There you may find a manager and helper working behind a long sixty-foot counter, capable of serving several times the amount of trade called upon. Presuming that these men are paid according to the union scale, such a store's meat department is operated at a loss. The grocery code's 6 per cent. minimum mark-up for labor cost enables this store to use meat as a low price leader, forcing a price war in the neighborhood, continuing the same ruinous price slashing so far as meat are concerned, which Administrator Smith thought would be eliminated.

**Says Blue Eagle Is Not a Woodpecker**

The NRA evidently has made a decided impression on a certain New York humorist whose column of humor is syndicated in various metropolitan papers in all sections of the country. In a recent issue, he dropped his humor for the moment and became serious. He heads his article, "The Blue Eagle Pledge," and comes out flat-footed for the NRA bird. He says:

"I PROMISE

"To support the code and cut the arguments.

"To give the iron ear to the fellow who has all those reasons why it won't work.

"To bear in mind that, after all, this time Uncle Sam is not asking me to leave my home and my family and

show a machine gun squad that I can take it.

"To realize that patriotism is patriotisms, even when there are no bugles.

"To regard the Blue Eagle as a Blue Eagle and not as a Chisel-beaked woodpecker.

"To remember that I have an obligation to do something more than stick a picture of a bird in a front window.

"To realize that the slogan is, 'We Do Our Part,' and not, 'We Dupe Our Partner.'

"To develop a healthy hatred of trickery, chiseling and the old 'run-around.'

"To have no time for the fellow who would rather obstruct a plan that might cost him \$500 a year less than to support a plan that would enable ten million people to eat regularly.

"To think what a mess it would be if we had left it all to Congress.

"To remember that the only difference between a slacker in this crisis and a slacker in the Kaiser's war is that the slacker in the Kaiser's war had more good reasons to be scared stiff.

"To remember that we were all shouting for 'a President who would do something.'"

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## THE SYCAMORE

### Include One In Your Planting List

Theodore Roosevelt is given credit for saying, "With trees it's a long time between crops," thus pithily expressing an important fact to which many have been blind but which Nature from the beginning has made obvious. So obvious, indeed, that we are amazed as well as indignant that our predecessors have, in the older sections of our country, wastefully denuded the land of its original forest growth. We cannot quickly undo the results of this gigantic error. All we can do is to conserve the little that is left and plant anew.

In planting, whether it is placing a single shade tree on a lot, or sowing bushels of tree seed on a wide area of cut-over land, it stands us in hand to look to the future aspect of Roosevelt's saying and select wisely what we shall plant.

With this fully in mind I want to bring the sycamore to the attention of Tradesman readers. Although I was familiar with this tree in Southern Michigan, I cannot remember anyone's planting one there. I believe this was because the sycamore was considered a lowland tree—people did not know it could be grown on higher ground by giving the roots plenty of water.

After coming to California I came to know a beautiful park, Sycamore Grove, in Los Angeles, famous for its fine old trees. Of late years I frequently see young sycamores used in landscaping.

Recently I became especially interested in this tree. To learn more about it I went to Mr. Frank Shearer, who before coming to the United States had charge of the Royal Botanic Gardens of Edinburgh, Scotland. The past twenty-four years he has been superintendent of the park system of Los Angeles.

Mr. Shearer regards the sycamore so highly that he uses it by the thousand. He granted me a long interview, from which I wrote "A Plea for the Picturesque Sycamore," which was published in the Los Angeles Saturday Night. Through the courtesy of that publication I am permitted to quote from the article.

"Wherever there is the right situation for it," Mr. Shearer began, "I unhesitatingly recommend the sycamore, or rather the tree commonly so called, which strictly speaking is not a sycamore at all. The word originally was applied to the fig mulberry, which was the sycamore of the Bible.

What we call a sycamore is really a plane tree, a *Platanus*. Of this genus we need consider only three species: the American plane tree or American sycamore of the Northern, Eastern, and as far West as Texas, Southern United States, often called the buttonball or buttonwood; next the *Platanus orientalis* in the one variety known as the London plane tree, which is believed to be a natural hybrid originating in Kew gardens, between the buttonwood and the plane tree of the Orient; lastly, the California sycamore, a native of Southwestern United States.

"All three are remarkable for rapid growth, strong vitality, beauty of foliage,

and for picturesqueness. All attain great size but can be held back, in some measure, by pruning.

"Thus far free from the ravages of insect pests, the only enemy to be feared is a fungus that in some localities attacks the buttonwood.

"All prefer rich soil and need moisture at the roots, in a state of nature thriving best along water courses. All can stand some hardship, often living and growing under conditions far from favorable.

"Each has its individual points of superiority. The buttonwood, native to practically all the United States East of the Mississippi and also to Arkansas, Louisiana, and Texas, is hard to excel. Of the three it may be the safest for general planting in that whole region. The sycamore lumber of the market is from the buttonwood, the sources of supply being mainly the forests of Arkansas, Tennessee, Kentucky, and Virginia. When quarter-sawed its boards show a large flake, which with its fairly fine texture and rich deep golden color makes it especially desirable for furniture and interior finish.

"The London plane tree, often called here the European sycamore, is the one tree that has flourished amid the fogs, soot, smoke, dust, and dirt of London, and has withstood even the encroachments of asphalt and concrete, and the jostling of humanity.

"Having the hybrid characteristics of variation, one specimen will take after its oriental parent and have deeply cleft leaves, while another, near by, will have leaves like those of the buttonwood.

"In this country the London plane will grow as far North as Massachusetts and is deemed the best *Platanus* for large cities. Furnishing a dense shade it is hardly equalled for lawns, and is especially fine for highways where a tree of strictly conventional shape is desired. Although it is distinguished by a slight 'weeping' tendency at the ends of the twigs, and is thought by its admirers to have the handsomer head of the two, it so closely resembles the buttonwood that many cannot tell them apart.

Next Mr. Shearer told me about the California sycamore, the *Platanus racemosa*. "Before there was irrigation, this, of all deciduous trees, best held its own in the arid, unfriendly atmosphere of this region. Probably it is a variety of the buttonwood, an adaptation to the condition that existed here. Mother Nature may have induced a deeper cleavage of the buttonwood leaf, to give a longer edge for sucking in what little moisture this dry air afforded; and a heavier down on both the upper and lower sides of the young leaves, for their protection from devastating desert winds. The furry coating of its new leaves shows wonderful tints of color, and its bark, often white in color, has a particularly handsome mottling. Its irregular habits of growth, accentuated by its other pleasing characteristics, make it invaluable for landscape architecture, since it has a picturesqueness unsurpassed by any tree."

As this tree will not thrive North of Mason and Dixon's line, I will not go

into further detail about it. I am sorry it cannot be grown where the Tradesman circulates. However, for planting in private grounds, in forty-nine cases out of fifty, the buttonwood or the London plane is more available. For this reason they are largely used in Southern California. Both are splendid trees. As to the California sycamore, a single full-grown specimen needs more space than is found on an average lot; and for the right effect it should be planted in a clump of several trees—a grove of some acres is better.

Californians are very proud of their *racemosa*, an dwhere it can be rightly placed, it justly merits this pride. A little flaunting of their favorite should be allowed, when it has to be admitted that neither elms nor maples are generally successful here. Mr. Shearer thinks that perhaps the *racemosa* might be grown from seed in the North and East, but that under the changed conditions it would revert to type and become a buttonwood.

While I do not claim to be an authority, I believe the buttonwood and probably the London plane would grow anywhere in the Lower Peninsula of Michigan, although I cannot recall ever seeing either in Manistee county, during the twenty years we lived there. But both trees certainly can endure severe cold. I think if anyone in that region wants to try a buttonwood, he will be likely to succeed if he bears in mind that he has more to fear from drouth in summer than from freezing in winter.

Sycamores sometimes attain great size. In a contest for locating the largest non-nut hardwood in the United States, a Buttonwood near Worthington, Indiana, won out, its height being 150 feet and its trunk having a circumference of forty-five feet, twelve inches above ground. Near Constantinople is an oriental plane tree, 2,000 or more years old, whose trunk is 165 feet in circumference.

Drawn from reading and my own observation, the closing paragraph of the article read thus:

"Let me say now that it is not their potential size, nor their historic associations, nor their useful and practical merits, nor yet their unquestioned beauty and distinction and picturesqueness, that give the plane trees their chief claim. Besides all these definite and tangible merits, they have that indefinite, intangible, indescribable something that in a person we call charm."

Just as with people, some have it, others perhaps equally worthy lack it, so it is with trees. It is that quality in a tree that endears it and vastly enhances the enjoyment and appreciation which humanity has for its beauty and distinction.

In all ages men have felt the spell of the plane tree. Tradition has it that when he invaded Greece, Xerxes was so delighted with it that he encircled one with a collar of gold, and stamped a figure of it on a gold medal which he always wore.

In his "Sylva" Evelyn quaintly writes of "the incomparable and shady *Platanus*, that so beautiful and precious tree which we read the Romans brought out of the Levant and cultivated with so much industry and cost,

for its stately head only; that they would irrigate them with wine instead of water." Ella M. Rogers.

### Detroit Strike Situation Still Precarious

The settlement of the strike in the Motor Products Co. in Detroit is increasing hopes that the general strike threatened in the automobile industry by the die makers' organization may still be avoided.

The strikers who have agreed to resume work on the promise of a 10 per cent pay increase are also members of the Mechanics Education Society, the independent union, which has issued the ultimatum to the automobile manufacturers.

Nevertheless, the situation in Detroit is still regarded as very precarious. The motor industry, it is said, is not in a position to grant further wage increases, nor can it afford to yield to the demand of a special privileged group.

Another complication in the situation arises from opposition of local A. F. of L. unions to the Automobile Labor Board. The open challenge of the board's method by direct complaint to the President does not enhance the board's prestige as a strike arbitrator, it is held.

### Industrial Opposition to NRA

Industrial disappointment over the failure of the wage increases recently granted to stem the rising tide of labor unrest is held to be one of the main causes of the current apparent disaffection with the NRA.

The NRA, because of its emergency character, is unable to give industry the permanent relief from the anti-trust laws that it desires. The benefits that NRA has been conferring upon business are quickly revocable, it is said, whenever the opposition to higher prices increases. The unionization of labor, on the other hand, will be a permanent fact for industry to deal with even after the NRA may have lapsed.

Many in industry feel, therefore, that a termination of the NRA, if it meant withdrawal of official support from organized labor, would do more good for industry in the end than the present, merely temporary, protection from anti-trust law prosecutions.

### Corporations Wound Up

The following Michigan corporations have recently filed notices of dissolution.

- Heiman's, Inc., Detroit.
- Meyer Warren Ave. Jewelry Co., Detroit.
- Schulte-Keuler Products, Inc., Pontiac.
- Wolverine Fish Co., Detroit.
- Muir Elevator Co., Muir.
- General Cement Products Corp., Flint.
- Studebaker Pierce-Arrow Rockne Sales Corp., Detroit.
- Shore Line Rural Telephone Co., Empire.

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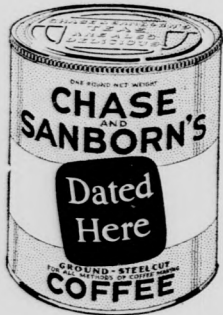
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