

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS


EST. 1883

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, APRIL 18, 1934

Number 2639

PATRIOTISM




Breathes there the man with soul so dead,
Who never to himself hath said:
"This is my own, my native land!"
Whose heart hath ne'er within him burned,
As home his footsteps he hath turned
From wandering on a foreign strand?

If such there breathe, go, mark him well;
For him no minstrel raptures swell;
High though his titles, proud his name,
Boundless his wealth as wish can claim;
Despite those titles, power and pelf,
The wretch, concentered all in self,
Living, shall forfeit fair renown,
And, doubly dying, shall go down
To the vile dust from whence he sprung,
Unwept, unhonored and unsung.


Sir Walter Scott, in Lay of the Last Minstrel

PATRIOT DAY IS APRIL 19

TREES




I think that I shall never see
A poem lovely as a tree;
A tree whose hungry mouth is prest
Against the earth's sweet flowing breast;
A tree that looks at God all day
And lifts her leafy arms to pray;
A tree that may in summer wear
A nest of robins in her hair;
Upon whose bosom snow has lain;
Who intimately lives with rain.



Poems were made by fools like me,
But only God can make a tree.

Joyce Kilmer.

ARBOR DAY IS APRIL 22



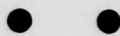
What every merchant knows

A "SHOE DEALERS" Policy represents
a real adventure in thrift ✓ ✓ ✓

because —



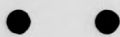
It saves you money — dividends to policyholders, of 25 to 30 per cent since organization, is a record to be proud of.



It saves worry — prompt and careful adjustments.



It saves costly errors — our insurance auditing service meets a popular and growing need.



MICHIGAN  **SHOE DEALERS**
MUTUAL FIRE INSURANCE COMPANY
Mutual Building . . . Lansing, Michigan

MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, APRIL 18, 1934

Number 2639

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. ea. h. 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

SOME TRENDS OF TRADE

Sidelights on the General Business Situation

Business is on the upgrade in the United States and through most of the world, and while foolish blunders will continue to be made by individual business men and by congressional and administration leaders, we are inclined to string along with Mr. Taylor of the Steel Corporation and Mr. Sloan of General Motors in believing that nothing can stop the return toward better times.

The Roosevelt "luck," which has been mentioned so often, even extends to special co-operation from Mother Nature. The weather studies made by the International Economic Research Bureau indicate that the country will have one of the earliest and driest Springs in many years—a Spring that will create a surprisingly large volume of business for retailers, motor companies, gasoline producers, etc., and with the resulting beneficial influence on car loadings, bank clearings and the general business situation. Even the cold, stormy Winter stimulated to an extraordinary degree retail sales of clothing, shoes, coal and heating equipment. The severe drought in agricultural areas, predicted for the Summer, will cut production and raise prices even more effectively than any of the plans coming out of Secretary Wallace's office.

Not all of the cold figures are in, but it is apparent that Easter shopping added generously to the uptrend of consumer buying that had been in evidence for several weeks. The reports for the first six merchandising chains to report March business show an increase of 36.6 per cent. over 1933, whereas February gained 15.6 per cent. over the same month last year. This substantial increase in retail trade is traceable to the cumulative effect of Government disbursements, to in-

creased employment, to wage increases, and the bank holiday last March.

General Electric has set up a plan to split profits with its 50,000 workers. They will get 12½ per cent. of the net remaining after common stock earns 8 per cent. of the average book value.

According to leading American and British economists, the world will see very low money rates for a number of years to come. An example of this is the current refunding of more than \$1,000,000,000 worth of 4¼ per cent. Liberty Bonds into new 3¼ per cent. bonds. If long-term money rates continue low, it should enable private industry to finance itself without great dependence on the National treasury, and it should encourage the starting of long-time projects by private business.

Administration headquarters are completing plans for a new recovery drive during the mid-Spring and early Summer months, and plans in process of formulation take in the use of RFC, HOLC, PWA and other spending agencies. It is expected to be the most courageous move toward industrial and economic recovery since Mr. Roosevelt took office. Government expenditures in the current fiscal year are running at the rate of \$2,000,000,000 less than called for in the President's budget message. This is a reserve he can call upon if needed.

A total of 4,592,000 more workers had regular jobs in February, 1934, than in March, 1933, when employment reached its lowest point, according to estimates made by the National Industrial Conference Board. Their figures show that there were 8,610,000 unemployed workers in February, but all emergency workers employed under Government auspices were counted as unemployed. In that month the CWA employed upward of 4,000,000 workers.

Car loadings for the current weeks are running from 70 to 75 per cent. of the average for the corresponding weeks of the ten preceding years. Miscellaneous freight and l.c.l. shipments (the two best indices of current consumption) are improving more rapidly than other divisions of freight.

Railroad shippers have informed the American Railway Association that their freight car needs for the second quarter will be about 10.7 per cent. in excess of their actual loadings in the last period of last year. For the first three months of the year, they put their demands at 6.5 per cent. ahead of a year ago, but as it turned out loadings were 20 per cent. ahead. The largest estimated increase is 27.5 per cent. in the Great Lakes section, followed by 21.1 per cent. in the Ohio Valley.

For the first time since 1930, railroads are pushing maintenance work and first quarter expenditures for this purpose were \$25,000,000 greater than last year. Presidents and other public officials may talk themselves blue in

the face in urging railroad directors to spend money for improvements, but it takes sharp gains in the movement of freight and passenger travel to produce results.

Average weekly earnings of all wage earners in manufacturing industries rose from \$18.99 in January to \$19.81 in February, and reached a point 36 per cent. above the low of \$14.50 in March, 1933.

At last the world has made inroads on the huge stocks on hand of copper, and some of the leading producers have stepped up their mining schedules by 50 per cent. Output of the industry as a whole is currently between 20 and 25 per cent. of capacity.

Based on reports for the first twenty days of the month, the March total of passenger car sales seems reasonably certain of exceeding the combined January and February total of 155,000 units. Because of inadequate dealer stocks sales in the first quarter are not considered a true gauge of the actual retail demand. March output of 300,000 units greatly topped sales, but this is not necessarily a reflection of lagging retail demand. The output figures include production in the United States and Canada for both foreign and domestic retail sales.

Business has improved to such an extent in Detroit that the fifty-five largest moving picture theatres have increased their admission prices.

According to a Chicago dispatch to the Wall Street Journal, the principal soap makers of the country had a March volume which practically equaled the 1929 rate.

On the Friday before Easter, the New York department store with the poorest showing increased its business 50 per cent. over last year, while the best showing was a 150 per cent. gain. Sales of stores in the New York metropolitan area for the first fifteen days of March gained 36.4 per cent. over last year.

The improvement in the automobile business spreads out in all directions. For example, employment in the four plants making Perfect Circle piston rings touched a new all-time high on April 1, when 1,209 persons were listed on the company records. More of their piston rings were sold during the first quarter than in any other three months in the company's history.

An analysis of March sales of Ford cars shows that 60 per cent. were of the de luxe type. This ratio is in contrast to the 1933 when the percentage was only 44. Since the first of the year the ratio of de luxe to standard models has been rising steadily. Advance requirements for April indicate that 70 per cent. of the cars would be of de luxe type. This Ford model sells for \$40 more than the standard car.

Net operating income for all Class 1 railroads is currently 191 per cent.

above the 1932 level. There seem to be very few industries in the country which have to make comparisons with 1933 in order to show an increase.

People want more things—and better things than they now have. This was illustrated in a check-up among 6,000 retail outlets just completed by the refrigeration and air-conditioning divisions of Frigidaire Corporation. Records show the greatest pre-Easter showroom traffic in history.

Watch for a grand row in drug circles when R. H. Macy & Co. and other believers in price-cutting, start attacking the "dozen-lot" amendment to the Retail Drug Code which General Johnson signed he first of the month. According to this amendment no drug, cosmetic, toilet article, or drug sundry can be sold by a retailer in any trading area below the manufacturer's wholesale list price per dozen.

Retail Sales Continue Good

Developments last week in Congress were without particular interest with most of the bills not being completed, probably awaiting the course to be pursued by the President. The business and economic situation gave evidence that decision will have to be made with respect to reform or recovery. There seems to be a growing reaction throughout the country and in the Government against radicalism and reform. Regardless of what focuses the attention of the people on this subject at this time, many policies pursued in the past account for the development.

We have been reversing the usual process of recovery inasmuch as in the past industrial production and purchasing power preceded higher prices and wages. The NRA at least had a hand in the higher prices causing consumer resistance and labor demanding more. The capital goods industry has not recovered. This undoubtedly accounts for the demand by many for lessening of the securities act liabilities. This is expected to start the flow of new capital into industry which may solve the problem of the capital goods industry.

Sometime ago the President stated that the absorption of the unemployed by private industry and private financing of industry would have to follow. Accordingly, he may seize upon the present sentiment and follow a more conservative policy with less attempts to change human nature. This turn in policy will be very encouraging.

New business coming from the consumers of steel products following all around advances in price of finished steel and pig iron has acted for increase in these operations. Retail sales continue good with the consensus of opinion being that business in April will level off, with May and June still representing an uncertain picture.

J. H. Petter.



Lines of Interest to Grand Rapids Council

Automobile manufacturing concerns are perfecting and building horns for their cars that come mighty near waking the dead by their tremendous noise. The only reason we can figure out for all the noise incorporated is for the convenience of the crazy, senseless drivers who want to warn all the poor pedestrians that they are in a terrible hurry going no place and must have a clear right-of-way to do so regardless of signals or personal and property rights. There can be no question about who has the right of way when the life of a pedestrian is at stake. The pedestrian is entitled to every consideration by the motorist. The courts have often held that once a pedestrian has stepped into the street under the protection of a "go" light he is entitled to a safe passage across, regardless of light changes while he is enroute. That decree would seem to infer that the motorist has a pretty heavy responsibility in the matter, and makes him legally as well as morally liable for the safety of persons on foot. Approximately one-half of all motor-vehicle deaths occur to victims on foot, and there is an added touch of tragedy in the fact that a great many of the victims are innocent little children. One and the only way to preserve life and limb is for everyone to drive carefully at all times.

In darkest Africa two natives were watching a leopard chasing a large, fat man.

"Can you spot the winner?" asked one.

"The winner is spotted," replied the other.

The recent Government order to turn in all gold disclosed some amusing habits. One elderly spinster of Boston astonished the teller of a bank by handing in a bag of walnuts to be exchanged for bills. In order to outwit possible burglars, she had extracted the meat from the walnuts, had inserted a gold piece in each nut, and then glued the shells together.

With advance of civilization so advances various menaces to health and happiness. Among the many germs and microbes that rear their filthy heads to menace public health is one that is apparently quite deadly and is a new-comer to medical circles in America and has been traced to disease carriers who occupied quarters in one of the popular hotels in Chicago during the summer and fall of 1933. Amoebic dysentery is of Oriental origin but has been transmitted to the middle-west in recent months. Many victims throughout the United States have traced the origin of their affliction to a visit to the World's Fair at Chicago and to a certain hotel in that city. Many fatalities have resulted and a few have recovered to a certain degree from the attacks of the germ. The

fatality of the infection has been made manifest by the death Saturday evening of Raymond Carley, electrical inspector, and city employee in the electrical department for 13 years. Everything that medical experts in the city could do was done to save Mr. Carley from the ravages of the disease, but after six months of a grim and determined fight the victim succumbed to the infection. When one goes vacationing or makes a business trip from the confines of the security of his home, it seems that it is quite necessary that one take every precaution as to food and drink in order to preserve one's health from the invasion of the constantly growing myriads of death dealing germs.

The local newspaper which offered \$1 for each Embarrassing Moments' letter accepted by the editor, received the following:

"Dear Editor: I entered my house last night and caught another man with my wife. I was indeed embarrassed. Please send \$2 as my wife was also embarrassed."

The editor read the letter and sent the man \$3 with this note:

"We don't wish to cheat you. We feel that the other man must have been somewhat embarrassed also."

The Grand Rapids Sales Promotion Association Club held a food show at the store of John Borgman, 758 Franklin street, last Saturday. The boys report a good attendance and a very satisfactory business.

Many salesmen puzzle their heads over the whereabouts of business. Well, business is where you go to look for it. It isn't where you don't go.

Norman Boss, local representative for Proctor & Gamble, bakery division, spent the week end with his parents, Mr. and Mrs. William Boss, of Sand Lake.

Counselor John B. Olney of 1305 Sherman street, is stepping into some nice business these days. We take the hint from the fact that his cigar bill is mounting weekly. When a man invests in many smokes at one time there is very little doubt but what there is something behind the act. We congratulate John and attribute his success to but one thing, which he does well—work.

Jimmy Malloy and wife have moved to Detroit, where he is associated with George Hudson in the promotion and sale of Blue Suds, a cleaning agent.

Herbert Hudnut, local representative for Ransom & Randolph, dental supplies, put in a busy week last week contacting visitors to the Michigan Dental Association convention. He reports a very substantial increase in business.

Darcey Wilcox, special representative for Libby, McNeil & Libby, is doing special work in Cincinnati territory. He expects to be gone about six weeks.

Past Counselor Dan Viereger, field representative for the Olds Motor Works, has been transferred from Rochester, N.Y., to Duluth, Minn. His present address is the Duluth Hotel and he will be glad to hear from any of his old friends..

Gordon Bailey, Michigan representative for the Congress Cigar Co., Newark, N. J., manufacturers of La Palina cigars, was the guest of R. W. Bentley at the Saturday noon luncheon at the Elk's cafeteria. Mr. Bailey is likely to become a member of Grand Rapids Council in the near future.

Dr. and Mrs. Carl Bolender and son, of Detroit, were guests of Mrs. Bolender's parents, Mr. and Mrs. Bradford and family, last week. Dr. Bolender is a member of the Michigan Dental Association and attended the convention while here.

Jas. A. Wittemore, a former member of Grand Rapids Council, now a resident of Benzonia, has sent in his application for re-instatement. We are glad to have Jim back in the fold. He formerly traveled for Voigt Milling Co. in local territory.

Dice Cleenwreck, of the firm of B. Cleenwreck & Son, Kalamazoo, wholesalers of tobacco and cigars, has returned from an extended trip to California.

E. B. Greeley, special representative for the Atlantic Sales Corporation, of Chicago, is in the city to work with Frank F. Holman, local salesman, for the next three weeks. Counselor Greeley is a member of Flower City Council, Rochester, N.Y.

L. J. MacDonald of 831 Prospect avenue, passed away last Wednesday with pneumonia. Mr. MacDonald was connected with the sales division of the Voigt Milling Co. His funeral was held Friday in St. Andrews cathedral and interment in St. Andrews cemetery. He leaves a widow and two daughters. He held a membership in the local post of T.P.A.'s.

Mrs. Howard, mother of Ted Howard, of the firm of Howard & Solon, wholesalers of tobacco and cigars, Jackson, passed away April 9 after a short illness. The funeral was held Wednesday, April 11. The firm of Howard & Solon was established in 1870 and Ted is a member of the third generation which has conducted the business. His mother was a stockholder and director in the company.

R. W. Bentley was confined to his room in the Chippewa Hotel in Manistee for two days of last week with a severe cold. Prompt medical attention prevented the cold from becoming serious.

The aviation instructor, having delivered a lecture on parachute work, concluded: "And if it doesn't open—well, gentlemen, that's what is known as jumping to a conclusion."

Word has been received from Counselor Roy B. Stanfield, Council leader of the team work group of Battle Creek Council, that great progress has been made toward entertaining the Grand Council June 7-8-9. Headquarters will be at the Post Tavern, one of the show places in the country. Carl Montgomery, resident manager, is a loyal booster for the order. It is understood that the Ladies Auxiliary of the council will extend a royal reception to the visiting ladies of the Auxiliary. Al Guimond, State Jurisdiction Director of Team Work, will preside at the banquet for team workers on Thursday

evening. Counselor J. Westly De Reese is chairman of the program committee. Any hotel in the state that wishes to get space in the program may get all information by writing Mr. DeReese in care of Shaw Printing Co., Battle Creek. We have had the pleasure of attending Grand Council sessions in Battle Creek and express ourselves mildly when we assert that the Food City boys do not need to remove their hats to any council when it comes to entertaining. We hope to have the extreme pleasure of being present and Grand Rapids Council as a whole is quite enthused over the prospects of visiting the boys that breakfast foods made famous.

Notgniklip.

Processing Tax for Rayon

The report of the technical experts upon the question of the application of processing taxes upon rayon because of its competition with cotton is "going the rounds," it is learned.

In other words, it is explained, its provisions are being carefully scrutinized by high officials of the Agricultural Adjustment Administration before being presented to the Secretary of Agriculture for his consideration.

Details of the report are being carefully guarded against publication. It is planned, it is understood, to present the views of the cotton group and of the rayon group separately and then the "findings" of the experts.

The possibility of applying a tax to certain denier believed in direct competition with cotton is speculated upon, there being some question as to whether such a division might be made without a shift to other yarn sizes. Above all, of course, is the question of whether the tax should be applied at all. The matter is so complex that an immediate decision is not looked for.

New Blue Eagle's Meaning

A full-sized mystery story is being built up on the distribution of the new Blue Eagle by the N.R.A. All sorts of rumors are heard even to the effect that it may be a licensing medium for the grocery trade. One thing is known, that when the Blue Eagle flies again it will mean a good deal to the trade and the consumer. When a grocer is deprived of his Blue Eagle he may feel what was feared before but never instituted, public shame and disgrace. It must be remembered that the old Blue Eagle meant signing the N. R. A., reducing hours, paying higher wages. The new Blue Eagle will mean compliance with wage and hour code provisions and most important, responsible and law-abiding operation under the grocery codes. This is a feat and should be remembered about the time that the Blue Eagle begins to spread its wings, about the first of May, say.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

The Federal Trade Commission has ordered Tuttle's Tite-on Cement Co., Chicago, manufacturer of a cement-like material used as a paint or lacquer in finishing refrigerators and furniture, to discontinue using the words "porcelain" or "porcelan enamel" in the advertisement or sale of its product. In its findings, the Commission said this company's product contained not more than one per cent of silica and alumina, the main constituents of clay, whereas true porcelain contains large percentages of clay.

Lotteries, gaming devices or gift enterprises employed in the sale and distribution of candy, are prohibited by the Federal Trade Commission in cease and desist orders issued against forty-eight candy manufacturers with headquarters in fourteen Eastern and Middle Western States.

This action resulted from the Supreme Court decision of February 5 upholding the Commission in a similar case against R. F. Keppel & Brother, Lancaster, Pa., candy manufacturers.

In handing down its decision, delivered by Mr. Justice Stone, the Supreme court referred to the present cases saying the disposition of a large number of complaints pending before the Commission and similar to the Keppel matter awaited outcome of the Keppel case.

"A practice so generally adopted by manufacturers necessarily affects not only competing manufacturers, but the far greater number of retailers to whom they sell, and the consumers to whom the retailers sell," the court said.

Effects of these lottery devices are felt throughout the penny candy trade according to the court, which added that "a practice so widespread and so far reaching in its consequences is of public concern if in other respects within the purview of the statute."

Lotteries in the candy trade are carried on by placing in an assortment of chocolate candy of uniform sizes and shapes a few pieces which have different colored centers. The purchaser drawing a different colored center is given a prize consisting of larger pieces of candy or articles of merchandise.

This practice "supplies to and places in the hands of others a means of conducting a lottery," according to the Commission's findings. Its order prohibits the forty-eight companies from selling and distributing to jobbers and wholesale dealers for resale to retailers direct, "candy so packed and assembled that sales of such candy to the general public are by means of a lottery, gaming device, or gift enterprise," or "packages or assortments of candy which are used without alteration or rearrangement of the contents" to carry on a lottery. It also prohibits packing candy of uniform size and shape containing centers having different colors together with larger pieces of candy or articles of merchandise which are to be given as prizes to the purchaser of a "piece of candy with a center of a particular color."

Furnishing display cards or advertising literature to dealers informing the purchaser that candy is being sold by lot or chance or "in accordance with a sales plan which constitutes a lottery, gaming device, or gift enterprise," is also enjoined in the Commission's order.

The companies against which orders were issued, are as follows:

- Advance Candy Co., New York.
- A. Karcher Candy Co., Little Rock.
- American Candy Co., Milwaukee.
- American Caramel Co., Inc., Lancaster, Pa.
- Blackhawk Candy Co., Davenport, Iowa.
- Block Candy Co., Atlanta.
- Blue Hill Candy Co., St. Louis.
- Bruce Candy Co., Newark, Ohio.
- Bunte Brothers, Inc., Chicago.
- Charles F. Adams, Inc., Lancaster, Pennsylvania.
- Charmes Co., Newark, N.J.
- Cosmopolitan Candy Co., Chicago.
- Curtis Candy Co., Chicago.
- D. Arnould Co., New York.
- D. Goldenberg, Inc., Philadelphia.
- Dilling & Co., Indianapolis.
- D. L. Clark Co., Pittsburgh.
- Edgar P. Lewis & Sons, Inc., Boston.
- Elmer Candy Co., New Orleans.
- Euclid Candy Co., Brooklyn.
- Fishback Candies, Inc., Indianapolis.
- George H. Ruth Candy Co., Inc., Brooklyn.
- Gutman Brothers, New York.
- Hardie Brothers Co., Pittsburgh.
- Heidelberger Confectionery Co., Philadelphia.

International Gum Corporation, Watertown, Mass.

- J. N. Collins Co., Philadelphia.
- Johnson-Fluker Co., Atlanta.
- Lewis Brothers, Inc., Newark, N.J.
- Luden's, Inc., Reading, Pa.
- Mells Mfg. Co., New York.
- Metro Chocolate Co., Brooklyn.
- Minter Brothers, Philadelphia.
- National Candy Co., St. Louis.
- Overland Candy Co., Chicago.
- Pasquade Margarella, New York.
- Pecheur Lozenga Co., Brooklyn.
- Quaker City Chocolate and Confectionery Co., Philadelphia.
- Rubey Candy Co., Cleveland.
- Ruby Chewing Gum Co., Toledo.
- R. E. Rodda Candy Co., Lancaster, Pennsylvania.
- Rosemary Candy Co., San Francisco.
- Rittenhouse Candy Co., Phila.
- Shapiro Candy Manufacturing Co., Brooklyn.
- Schutter-Johnson Candy Co., Chicago.
- Schwarz & Son, Inc., Newark, N. J.
- Shotwell Manufacturing Co., Chicago.
- Voneiff-Drayer Co., Baltimore.

To Hold Down Fall Rises

Despite wage increases of 10 per cent, which are generally expected to be put into effect in most lines of industry before midsummer, manufacturers will make every effort to keep Fall prices at the current Spring levels. At the most such advances should not increase production costs by more than 3 to 4 per cent, but even a rise of this amount, which might throw out of line

certain price ranges, will be avoided, if possible.

Profiting by their experience this Spring, which showed definite consumer resistance to radical price rises, manufacturers are seeking to institute economies and improvements by which the wage advances can be absorbed. As a matter of fact, some of them are trying to find means to reduce quotations, so that they can eliminate consumer resistance and increase volume. The frantic efforts of buyers to obtain specials and odd lots of goods are also having their effect on producers.

Unless a further cut in hours is ordained by the NRA, in general it is expected that Fall prices will show little change from prevailing levels.

Tough going strengthens.

ACTIVE MARKETS MICHIGAN MUNICIPALS

WE BUY, SELL AND QUOTE:

- Cities
- Schools
- Counties
- Townships
- Road Districts
- Spec. Assessments

of Various Municipalities of Michigan

Grand Rapids Phone 94-417 Muskegon Phone 23-496

J. H. Petter & Co.
INVESTMENT SECURITIES

PETITION TO THE PRESIDENT

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

PETITION

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

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

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

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

Name	Business	Location
------	----------	----------

Return to Michigan Tradesman, Grand Rapids, Michigan

MOVEMENTS OF MERCHANTS.

Blissfield—The Great Lakes Sugar Co. has changed its name to the Erie Sugar Co.

Holton—The Holton State Bank has increased its capital stock from \$20,000 to \$32,000.

Belding—Hall's Orchards, Inc., has increased its capital stock from \$100,000 to \$125,000.

Detroit—The Detroit Roofing Co. has decreased its capital stock from \$10,000 to \$5,000.

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

Sturgis—The Riese Efficiency Tool Co. has reduced its capital stock from \$100,000 to \$20,000.

Detroit—The Jacob Interior Furnishing Co. has changed its name to the Jacob Company.

Ann Arbor—The Schlenker Hardware Co. has decreased its capital stock from \$200,000 to \$20,000.

Wyandotte—The Detroit Soda Products Co. has increased its capital stock from \$150,000 to \$160,000.

Detroit—The Biltwell Upholstering Co. has been organized with a capital stock of \$1,000, all paid in.

Detroit—The Gratiot Cut Rate Store, Inc., has increased its capital stock from \$5,000 to \$9,500.

Flint—Barney's Department Store, Inc., has been organized with a capital stock of \$8,500, all paid in.

Ewart—H. Noder of Big Rapids has bought the jewelry store in Ewart formerly owned by H. V. Schohl.

Pinconning—The Pinconning Lumber Co. has been organized with a capital stock of \$20,000, all paid in.

Detroit—The Miller Sprinkling Systems, Inc., has been organized with a capital stock of \$10,000, all paid in.

Battle Creek—The Ebinger Dairy Co. has been organized with a capital stock of \$6,000, of which \$5,400 is paid in.

Detroit—The Evans Coal Co. has been organized to conduct coal yards, with a capital stock of \$10,000, all paid in.

Vernon—The Marsh & Campbell Monument Co. has been organized with a capital stock of \$10,000, \$2,000 paid in.

Detroit—The Cross Gear & Machine Co. has been organized with a capital stock of \$10,000, of which \$5,000 is paid in.

Detroit—The Roma Cigar Manufacturing Co. has been organized with a capital stock of \$4,000, of which \$2,000 is paid in.

Hart—Mr. and Mrs. Charles Landon, who have bought the Fred Du Vall grocery, have moved here from South Boardman.

Detroit—The Economy Wall Paper & Paint Co. has been organized with a capital stock of \$5,000, of which \$1,500 is paid in.

Ann Arbor—The La Fontzee, Inc., been organized to handle safety devices for swimmers. The capital stock is \$4,200, all paid in.

Detroit—The Way Co. has been organized to manufacture artificial ear

drums. The capital stock is \$5,000, of which \$3,000 is paid in.

Detroit—Wm. D. Gordon, Inc., has been engaged to design and manufacture heating equipment. The capital stock is \$1,000, all paid in.

Marion—Mr. and Mrs. Jack Hall, who have conducted a bakery here the last few months, have discontinued the business and will move to Sheridan.

Grand Blanc—The Harger Company has been organized to deal in farm implements, with a capital stock of \$15,000, of which \$8,000 is paid in.

Detroit—Lou R. Maxon, Inc., has been organized to handle electrical supplies and fixtures, with a capital stock of \$25,000, of which \$2,500 is paid in.

St. Joseph—The Fruit Belt Beverage Co., Inc., has been organized to handle fruit beverages. The capital stock is \$15,000, of which \$7,010 is paid in.

Detroit—The McKay & Shapiro Co. has been organized to engage in the sale of jewelry and diamonds, with an authorized capital stock of \$1,000, all paid in.

Detroit—W. B. Gregory & Son, Inc., has been organized to handle office supplies and furniture. The capital stock is \$50,000, of which \$25,000 is paid in.

Westphalia—The firm of A. Snitgen & Sons, for years in business at Westphalia, has been dissolved and the business has been taken over by Alfred and Hilary Snitgen.

Hartford—Mrs. John Shoemaker and Mrs. Laura Motters have leased the Stumble Inn restaurant, recently closed by A. Clements, and are redecorating and improving it preparatory to reopening.

Lake Odessa—The furnishing and shoe store owned by Claude Carpenter has been purchased by Mrs. Vira Lowrey, a dressmaker. Mr. Carpenter's health has failed and he will take a much needed rest.

Kalamazoo—Rearrangement of the interior of Cade's Bake shop has been nearly completed giving the shop a more specious appearance, increasing the accessibility of the various departments, and allotting more room to the cafe section.

Coloma—Jay McConnell formerly of Benton Harbor and Eau Claire, opened a market here Saturday in the Carpenter building. Mr. and Mrs. Verne Grant, who have stores in Allegan and South Haven, opened a variety store here Saturday.

Petoskey—Formation of a partnership known as Petoskey Upholstery and Window Shade Co. is announced by Herbert J. Fox, of Petoskey, and Harry Baart, of Grand Rapids. The business will be located in the Hoffer building at 320 Lake street.

Niles—Negotiations have been completed with the Griffin Products Co. for the removal of its plant now located in Clinton, Ind., to this city. The company has taken a five year lease on the Rollert building, and is expected to occupy the new quarters by July 1.

Traverse City—Cherry packers and growers in this area will soon be trying to get the nation to sing and whis-

tle a song written by Harold Beattie, called "When it's Cherrytime in Michigan." It was written to tie in with the publicity campaign on Michigan trade.

Hart—C. A. VanAllsburg, who died Tuesday in a Detroit hospital, was one of the pioneer merchants of this village. Born in Coopersville in 1866, Mr. VanAllsburg came to Hart at the age of 20 and entered the meat business. For forty-nine years he followed that pursuit in this village and neighboring towns.

Charlotte—The Robinson, building recently occupied by the DeHavens Candy Kitchen, is being remodeled for occupancy by the Thomas chain of groceries. The Thomas store at Charlotte was sold to the Kroger Co., about five years ago. Contractors are also remodeling the fronts of the Porter Market and the old Lamb & Spencer building which will be occupied by the Macnamara-Putnam drug store.

Howard City—The Howard City Bakery on Saturday night closed its doors. Insufficient patronage and strong competition waged by chain bakeries from outside are given as the reason for this decision on the part of Emory J. Fish, experienced baker, who has been the proprietor. Several months ago the bakery closed for a few days and at that time local stores pledged better support and the institution was reopened.

Galesburg—M. A. Douglas, general merchant, has one of the few remaining old-time stores which have largely disappeared. He has been a subscriber of the Michigan Tradesman for thirty years and says he could not get along without it. He began business here in 1904 and in 1914 his store and stock were destroyed by fire. He then acquired his present location with double his former store space. Some years ago he opened a general store in Richmond, which he later closed.

Ionia—Within two or three weeks another gap on Ionia's Main street will be closed up with the opening of a branch store of the Miller-Jones Shoe Co., it was announced this week by F. I. Zimmerman, district manager for the chain. The company has leased the building at 335 West Main street, the first door west of the McLellan Store and has let a contract for the remodeling of the store and the installation of a modern front. The front will be patterned after that of the company's Lansing store.

Jackson—Meeting of Southern Michigan shoe dealers is scheduled for Jackson on May 7, instead of date previously reported, according to P. R. Reid, vice-president of the Jackson Retail Shoe Dealers' Association, who issued the invitation. M. A. Mittleman, president of the National, and Clyde K. Taylor, president of the Michigan Associations, will be on the program. Nathan Hack, well-known Detroit shoe merchant, is also expected to deliver a paper which he has been preparing for some time as a challenge to the entire shoe industry.

If profits and large salaries are ruled out, whence will come the taxes to keep the New Deal going?

Manufacturing Matters

Detroit—The Garfield Manufacturing Co. is introducing "June Rain" soap in this area.

Dearborn—The Stout Motor Car Corporation has been organized to manufacture a motor car, with a capital stock of \$575,000, of which \$85,000 is paid in.

Saginaw—The Universal Water Purifier, Inc., has been organized to manufacture devices for purifying water, with a capital stock of \$5,000, \$2,000 paid in.

Weather Impedes Apparel Sales

Hopes entertained by retail merchants that the drop in sales registered in the first week of April would prove only a temporary let-down following the Easter business, have been disappointed. Sales reports covering the week just past fail to show an improvement.

Although unfavorable weather is undoubtedly a major contributing factor, retailers feel, nevertheless, that dollar sales figures should make a better showing than last year in view of the price increases that have taken place in the meantime.

Reports from several National-wide organizations in the spring apparel field show dollar sales to be just about even with the second week after Easter in 1933, although prices were then much lower and the season more advanced. Comparison with the similar week last year, which was the last week before Easter, would show a substantial drop below last year's sales, reports indicate.

Acting on Reported Code Violations

With N. R. A. enforcement of trade practice rules still an unsolved problem in many lines of business, member concerns, particularly in smaller industries, point out that a change in code authority procedure would be helpful.

When a violation is brought to the attention of a code authority under present methods, code authorities frequently demand detailed proof from the complaining member before taking action. This is apt to publicize the source of the complaint and to create ill-will in the trade not against the violator, but against the concern which "told on him."

While lighthearted complaining should undoubtedly be discouraged, many small concerns feel that code enforcement will not be effective until code authorities investigate on their own authority instead of placing members in a position where every report of a violation can be made to look as a private quarrel between competitors.

The more water power the Government develops, the more coal miners will be thrown idle.

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 during the week has continued quiet, but nevertheless with a strong undertone. The primary markets on many things were firm and showed slight advances. This includes Javas, Ceylons and Formosas. In fact, Formosas of some grades advanced 1 cent a pound in this country. Consumptive demand for tea is just about the same with prices not materially changed.

Coffee — The week started with future Rio and Santos, green and in a large way, weak on account of easier conditions in Brazil. The market went off several points at the beginning of the week and lost more points the following day. Later the market advanced somewhat because of some support that was given to it, but very shortly after prices dropped again. The undertone at the moment seems rather weak. Spot Rio and Santos, green and in a large way, was dull during the week and easier. One of the features was a drop of 2 cents a pound on a nationally advertised brand. Mild coffees just about where they were a week ago. The jobbing market on roasted coffee shows no general change.

Canned Fruits — California fruits seem to be working upward. This applies to peaches, pears, pinapples and apricots. Royal Anne cherries are a little less weak than they were.

Canned Vegetables — The production of canned tomatoes last year is put at 17,896,000 cases of all sizes or 11,986,468 cases on the basis of 24 No. 3 tins to the case. The statistics which have been released finally by the Bureau of Foreign and Domestic Commerce, have been held up by the bureau's inability to obtain figures from a considerable number of canners. The statistics are several months late. There is a fairly good routine business being done in spot foods, but buying at present prices is being limited to small lots. Maryland tomatoes show no particular change as the new week starts. The decline in prices on future Maine fancy corn has had little effect here in stimulating bookings. The trade in general showed its usual caution when an opening price drops, and just awaited developments.

Canned Fish — The week ends with the first price ideas on new pack fancy salmon. Just how long such prices will remain operative is a matter of guesswork, as the controversy on the Columbia River with the fishermen, and the threat of labor trouble in the canneries is not solved. The tentative opening is higher than last year's, but less than some of the previous reports had indicated. The prices presented are higher than other brands of spot fancy salmon, but are quoted with a guarantee against a decline on the part of the seller when formal prices are announced. Halves are quoted at \$2.05 and \$1.93½, spot, for premium and second labels. With the Maine sardine season scheduled to open Monday, no new pack prices have been received. Canners have been puzzled about whether they would function under the

Fisheries code or under the National Cannery's code. Because of more flexible provisions, they have been trying to tie up with the canners' group. Spot stocks are negligible and most varieties exhausted.

Dried Fruits — Reports had reached the trade here that definite word might come through yesterday on the new raisin marketing agreement to include both 1933 and 1934 Thompson crops, but as the hours wore on, interested parties here had to reconcile themselves to a further delay. It seems pretty hard to follow the raisin conferences. The case was apparently put into the hands of the five Federal agents to study the proposals made and finally make recommendations. This was followed by reports that the whole thing might be taken back to Washington again, and so like a lot of other codes, it is difficult to follow the maneuvers. Business here showed some slight pick-up in the present week among jobbers, as the holiday dullness began to wear off. There were a greater number of orders and prices have held within a narrow range. Business for shipment continues quiet, however, first hands reporting a generally dull week here. Thompsons need the assistance that definite announcement of a marketing agreement would give them, and it is unfortunate that there has been so much delay. The growers are still holding firmly on a high sweat-box market, while first hands are finding resistance to seedless raisins at prices which show the packer no profit. The small volume of spot apricots, of course, are firmly held by first hands in view of the short new crop and prospects of considerably higher production costs.

Beans and Peas — The demand for dried beans is still very slow and practically the entire list easy. It continues to be a buyer's market. Dried peas are quiet and neglected.

Nuts — The shelled nut market here has been featured this week by a stronger price tone in Brazils and advancing prices always serve to stimulate buying. There also has been some improvement in Manchurian quarters and pieces, but European walnuts have shown little change. Shelled pecans are steady in price, and filberts were slightly lower. Almonds remained about the same. Buyers are rather selective in their orders, but values on the whole have held within a narrow range, and considering the volume of business done in past weeks, it seems certain that an upturn in prices would develop on any marked improvement in demand.

Olives — Advices from Seville continue to report a strong shipment market for olives, both the stuffed and the queen. Consequently spot quotations remain firm, although no advances have been made to date. During the past week demand has improved moderately, a normal development after the lenten season. Not much is arriving here, which, plus the fair demand, keeps the statistical position good.

Olive Oil — The olive oil market continued to show increased strength abroad. Prices in both Spain and Italy have worked a little higher. Importers here have tested the prices very well,

only to find that shippers say what they mean. The demand for importation to this country is fairly good, as stocks here have been allowed to drift in narrow compass.

Rice — The rice market here saw more activity during the present week. The effects of the Easter and Passover holidays are wearing off and buyers are coming into the market again. In the absence of any speculative advantage under the controlled prices, the trade are taking their requirements in small lots, but there is a reasonable aggregate of business being done. The demand for top grade Rexoras and Fortunas has been fairly well maintained, and more interest is being shown in Blue Rose rice, now that Prolifics are cleaning up in Louisiana and Texas. Export business also is fair.

Salt Fish — Demand for mackerel and other salt fish is very quiet just now, but this was not unexpected following Lent. The dullness is expected to last for a little while longer and then the demand is believed to be due for an increase. Stocks of mackerel are light and will continue so for some time.

Sauerkraut — Sellers of sauerkraut remark that the shortage of supplies is the chief factor preventing a price decline. State and Western stocks are virtually cleaned up.

Vinegar — Cider vinegar prices remain very firm and the demand from wholesalers is good for bottle goods. Next to no cider is left in first hands.

Sugar and Molasses — The demand for sugar syrup still continues good when compared with the small production. Prices are continuing firm, but without change. Compound syrup is dull without change. Buyers still have substantial stocks which they are working off, hence the lack of any new demand. The better grades of molasses are selling well in a moderate way at unchanged prices.

Review of the Produce Market

Alligator Pears — 19c each.

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

Asparagus — \$3.25 @ \$3.75 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, 22½c; cartons, 23c.

Cabbage — New from Texas, \$2 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.

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\$1.85
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
 Canded, fresh.....17c
 Canded, large pullets.....15c
 Checks.....14c

Garlic — 12c per lb.
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, 60c per dozen for Louisiana.

Green Peas — \$2.25 per hamper for California grown.

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

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\$4.50
Leaf, hothouse75

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 3.75
216 3.75
252 3.75
288 3.75
324 3.50

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.

Potatoes — 90c per bu.; Idahos \$2 per 100 lb. bag.

Poultry — Wilson & Company pay as follows:

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

Radishes — 45c dozen bunches hot house.

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

Spinach — 90c per busrel 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:

Fancy7 @8c
Good 6c

Vegetable Oysters — 30c per doz.

Wax Beans — \$4 per hamper for Louisiana grown.

When you hear the birds calling for their mates about the next thing you will hear is the grass calling for the lawn mower.

If all dreams were to come true, nightmares might come true, too.

MUTUAL INSURANCE (Fire and Life)

Fire Insurance Questions Asked by Pennsylvania Insurance Department

1. When does a fire insurance policy go into effect?

Answer: At noon of standard time at the location specified and on the date mentioned in the policy.

2. If a property is sold, does the first insurance continue in force? Explain.

Answer: The policy is void, unless the company consents to the assignment of interest to the new owner.

3. What obligation, if any, does fire on neighboring premises place on the insured?

Answer: The company is not liable for loss or damage caused directly or indirectly by neglect of the insured to use all reasonable means to save and preserve the property when endangered by fire in neighboring premises.

4. What restriction, if any, is placed on carrying more than one fire insurance policy on the same property?

Answer: It is necessary that each policy contain a clause on the attached rider granting privilege for other insurance.

5. Of what value is co-insurance (1) to the agent? (2) to the insured? (3) to the company?

Answer: (1) Co-insurance induces the insured to cover his property for an adequate amount in proportion to its value, thereby creating more income for the agent, (2) a reduced rate for the assured and (3) a more equitable distribution of insurance for the company.

6. Does the standard policy permit an assured to make repairs to his property at will? Explain.

Answer: No. Unless otherwise provided by agreement in writing, the company will not be liable while mechanics are repairing a building beyond a period of fifteen days.

7. Define "Blanket Insurance." How does it cover? Explain.

Answer: Blanket insurance covers all property of an insured in one item. Insurance can be written "blanket" as to location by covering several locations under one item; or "blanket" as to property by covering buildings, machinery and stock as one item at one location; or as a combination of both, i.e., one item covering all property, real or personal, at several locations.

8. Are the rates in one company cheaper than in another company? Why?

Answer: The law provides that each stock company shall either file a schedule of rates with the Insurance Commissioner or be a member of a rating bureau. The rates may vary, but all schedules must be applied uniformly without discrimination in the application of like charges and credits.

9. What is a binder? When is it used?

Answer: An agreement of an insurance company accepting liability or a change in policy conditions. It is a temporary obligation for use when

some delay is necessary in the issuance of a policy or endorsement. Usually it is granted for a thirty day period, but may be extended.

10. When are Fire Insurance Policies said to be concurrent? To what extent should concurrency apply?

Answer: If the written portions of all policies covering the same property are exactly alike, the policies are called "concurrent." This condition should apply to such an extent that there will be no difficulty in properly distributing the loss among the several companies.

11. Is an agreement to buy something, if the prospect takes a policy, illegal? What penalty, if any, may be imposed upon the receiver of a rebate?

Answer: The law prohibits in any manner whatsoever the use of any "valuable consideration or inducement" to secure insurance and expressly forbids the selling or purchasing of anything of value as an inducement for that purpose. A fine of not exceeding \$500 or imprisonment for not more than six months, or both.

12. A \$35,000 property is insured for \$21,000, with an 80 per cent. coinsurance clause. A \$16,000 loss occurs. What is the company's liability?

Answer: 21,000-28,000 of 16,000 or \$12,000.

13. What special items of property to be covered must be specifically mentioned in a policy.

Answer: Bullion, manuscripts, mechanical drawings, dies or patterns.

14. A tenant occupying the entire building of the insured, without notice vacates the premises for more than the allowed time. Is the owner's coverage affected?

Answer: Unless otherwise provided for, the company will not be liable to the owner for loss or damage occurring while the building is vacant beyond a period of ten days.

15. Define twisting. What is the penalty for twisting?

Answer: "Twisting" is causing an assured to unnecessarily change his insurance from one company to another. The penalty is revocation of license and a fine of not more than \$500 or not more than six months' imprisonment, or both.

16. What is the difference between the two mortgagee clauses commonly used?

Answer: The "full contribution mortgage clause" provides that all insurance, regardless of interest covered, shall contribute its proportionate share of every loss, whereas the "non-contribution mortgage clause" omits this proviso, thereby subjecting a policy to the full claim of the mortgagee regardless of other existing insurance which is not payable to the said mortgagee.

17. In the advent of a cyclone, windstorm or tornado, is any resulting loss through fire covered by a Fire Insurance Policy?

Answer: "If a building, or any material part thereof, fall, except as the result of fire," all insurance ceases. Fire losses would be covered subject to the operation of this clause.

18. State generally to what extent and in what manner clauses can be

added to a policy or its standard conditions waived.

Answer: The extent of the application of insurance and of the contribution to be made by the company in case of loss or damage, and any other agreement not inconsistent with or a waiver of any of the conditions of the policy, may be provided for by agreement in writing added thereto.

19. How is the cost of coverage of property insured under a binder determined (1) if policy is issued? (2) if binder terminates without issuance of policy.

Answer: (1) No charge is made for the binder, the policy being dated back to the inception date of the binder. (2) An earned premium is charged on a short rate basis of the annual rate.

20. What is the duty of an agent to the insured? (2) to the company? (3) to other agents and brokers?

Answer: (1) An agent should procure a thorough knowledge of his business in order that he may render to his client the best of service and advice. (2) He should act with perfect good faith toward his company and not in any way abuse the confidence reposed in him. (3) He should conduct himself in a fair and ethical manner toward his competitors.

New Fumigant Passes Fire Underwriters

Malium gas, used for the fumigation of foods and materials subject to insect infestation, has been passed by the laboratories of the National Board of Underwriters as non-flammable and non-explosive. Malium was perfected after several years of research by chemists and entomologists of the Michigan Alkali Co. and is now finding wide use in the fumigation of food products, warehouses, hotels, etc.

Besides being non-explosive, malium is not dangerous to human life and can be used with complete safety under all conditions of fumigation. A hotel room, for example, can be fumigated without danger to occupants of adjacent rooms. Fumigation of furniture and merchandise warehouses is accomplished without use of gas-masks.

Although malium gas is not dangerous to persons, it is effective in destroying all sorts of insect life—both the insects and their eggs. It is highly penetrating, quickly filling the room or chamber to be fumigated and working into the materials in the room easily. Malium will effectively penetrate such

dense materials as rolled rugs and sacks of flour. It leaves no residual taste or odor in foodstuffs. When used in the fumigation of hotels, ships or homes, it can be used in the morning and the sleeping quarters can be made ready for occupancy in the evening.

Malium is manufactured at the Wyandotte plant of the Michigan Alkali Co., and stocks are carried in the principal cities. It is shipped in the form of a liquified gas in steel cylinders of several sizes, and is used by releasing the gas under its own pressure by merely turning the valve on the cylinder.

Anticipating the Summer Season

A much larger percentage of Fall goods are being manufactured currently than is usual at this time of the year. This applies especially to such articles as blankets, but it is also true of many industrial products such as refractories for oil and conversion burners. This anticipatory production may cause a especially pronounced seasonal decline in these lines during the Summer months.

The reason for this production policy is that manufacturers, having committed themselves to a given price scale, do not dare put off manufacture until later in the Summer for fear that wage increases and higher raw material prices may turn anticipated profits into losses.

In most cases the purchaser is not being informed that his order has been completed well in advance of delivery. Where code control is strict, however, and price advances are made applicable to stocks as well as new business, such products are frequently billed to the purchasers upon completion of the order, but held for later delivery by the manufacturer. The practice is said to have become so general in many lines that warehouses have become congested and manufacturers are offering slight price concessions in some cases to buyers willing to accept immediate delivery.

The registry system of our post-office was started in 1854.

The "soak the rich" policy is all wet.

**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

Revision of Code Authorities Planned

Revision of the make-up of numerous code authorities, so as to give more representation to smaller units, is expected to be recommended to the President by the National Recovery Review Board in the near future.

At the same time the board is expected to criticize severely the compensation paid the managing officials of some of the authorities as being excessive.

The hearings on code complaints so far held by the board are understood to have convinced several members that in many industries the code authority is dominated by the representatives of the large units, a situation which they say should be changed to afford the small manufacturers more of a voice in the administration of codes.

In connection with the views of members of the board on salaries paid some of the men in charge of administration for the code authority, the hearing this week on the lead pencil code was cited, which developed that although there are a little over a dozen concerns in the industry a salary of \$25,000 a year is paid the managing member of the code authority.

Raising Retail Drug Prices

Consumer irritation at higher retail prices is expected to be greatly intensified in the near future as the stricter price control provisions of the retailers' code, just approved by the N.R.A., take effect.

Drug departments in larger stores and independent cut-rate drug stores are currently busy marking up many articles by an average of about 10 per cent. They are forced to do this in consequence of the official interpretation making the manufacturers' wholesale price list for dozen lots the basis for determining the cost price.

In view of the severe price competition in drugs and similar articles during the past three years, the public has become far more price-conscious as regards such items; it is said, and is accustomed to buying at prices much lower than the retail list prices advertised by manufacturers. Doing away with such price cutting, which has been considered by many as a legitimate correction of otherwise excessive charges, will arouse much ill-will, it is feared.

One-Sided Recovery

Modernization of industrial plants and equipment and a revival of general building are the two major problems upon which the future progress of recovery will depend to an ever increasing extent, keen observers believe.

There is now sufficient potential demand in evidence in these

two fields, experts hold, to keep the industries concerned employed at a high rate of operations for several years. Failure to remove the obstacles which now dam up this demand places a strain on other lines of business that may slow down recovery at an earlier date than is currently expected.

Many of the industries now lagging behind the main trend reach their seasonal peaks in summer. Should they continue to stagnate as heretofore, the summer seasonal decline now commencing may well develop into a major test of strength of the recovery movement, many believe.

Price Increases and Code Enforcement

A period of more intensive code enforcement seems likely to follow the current wave of price increases for raw materials and industrial products, many in industry believe. However, instead of coming from the Government, the pressure is expected to originate within industry itself.

Evidence is increasing, it is said, that many large scale purchasers will bring powerful influence to bear to force weaker concerns into price concessions, once markets turn quiet again as a sequel to the current advance buying wave. This pressure can be resisted, it is said, only if code enforcement is functioning sufficiently well by that time.

Many code authorities are preparing to use this opportunity to fortify their position with their membership.

The Chicago Convention

Observers in the grocery trade feel that the coming convention of the National Association of Retail Grocers in Chicago in Mid-June will make or break the Association. It is pointed out that the National Association has come a long way in the last few years, to maturity, in fact. The test will come in June, when the Associations meet to discuss operations under these new codes. Grocers from all over the country will be present in number never seen before. They will want to know things, and they will demand action. It remains to be seen what action, what line of business philosophy the National Association will take. It can go radical, conservative, constructive or haywire. All are possibilities, observers believe now.

In this day of riotous mobs on our streets, threatened disorders in our industries, grafting officials in our public institutions and loose morals among our people it is a platitude to say that we need more respect for authority. But if we are to beget more respect for authority, we must have more authority we can respect. Christ's test of rulership was that it should serve rather than dominate. That test should be applied to our authorities to-day in all realms.—Ralph W. Sockman, D.D.

How to Tell Fitness of Eggs for Eating

Home-makers cannot make the technical tests that are used by egg-graders, who can "candle" eggs. But here are a few double-checks for the consumer proposed by the Consumers' Guide, issued by the Consumers' Counsel of the Agricultural Adjustment Administration.

The shell should be clean, sound and of normal size and shape for all grades except the fourth grade down—U. S. Trade, which allows for abnormality in the shape.

And for the inside, try this: Break the egg in a plate. If the yolk stands up round like a ball, if the white is firm and solidly around it, and clear, then it is an excellent egg, a U. S. Special, which is too good for most commercial purposes, the kind you buy for convalescents.

The next grade, U. S. Extra, is your breakfast egg, top grade in most graded markets.

The next grade, U. S. Standard, is the egg you usually buy from the "Strictly Fresh" basket, and a home-maker can use her judgment in deciding how her family reacts to it in omelet or in cakes.

U. S. Trade is suitable for cooking dishes where egg flavor does not count so much.

Curb on German Decalcomanias

Results of the boycott against German-made products are being felt at present by domestic manufacturers of decalcomanias, who report that purchases of their products by dinnerware producers has increased sharply in the last few months. Manufacturers of chinaware confirmed the reports stating that decalcomania imports from Germany, which amounted to more than \$260,000 in 1932, will be cut to less than half that figure this year. At present the papers used in the decora-

tion of chinaware are coming from domestic sources and from England.

See Gains Due for Travel Wear

With a marked increase expected this Summer in motor, rail and steamship travel, a big season in travel apparel and accessories is anticipated by producers of this merchandise. Coat manufacturers are planning to feature travel coats strongly and will show lines earlier than a year ago. In some instances lines will be opened around the middle to the end of May. Sportswear, both of the active and spectator sports type, is also expected to benefit from the trend toward travel. Luggage sales are likewise due for a spurt, it was said.

Soap Interests Fight Oil Tax

Soap manufacturers and other users of foreign vegetable oils combine in pressing members of Congress to work for elimination of the vegetable-oil tax of 3 cents voted into the revenue bill by the Senate. Citing President Roosevelt's opposition, the soap producers are confident that House and Senate conferences on the revenue measure will result in elimination of the tax. Importers of other merchandise took a hand in the fight, asking that the oil tax be eliminated on the ground that it is a "concealed" tariff increase.

Glassware Trends Spotty

Those sections of the glass industry which have been enjoying fair volume persist in their favorable trends, while those experiencing a low ebb in activity exhibit little tendency to swing upward. The flat glass division has been the slowest thus far to respond to the increases in general business. Some divisions of the plate-glass field, especially the safety glass section, are moving along at an encouraging pace. Continuing high levels of operation and a demand that is moving apace still are features of the flint glass call.

NOW READY — FOR YOU

A Beautiful Line of Dishes. Decorated and Plain White.

NEW LOW PRICES
GOOD PROFIT AND QUICK TURNOVER
32-Piece Sets From \$2.67 up

EVERYTHING YOU NEED IN OPEN STOCK:

Cups Saucers Plates Bowls
Side Dishes Cereals Platters
Vegetable Dishes

TO SELL AT POPULAR PRICES

This is Headquarters for 5c to \$1.00
FAST-SELLING VARIETY GOODS
GLASSWARE TINWARE HOUSEWARES

The Best Buys From All Our American Factories. Come and See This Display or Ask Our Salesman to Call on You. It Will Pay You to See Our Line.

H. LEONARD & SONS
CHINA SPECIALISTS FOR NINETY YEARS

Fulton and Commerce Grand Rapids, Mich.

BENEFIT FROM WAGE RULE

Department stores, chains and independent merchants shaped plans during the past week to govern themselves by the wage allowance of 10 per cent. to be added under the General Retail Code to net invoice cost of merchandise, which goes into effect Thursday. Designed to raise further the level below which retail price cutting cannot legally go, the wage allowance is the third variation of the stop-loss provision to be established for distribution by the NRA. The first was set up for food and groceries on March 31, and the second, governing retail sale of drugs and cosmetics, etc., became effective last Monday.

Broader stabilization of retail trade, the curbing of conditions which in the past have led to the initiation of retail price wars and heavy emphasis on loss leaders, and more complete retailer adherence to NRA wage and hour provisions were seen as major results of the wage rule in retail circles here.

A typical comment was made by Dr. Paul H. Nystrom, vice chairman of the National Retail Code Authority, who said the allowance was "a modest attempt to set a price-cutting bottom, was desired by 95 per cent. of the retailers of the country and will work out well." It was his view that the allowance will not "affect most retail price levels, as less than 1 per cent. of merchandise has been subject to extreme price cutting, although there have been many expensive and irritating individual instances of such price competition."

While the general disposition was to expect further retail stabilization as a result of the rule, in certain well-informed retail quarters this was qualified to some extent by apprehension that the ruling may have the tendency to bring a greater number of merchandise items into "cost plus 10 per cent." competition. Those retailers driving for volume may find it advisable to sacrifice a substantial part of their normal price on more items in order to obtain volume. In other words, the "minimum price may become the maximum, particularly on a wider variety of branded goods," it was said.

Offsetting this view, however, was the point that since the original net invoice cost basis was set up by the code, there has been a decline in the number of merchandise items retailed at or near cost, rather than an increase.

Discount differentials from list price are not affected by the wage rule and those stores able to quote a lower retail price because of this or other buying advantages retain their position in this respect. Thus, the rule has little or no intrinsic effect upon the competitive status of retailers.

Retailers felt that the allowance was "modest" in view of the fact that it represents only a fraction of the labor or total overhead costs of distribution. In the department store field, for example, the 10 per cent. allowance on net invoice delivered cost is but one-third of the actual labor cost and but one-sixth of total operating costs.

An example of the proper calculation was given by the National Retail Dry Goods Association during the week. This follows: Invoice cost of

merchandise, \$1,000; from this a discount of, say 5 per cent. is deducted, giving a cost of \$950. To this transportation must be added, say, \$10, which brings the figure to \$960. The 10 per cent. wage allowance of \$96 is added to this base, bringing the total to \$1,056, which represents the price below which the merchandise cannot legally be sold at retail. If the store gives premiums or trading stamps, this cost, estimated at 1.5 per cent. on cost, must be added to the base before adding the wage allowance.

Because of the fact that department stores and other retailers may be governed by all three of the stop-loss provisions, it was pointed out that some confusion may result. The grocery code, for example, differs in that it permits the deduction of legitimate (trade) discounts only, and not cash discounts, with the wage allowance for retailers put at 6 per cent. The drug stop-loss ruling prohibits retail sales below the manufacturers' wholesale list price per dozen.

Retailers saw the drug provisions as "obviously providing no wage allowance to the small dealer, and presumably intending that the quantity which the large dealers obtain would in effect be an offset to all or part of the labor cost."

It was added that the provision also offered a loophole for retail price maintenance by the manufacturer, who "might set up a more or less fictitious price for a quantity of one dozen, equal to his advertised retail price." The illustration was given of a producer seeking a 50 per cent. retail price for his product, setting a wholesale per dozen price of \$6. All dealers would therefore have to adhere to the 50 cent price. For quantities of two dozen or more, however, a discount of one-third, bringing the price to \$4, could be set by the producer.

SOME SOFTENING SEEN

Indications that restrictive legislation may be modified from this point on were increasingly visible during the week. The trend seemed to be away from more radical action and toward a strengthening of existing agencies. This was exemplified in the signs of some softening of the Stock Exchange bill and the Securities law and in the move to reorganize the NRA so as to increase its efficiency.

Along with this trend labor developments received attention. Another flare-up in the automobile industry was prevented from becoming a general conflagration through piecemeal concessions. Labor representatives, however, are likely to insist upon having the representation issue decided before much more time is used up in attending to cases of discrimination. Otherwise, the peak season of manufacturing will be over and their bargaining position greatly weakened.

Automobile production in the first week of this month made a new high record back to July, 1930. Steel operating schedules were lifted as a result of the demand from the motor industry and also by reason of the price increases which soon become effective. Building activity has overcome the influence of unfavorable weather conditions and is increasing on a large scale.

The most encouraging part of the business picture, however, continues to be distribution. Trade has made remarkable gains. On the other hand, basic industry has shown some lag, as indicated by the weekly index, which has declined rather sharply for the latest week.

DRY GOODS CONDITIONS

The spectacular gains which retail trade was making recently were cut down radically during the past week, due to comparison with the pre-Easter peak of last year and also, in some measure, to unfavorable weather conditions in many areas. Ready-to-wear demand is described as spotty, men's wear business is only fair and the best reports came from the home furnishings departments.

Local stores for the half month may run as much as 10 per cent. behind the same period of last year. In the East this reduction should range about half of that amount. Business in the South is fairly well maintained, but previous increases are probably cut about in half.

A more complete report on chain sales gave twenty-six organizations an increase of 22.25 per cent. The same systems for the quarter went ahead 15.27 per cent.

The rise in retail prices last month was slower, according to the Fairchild index. The increase was five-tenths of 1 per cent., which put the April 1 number 29.1 per cent. above the same date last year. The price movement was somewhat irregular and the principal advances were recorded in men's clothing, furs and blankets and comfortables.

The wholesale merchandise markets were fairly active on goods which will be used in retail clearances and promotions in another week. Summer lines are exceptionally active. Dry goods wholesalers are restricting current operations, as they are fairly well covered for the near future.

BEGGAR AND DICTATOR

Now that Dr. Wirt's disclosures have shown that official circles in Washington contain too large a percentage of traitors and reds for the safety of the country, possibly an examination of some other complaints is in order. There is a whole train of such charges, but a few of them, such as "threats to our constitutional liberties," "regimentation," "bureaucracy" and "union domination" are most frequently heard.

In business, the old order says to the Government, "Thanks. You've done your job. Here's your hat." There is some doubt about the thanks as well as credit for the job, but there is none about showing the guest the door.

These same business men or financial representatives, on the other hand, are fully aware that no such tactics could be employed in a private transaction. The bank that has lent considerable money to a customer not only expects its advice to be taken but will issue instructions and orders and even put in its town executives to see that orders are carried out.

Public interest is not only involved in the major economic questions of the day; there are, in addition, the billions in loans which the taxpayers have in-

vested in crippled enterprises. Business cannot at one time be both beggar and dictator. Most observers are properly in favor of a prompt withdrawal of the Government from its role of banker and builder even as they recognize that proper safeguards must be set up to prevent future difficulties of the kind through which we have passed.

RETAIL ADVERTISING

Although an early Easter played its part, some radical changes show up in the comparison of department store advertising in the city for March with the same month last year. The breakdown by departments furnished by Media Records indicates that the early holiday cut down the promotion of home furnishing lines and added to the apparel space.

The increases were led in percentage by the advertising of girls' and juniors' wear, which ran almost three and a half times over the total for March, 1933. Knit underwear linage more than doubled and the space used for women's gloves was almost twice as large. There were further heavy increases in sportswear, men's shoes and millinery.

Furniture and floor covering linage dropped rather sharply, while somewhat more space went to china and glassware, draperies and curtains. A good gain showed for radios. The basement departments recorded a sizeable increase, while institutional promotion dropped about 15 per cent.

A more accurate basis for tracing the trends of promotional effort will be available when the April figures are compiled and the two months may be combined. The sales increase of 32 per cent. for last month, with an advertising gain of only 18 per cent., indicated a productive return, but suggested also a more liberal use of space for even better results.

ORIGIN MARK SETTLED

After two months of uncertainty, the Treasury Department has finally listed exceptions to its mark-of-origin ruling so that a number of countries will not have to change their usual labels. This ruling, made on Feb. 8 and effective ninety days later, would have required English products, for instance, to be marked "Made in the United Kingdom of Great Britain and Northern Ireland," and Russian goods to bear "Made in the Union of Socialist Soviet Republics."

The department, apparently, gave heed to the interpretation of an opponent of the Nazi regime who wanted all German articles to be marked "Made in Germany" so that the boycott on such merchandise would not suffer through failure to recognize where products "Made in Saxony" or "Made in Dresden" came from. The new exceptions do not include Germany, so that for the time being these substitutes will be outlawed from May 8.

Foreign embassies and importers combined in the attack upon the ruling, and finally they were joined by exporters who believed there was a dangerous risk of retaliation, with other countries requiring us to change our marking to "Made in the United States of America" from the much more simple "Made in U. S. A."

OUT AROUND

Things Seen and Heard on a Week End Trip

I hope every reader of the Tradesman gives careful perusal to the remarkable article on the NRA from the pen of Paul H. Nystrom, published in this week's paper, on page 10. It so happens that I have had a close personal relation with Mr. Nystrom for many years and realize his ability to handle his subject in the most capable manner. He is no cloistered theorist, expressing ponderous truisms far from the rush and swirl of commerce. He is a clear, practical thinker who is always in the thick of business events. He knows marketing and the marketing aspects of NRA codes as few men do.

Retailers in every corner of the United States look forward to Dr. Nystrom's crisp words of advice and warning at the National Retail Dry Goods Association's annual conventions. He is president of Limited Price Variety Stores Association; vice-chairman of the National Retail Code Authority; and professor of marketing at Columbia University. As the new president of the American Marketing Society, he heads an organization after his own heart—formed to discuss, debate and criticize current marketing trends and practices.

Among other things Dr. Nystrom describes what the NRA is doing to making, as follows:

Causing a scramble for new sources of supply.

Putting a premium on specialty goods at the expense of staples.

Strengthening well known brands and destroying weak ones.

Fostering the growth of consumers' co-operatives.

Setting the stage for tragedy among those who don't know what's happening; opportunity among those who do.

Success in business is supernaturally protean in its examples and so, perforce, are the failures in their demonstrations. Thus we find that the question that is up to me for an answer cannot be discussed clearly, forcefully and persuasively except it be made specific as to some one person.

I offer this little preface that you may more thoroughly enjoy the hopelessness of my struggle in an effort to discuss, in a most general way, the reasons why so many men fail in business. And, by the way, I have had my own little fun in preparing for this occasion. As I journeyed to and fro about my business the past week I have asked various friends the same question and out of perhaps a dozen replies the answer has been either "They don't know how," or "They get into the wrong pew."

My own conclusion as to the first and basic reason why so many men fail in business is that, unless they are absolutely forced to do so, the average youth and young man will not profit by the example of others. Independence of thought and action is the first

great prize coveted by the average lad of 16 to 20 years of age, as well as by the young man who is old enough to vote. And so, as a rule, the advice offered by his elders is curtly put aside as out of date, while the results that are tangible and visible are sneered at as stupid mistakes which could not by any possible combination of circumstances fall to his portion.

A good illustration of independence of this sort is furnished by a current newspaper squib telling of a young lady who confided to her mother the fact that she had engaged to become the wife of a certain young man. The mother, surprised and fearful, took to tears and told her daughter that she had hoped she would never marry.

"But you married, didn't you, mother?" asked the girl as she put her arms about her dear parent's neck. And the mother replied, between her sobs, "Yes—but I've—found out the folly of marriage."

"That's it," cried the girl; "that's what I want to find out: the folly of the thing."

So it is with humanity in general. Every man wants to find out the folly there is in life, exclusively—upon his own hook. Some other man's folly won't do. It must be folly of his very own or it will not count. I dare say there are men now reading this discourse who have rehearsed time and again to their son or sons the details of the mistakes in life they have made, and it's a pinch of ginger to a full meal that each of those sons is pluming himself on the utter impossibility that such mistakes could be made by him. And right here, in my own estimation, you will find a chief and foundation reason why so many men fail in business. Bear in mind, please, that I make no pretense of telling what success in business is; also that by the very nature of my subject my analysis must be extremely general in character.

There are three grades of men in business, generally speaking: First comes the man who solely by his own industry, thrift, energy, courage and rectitude, is in business on his own account and is successful. Such men are rarely unsuccessful. Then comes the man who is upright, industrious and skillful who receives a lift from a close friend or kinsman and thus gets a start on his own hook and is or is not successful, as the case may be. Finally, we see the third man, who inherited an established business with established credit and by dint of sincere effort is a success or failure, as it may happen.

I realize the great breadth composed by this classification, but I am firm in my conviction that it is none too broad, general though it be. I think statistics prove beyond question that a majority of the very successful business men in this or any other land are the sons of parents in very moderate or even quite poor circumstances; also that their success is due chiefly to the fact that they are compelled by force of these very circumstances to see the merit of and profit by the examples of

others who have failed and others who have succeeded. And so, very early in their lives they are forced to practice absolute self-reliance, thus gaining the genuine independence; the real rather than the imitation article that lures so many of the young men whose parents, other kinsfolk and friends, mistaking their own acts for kindness, contribute largely in aiding the young man in his erratic and fatuous notions as to independence.

The very poor boy who, as a matter of self preservation, is forced to practice industry, economy and thrift and so lays the foundation for future success is entitled to credit only because he has the ambition to succeed. The fact that he has the physique, the courage and the will to succeed is due to conditions over which he has no control; they are born of conditions he detests, whereas his ambition is his own and the only inheritance that comes to him, as a rule.

How many, many men are there who, fairly bursting with ambition to succeed, lack the will to realize that ambition simply because, in their boyhood, youth and young manhood, they had things easy. Of course, there are phenomenal exceptions, and ordinary, almost commonplace exceptions, to the general classifications I make; but I sincerely believe that, as a rule, the men who are successful in business, as well as those who are not, are the victors or the victims because of the conditions surrounding them and the habits and practices indulged in between the years of 14 and 25.

It is somewhat fatiguing to me to hear some particularly successful man rehearse his well-learned story that he began earning his own living when 10 years old, worked the first year for his board and clothes, received \$30 the second year and when he was 15 years old had \$100 in the bank. He tells it much as he would be entitled to rehearse a tale of pulling the planet Jupiter out from its orbit. Bless his dear soul, there's nothing wonderful about such an experience, nor will there be so long as self preservation is the first law of nature. Men who began life in such a hard-working, self-denying way did so because they had to. It was a case of "fish or cut bait," and it was their good fortune that it was so.

There is a member of the Vanderbilt family who is a skilled boiler maker, a skilled machinist and mechanical engineer and a successful inventor of practical, valuable results in mechanism. There is a man who is entitled to credit. He is a hero because there was no reason or influence outside of his own splendid individuality to compel him to work with his hands and so develop his mental resources. He had no material wish which could not be satisfied and, had he so elected, could have lived a life of monotonous ease, indifference and insignificance. That man won success because he deserved it, because it was assigned to his credit away back in the ages when his ancestors were helping to rescue the Netherlands from the sea and those other invaders from the South.

And here I give you the point I wish to make: The man who does the thing he loves to do and because he loves to do it is entitled to credit. This love may be inherent or it may be acquired by force of circumstances. In either case, if he "finds himself," as the saying goes, and does that thing to the very best of his ability, he is a success and this without regard to dollars and cents.

There are so many men who fail in business, simply because there are just so many men who do not succeed in "finding" themselves. The man who does not find out what he loves to do and so can do best is the one—barring physical mishaps and mental recklessness—who fails to win success. He gets into the wrong pew, does not know how, as my friends expressed it. He tries to sell things when he might better make them; he practices law when he would better practice teaming; he tries to raise white beans when he would be more successful raising points in law; he tackles a retail store when his bent is naturally toward fishing and hunting; he undertakes banking when his taste and abilities all point to a bake shop. And because of prime errors such as these he develops indolence, extravagance, shiftlessness, indifference and so on to failure and sometimes dishonor. It is customary among elderly men who have succeeded in business to preach at young men in regard to this matter of success and, almost without exception, these preachments are based on habits of self denial, economy, industry, thrift and all the rest of it so very well known.

And while these basic principles are hackneyed and usually irritating to the young man who is forced to listen, they cannot be bettered. There is nothing that can take their place. They are supreme and unimpeachable. Moreover, this fact, in these days, is almost as well known to the young man as it is to the old man, the only difference being that the elder man knows, from experience, that it is true, while the young man, having every reason to fear that it is true, has still the opportunity to demonstrate for himself that it may not be true.

And the young man who is thus doubting and stubborn and accepts the hazard is not wholly at fault. Every father should have an approximately correct estimate as to his own temperament and bent, as well as the temperament and bent of his wife—the mother. Both parents should have a tolerably clear conception as to their own personal characteristics and the traits of their respective families for one or two generations back. With such knowledge to work from, those parents should, by watching their boy carefully from his babyhood up to youth and so on to manhood, be able to so direct that boy's studies and habits that by the time he is 16 or 17 years old he will have formed a tolerably clear opinion as to the occupation he desires to follow.

(Continued on page 23)

FINANCIAL

ERA OF SALES PANDEMONIUM

Ushered In By Creation of the N.R.A.

The selling methods of practically every company in the United States will be affected by the code and agreements made under the N.R.A. For they are making marked and very important changes in marketing.

First and most obvious of these changes is the difficulty marketing executives are having in adjusting themselves to meet the new conditions. This is an era of sales pandemonium. There probably has been no time in which salesmen have been so much confused as to just what is expected of them, what, in turn, to expect and what can be done. These difficulties of adjustment are logical results and are certain to continue until we really find out what the codes mean and what parts of them can be enforced. In the meantime, the turnover rate among salesmen and sales and marketing executives is continuing at unprecedented levels.

Another point at which there are now marked difficulties and changes is in accounts and customer lists. Customer relations of many years' standing are being abruptly broken up. Wholesalers and retailers are seeking new sources of supply. Manufacturers are looking for new outlets for their goods.

These changes are largely due to changes in trading arrangements introduced by the codes, such as the reduction and elimination of discounts; the prohibition of consignment selling; the rule against advertising allowances and other trading considerations formerly enjoyed by many companies, particularly the larger purchasers. It may have been easy for business men to write these provisions into the code. But it is not so easy to change the customs and traditions of the trade, particularly when the whole trend, as at present, is to cut out all trading concessions and at the same time to raise prices.

Purchasers who formerly enjoyed these trading concessions are not likely to give them up lightly. Buyers in department stores, chains, and mail-order houses are already revising their resource lists. Purchasing agents are looking up new propositions. Intense study is going on in all channels of distribution for new ways to get goods. Old channels are being upset and discarded. Millions of dollars worth of business is being transferred to new sources. Marketing is now a scene of both business tragedy and opportunity.

It would not be surprising if many of the larger companies, both industrial and trading, soon began to expand their business activities vertically so as to eliminate buying and selling steps now surrounded by so many code provisions. Many manufacturers are likely to extend their activities back into the production of raw materials, and many of the large trading companies are now almost certain to become manufacturers on a large scale.

Another trend which is more than likely to appear is that of specializa-

tion in production. Under the codes, the marketing of staples is bound by rules. The specialty is relatively free to find its outlets without restrictions. Wherever possible, goods that have formerly sold as staples will be changed so as to remove them from competition, and the arbitrary rules regulating the competition of staples. Products altered so that they may not be compared with other similar goods are likely to enjoy progress at the expense of code-bound merchandise.

The private brand on the specialized product, the private brand on goods made and sold by large distributing companies such as wholesalers, chains and mail-order houses, will apparently

standardized, buyers will ask themselves why they should give any business to smaller, less well known, less financially able vendors.

Thus the codes, if they succeed, are likely to give the advantage to the larger and better established companies now in existence and gradually to kill off smaller competitors and discourage completely the establishment of new companies. Most of the codes, if they work, are likely to prove wonderfully effective recipes for industrial birth control.

The future of advertising under the codes also depends largely upon how well they will work. The better they work, the less advertising there will

the real test of the NRA codes will be made, prices, of course, will be much higher than they otherwise would have been. What the effect will be upon the consuming public remains to be seen. I, for one, believe that the public is highly price-conscious and is likely to be very sensitive about these price increases. Everything that I have seen or heard in recent months leads me to this conclusion. As prices tend to rise there will, in my opinion, be increased irritation and sales resistance. Sales will be retarded which in turn will tend to increase the costs of marketing. Logically, this will require higher prices and so on to absurdity.

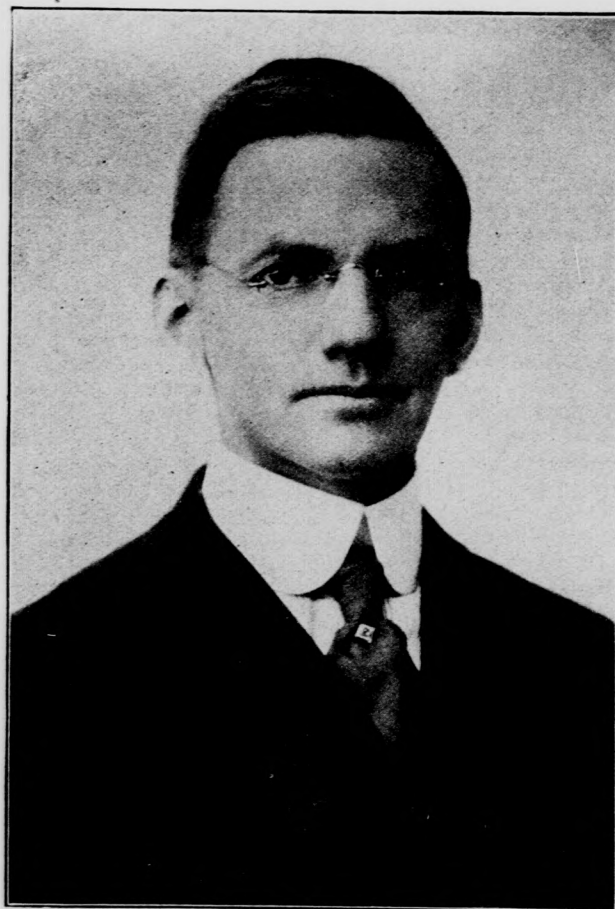
Consumers undoubtedly will find ways of checkmating unreasonable prices and arbitrary trading conditions; but just what methods they will use and what repercussions these methods will have on business cannot so easily be forecast. Among various possibilities, they may even decide to go into business for themselves on a co-operative basis. They have done this in other countries, notably in Europe.

To anyone who has studied the early development of consumers' co-operatives abroad, it is clear that they thrive best and grow most rapidly wherever the regular channels of distribution are blocked by arbitrary, artificial or inefficient methods of operation. This is the history of the beginning of consumers' co-operation in England, in Scandinavia and in Russia. Had there been foresight, progress and development among the retailers back in the 19th Century, there would not now be a consumers' co-operative problem in England. If the regular distributive trade had met the needs of the people there would have been no consumers' co-operative movement doing more than twenty-five per cent. of all retail business in Scandinavia. The arbitrary, inefficient and high-cost systems of distribution forced consumers' co-operatives upon Russia long before the kaiser's war.

It is quite possible that the attempts at regulation of distribution under the NRA codes, if not wisely administered, will give just the impetus needed to start a rapid development of consumers' co-operatives in this country. High prices, dictatorial methods, attempts to drive or force the consumer, and unprogressiveness are just the conditions to start it. Those who are working inside of the co-operative movement are not only hopeful but enthusiastic over their future prospects.

We must not overlook the fact that there is a substantial background of sympathy for consumers' co-operation among farmers and workers. There are also thousands of white-collar workers ready for it. Every political party has for years expressed its interest in it. The government has special-ists who stand ready to advise consumers how to organize. Even the N.R.A., through its Consumers' Advisory Board is lending its encouragement to the establishments of these societies.

This movement at present, measured in terms of volume handled, is still small. But every business man interested in marketing needs to be alert to its possibilities. The harsher the reg-



Paul H. Nystrom

gain new ground. The private brand as applied to purely competitive staple goods, handled by smaller, weaker and less well known companies, is likely to lose ground in competition with the better established, nationally known and nationally advertised goods as well as the more important private brands. If the conditions outlined in the codes work out as the code-makers hope they will, if prices and marketing conditions are to be equalized and controlled, then it seems reasonable to believe that purchasers will prefer the better known, nationally advertised brands to lesser known private brands.

Most of the trade regulations in the codes favor the larger, well established and best known companies. With prices and other purchasing conditions

be. As we all well know, a considerable part of all advertising, including national and local, is competitive in character. If the provisions of market control that have been written into most industrial codes really work as well as their authors hope they will, there will be no need for highly competitive advertising. The code-makers, for once, at least, seem to be in perfect accord with even the most rabid critics of the whole institution and practice of advertising.

Marketing costs, at least until the significant and practical applications of the codes have been worked out, will probably increase all along the line from producers through wholesalers and retail establishments to consumers.

During the coming months in which

ulations of marketing set down in the codes, and the better those codes work, the more certain it is that this movement will grow.

A vast number of other problems pertaining to marketing are growing out of the changes instituted under the NRA. It is impossible to discuss all of them. Indeed, it is improbable that anyone could even list what the effects on marketing are likely to be, even for the remainder of this year.

Note may, however, be taken of at least one other problem, already assuming serious proportions: the effort on the part of companies and individuals within the industries and trades, including the code-makers themselves, to beat their codes.

There is no nation in the world that takes greater delight than we do in passing new laws and immediately thereafter using every possible ability and ingenuity in breaking them. There is every indication that after the present enthusiasm has expended itself on the making of codes there will then be attempts to enjoy the sweets forbidden by those codes.

To anyone who has studied any of the fair-trade sections in the NRA code, it must be a matter of real interest to note the cleverness and ingenuity with which market control and industrial monopoly have been written into them. We may now expect a period in which equal cleverness and ingenuity will be spent in finding the loopholes in them.

There are some who believe that control over competition can and will be reconciled with the anti-trust laws and with the National Industrial Recovery Act's own stipulation against monopoly; and reconciled in a manner that will be helpful to all industry and which will not harm the public.

There are others (and I must confess to lean to this viewpoint) who fear that we shall have a period of grave difficulty and unrest, a period of serious attempts by hundreds of industries to establish monopoly, or at least some features of monopoly. I believe that, as a result, we shall have sharp artificial price increases that will be met by equally sharp consumer resistance. We are likewise certain to have long, difficult, and expensive litigation to determine just how far this new control of competition may be allowed to go. In the dim mists of the future there may be goals of stability under these new industrial codes, but there are none in sight now.

It is not my purpose to criticize the NRA or its objects. Its underlying idea is magnificent. In most respects it has been well launched and properly administered. It has already accomplished a great deal of good and will, if not forced off on some harmful tangent, do a great deal more good.

But along with the good a lot of very doubtful propositions have crept in. It is these that I criticize. As it is, if they are allowed to go on uncorrected, they may wreck the whole NRA and carry our economic system with it. Out of this period of stress and discussion, it is sincerely to be hoped that American business men

will try to think beyond their immediate and selfish purposes and help lay the foundations for what is sound and secure.—Paul H. Nystrom in Forbes Magazine.

Proceedings of the Grand Rapids Bankruptcy Court.

April 9. On this day the schedules, reference, and adjudication in the matter of Mahlon G. Honeysett, bankrupt No. 5659, were received. The bankrupt is an accountant, of Kalamazoo. The schedules show total assets of \$300, (of which \$250.00 are claimed exempt), and total liabilities of \$4,731.29, listing the following creditors:

Household Finance Co., Kalamazoo	\$110.00
Kalamazoo Industrial Bank	9.00
First National Bank, Kalamazoo	221.00
Kalamazoo Loan Co.	285.00
Kalamazoo Industrial Bank	145.00
Bank of Kalamazoo	78.50
D. O. Brown, Plainwell	.85
Ball Memorial Hospital, Muncie	102.50
Bronson Hospital, Kalamazoo	231.12
Balden & Hitchcock, Plainwell	82.55
Dr. I. W. Brown, Kalamazoo	348.00
Citizens State Savings Bank, Plainwell	154.00
Chamberlin Metal Weatherstrip Co., South Bend	40.00
Dr. K. Crawford, Kalamazoo	10.00
Dr. C. H. Copp, Kalamazoo	16.50
Consumers Power Co., Kalamazoo	56.84
Doyles Drug Co., Kalamazoo	35.70
Doubleday Bros. & Co., Kalamazoo	9.00
A. G. Doorn, Kalamazoo	60.00
Economy Cleaners, Kalamazoo	18.50
Dr. R. B. Fast, Kalamazoo	241.00
Dayton S. Field, Kalamazoo	4.00
Gilmore Bros., Kalamazoo	60.00
John Green, Plainwell	10.00
Home Savings Bank, Kalamazoo	225.00
Dr. C. C. Howsen, Kalamazoo	27.00
Hughes Electric Shop, Kalamazoo	9.65
Dr. R. J. Hubbell, Kalamazoo	74.00
International Accountants Society, Chicago	140.00
Jackson Flower Shop, Kalamazoo	12.00
Kalamazoo Creamery Co.	60.00
Cyril Kohloff, Kalamazoo	60.00
Walter Kent, Allegan	90.00
H. M. Kelly, Kalamazoo	10.00
Kellar Co., Muncie	18.00
Kilians Budget Shop, Kalamazoo	52.50
John Mulder, Kalamazoo	15.00
McGraw Hill Book Co., New York	19.00
Mich. Bell Telephone Co., Kalamazoo	14.35
Nottingham Dairy, Muncie	4.37
Alsen & Ebbann, Kalamazoo	25.00
Nathan Marcus, Kalamazoo	425.83
Trayton Page, Martin	560.00
Plainwell Lbr. & Coal Co., Plainwell	2.75
A. M. Pierson, Plainwell	60.00
Higgins Dairy, Muncie	10.00
Ronald Press, New York	25.00
Ritsema & Co., Kalamazoo	61.41
Super Maid Cookware Co., Chicago	30.00
Dr. L. H. Stewart, Kalamazoo	175.50
Smith Mercantile Co., Plainwell	17.58
John Schuiteboer, Plainwell	7.78
H. J. Shaw, Plainwell	32.21
Thuey Coal Co., Muncie	13.30
Dr. R. L. Workman, Kalamazoo	35.00

In the matter of Fred De Haven, bankrupt No. 5199, final meeting of creditors was held under date of April 9, 1934. Fred G. Timmer, trustee, present in person. Boltwood & Boltwood, attorneys, present for certain creditors. Trustee's final report and account was approved and allowed. Attorney's bill approved and allowed. Order was made for the payment of administration expenses including administration rent in large amount arising by virtue of time necessarily consumed in appeals with respect to secured claims, there being no dividend for creditors. No objection to discharge. Adjudged without date. Files will be returned to U. S. District Court.

In the matter of G. R. Cut Stone Company, bankrupt No. 5433. The final meeting of creditors has been called for April 27, 1934, at 10 A. M. The trustee's final report will be approved at such time. There will be no dividend for creditors.

In the matter of G. R. Rosette & Carving Company, bankrupt No. 5453. The final meeting of creditors has been called for April 27, 1934, at 10 A. M. The trustee's final report will be approved at such meeting. There may be a small dividend for creditors.

In the matter of Harold R. Nye, bankrupt No. 5530. The final meeting of creditors has been called for April 27, at 11 A. M. The trustee's final report will be approved at such meeting. There will be no dividend for general creditors.

In the matter of Richard Fields Coad, bankrupt No. 5579. The final meeting of creditors has been called for April 27, at 11 A. M. The trustee's final report will be approved at such meeting. There will be no dividend for general creditors.

In the matter of George N. Edwards, bankrupt No. 5428. The final meeting of creditors has been called for April 27, at 2 P. M. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of James H. Fox Realty Co., a corporation, bankrupt No. 5114,

final meeting of creditors was held under date of April 9, 1934. Trustee's final report was approved and allowed. Certain attorneys' bills approved and allowed. Offer of \$225.00 in settlement of any claim which the estate might have against Samuel L. Mifflin, E. Plummer Mifflin, Helen Mifflin and Alice Mifflin, as fully set forth in stipulation between said parties and the trustee in bankruptcy, was ratified, approved and allowed. Order was made for the payment of administration expenses as far as funds on hand would permit. No dividend to general creditors. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

In the matter of Roach-Montgomery Co., Inc., bankrupt No. 5076, final meeting of creditors was held under date of April 9. Fred G. Timmer, trustee, present and represented by Dilley & Dilley, attorneys. C. H. Roach, officer of the bankrupt was present. Bankrupt was represented by attorneys Warner, Norcross & Judd. Certain creditors present in person. Trustee's final report and account was approved and allowed. Certain attorneys' bills approved and allowed. Balance bills, notes and accounts receivable was sold to C. G. Roach for the sum of \$25.00. Subscription warrant for 100 shares of American Corporation stock and 200 shares of Appalachian Gas Corporation stock was sold to B. W. Williams for the sum of \$5.00. Order was made for the payment of expenses of administration, preferred claims and for the declaration of a first and final dividend of 2.6 per cent. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

April 11. On this day the schedules, reference, and adjudication in the matter of John Hinga, bankrupt No. 5664, were received. The bankrupt is an automobile salesman, of St. Joseph, Michigan. The schedules show total assets of \$500, (of which \$300.00 are claimed exempt), and total liabilities of \$31,166.46, listing the following creditors:

Commercial National Bank, St. Joseph	14,399.95
National Life Insurance Co., Benton Harbor Motor Sales, Inc.	64.00
Secured Claims	14,792.36

April 11. On this day first meeting of creditors in the matter of Avedis M. Destejan, bankrupt No. 5637, was held. Sent by Robert H. Burns, attorney. The bankrupt was present and represented by Zamiaara and Kurzynowski, attorneys. Claims were filed only. The bankrupt was sworn and examined before a reporter. Fred G. Timmer, Grand Rapids, Michigan, was appointed trustee and his bond fixed at the sum of \$100. Meeting then adjourned without date.

In the matter of Harry G. Harrod, bankrupt No. 5424, final meeting of creditors was held April 9. Fred G. Timmer, Trustee, was present in person. One bidder on accounts was present. Trustee's final report and account was approved and allowed. Bills of attorneys for petitioning creditors and for the bankrupt were approved. Balance of accounts receivable sold at auction. An order was made for the payment of administration expenses and a first and final dividend of 9.8 per cent. to creditors. No objections were made to the bankrupt's discharge. Meeting adjourned to the U. S. District Court.

April 14, 1934. On this day the scheduled without date and the files will be used, reference, and adjudication in the matter of Henry I. Moerdyk, bankrupt No. 5669, were received. The bankrupt

is a manager of Kalamazoo. The schedules show total assets of \$3,950.00, (all of which are claimed exempt), and total liabilities of \$6,740.54 listing the following creditors:

Bankers Life Co., Des Moines	\$322.62
Sun Life Insurance Co., Montreal	100.00
Wm. B. Smith, Ann Arbor	2,480.00
Orton Bush, Brighton	500.00
Wians Lake Hills Corp., Detroit	350.00
Independent Oil Co., Kalamazoo	21.60
L. V. White Co., Kalamazoo	35.00
Dr. B. Masselink, Kalamazoo	28.00
E. M. Sergeant, Kalamazoo	10.00
Dr. A. S. Youngs, Kalamazoo	10.00
Reenders Dairy, Kalamazoo	5.33
Bessie L. Scott, Richland	69.00
Dr. G. D. Peters, Detroit	19.00
American Tire & Repair Co., Kalamazoo	76.52
Great Northern Life Ins. Co., Detroit	75.75
J. A. Seger, Brighton	51.00
Hargraves System, Inc., New York	73.20
Louis D. Theis, Dearborn	25.00
Cary Mfg. Co., Waupaca	1,391.88
Guarantee Fund Life Ins. Co., Omaha	38.38
Frank C. Kourt, Brighton	40.00
Sheldon Granite Co., Detroit	40.00
Bank of Kalamazoo, Kalamazoo	32.60
Peoples State Bank of Redford, Detroit	87.00
Jackson Bros. Coal Co., Detroit	36.00
First National Bank of Detroit	425.00
Cary Mfg. Co., Waupaca	220.00
Marie Wenstow, Detroit	90.00

Ask for our Bulletin on the MINING INDUSTRY

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

ROGER VERSEPUT & CO.
Investment Bankers—Brokers
813-816 MICHIGAN TRUST BLDG.
Phone 8-1217

West Michigan's oldest and largest bank solicits your account on the basis of sound policies and many helpful services . . .

OLD KENT BANK

**2 Downtown Offices
12 Community Offices**

WESTERN MICHIGAN

Western Michigan will soon have its own brewery, producing Western Michigan's favorite brew—EXPORT Beer, remembered with gusto by all pre-prohibition Western Michigan beer drinkers, and with gratitude by all former Grand Rapids Brewing Company stockholders. The Grand Rapids Brewing Company has been reincorporated, and consoli-

dated with the Furniture City Brewing Company. It will be managed by the same experienced men; manned by competent Western Michigan workers. An opportunity is now open to the public to share the earnings of Western Michigan's finest and foremost brewery. Shares are being offered for your participation.

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

Phone 93029, write or call for particulars

THE GRAND RAPIDS BREWING COMPANY
(A MICHIGAN CORPORATION)

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

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

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.

Bulk Coffee—Profit on Wines—Other Odds and Ends

How the cycle rounds the circle!

In my beginning, tea—Japan tea, heavy laden with adulteration—was the common drink. Coffee came ready ground, in bulk—mixed with chicory, corn and other "fillers," the conscience of the grinder being the only limit; and there was little of that, if any.

Then for years we handled green coffee. That seemed safe, but that, too, became adulterated, berries being molded and mixed with genuine. Then came factory roasted coffee; and, of course, any real grocer could get true coffee if he was made right.

Next step was to grind what the customer bought. Findlay's sidestepped that task for years, feeling that it was costly waste of time—rather let the customer do it as of old. But under pressure we installed a mill and that made an advertising feature of it that seems funny now. Then we advanced again: installed a power mill when the early crude motors came, put it in our window and greatly increased our trade.

And now, after a cycle of half a century, grocers are featuring fresh ground coffee again. In this they follow again, rather than lead; for it is many years since A & P began to push its own bulk coffee. Indeed, it has never let up on that since its first store was opened in 1859. Result is that it is the biggest single importer of cheap coffee to-day.

Individual grocers, members of voluntaries, small, local chains—all are taking hold of this departure in the effort to regain some of the earnings which have disappeared with the wide distribution of canned coffee, but the grocers who will really gain are those who now make it their own personal business to know what they sell—who keep up their grades to the acme of uniformity and reliability—who aim at about 20 per cent. and are content with that. And well they may be, in contrast to the 6 per cent. or less they have got on canned coffee.

The wine business is due for considerable of a shake-down before it lands on solid ground. A good article of eight year Port was sold a time ago by an old-time grocer for \$3.50 per gallon. Bordeaux and Burgundy were \$3, then \$2.50. In contrast with recent costs, that seemed pretty reasonable to me, but I find really fine Port now sold for \$2, jug included, or \$1.75 if one fetches his own jug.

Discussing this with a grocer of thirty-five years' continuous experience, I recalled the last Zinfandel I bought from Jevne, Los Angeles, back in 1917 which cost 65c per gallon, jug

included. I questioned whether there would be much margin left after a while.

"Why not?" asked my friend. "I never paid more than 20c for good Bordeaux or Zinfandel—the same thing really—and sold it for 40c. Fancy, older numbers cost me 30c and sold for 50c."

So maybe we can quote Gen. Johnson: "You hain't seen nuthin' yit!" But I—personally—am pleased to note the increase in wine drinking. If we Americans can get that habit and shed hard liquors, we shall have reason to rejoice and be exceeding glad of our experience.

Recent conference revealed increased personnel employment among grocers approximately thus: 14%; 12%; 100% (had two, put on two more); 60%; 11%; 25%; 21%; 20%; 25%; 14%. One man's extra is \$3,000 per year; not more people but increased pay. Many who had help on half time have put them on full time, so the man who added two to his other two did not perhaps add 100 per cent. to his wages.

But now the discussion: "How are you caring for the additional cost: are you absorbing it or have you a definite plan?"

"I am sticking on an extra percentage; no definite amount, but it is a little early." That was end of September, after NRA had functioned for more than two months.

Contrast chain store ways. "It will cost us one per cent. more," say those exact men, "and we are going to raise sugar, butter, canned milk and eggs, of which we sell enough to cover that item." Under NRA to get together is neither conspiracy nor collusion, so all those folks got together and decided at what prices all would sell those items, thereby immediately disposing of this extra burden. "No definite amount" would be far too indefinite for those merchants. Why should any other grocer not be as conclusive in his acts?

One grocer was definite, thus: "I raised butter and eggs; then made a survey through all departments to see on what items we could take a little more, and got enough to cover the extra cost.

"If you get a survey of the other stores in your town," he continued, "particularly the chain stores, you will be surprised at their markup; you will find there are many items you can get one and two cents more on. We did this." Fact is, chains have been advancing prices for two years or more.

What follows is written to bring out what a touchy thing is good will and how far reaching into unexpected corners an injury to it may be; so please forget that it applies right now to Germany.

The news is that Gimbel Brothers, with huge department stores in New York, Philadelphia and Milwaukee; Best & Co., great New York store; R. H. Macy & Co., with perhaps the world's greatest popular-priced department store, in New York; a vast store in Newark; one of the two biggest in Toledo and a big one in Atlanta; and Hearn's, probably New York's oldest

dry goods house and a tremendous place—all these have discontinued their Berlin buying offices, retaining a mere skeleton force "for contact and observation only—not for purchases," and all are cutting out merchandise "made in Germany."

Not all of us are Jews, but a common occurrence in America is for rabbis, catholic and episcopal bishops and virtually any other religious personalities to gather together in unified effort for the advancement of mankind. Hence, intolerance meets no approval—much less persecution of any sect or faith. Hitler & Co. may discover the force of this simple, obvious commercial truth some of these days.

Incidentally, Gimbel's offered \$10 to any person who could point out "any misleading or untrue statement about or claim for qualities of any article" it advertised. Many rewards were paid. Another store that tried this discovered that the average man often misunderstands the meaning of words, so now it pays rewards only to those who indicate misstatements "which would adversely affect the consumer's purse."

Americans are reading more books and some grocers are selling them—paper bound at 15c each. Reports are that they "sell themselves."

On one grocer's door is a sign: "Leave Orders Here" and below it is a slot in which orders may be slipped after business hours. Such orders—and he reports they are pleasing in numbers—he fills and delivers first thing in the morning. Paul Findlay.

To overcome, keep going.

Grocery Sales Volume Recovers

Current reports from grocery distributors indicate that the loss of physical sales volume which has been apparent for more than a year is gradually disappearing.

Grocery stores, and in turn wholesale grocers, have benefited along with other retailers from the sudden spurt of consumer buying witnessed in the early weeks of March. In contrast with the general trend, however, their sales did not fall off in the weeks preceding Easter, and there is no indication of a change in this respect for the immediate future.

Food merchants conclude from this experience that the purchasing power of consumers generally has caught up with the rise in food prices. In addition, they feel, that some of the money diverted from the food bill last year to buy merchandise in anticipation of higher prices is now being spent on foodstuffs.

What is the Answer?

Here is a situation which seems to call for an explanation, especially when you remember that the chain stores are working under a code, and so are the big packers.

A local meat dealers' association complains to the National Association of Retail Meat Dealers that two of its members recently bought from Swift & Co. some Premium skinned hams at 17½ cents per pound. Two days later an A. & P. store advertised this identical article at 13½ cents. At retail four cents a pound under what independent grocers had two days before paid for it wholesale.—Grocery World.

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City



The New
**LARGE
 CAKE**

Fresh Compressed
RED STAR YEAST
 Grown from Grain

Price: 20 cents per doz., delivered
 Selling at 2 cakes 5 cents

Place Your Order at Once

RED STAR YEAST and PRODUCTS COMPANY

Milwaukee, Wisconsin

Strictly Independent — Since 1882

**50%
 PROFIT
 ON COST
 TO YOU**

MEAT DEALER

Putting Pep Behind Hams and Bacon

Says a well-known packer:

The experience of 433 stores shows that aggressive merchandising of hams and bacon is helpful in developing a profitable retail business.

Hams and bacon are used regularly in nearly all homes and you should secure your share of this business for a number of reasons:

A full share of the ham business reduces overhead and helps to operate at a profit.

The present trend is for individual stores to cater to the greatest number of the housewife's needs.

The ham business carries with it many associated items.

It is undesirable to allow customers to go to competitors for hams.

Properly merchandised hams are a profit maker.

Experience shows that a profitable ham business may be built by observing four merchandising suggestions:

1. Merchandise both (1) whole and half and (2) sliced ham.
2. Follow a consistent policy concerning brand, grade and averages throughout the year.
3. Establish necessary control of profit.
4. Use methods which take advantage of heavy selling seasons to build up regular daily business.

Merchandising both (1) whole and half and (2) sliced hams. Building a profitable ham business is aided by:

1. A regular and consistent effort to develop day-to-day sliced ham business.
2. Special merchandising of whole and half hams at timely intervals during the year.

Why following this policy is profitable:

1. It caters to the consumer's buying demands. Ham is served in a great variety of ways. You should be prepared to meet the wishes of consumers for ham in full variety of slices, butts and shanks, as well as whole or half.
2. It increases opportunity to sell other foods served with ham.

Many retailers, not realizing the importance of smoked meats to their total meat volume, have permitted aggressive competitors to secure an undue proportion of the ham value.

3. Specials featuring whole and half hams are necessary to develop sliced ham business, particularly at seasons of greatest consumer use, such as Easter.

It establishes your store as a place to buy them and keeps your customers from going elsewhere.

It indicates to consumers that you are offering good values at all times.

4. Sliced ham business is very profitable.

The key to sliced ham profit is proper merchandising of butts and shanks. The 433 retailers found this was possible by

Proper pricing.

Featuring other foods which are served with ham.

Suggestion selling to a list of special customers whom you know are interested in these items.

You must consider profits on hams

on a basis of your combined day-to-day business and volume on specials over a period of time. Lower margin on specials is offset by volume increase in your day-to-day sliced ham sales which is very profitable.

Popularity of Schools for Meat Cookery

The first nation-wide school of meat cookery program ever conducted in this country, has demonstrated in the short period of twelve months its outstanding value as one effective method of promoting a greater use of meat in the American home.

Inaugurated in February, 1933, by the National Live Stock and Meat Board, this program, since that time, has reached a cross-section of the nation's homemakers. And Mrs. American Housewife who buys, prepares and serves the meat in more than twenty-five million homes has given her hearty endorsement to every phase of this form of education.

A survey just made by the Board covering the twelve months' period, shows that fifty-seven schools of meat cookery were held; that these schools were staged in fifty-two cities of 19 states; that the homemakers attending numbered 353,490 and that they represented an annual food-buying power of more than \$90,000,000 annually.

Conducted in cooperation with leading newspapers, the largest auditoriums available were not adequate to accommodate the crowds. Thousands were turned away. Other thousands stood up for two or more hours through the cooking school program. At least 2,000,000 homes, were reached with articles on meat and meat cookery, new meat recipes, etc., carried in the columns of the co-operating newspapers.

Each school is conducted by a trained home economics lecturer who presents the newer information relative to meat in a practical and interesting way. The preparation of each meat dish is carefully described and the audiences obtain a close-up of each step.

Practical information as to the new revelations in the cooking of beef, pork and lamb are presented in these schools. Homemakers learn, for example, that in cooking meat the tenderness of the cut must be considered. They learn that the tender cuts are cooked best by dry heat, while the less-tender cuts are prepared to best advantage by using moist heat. They learn that lower temperatures and increasing the time of cooking give better results in preparing roasts than cooking more quickly at a high temperature. Homemakers welcome the new beef, pork and lamb dishes introduced in the schools as presenting an opportunity for greater variety in the menu.

Retail meat dealers in every city have been co-operating wholeheartedly with the cooking school programs. Previous to each school a meeting for retailers is held where the cuts to be used at the school are demonstrated and the retailers are informed as to how they can "cash in" effectively on the programs.

The popularity of these schools is attested by the fact that more calls for

schools have been received from various cities than can be handled.

Sausage Offers Quick Way to Profit

There is more money in sausage, with less labor, than in any other part of the business. Now that people are again becoming sausage minded this is a good time to start.

Selling sausage is as simple as it can be profitable.

No expensive equipment is required, no costly stock involved. About all that is needed is a willingness to display sausage and to talk sausage to the consumer. Probably no other meat product sells itself as readily on proper display as sausage.

Sausage is important to the dealer not only because it is profitable merchandise to handle in itself, but also because it can be used repeatedly and continually as a means of adding a sizable amount to the customer's meat order, and in this way increase volume and decrease the dealer's cost of doing business.

Sausage, moreover, is easy to handle. There is virtually no shop shrinkage, almost no time at all is required for cutting or preparing for the consumer, and it can be wrapped easily, quickly, and inexpensively. In brief, sausage is a very desirable product to handle and sell.

A book could be written about the art of selling sausage, but some of the most essential and valuable points can be expressed briefly as follows:

1. Give a definite space in your store to the display of sausage.
2. Place the display counter or case in the front part of your store, if possible—right where everybody coming in will be sure to see it.
3. Display sausage in your windows whenever you possibly can.
4. Neatly label all sausages on display so your customers will know what to ask for. Frequently people hesitate to buy when they don't know the name of the object they want.
5. Show the prices of all products on display. This is one of the best means of stimulating sales. The figures can be lettered neatly on the small card used to show the name of the sausage.
6. The addition of suggested uses to the card showing the name and price of the product also will be a powerful aid in stimulating sales. Thus, the card referring to liver sausage might read:

Liver Sausage

Price To-day 25c Per Pound

Fine for Sandwiches, for Frying, for Croquettes, and for Broiling
Try Some To-day.

7. Since neatness and cleanliness are most valuable selling aids, cases in which, or counters or tables on which, sausage is displayed should be kept clean, neat and attractive.

8. In displaying sausage, the skillful use of parsley or fern leaves will help to add a touch that will appeal to the eye of the consumer.

9. Displaying sausage in combination with other foods, if done neatly, is sure to attract attention and aid sales. Showing bologna or liver sausage sandwiches, for example, or a platter of cold meats garnished with parsley and pickles, or a delicious looking waffle with a few nicely browned pork sausages on top, all will help to increase your sausage sales.

10. When you have cut sausages on display, be sure to trim the surface frequently enough to assure an attractive appearance. Discolored sausage and sausage which has the appearance of being dried out will discourage sales.

11. Require your employes to suggest sausage at every opportunity. This should be done tactfully, of course, or some customers are likely to resent it. One good way is to suggest the purchase of a specific kind of sausage for a specific use, such as, for example, bologna for sandwiches, pork sausage for breakfast, frankfurters for picnic lunches, et cetera.

12. Utilize every opportunity to tell consumers of the merits of sausage; of the fact that it is high in food value and relatively low in price; that it is virtually all food and without waste; that it is highly pleasing to the taste, and that it is available in many forms and varieties, some of which are sure to appeal to every consumer.

13. Train your salesmen to ask customers, after having sold them a meat order, "And now, Mrs. Smith, how about a little bologna to-day? It's so nice in sandwiches." Or: "These are good pork sausage days, Mrs. Jones. How about some for breakfast?" Or: "Have you ever tried liver sausage sandwiches, Mrs. Brown? Your bridge club members would enjoy some, I'm sure."

14. Finally, think sausage, talk sausage, interest your customers in it, sell more of it. There's money in sausage. Get some of it for yourself.

Rademaker-Dooge Grocer Co.

Distributors for

KARAVAN KIRO COFFEE

KARAVAN EL PERCO COFFEE

KARAVAN SIXTY-SIX COFFEE

Phone 8-1431

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.

Atkins and Simmons Issue Statements on Sales Policies

For many years, retailers have smarted under a competitive situation very difficult of solution. In every town, large industrials buy large quantities of materials and supplies, either from other manufacturers or from wholesalers. This business contact often led to employes of the industrial purchaser buying consumer goods for personal use at wholesale prices. Most manufacturers and wholesalers frowned on this practice but seldom were able to curb it. In the basic wholesale code, the "price differentials" and "protection to retailers" clauses outlaw such practices, pretty much to the complete satisfaction of the entire hardware industry. Shortly after the approval of the basic wholesale code, N. A. Gladding, first vice-president and director of sales, E. C. Atkins & Co., Indianapolis, Ind., and L. C. Crandall, president of Simmons Hardware Co., St. Louis, Mo., issued appropriate policy statements covering this problem. One writes as a buyer and the other as a seller of industrial materials and equipment. Both seek the same objective. Being of general trade interest we are publishing both letters. Mr. Gladding addressing the hardware and supply trade writes as follows:

Mr. Gladding's Letter

"Referring to the code of fair competition for the wholesale and retail hardware distributors' associations, it is our understanding that they both contain articles suggesting, if not requiring, that the wholesalers shall not sell to an ultimate consumer at wholesale prices, thereby protecting the retailer in the performance of his legitimate function of providing for the consumers' demands.

"It being our desire to do everything we possibly can to protect both the wholesaler and the retailer in their respective spheres, we wish to announce to the trade that, effective at once, and with the exception of such merchandise that we need for the maintenance of our plant and the material that enters into the manufacture of our products, that neither the officers nor the employes of E. C. Atkins and Company will endeavor to purchase any item at wholesale price, nor will they ask the retailer to cut his regular price on any merchandise that the officers or the employes of E. C. Atkins and Company desire to purchase.

"We are taking this stand not from either a selfish or an unselfish standpoint, but purely from a desire to be patriotic and helpful in the maintenance of the standards of right and fair dealings which the wholesale and retail merchants throughout the country are now striving so hard to set up under the rulings of the National Industrial Recovery Act.

"We do not think we need to enlarge upon this attitude that we have assumed other than to express the hope that same will be fully appreciated by our friends in the trade throughout the country.

"In addition to the above, we wish to kindly remind the trade that we believe we were one of the very first manufacturers in the United States to take a firm stand for suggested resale prices for the wholesaler to the retailer and for the retailer to the consumer, and for fifty years have done our utmost to maintain that policy of distribution of our products, and even though we have not always been supported by our distributors as thoroughly as we would have liked, yet we have no regrets to-day for having been constant in this position. It is, therefore, our pleasure to continue to co-operate with the wholesale and retail distributors along these lines as laid down in their NRA codes."

Mr. Crandall's Letter

From the standpoint of a wholesaler, Mr. Crandall's letter to industrial accounts is very interesting. It reads as follows:

"The official wholesale code, signed by President Roosevelt Jan. 14, contains a trade practice ruling that concerns companies, such as yours, in purchasing merchandise wholesale.

"It is our desire, of course, to comply wholeheartedly with all the provisions of the code. We are, therefore, bringing this particular ruling to the attention of our good friends in the industrial trade, believing that all are eager to co-operate in support of better trade practices in which we are all profoundly interested.

"Section 10 under Article VII (Trade Practices) of code, under which we now operate, reads as follows:

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

"We shall continue earnestly to solicit your patronage and shall be happy always to serve you for your plant and manufacturing requirements. We are better equipped to-day than ever before to execute your orders promptly and efficiently, and I give you my personal assurance that they will command our best attention.

"We take this opportunity to thank you for the business which you have given us and to express the hope that the codes under which you operate, as well as those under which we operate, may contribute to the benefit of all who are engaged in the manufacture and distribution of merchandise. — Hardware Age.

Learn to-day and you'll earn tomorrow.

Death of Veteran Traverse City Salesman

Traverse City, April 13—It is with deep sorrow that I must write you of the death of Archie B. Jourden, at 2:30 p.m., to-day.

He has been one of our very loyal friends in life and a U.C.T. member always to be relied upon. We will miss him like the brother that he was. Archie has been having bad spells with his heart for a couple of years, but still remained the cheerful, splendid fellow.

John S. Ames,
Sec'y Traverse City Council.

Archie B. Jourden was born in Colfax township, Wexford county, July 8, 1872. He enjoyed the distinction of being the third white child born in Wexford county. His father was born in Ireland and his mother was of Irish descent. He attended the country schools of Wexford county, completing his education at the Ferris Industrial School, at Big Rapids, where he pursued the English course, taking a third grade certificate with a view to fitting himself for a teacher. One month's experience in wielding the



Archie B. Jourden

ferule convinced him that he did not care to follow his chosen profession and he accordingly took a clerkship in the general store of the late H. M. Patrick, of Harrietta, where he remained two years. He then concluded to become a dentist and devoted a year to learning the business with Dr. A. W. Eldredge, of Big Rapids. At the end of that time, he concluded that he did not want to be a dentist after all, and engaged in the mercantile business in the capacity of clerk in the general store of Joseph Matevia & Son at Boon. Nine months later, he resigned to take charge of the agricultural department of the Wexford county poor farm, which position he occupied two years. He then entered the employ of Thomas Wilson, hardware dealer at Sherman, where he remained two and one-half years, retiring to take charge of the implement department of E. Gilbert, of the same place. Two years later he engaged with the Deering Harvester Co., to travel on the road, covering Northwestern Michigan and at the end of his first season he was offered a position as traveling representative for the Fletcher Hardware Co., of Detroit, which position he retained for many years.

Mr. Jourden was married Feb. 17, 1895, to Miss Hattie A. Taylor, of Sherman. He was an attendant of the Methodist church and a member of the F. & A. M. and Eastern Star lodges of Sherman and also of the K. of P.

Mr. Jourden attributed his success to hard work. While he had no par-

ticular hobby, he was a crank on baseball, although his crankiness exhibited itself as a spectator and not as a player.

Growers Potato Tour To Detroit

Grand Rapids, April 16 — We are requested to assist in advertising the following special tour for Michigan potato growers. Here's how you can help:

1. Plan to attend this tour yourself.
2. Inform as many prominent growers as you can, persuading them to attend the tour.
3. Get as much publicity in local papers as possible.

4. Give this matter immediate attention. Time is short. Date is April 26. Program starts 7:30 a.m., April 26, from Fort Shelby Hotel.

Special rail rates 1c per mile for the round trip.

Special nominal rates at Fort Shelby Hotel.

Inspection tour of Detroit markets, arriving at Detroit Union Produce Terminal at 8 a.m., where complimentary breakfast will be served. See floor display and auction of fruits and vegetables in progress.

Tour including Central Produce Terminal and Eastern market at 10 a.m.

At 1:30 to 3 p.m. luncheon program at Fort Sheldon Hotel. This program consists of music, short talks by retailers, consumers, farmers, representatives of the State Department of Agriculture, and Michigan State College.

We endorse this tour 100 per cent. It will give growers a chance to see what is happening in Detroit, where Idaho and Maine potatoes are outselling Michigan stock 25c to 50c per sack, due to quality and grade. The tour will also give growers a chance to discuss remedies and ways and means of growing and shipping better quality Michigan Spuds.

Clark Drury,
Branch Mgr. Albert Miller & Co.

N.R.A. and Business Statistics

Answers to the questionnaire sent out by the N. R. A. to determine which lines of industry can bear the burden of shorter hours at increased wages will in many cases provide information not previously available.

Trade association executives, while finding the furnishing of these data difficult in many instances, generally appreciate the opportunity given them to impress member concerns with the value of statistics for the intelligent guidance of a whole industry, as well as the policies of individual members.

Improved methods for the compilation and interpretation of business statistics, they say, is but one of the many ways in which N. R. A. influences business that is often overlooked. There is good prospect, they feel, that the better knowledge of business facts thus initiated by the N. R. A. will tend to improve industrial management standards both with regard to operating efficiency and social relations.

The Six Laws of Work

1. A man must drive his energy, not be driven by it.
2. A man must be master of his hours and days, not their servant.
3. The way to push things through to a finish effectively must be learned.
4. A man must earnestly want.
5. Never permit failure to become a habit.

6. Learn to adjust yourself to the conditions you have to endure, but make a point of trying to alter or correct conditions so that they are most favorable to you.

DRY GOODS

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

MEN OF MARK

H. W. Buck, Representing Grand Rapids Merchants Mutual

Harold W. Buck was born at Portland, Nov. 21, 1898. His father, who was a farmer and shipper of live stock, was of practically English descent, his father having been born in Northhamshire county. His mother was descended from the Dutch, Irish and English. He attended the public schools of his native town, graduating from the high school in 1916. He then attended Olivet college, taking the business administration course for three years. He completed this line of study at the Michigan University, where he took the fourth year, graduating with high honors in 1920.

On his return to his home he secured the position of assistant manager



Harold W. Buck

of the Portland branch of the Ypsilanti Reed Furniture Co., of Ionia. Eight years later he was promoted to the position of manager of the order department of the main factory at Ionia. Two and a half years later he espoused the life insurance business as solicitor for the Mutual Trust Life Insurance Co., of Chicago. For the past nine months he represented the Valley City Milling Co., in a selling capacity, in Central Michigan. April 1 of this year he engaged to represent the Grand Rapids Merchants Mutual Fire Insurance Co. of Michigan, having long ago discovered that the mutual system of insurance comes nearest his ideas of what insurance should be.

Mr. Buck was married July 31, 1930, to Miss Margaret Gibbons, who is a daughter of J. B. Gibbons, jeweler at Eaton Rapids. They have a daughter 2½ years old and reside in their own home at Portland.

Mr. Buck has been a member of the Congregational church of Portland

about twenty years and was treasurer of the organization eight years.

While at Ann Arbor he sang in the choir of the Baptist church and belonged to the University Glee Club. Vocal music is his hobby, with an especial preference for church music.

Mr. Buck is a man of pleasant address. His approach is invariably happy and he is a man who makes friends early and retains them indefinitely. He will, undoubtedly, achieve a great measure of success in his new connection.

Personal Calls Made By Manager Hammond

On April 4, a woman between 45 and 50 years of age visited the Ann Arbor stores and succeeded in passing worthless checks. Two of the best known stores in Ann Arbor were victimized. At one store she bought merchandise on two or three different floors and requested the cashing of a check so that she could pay each of the sales girls with cash. She forged the name of a well-known Ann Arbor woman. Be on the lookout for her. She is described as medium height, weighing possibly from 120 to 130 lbs. The amount of her forgeries in these two stores were \$25 and \$18.50.

We have recently made an adjustment of a pattern contract agreement for the C. A. Ponsford store, of Northville, which seems to be very satisfactory to both parties. In dealing with this matter we have saved the Ponsford store many times the annual cost of Association membership. Bring your pattern troubles to the convention.

Our News Letter of April 3 gave in more or less detail some of our impressions on our travels throughout the state calling upon our members. Last week we visited about thirty more of our members in the Flint, Saginaw, Pontiac and Adrian areas.

In all of our travels, as reported in our last bulletin, we found that business is improving and a happier spirit prevails. Many of our merchants assured us that their calendars are marked for Lansing, Wednesday and Thursday, April 18 and 19. Many of them living not too far from Lansing expect to come early in the morning of the 19th and remain until after the evening program. Judging from the encouragement received, we will have a good attendance.

A letter from the headquarters of the National Association assures us that that organization will have a representative here to participate in our program.

It seemed good to find our old friend H. G. Wesener back at his desk with the Wm. Barie Dry Goods Co., at Saginaw. Wesener and James with their helpers constitute the organization and we anticipate that the discouragements of the last two or three years will soon be forgotten and that the Barie Store will regain its old time standing as a Saginaw business institution.

It is always good to go to Wiechmann's store. This is one of the best managed stores in our organization. We were unfortunate that both Mr. and Mrs. Wiechmann were out of the city at the time of our call.

The firm of Sobel Bros. has been in business in Saginaw a long time. Philip Sobel has retired from the firm and established what is known as the Esther Shop on East Genesee. Men of their business ability can make two stores succeed as well as one. We prophesy success at both locations.

At no place do we receive a more cheery welcome than at the Seitner store in Saginaw. Brothers Sam and Adolph, with their sons and sons-in-law, keep business moving. We expect both Sam and Adolph at our convention and hope that two or three other Seitners will come along with them. Business at the store was lively that day.

At Flint we visited the Seitner Apparel Shop, now in charge of David Seitner, Sig. Seitner having retired from business in Flint a year or two ago. This store is near the site of the old Seitner location and is a modern up-to-date place. We have added this store to our membership mailing list.

Our President, Mr. Pitkethly, has had a vacation in Florida and has returned feeling energetic and optimistic regarding the plans for our convention. When you consider the amount of work that Pit. has done for the Association, you will realize that you owe your loyalty to him to come over and shake his hand at the Hotel Olds in Lansing, April 18 and 19.

Mr. Bush was mentioned in our previous bulletin. Overwork in adjusting his fire loss and the re-organization of his store has made it necessary for him to remain at home and rest for a few days. Upon his order a room for Mr. and Mrs. Bush has been reserved for the full period of the Convention.

We have two prosperous member stores in Fenton. We enjoyed sitting on the counter and swapping stories with C. E. Rolland. He is an entertaining man, enjoys the confidence of his community and apparently enjoys life. George W. Pellett, of the Pellett

department store, conducts one of the best stores of its class in Michigan. In driving through Fenton, be sure to call on both of these men.

We called at the Daylight store in Holly. M. Fein, the proprietor, was in Detroit. Sorry to have missed him. We left word with his helper that Mr. Fein was expected to lend his presence at our convention in Lansing.

At Pontiac the Waite Brothers store is one of the delightful places to visit. J. M. Waite is usually in his office and anxious to know what is going on among his brother merchants and is very friendly and generous with his suggestions regarding the trade and the outlook for the future.

Harry Grossman, of the Chase Mercantile store, was out of the city. This was a real disappointment.

The Boston Store, Green & Rice, proprietors, is still doing business at the old stand and with a man in charge of the enterprise and diligence of Geo. A. Rice, the Boston store will be a substantial fixture in Pontiac in the coming years. Mr. Rice is a patron of our insurance company.

At Adrian we learned that our director, F. E. Park, is spending a few days in Florida. We learned at the information table that Mr. Park expects to be back to attend our convention.

Palman Brothers, of Tecumseh, also have a store at Adrian with Mr. Palman, Sr., and Abe in charge at Tecumseh and Brothers Joe, Morris and sister in charge at Adrian. Both stores are forging ahead. The Rosacrans store on the corner radiates good cheer and fine fellowship. Fred and the "boys" — Leon and Gene — are a wonderful combination of friendliness and teamwork.

We found the store formerly occupied by A. B. Boyce again unoccupied, Mr. DesErnia having moved to another location in Tecumseh. Mr. Boyce is now in charge of a leased de-

(Continued on page 22)

Wholesale Linoleum, Carpets and Rugs

Distributors of

ARMSTRONG'S LINOLEUM

YEAKEY-SCRIPPS, Inc.

160 LOUIS STREET

GRAND RAPIDS, MICH.

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

HOTEL DEPARTMENT

Browsing Around Among His Old Friend

Grand Rapids, April 17—I last wrote you from Tucson, Arizona, where in a friend's automobile we were "bucking" a snow storm of considerable consequence. We ploughed along through New Mexico and struck Raton Pass just prior to reaching Trinidad, Colorado. The Pass, which goes right straight up in the air to the tune of 8,000 feet, nearly floored us. I think we burned out every bearing in the car, and were much perturbed over the possibility of being marooned in mountain heights. But we finally reached Trinidad, where we remained over night, continuing our trip next day, the snow still falling, until arriving at Denver, where we found seven inches of the "beautiful" on the level. Here the discovery was made that we had burned out numerous bearings, etc., so, of necessity I continued my trip by busses, which, to my notion, are much better adapted to transcontinental transportation. Made a day run to Kansas City and the day following to St. Louis. The next day I successfully negotiated Chicago, where I was welcomed with open arms by my good friend, Ward B. James, general manager of Hotels Windermere, where I "holed in" for several days, visiting Chicago friends and relatives, of whom I have many. Mr. James, accompanied by his charming wife, had only returned from a visit to Florida a few hours before my arrival, but they succeeded in convincing me that I was a welcome visitor. Ward was at one time manager of Hotel Tuller, Detroit, a native member of the Michigan Hotel Association, and assisted me very materially in my work as secretary of that institution. Now he has exclusive control of the various Windermers, said to be and are, without doubt, the finest hotels in the whole nation, with accommodations the like of which one seldom finds anywhere. Beautiful public rooms and guest chambers, wonderfully equipped, the like of which one would travel far to make a comparison. Were they good to me? Well I should remark. Their numerous dining rooms supply everything ever heard of. In my mad rush, I took time enough to participate in a luncheon with my host—a "snack," as he called it. For the benefit of my catering friends who are ever on the alert for novelties, I am reproducing the menu:

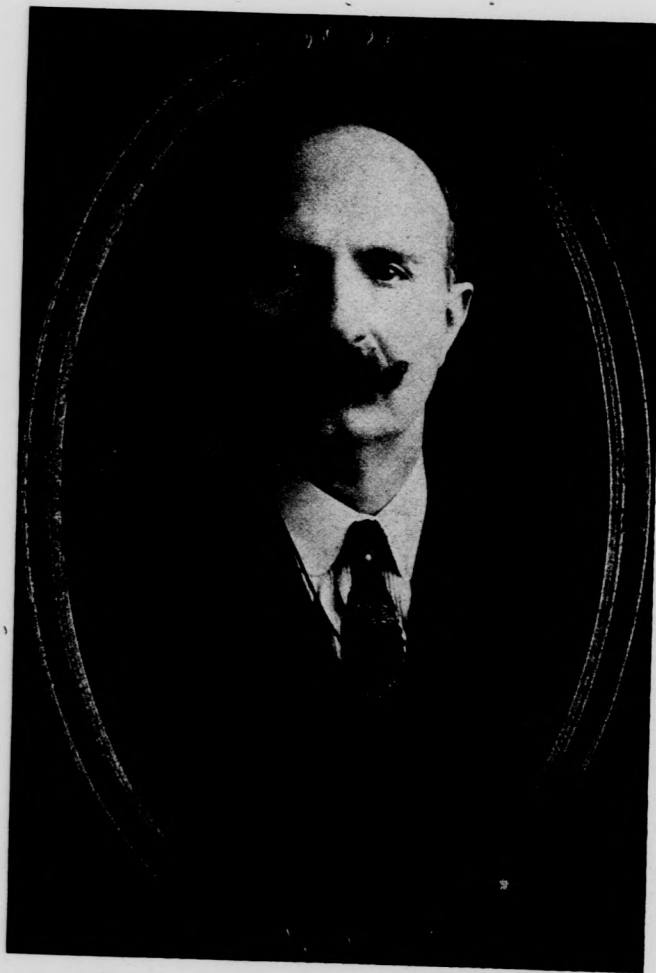
Blue Points on Half Shell
Fresh Shrimp Cocktail
Hearts of Celery Salted Nuts
Ripe and Green Olives
Consomme, Xavier
Chicken Okra, Louisiana
Broiled Salmon Steak, Anchovy Butter
Planked Superior Whitefish,
Maitre d'Hotel
Stuffed Fresh Mushrooms, under glass,
Paprika Sauce
Sirloin Minute Steak Saute,
Marchand de Vin
Grilled Calf's Sweetbread,
Ham and Pineapple
Breast of Chicken, en Casserole, with
Grapes, Veronica
Roast Vermont Turkey with
Celery Dressing, Cranberry Sauce
Sherbet and Apple Cider
Parisienne, Mashed or Parsley Potatoes
New Peas in Butter
New Asparagus, Hollandaise
Heart of Lettuce, 1000 Island Dressing
Salad Windermere
Tea Biscuit Rye Krisp
Dinner Rolls
Cherry and Vanilla Custard Pie
Banana Jello, Whipped Cream
Biscuit Tortoni
Fresh Strawberry Tartlet
Napoleon Cream Slice
Parfait aux Marrons Meringue Glace
Delicious Apples
Chocolate, Strawberry and New York
Ice Cream
Crackers and Cheese
Beverages

And, if you could not discover what you wanted, there was an a la carte, to make additional selections from. In

Chicago I was given a party by former Pentwaterites at the home of a relative. They were numerous and still loyal to Pentwater.

Again the bus in a two-hour trip to St. Joseph, where I was welcomed with open arms at Hotel Whitcomb, by Charley Renner, its manager, and his interesting family. It was here that I began to feel at home on native soil. The glamorous hospitality dispensed by the Clan Renner would make one feel comfortable and at home on the Sahara desert, and I began to dilate forthwith. As my friends know, I have been in the repair shop for some time, but the Whitcomb course of treatment was good for me. The hotel property has recently come into new ownership and things there are in a somewhat uncertain status, but I was quite relia-

supervision of his estimable wife, an honor which has been heaped upon me many, many times. At the hotel I found those ever faithful assistants, "Pete" Flickema and Frank Murray, while the chief steward, John Hansen, was quite in evidence to give me the glad hand. Miss Grace Young, secretary to Mr. Swett for such a long time that I am afraid to mention it for fear she will talk about me, is still the guiding star in the executive office, and there are many others there who have in no small measure been responsible for the success of the institution. The Occidental always shows evidence of newness. Never is there any sign of rust or erosion. The public rooms are always cheery, and the guest rooms always immaculate, while the meals served there are a delight. Mr. Swett assured me that business is assuming



Charles Renner

bly informed that Mr. Renner would continue to operate same, which is as it should be, as he certainly is the best equipped individual, from point of experience and intelligence to manage this enterprise which, under his supervision, has come out of the gloom and is making a showing. In my travels throughout the West, whenever I landed at a Fred Harvey hotel, I was promptly informed that this "crazy Dutchman" hailed from their port and they were proud of it. So am I.

That titanic prince of good fellowship, Edward R. Swett, responsible for the activities of Hotel Occidental, Muskegon, was just about to whisk away to his "shack" at Lake Harbor, when I arrived there, but he grabbed me off and took me along. The outcome of the controversy, if you might call it that, was one of those substantial "home" meals, prepared under the

a very satisfactory aspect and he expects a good patronage this summer. He deserves it.

At Muskegon I learned that Mr. and Mrs. George Woodcock, have been successfully conducting a hotel in Florida this winter, enjoying a good business and that they are carded to manage the country club at Jackson this summer. They will be remembered in their former connection with Hotel Stearns, Ludington; Hotel Otsego, Jackson; Hotel Muskegon and more recently the Muskegon Country Club. They are popular and know their onions.

At Pentwater, where I spent a couple of days with Mr. and Mrs. A. B. Flagg, friends of a quarter of a century standing, I enjoyed all the sensations of a genuine re-union. My early hotel experience was in this friendly

little city—the most agreeable days of my existence spent here—and I would be an ingrate, indeed, if I did not remain ever loyal to her citizenry. Just now they are invoking the assistance of Uncle Sam in providing funds for the dredging of the harbor, which the Government has seemingly overlooked for a long period, supposedly for economical reasons, but they have a live congressman now, Harry W. Musselwhite, Manistee, and he has given them the idea that a "gesture" at this time may be accepted seriously at Washington, and they were holding a meeting of citizens of Oceana county, when I arrived, of which I will speak later on. Stanley (Bunker) Halstead, is at the head of the Chamber of Commerce there, and he has the most enthusiastic constituency I have been in touch with in many a day. Twenty-five years ago, after having sold type and printing material for Barnhart Bros. & Spindler, Chicago, for about that period I retired to Pentwater and started a campaign to show Oceana county producers how to raise peaches. Soon after arriving there, however, the owner of the Arbor Rest Hotel asked me to find a buyer for her property, interesting me to the extent of becoming a hotel keeper by the purchase thereof. I rehabilitated the property and while I had never had any experience as an operator, I knew what the commercial man required and proceeded to meet with these requirements. Since that time I have become more familiar with the game and I occasionally meet some of the old timers who really think I know what I am talking about, and even read my offerings each week in the Tradesman. At any rate I still find many old friends in Pentwater who continue to speak to me. Among those whom I met the other day was Capt. Martin R. Ewald, now retired, who came to Pentwater in charge of the life saving station in 1887, upon its establishment, a position which he held until 1913, when he retired on a pension for faithful service. After that time he devoted his activities to civic affairs and is still going strong. The Captain and his charming wife celebrated their fiftieth wedding anniversary, three years ago. If the temperature ever gets above zero up there, I am going back and teach them how to snare the elusive bass.

At Muskegon, on my return from Pentwater, I renewed acquaintance with "Milt" Steindler, of the Steindler Paper Co., who still claims the proud distinction of being the first victim to register in at the Verbeck Tavern, and one of the few who are living to talk about it. He is now manager of his institution. I meet his father, Sigmund, who now lives in Santa Monica, California, quite frequently, and we do much reminiscing. He is also going strong. "Milt" took me over to Muskegon Heights to catch up with Herman Anderson who, as representative of the old Walker Candy Co., used to do his best to despoil the Tavern larder in "them savage days." Herman is in charge of relief work at the Heights, looks as young as ever, and we had some visit.

Here I am working out an old grudge against E. H. (Ted) Beecher, operating Hotel Crathmore, by keeping some "cash customer" out of one of his tidy and comfortable rooms. But he seems to be of the patient and long suffering class and fairly makes me believe he gets some joy out of associating with me. I have known "Ted" for a long time; he is a real hotel man, with a bushel of friends, and unless he "does me wrong" will have more to say about him in the near future.

Ran across Harry Ackerman, general agent for the Preferred Auto Insurance Co., of Grand Rapids. For years Harry was a welcome guest at my

hostelry. He is a pronounced success in his line and will be heard from emphatically in the near future.

Annual hotel administration short course, sponsored by Michigan State college with the co-operation of the Michigan Hotel Association, will be held April 19, 20, and 21.

Prof. B. R. Proulx, assistant dean of liberal arts and head of the short course department at the college, is in charge of arrangements.

Amy Newberg, assistant professor of home economics, Grace E. Smith of Toledo, and Mary I. Barber, director of food experiments for W. K. Kellogg Co., at Battle Creek, will be the speakers Thursday.

Hotel Greeters of Michigan, Detroit Executive Housekeepers and members of the Hotel Accountants' associations will hold dinner meetings Thursday evening.

Friday morning, George H. Johnson, representative of the Laundryowners' National Association, will speak and Miss Eugenia McDaniels, of the college entomology department, will speak on "Insect Control."

In the afternoon, Gertrude Reis, extension specialist in home economics at M. S. C., and Allie M. Anderson, of the Winama hotel, Chicago, Ill., past president of the Chicago Hotel Women's Association, will be on the program.

Saturday morning, Charles K. Swafford, vice-president in charge of sales for the National Hotel Managers Co., New York hotel, will be the speaker. In the afternoon, S. J. Robinson of Chicago is scheduled to speak on direct mail advertising and Harold Young, of the Occidental hotel, Muskegon, will also talk.

The annual banquet will be held Saturday evening in the Woman's building on the campus.

Frank S. Verbeck.

Business Conditions Improving in Kalamazoo

Attended Sunday morning service at a leading church well filled with people. They had recently built a new edifice and the financial secretary reread his report to the congregation, pleading for funds to meet past due payments on bonds, covering the property. It was clear to me after nearly two weeks survey among the merchants, as to why money is so scarce. If the membership of that church only knew that the great National chain store monopolies are bleeding the business of their fair city and sending its needed money away to the financial centers, they would stop giving them their patronage. If Kalamazoo home merchants could have the patronage of Kalamazoo people, the money would be kept at home and churches and all lines of local business would prosper as in days of yore. The minister of this church is an active man and seemed to be awake to the fact that something was seriously wrong in society. I gave him a copy of the Tradesman, calling his attention to the petition to President Roosevelt, which has been signed by over 200 merchants of the city.

The local bank pay off acts upon this community as food does to a starving man. Called on a merchant, who had just collected a food account of long standing, owing to money being tied up in the local bank. He, in turn, paid his Tradesman subscription, which had likewise been in arrears. Money is the life blood of business. Like the blood in the human body, no one

should be permitted to control the supply, as in the past. The people have the power and right to liberate themselves from financial and industrial bondage. What they need most is leadership in both the press and pulpit. We need a social revolution to clean up on organized chain greed. The people could do this inside of thirty days by withdrawing their support from them. It might take longer to clean up on the oil trust, as it has all of the oil in sight. Who ever heard of bargain days and cut prices on oil and gasoline? They have it sewed up. They charge all the traffic will bear and they pay those who pump oil out of the ground just enough to keep them pumping. Monopoly treats the farmers the same way.

After a visit to hundreds of food stores and talking with the owners and managers, I begin to feel somewhat at home in these stores. The neatest and cleanest store inspected was not a chain store, but was owned by Charles Salotti and wife up in the copper country. Cannot remember the dirtiest store, but there were a number of them, so I do not wonder at the claim made that the chain store has had one virtue, at least, and that is it has caused many a food merchant to clean up his store with soap, water and paint. We are all in favor of clean foods and a clean place to keep them on sale. In my travels I find there is still a chance for trade improvement in many home owned stores. There is no advertising which will attract trade more than a bright, clean, newly-painted store. It pays to scrub the floors frequently. Clean display windows, showing attractive exhibits, are important trade drawing features, as well as an artistic arrangement of goods upon the shelves and display stands. There is another idea the chains can not have all to themselves and that is courtesy and service. Many merchants do not cash in on these possibilities as they should. People like to trade where they are greeted with a smile and where they receive attention. To hold the trade of a customer, get her or him to like your store and the service you render. Cultivate personality. Customers are human beings and they consider courtesy and service often more than price.

Another most important thing in bringing success to your store, is the buying of the goods you sell. For several months the market on foods has been gradually advancing. These markets will continue to advance as better times return. It is very easy to lose money on a rising market unless one keeps posted and steps up with it. Each week the Tradesman brings to the food merchant the rise and fall in the market. This service is of great value and is used by wide-awake food merchants each week. It is a strange fact that a few merchants ignore the market changes. They claim they must be governed entirely by the prices offered by their competitors. They really do not run their own business, but let others run it instead. These merchants are not getting ahead and may have to drop out. They are making a mistake trying to follow the cut price bait

of the big chains. Don't try to meet a profitless price. Instead, keep your selling price in line with the market and a bright clean store and stock, coupled with friendly service, will make you a winner in the end.
E. B. Stebbins.

Orders Reflect Spotty Trade

Orders for women's apparel and accessories reaching the New York market Monday reflected the spotty situation which prevailed in retail trade throughout the country last week. Re-orders came mainly from stores in the South, parts of the Middle West and the Coast. In coats, untrimmed styles of bark weaves are outstanding and are now outselling suits by five to one. Blouses, gloves and sportswear led in other divisions. With retail apparel promotion schedules to start shortly, a broader demand for new merchandise to sweeten stocks is expected in coats and dresses.

Market Drop and Washington Statements

The President's refusal to approve legislation that would have unduly restricted business recovery for the sake of more extensive Government control, has been very helpful in restoring confidence, many business men feel.

Speculative interests, on the other hand, have been greatly disappointed to learn that the Administration will fight the various inflationary and semi-inflationary schemes upon whose adoption the success of their operations depended. Finding their positions imperiled when inflation hopes collapsed, they were forced to sell, breaking grain prices and subjecting other markets to considerable pressure.

Business men hope that the country will accept this drop in the markets as a long needed correction. It should not be made the excuse for another "change of heart" by the Administration following popular pressure for the next shot in the arm, they insist.

Put principle before profit.

**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
38-44 Fulton St., W.
GRAND RAPIDS, MICH.

Store, Offices & Restaurant Equipment
G.R. STORE FIXTURE CO.
7 Ionia Ave., N. W. Phone 86027

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

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.

Where the Old Folk Thrive Best

Once haven of the puritans, New England now reveals itself as something of a refuge for elderly persons, and the best place to grow old. Or, stretching the Census Bureau figures a bit, the healthiest place in the land.

Curious facts are learned by mulling over the number of persons 65 and over, by States. For instance, six States have the highest percentages of elderly folk, a percentage of 7 or better in comparison to the total State population. They are New Hampshire, Vermont and Maine, holding up the New England banner, and Iowa, Indiana and Delaware. Oregon, in the Northwest, also does well by its aged.

Then again, there are fewer aged in the South, particularly Alabama, Louisiana, Mississippi, North and South Carolina. In the West, Arizona and Wyoming have a relatively small number of elderly folk.

In general, the ratio of elderly folk increased during the 1920-30 decade, particularly in the West. Eastern gains were conspicuous only in District of Columbia, Delaware, Massachusetts and New Hampshire. North Carolina is the only State showing a decrease.

There may be some dispute over Walter Pitkin's theory that "Life Begins at 40;" but work-day life is still going on for three-fifths of American men who have reached the age of 65. As for women, just one out of 12 can be classed as gainfully employed in the upper age group.

Analyzing census figures on the elderly segment of the population, Mary Conyngton, of the Bureau of Labor Statistics, finds that, taking both men and women above 65, one out of three are gainfully employed. This is an average, but the rate varied from 27.7 per cent employed in Nebraska to 46.8 per cent in Mississippi.

For the most part, rural conditions in farm States offer more work opportunities for the aged. In urban sections, on the other hand, industrial conditions offer a smaller chance for work to those of advanced years.

This is shown strikingly by an analysis of States where at least two-thirds of the aged men are employed. Such States are Mississippi, North and South Carolina, Arkansas, Georgia, Alabama,

New Mexico, Tennessee, Kentucky, Virginia, Louisiana and Idaho.

The total number of persons 65 and over in this country is 6,500,000, or 5.5 per cent. of the entire population.

Opposition Planned Against Drug Clause

While the majority of the industry appears to be in favor of the provision, which prevents retailers from selling goods at levels below manufacturers' wholesale list price per dozen, a militant minority, including several large department stores and a few retail drug chains, are strongly against the provision. They contend that it is tantamount to fixing prices.

Proponents of the clause, however, declared yesterday that it was the soundest fair trade practice ever adopted by the industry and that it will result in untold benefits, particularly to the small druggist, who has not been able to compete with the large "price-cutters." Most of the drug chains, they insisted, are in favor of the scheme, and of that group only a few persistent "price-wreckers" object to it.

A number of technical questions remain to be ironed out, such as whether the Government tax on certain products is to be included in the list price and how "free deals" are to be calculated. Discussions on these questions will start this week and little difficulty is expected in solving them.

It is admitted by those in favor of the provision that the price-cutters will probably start at once to figure methods of evasion and to discover loopholes in the clause. All such developments, however, will be watched very carefully, and whenever any outright violation of the provision is discovered, it will be prosecuted at once.

The new clause will have practically no effect on current prices to consumers, it was contended, as the volume of drug items used as bait forms a comparatively small proportion of the total. Since the vast majority of drug stores are now selling products at levels above manufacturers' lists, there will be no need to change these quotations to conform with the new provision, it was held.

Acrobatic Aviation for Curing Deafness

If a commercial airplane zooms, side slips, does a falling leaf, a tailspin and an Immelman, the pilot isn't necessarily reckless. He may be therapeutic.

In which case, the chances are he has as a passenger some one who is deaf or afflicted with other physical defects for which a physician has recommended sharp changes in air pressure. Attempts to cure these physical defects by airplane now have the sanction of the Department of Commerce.

The Medical Section of the Aeronautics Branch, after careful investigation, announces "it is highly probable" that some cures have been made by airplane flights, although "in all cases the same results might have been obtained through the use of a compression chamber and the entire test conducted by a physician. In this manner other dangers caused by excessive pressures changes may be eliminated."

Nevertheless, if the physician of a person afflicted with deafness or other physical defects advises an acrobatic airplane flight as a possible means of cure, it is possible now for the commercial pilot to obtain a waiver for such a flight. The Department of Commerce, which hitherto prohibited the flying of passengers acrobatically for hire, asks that the waiver be obtained in advance of the flight.

The applications for waivers may be made directly to Department of Commerce field inspectors or to headquarters of inspection districts. Except in the matter of prohibiting the carrying of passengers acrobatically for hire the waivers require that all rules in regard to airplane acrobatics be observed.

U. S. bonds are good. But it's possible to get too much even of a good thing, banks should remember.

The general price trend promises to be upwards.

Bank Credit More Available

There is increasing evidence that the lending policy of banks has been increasingly liberalized of late. A mild revival of competition among lending institutions is reported.

Wholesale merchants, particularly in the food and grocery field, report no difficulties in getting the loans they want on their inventories. Smaller manufacturers also have been more successful recently in their search for new lines of credit, especially where they had ample stocks of raw materials bought below current market levels.

Credit officers in banks indicate that the grant of new credit lines would be facilitated further if business men were more successful in consolidating their outstanding prior or long-term obligations first.

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

Base Balls

Seed-Disinfectants

Soda Fountain Supplies

White Wash Heads

Turpentine

Brushing Lacquer

Rubber Balls

Golf Supplies

Bathing Supplies

Picnic Supplies

Wash Heads

Varnishes

Jacks

Tennis Supplies

Insecticides

Goggles

Waxed Papers

Paint Brushes

Kalsomine Brushes

Enamels

Etc., Etc.

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

Hazeltine & Perkins Drug Co.

Grand Rapids Michigan

WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER		
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55
Boric, Powd., or Xtal, lb.	08½ @	20	Chamomile		
Carbolic, Xtal, lb.	36 @	43	German, lb.	35 @	45
Citric, lb.	35 @	45	Roman, lb.	@	1 00
Muriatic, Com'l., lb.	03½ @	10	Saffron		
Nitric, lb.	09 @	15	American, lb.	50 @	55
Oxalic, lb.	15 @	25	Spanish, ozs.	@	1 35
Sulphuric, lb.	03½ @	10			
Tartaric, lb.	35 @	46			
ALCOHOL			FORMALDEHYDE, BULK		
Denatured, No. 5, gal.	44 @	55	Pound	09 @	20
Grain, gal.	4 00 @	5 00			
Wood, gal.	50 @	60			
ALUM-POTASH, USP			FULLER'S EARTH		
Lump, lb.	05 @	13	Powder, lb.	05 @	10
Powd. or Gra., lb.	05½ @	13			
AMMONIA			GELATIN		
Concentrated, lb.	06 @	18	Pound	55 @	65
4-F, lb.	05½ @	13			
3-F, lb.	05½ @	13			
Carbonate, lb.	20 @	25			
Muriate, Lp., lb.	18 @	30			
Muriate, Gra., lb.	07¾ @	18			
Muriate, Po., lb.	22 @	35			
AMMONIA			GLUE		
Concentrated, lb.	06 @	18	Brok., Bro., lb.	20 @	30
4-F, lb.	05½ @	13	Gr'd, Dark, lb.	16 @	22
3-F, lb.	05½ @	13	Whi. Flake, lb.	27½ @	35
Carbonate, lb.	20 @	25	White G'd, lb.	25 @	35
Muriate, Lp., lb.	18 @	30	White AXX light, lb.	@	40
Muriate, Gra., lb.	07¾ @	18	Ribbon	42½ @	50
Muriate, Po., lb.	22 @	35			
ARSENIC			GLYCERINE		
Pound	07 @	20	Pound	16¾ @	45
BALSAMS			GUM		
Jopaiba, lb.	60 @	1 40	Aloes, Barbadoes,		
Fir, Cana., lb.	2 00 @	2 40	so called, lb. gourd.	@	60
Fir, Oreg., lb.	50 @	1 00	Powd., lb.	35 @	45
Peru, lb.	3 80 @	4 25	Aloes, Socotrine, lb.	@	75
Tolu, lb.	1 50 @	1 80	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.	22½ @	30
			Ground, lb.	22½ @	30
			Shellac, white (bone dr'd) lb.	35 @	45
			Tragacanth		
			No. 1, bbls.	1 50 @	1 75
			No. 2, lbs.	1 35 @	1 50
			Pow., lb.	1 25 @	1 50
BARKS			HONEY		
Cassia			Pound	25 @	40
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			
Soapstone, cut, lb.	20 @	30			
Soapstone, Po., lb.	35 @	40			
BERRIES			HOPS		
Cubeb, lb.	@	65	¼s Loose, Pressed, lb.	@	1 00
Cubeb, Po., lb.	@	75			
Juniper, lb.	10 @	20			
BLUE VITRIOL			HYDROGEN PEROXIDE		
Pound	06 @	15	Pound, gross	27 00 @	29 00
			½ lb., gross	17 00 @	18 00
			¼ lb., gross	11 00 @	11 50
BORAX			INDIGO		
P'd or Xtal, lb.	06 @	13	Madras, lb.	2 00 @	2 25
BRIMSTONE			INSECT POWDER		
Pound	04 @	10	Pure, lb.	31 @	41
CAMPHOR			LEAD ACETATE		
Pound	80 @	1 00	Xtal, lb.	17 @	25
			Powd. and Gran.	25 @	35
CANTHARIDES			LICORICE		
Russian, Powd.	@	4 50	Extracts, sticks, per box	1 50 @	2 00
Chinese, Powd.	@	2 00	Lozenges, lb.	40 @	50
			Wafers, (24s) box	@	1 50
CHALK			LEAVES		
Crayons			Buchu, lb., short	@	60
White, dozen	@	3 60	Buchu, lb., long	@	70
Dustless, dozen	@	6 00	Buchu, P'd, lb.	@	70
French Powder, Coml., lb.	03½ @	10	Sage, bulk, lb.	25 @	30
Precipitated, lb.	12 @	15	Sage, loose pressed, ¼s, lb.	@	40
Prepared, lb.	14 @	16	Sage, ounces	@	85
White, lump, lb.	03 @	10	Sage, P'd and Grd.	@	35
			Senna		
			Alexandria, lb.	35 @	40
			Tinnevelia, lb.	25 @	40
			Powd., lb.	25 @	35
			Uva Ursi, lb.	@	31
			Uva Ursi, P'd, lb.	@	45
CAPSICUM			LIME		
Pods, lb.	60 @	70	Chloride, med., dz.	@	85
Powder, lb.	62 @	75	Chloride, large, dz.	@	1 45
CLOVES			LYCOPODIUM		
Whole, lb.	30 @	40	Pound	45 @	60
Powdered, lb.	35 @	45			
COCAINE			MAGNESIA		
Ounce	12 68 @	14 85	Carb., ¼s, lb.	@	30
			Carb., ⅛s, lb.	@	32
			Carb., Powd., lb.	15 @	25
			Oxide, Hea., lb.	@	75
			Oxide, light, lb.	@	75
COPPERAS			MENTHOL		
Xtal, lb.	03½ @	10	Pound	4 54 @	4 88
Powdered, lb.	04 @	15			
CREAM TARTAR			MERCURY		
Pound	23 @	36	Pound	1 50 @	1 75
CUTTLEBONE					
Pound	40 @	50			
DEXTRINE					
Yellow Corn, lb.	06½ @	15			
White Corn, lb.	07 @	15			
EXTRACT					
Witch Hazel, Yellow Lab., gal.	1 10 @	1 70			
Licorice, P'd, lb.	50 @	60			

MORPHINE			POTASSIUM		
Ounces	@	11 80	Acetate, lb.	60 @	96
½s	@	13 96	Bicarbonate, lb.	30 @	35
			Bichromate, lb.	15 @	25
			Bromide, lb.	66 @	98
			Carbonate, lb.	30 @	35
			Chlorate		
			Xtal, lb.	17 @	23
			Powd., lb.	17 @	23
			Gran., lb.	21 @	28
			Iodide, lb.	2 71 @	2 90
			Pernanganate, lb.	22½ @	35
			Prussiate		
			Red, lb.	80 @	90
			Yellow, lb.	50 @	60
MUSTARD			QUASSIA CHIPS		
Bulk, Powd.			Pound	25 @	30
Select, lb.	45 @	50	Powd., lb.	35 @	40
No. 1, lb.	25 @	35			
NAPHTHALINE			QUININE		
Balls, lb.	09 @	18	5 oz. cans, ozs.	@	77
Flake, lb.	09 @	18			
NUTMEG			ROSIN		
Pound	@	40	Pound	04 @	15
Powdered, lb.	@	50			
NUX VOMICA			ROOT		
Pound	@	25	Aconite, Powd., lb.	@	90
Powdered, lb.	15 @	25	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.	27½ @	40
			Ginger, African, Powd., lb.	15 @	25
			Ginger, Jamaica, Lined, lb.	30 @	40
			Ginger, Jamaica, Powd., lb.	25 @	35
			Goldenseal, Powd., lb.	1 75 @	2 00
			Hellebore, White, Powd., lb.	20 @	30
			Indian Turnip, Powd., lb.	@	50
			Ipecac, Powd., lb.	3 00 @	3 60
			Licorice, lb.	30 @	35
			Licorice, Powd., lb.	15 @	25
			Mandrake, Powd., lb.	@	35
			Marshmallow, Cut, lb.	@	50
			Marshmallow, Powd., lb.	@	60
			Orris, lb.	@	35
			Orris, Powd., lb.	40 @	45
			Orris, Fingers, lb.	@	1 75
			Pink, Powd., lb.	1 50 @	2 25
			Poke, Powd., lb.	@	30
			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
OIL ESSENTIAL			SAL		
Almond			Epsom, lb.	03½ @	10
Bit., true, ozs.	@	50	Glaubers		
Bit., art., ozs.	@	30	Lump, lb.	03 @	10
Sweet, true, lb.	1 40 @	2 00	Gran., lb.	03½ @	10
Sweet, art., lbs.	75 @	1 20	Nitre		
Amber, crude, lb.	71 @	1 40	Xtal. or Powd.	10 @	16
Amber, rect., lb.	1 30 @	2 00	Gran., lb.	09 @	16
Anise, lb.	1 00 @	1 60	Rochelle, lb.	17 @	30
Bay, lb.	4 00 @	4 25	Soda, lb.	02½ @	08
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 00 @	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.	4 50 @	5 00			
Lav. Gard., lb.	1 25 @	1 50			
Lemon, lb.	2 00 @	2 40			
Mustard, true, ozs.	@	1 25			
Mustard, art., ozs.	@	30			
Orange, Sw., lb.	3 00 @	3 25			
Origanum, art., lb.	1 00 @	1 20			
Pennyroyal, lb.	2 75 @	3 20			
Peppermint, lb.	4 25 @	4 80			
Rose, dr.	@	2 50			
Rose, Geran., ozs.	@	1 00			
Rosemary Flowers, lb.	1 00 @	1 50			
Sandalwood					
E. L. lb.	8 00 @	8 60			
W. I., lb.	4 50 @	4 75			
Sassafras					
True, lb.	1 90 @	2 40			
Syn., lb.	85 @	1 40			

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	
No. 10 Cut Beets		Rolled Oats	
Brooms		Lima Beans	

AMMONIA

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

APPLE BUTTER

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

BAKING POWDERS

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



BRAN FLAKES

Bran Flakes, No. 624 1 90
Bran Flakes, No. 650 85
Rice Krispies, 6 oz. 2 40
Rice Krispies, 1 oz. 1 10
All Bran, 16 oz. 2 30
All Bran, 10 oz. 2 75
All Bran, 4 oz. 1 10
Kaffe Hag, 6-1 lb. cans 2 57
Whole Wheat Fla., 24s 2 40
Whole Wheat Bis., 24s 2 65
Wheat Krispies, 24s 2 40

Post Brands

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

Amsterdam Brands

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

BROOMS

Quaker, 5 sewed 6 75
Warehouse 7 25
Winner, 5 sewed 5 75
Top Notch 4 50

BRUSHES

Scrub

Progress, dozen 90

Stove

Shaker, dozen 90

Shoe

Topcen, dozen 90

BUTTER COLOR

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

BLEACHER CLEANSER

Clorox, 16 oz., 24s 3 25
Clorox, 22 oz., 12s 3 00
Lizzie, 16 oz., 12s 2 15
Sunrae, 18 oz., 12s 1 35
Linco Wash, 32 oz. 12s 2 00

BLUING

Am. Ball, 36-1 oz., cart. 1 00
Boy Blue, 18s, per cs. 1 35

BEANS and PEAS

100 lb. bag
Dry Lima Beans, 100 lb. 8 25
White H'd P. Beans 3 50
Split Peas, yell., 60 lb. 3 90
Split Peas, gr'n, 60 lb. 6 10
Scotch Peas, 100 lb. 7 40

BURNERS

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

BOTTLE CAPS

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

BREAKFAST FOODS

Kellogg's Brands

Corn Flakes, No. 136 2 90
Corn Flakes, No. 124 2 90
Pep, No. 224 2 20
Pep No. 250 1 05
Krumbles, No. 412 1 55

Supreme, No. 2 in syrup 2 25

Hart Special, No. 2 1 35

Cherries—Royal Ann

Supreme, No. 2 2 75
Supreme, No. 2 2 10
Gibraltar, No. 10 8 25
Gibraltar, No. 2 2 50

Figs

Beckwith Breakfast, No. 10 12 00
Carpenter Preserved, 5 oz. glass 1 35
Supreme Kodota, No. 1 1 80

Fruit Salad

Supreme, No. 10 12 00
Quaker, No. 10 11 00
Supreme, No. 2 3 15
Supreme, No. 2 2 35
Supreme, No. 1 1 80
Quaker, No. 2 3 15

Goosberries

Primo, No. 10 5 25

Grape Fruit

Florida Gold, No. 5 4 75
Florida Gold, No. 2 1 37 1/2
Quaker, 8 oz. 90
Quaker, 2 1/2 1 37 1/2

Grape Fruit Juice

Florida Gold, No. 1 90
Quaker, No. 1 90
Quaker, No. 5 4 50

Loganberries

Premio, No. 10 6 75

Peaches

Forest, solid pack, No. 10 5 85
Gibraltar, halves, No. 10 6 65
Supreme, sliced, No. 10 7 50
Supreme, halves, No. 10 7 75
Nile, sliced, No. 10 5 65
Premio, halves, No. 10 5 65
Quaker, sliced or halves, No. 10 7 00
Gibraltar, No. 2 1 90
Supreme, sliced No. 2 1 15
Supreme, halves, No. 2 2 25
Quaker, sliced or halves, No. 2 2 00
Quaker sliced or halves, No. 2 1 60

Pears

Premio, No. 10 water 5 75
Quaker, No. 10 8 25
Quaker, Bartlett, No. 2 1/2 2 30
Quaker, Bartlett, No. 2 1 80

Pineapple Juice

Doles, Diamond Head, No. 2 1 60
Doles, Honey Dew, No. 10 7 00

Pineapple, Crushed

Imperial, No. 10 7 25
Honey Dew, No. 2 2 45
Honey Dew, No. 2 1 85
Quaker, No. 2 2 25
Quaker, No. 2 1 80
Quaker, No. 1 1 10

Pineapple, Sliced

Honey Dew, sliced, No. 10 9 00
Honey Dew, tid bits, No. 10 8 75
Honey Dew, No. 2 2 50
Honey Dew, No. 2 2 00
Honey Dew, No. 1 1 17 1/2
Ukelele Broken, No. 10 7 90
Ukelele Broken, 2 1/2 2 25
Ukelele Broken, No. 2 1 80
Curfew Tid Bits, No. 2 1 80
Quaker, Tid Bits, No. 10 8 25

Quaker, No. 10 8 25

Quaker, No. 2 2 35

Quaker, No. 2 1 90

Quaker, No. 1 1 10

Plums

Ulilit, No. 10, 30% syrup 6 50
Supreme Egg, No. 2 2 30
Supreme Egg, No. 2 1 70
Primo, No. 2, 40% syrup 1 00

Prepared Prunes

Supreme, No. 2 2 35
Supreme, No. 2 2 00
Italian 2 00

Raspberries, Black

Premio, No. 10 8 50
Pride Mich., No. 2 1 60
Hart, 8-ounce 80

Raspberries, Red

Premio, No. 10 8 75
Daggett, No. 2 2 20

Strawberries

Hunt, Superior, No. 2 2 35

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Chowder, No. 2 2 75
Clams, Steamed, No. 1 2 75
Clams, Minced, No. 1/2 2 40
Pinnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 53
Cove Oysters, 5 oz. 1 25
Lobster, No. 1/4 2 35
Shrimp, 1, wet 1 45
Sard's, 1/4 Oil, k'less 3 35
Sardines, 1/4 Oil, k'less 3 35
Salmon, Red Alaska 2 25
Salmon, Med. Alaska 1 85
Salmon, Pink, Alaska 1 60
Sardines, Im. 1/4, ea. 6@13 1/2
Sardines, Cal. 1 00
Tuna, 1/2 Van Camps, doz. 1 75
Tuna, 3/4s Van Camps, doz. 1 15
Tuna, 1s, Van Camps, doz. 3 45
Tuna, 1/2s, Chicken Sea, doz. 1 60

CANNED MEAT

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

Baked Beans

Campbells 48s 2 30

CANNED VEGETABLES

Hart Brand

Asparagus

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

Baked Beans

1 lb. Sacc, 36s, cs. 1 75
No. 2 1/2 Size, doz. 1 05
No. 10 Sauce 4 90

Lima Beans

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

Red Kidney Beans

No. 10 4 25
No. 2 90

String Beans

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

Wax Beans

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

Beets

Extra Small, No. 2 2 00
Hart Cut, No. 10 4 50
Hart Cut, No. 2 90
Marcel. Whole, No. 2 1/2 1 35
Hart Diced, No. 2 90

Carrots

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

Corn

Golden Ban., No. 2 1 35
Golden Ban., No. 10 10 00
Country Gen., No. 2 1 20
Marcellus, No. 2 1 20
Fancy Crosby, No. 2 1 35
Fancy Crosby, No. 10 6 75
Whole Grain, 6 Ban-tam No. 2 1 45

Peas

Little Dot, No. 2 2 15
Sifted E. June, No. 10 9 50
Sifted E. June, No. 2 1 75
Marcel, Sw. W No. 2 1 45
Marcel, E. June, No. 2 1 40
Marcel, E. Ju., No. 10 7 75

Pumpkin.

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

Sauerkraut

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

Soinach

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

Squash

Boston, No. 3 1 35

Succotash

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

Tomatoes

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

CATSUP

Regal, 8 oz. doz. 95
Regal, 14 oz. doz. 1 38
Sniders, 8 oz. doz. 1 20
Sniders, 14 oz. doz. 1 85
Quaker, 10 oz. Doz. 1 23
Quaker, 14 oz. doz. 1 35

CHILI SAUCE

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

Doublemint 65

Peppermint, Wrigleys 65

Spearmint, Wrigleys 65

Juicy Fruit 65

Wrigley's P-K 65

Teaberry 65

CHOCOLATE

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

CIGARS

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

Cocoanut

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

CLOTHES LINE

Riverside, 50 ft. 2 20
Cupples Cord 2 90

COFFEE ROASTED

Lee & Cady

1 lb. Package

Ryco 21
Boston Breakfast 24 1/2
Breakfast Cup 23 3/4
Competition 18 1/4
J. V. 21 1/2
Majestic 30 3/4
Morton House 32 1/4
Nedrow 27 1/4
Quaker, in cartons 24 1/2
Quaker, in glass jars 29

Coffee Extracts

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

CONDENSED MILK

Eagle, 2 oz., per case 4 60

Cough Drops

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

COUPON BOOKS

50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50

Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CRACKERS

Hekman Biscuit Company

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

CREAM OF TARTAR

6 lb. boxes 35

DRIED FRUITS

Apricots

Evaporated, Ex Choice 18 1/2
Choice 17
Standard 15 1/2
Ex. Fancy Moorpack 25

Citron

5 lb. box 37

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

Currants	
Packages, 11 oz.	14
Dates	
Imperial, 12s, pitted	1 90
Imperial, 12s, regular	1 60
Imperial, 12s, 2 lb.	
Imperial, 12s, 1 lb.	

Figs	
Calif., 24-83, case	1 70
Peaches	
Evap. Choice	13 1/2
Peel	
Lemon, Dromdary, 4 oz., doz.	1 10
Orange, Dromdary, 4 oz., dozen	1 10
Citron, Dromdary, 4 oz., dozen	1 10

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

California Prunes	
90@100, 25 lb. boxes	@07
80@ 90, 25 lb. boxes	@07 1/2
70@ 80, 25 lb. boxes	@08 1/4
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

Hominy	
Pearl, 100 lb. sacks	3 50

Bulk Goods	
Elb. Macaroni, 20 lb. bx.	1 25
Egg Noodle, 10 lb. box	1 25

Pearl Barley	
0000	7 00
Barley Grits	5 00
Chester	4 50

Lentils	
Chili	10

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

Jiffy Punch	
3 doz. Carton	2 25
Assorted flavors.	

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

FRUIT CANS	
Ball Mason	
F. O. B. Grand Rapids	
One pint	8 00
One quart	9 30
Half gallon	12 40
Mason Can Tops, gro.	2 55

FRUIT CAN RUBBERS	
Presto Red Lip, 2 gro. carton	78
Presto White Lip, 2 gro. carton	83

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

HONEY	
Lake Shore 1 lb. doz.	1 90

JELLY AND PRESERVES	
Pure, 30 lb. pails	2 60
Imitation, 30 lb. pails	1 60
Pure Pres., 16 oz., dz.	1 80
12 oz. Apple Jelly, dz.	95
13 oz. Mint Jelly, dz.	1 60
7 oz. Cranberry Jelly, dz	90

JELLY GLASSES	
1/2 Pint Tall, per doz.	25

JUNKET GOODS	
Junket Powder	1 20
Junket Tablets	1 35

MARGARINE	
Wilson & Co.'s Brands Oleo	
Nut	10

MATCHES	
Diamond, No. 5, 144	6 25
Searchlight, 144 box	6 25
Crescent, 144	5 65
Diamond, No. 0	5 00

Safety Matches	
Red Top, 5 gross case	5 25
Signal Light, 5 gro. cs.	5 25
Standard, 5 gro. cs.	3 75

MUELLER'S PRODUCTS	
Macaroni, 9 oz.	2 10
Spaghetti, 9 oz.	2 10
Elbow Macaroni, 9 oz.	2 10
Egg Noodles, 6 oz.	2 10
Egg Vermicelli, 6 oz.	2 10
Egg Alphabets, 6 oz.	2 10
Cooked Spaghetti, 24c, 17 oz.	2 20

NUTS Whole	
Almonds, Peerless	15 1/2
Brazil, large	14 1/2
Fancy Mixed	15
Pilberts, 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

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

Shelled	
Almonds	39
Peanuts, Spanish, 12s lb. bags	7 1/2
Filberts	32
Pecans, salted	45
Walnut, California	48

MINCE MEAT	
None Such, 4 doz.	6 20
Quaker, 3 doz. case	2 65
Yo Ho, Kegs, wet, lb.	16 3/4

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

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

PICKLES	
Sweet Small	
L and C, 7 oz., doz.	92 1/2
Paw Paw, quarts, doz.	2 80

Dill Pickles	
Gal., 40 to Tin, doz.	8 20
32 oz. Glass Thrown	1 50

PIPES	
Cob, 3 doz. in bx. 1 00@1 20	

PLAYING CARDS	
Blue Ribbon, per doz.	4 50
Bicycle, per doz.	4 70
Torpedo, per doz.	2 50

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

FRESH MEATS	
Beef	
Top Steers & Heif.	11
Good Steers & Heif.	10
Med. Steers & Heif.	08
Com. Steers & Heif.	07

Veal	
Top	11
Good	10
Medium	08

Lamb	
Spring Lamb	15
Good	14
Medium	13
Poor	06

Mutton	
Good	07
Medium	05
Poor	

Pork	
Loins	14
Butts	13
Shoulders	10
Spareribs	09
Neck Bones	09
Trimnings	08

PROVISIONS	
Barreled Pork	
Clear Back	16 00@18 00
Short Cut, Clear	12 00

Dry Salt Meats	
D S Belles	20-25 10

Lard	
Pure in tierces	07 1/2
60 lb. tubs advance	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

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

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

Beef	
Boneless. rump	@19 00

Liver	
Beef	10
Calf	35
Pork	07 1/2

RICE	
Fancy Blue Rose	5 00
Fancy Head	6 10

RUSKS	
Postma Biscuit Co.	
18 rolls, per case	2 10
12 rolls, per case	1 39
12 cartons, per case	2 35
12 cartons, per case	1 57

SALERATUS	
Arm and Hammer 24s.	1 50

SAL SODA	
Granulated, 60 lbs. cs.	1 35
Granulated, 18-2 1/2 lb. packages	1 15

COD FISH	
Mother Ann, 1 lb. pure	25

HERRING	
Holland Herring	
Mixed, kegs	82
Milkers, kegs	92

Lake Herring	
1/2 bbl., 100 lbs.	

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

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

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

STOVE POLISH	
Blackne, per doz.	1 30
Black Silk Liquid, doz.	1 30
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 30
Enameline Liquid, doz.	1 30
E. Z. Liquid, per 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

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 90
Med. No. 1, 100 lb. bk.	1 00
Farmer Spec., 70 lb.	1 00
Packers Meat, 50 lb.	85
Cream Rock for ice, cream, 100 lb., each	85
Butter Salt, 280 lb. bbl.	4 00
Block, 50 lb.	40
Baker Salt, 280 lb. bbl	3 80
6, 10 lb., per bale	93
20, 3 lb., per bale	1 00
10 lb. bags, table	45



See Run'g, 32, 26 oz.	2 40
Five case lots	2 30
Iodized, 32, 26 oz.	2 40
Five case lots	2 30

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

WASHING POWDERS	
Bon Ami Pd., 18s, box.	1 90
Bon Ami Cake, 18s	1 65
Brillo	85
Big 4 Soap Chips 8 1/2	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 lai	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

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

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

Pure Ground in Bulk	
Allspice, Jamaica	@18
Cloves, Zanzibar	@28
Cassia, Canton	@22
Ginger, Corkin	@17
Mustard	@21
Mace Penang	@60
Pepper, Black	@20
Nutmegs	@25
Pepper, White	@30
Pepper, Cayenne	@26
Paprika, Spanish	@36

Seasoning	
Chili Powder, 1 1/2 oz.	62
Celery Salt, 1 1/2 oz.	80
Sage, 2 oz.	80
Onion Salt	1 35
Garlic	1 35
Ponely, 3 1/2 oz.	3 25
Kitchen Bouquet	4 25
Laurel Leaves	26
Marjoram, 1 oz.	90
Savory, 1 oz.	65
Thyme, 1 oz.	90
Tumeric, 1 1/2 oz.	35

STARCH	
Corn	
Kingsford, 24/1	2 10
Powd., bags, per 100	3 95
Argo, 24, 1 lb. pkgs.	1 58
Cream, 24-1	2 25
Gloss	
Argo, 24, 1 lb. pkgs.	1 46
Argo, 12, 3 lb. pkgs.	2 25
Argo, 8, 5 lb. pkgs.	2 46
Silver Gloss, 48, 1s.	11 1/4
Elastic, 16 pkgs.	1 38
Tiger, 50 lbs.	2 82

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

Imit. Maple Flavor	
Orange, No. 1 1/2, 2 dz.	2 8

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.

Get the Money in the Year's Best Quarter Ahead

Gee, how the money pours in! Retailing comes into its own again and let's hope that it is more than just the heat of a fever-to-buy, after a bitter Winter. Merchants have reported to us their increases in business for the pre-Easter week, for the month of March and for the first quarter. In every case they are phenomenal records. But we know the answer. The figures are compared with last years business and though memory is short, no business man will ever forget the shock of the bank holidays and cessation of all business in March, 1933.

Time marches on and we see men in business gloating over this year's records in comparison with the last. In the majority of cases the improvement is not because of the effort of the individual now doing the crowing. Let the credit go where it rightfully belongs. But of that we are not at the moment writing.

The present and the future in pair-age per person is the only real concern of the trade. More dollars are coming into the stores and most of them are artificially stimulated dollars. In agricultural regions, the checks of a paternal government, distributed through many initialed bureaus, trickle into retail cash registers. Congress spends a huge slice of money over the President's veto and this money, in turn, will come into the shoe store cash register.

Of immediate money in the Spring-time of the year, there is aplenty. Every store, everywhere, should try to get as much of it as possible for in the new philosophy of retailing, the time to "get hot" in shoes and service is when the public is spending. After the feast there will come the famine. The store that is able to put itself into a good cash position is able to get that nice, juicy 5% cash discount. Otherwise, it is penalized.

One merchant, through aggressive selling, has pulled himself up to the discount-taking point, over almost insurmountable obstacles. His reasoning was that if he averaged a purchase of \$5,000 worth of goods every month and he missed the discount of 5 per cent.—that over a period of a year he was virtually paying 60 per cent. of \$5,000 for a few days' or few weeks' use of ready cash monthly.

Retailing sweeps along into its best selling months. From now to June, retailing not only recovers but progresses

and the measurement should not be against last year's figures but against public consumption of the commodity itself. The immediate outlook may be indeed encouraging but the long-range picture needs examination.

A national effort is to be made to reduce the time spent by people at work. This releases more time for leisure. Americans spend money to occupy their leisure hours. They will have less money left for the provision of the actual necessities of life. The shoe trade and every other apparel industry must fight for that part of the public's unwilling dollar, that is more willingly spent for the movies, for beverages, for leisure pleasures.

Shoes will come in for greater competition because in so many cases they are obvious necessities. They can be worn for days and weeks more if the call of the dollar is for something else.

A real fight for a greater share of the public's dollar has been put up by the retail trade this season. There can be no lessening of the light of publicity on the product. Some day we will consider per capita consumption of footwear as a problem of collective publicity, or at least the direction of publicity into the channels of encouraging more sales.

This issue is particularly well suited to stimulate an interest in real Summer footwear and to give you an advice picture of the advance publicities of Fall and Winter footwear. A merchant in business must not only think of his immediate selling but of his early buying and his forward planning. All three have a place and a purpose. The combination of all three is expressed in this issue. It helps the merchant to see his business a little more clearly in the light of modern requirements.

For the moment the alarms of the future are not up for consideration. The immediate objective is more and more selling at retail and some very encouraging new shoes have appeared to give the stimulus of style to shoes this summer. Eventually we will have to pay in higher taxes for the money that has been distributed "to prime the pump" of business but right here and now is the time to bring that money into the shoe store: for it will trickle back into trade in wages and materials, to the betterment of all business.—Boot and Shoe Recorder.

Personal Calls Made By Manager Hammond

(Continued from page 15)

partment at Sterling-Smith's store in Battle Creek. We came around by Battle Creek on our return to Lansing and found Mr. Boyce animated over the prospect of business success in his new location. We congratulate both the firm and Mr. Boyce for this very happy combination.

We had a pleasant call with Mrs. Mulrine at her pleasant home at 19 Garrison street. She mourns Mr. Mulrine's passing and hundreds of Mrs. Mulrine's friends sympathize with her in this hour of sorrow. The managers of the L. W. Robinson store, Misses Anna and Clara Springman, were at their respective desks. I had a pleasant visit with them and also with R. S. Tompkins, for a long time a buyer of

the company and now their special advisor.

Space does not permit our reproducing the stories that Mart Smith tells us. If you want to have a good time, visit Mart and swap your latest yarns. Mart will be at the convention with a full supply of new ones.

Bullen's store for many years has been the land mark in Albion and the personality of George T. Bullen one of the shining lights. We are pleased to announce that the eldest son, Don Bullen, has re-organized a Bullen store and will soon occupy it with a line of dry goods and general merchandise. The Bullen boys have inherited many of the fine qualities of their father and we are very sure that Don will be successful in this new venture.

Lewis & Coe, Adrian. The front door is locked and the merchandise gone. We shall miss our pleasant calls on Messrs. Lewis & Coe, where we have been a regular caller for many years.

Other places on our recent itinerary were Milan, Blissfield, Clinton and Saline. Stores in these places are getting along finely and see better days ahead.

The O. H. Mauer store, of Fowler-ville, has closed its doors. We understood from a neighbor merchant that Mr. Maurer will establish himself in a cafe and restaurant in Fowlerville. Sorry to lose Mr. Maurer from our list of dry goods merchants.

The Paris Shop, Max Weinberg, proprietor, was a cheerful place the day after Easter. Max showed me a display of millinery and commented on the big sale he had the day before Easter and the day after. He promised to be at the convention.

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

Items From The Cloverland Of Michigan

Sault Ste. Marie, April 16—The Chamber of Commerce annual dinner at St. Ignace will be held April 19. Thirty-five guests from the different Chambers of Commerce throughout the Upper Peninsula have been invited. On the speakers' program for the evening are Col. Rogers M. Andrews, chairman of the Mackinac Island State Park Commission Historical Committee, also Clyde A. Saunders, president of the Sault Chamber of Commerce, and other prominent speakers. The St. Ignace home owners are being encouraged to keep up their buildings and grounds and to plant vegetables and flower gardens this summer. City officials are going to give prizes for the most attractive houses and grounds and the finest flower garden and best vegetable garden. St. Ignace realizes that her position and location, being the first and last stop when crossing the Straits, means much to the tourists and hunters as well as to others who visit there.

The Sugar Island ferry boat, Beaver, owned and operated by E. E. Peterman & Son, began operations last Saturday between the Sugar Island dock and the mainland at Little Rapids Cut. It will operate on the same schedule as it did last Summer.

Dr. E. L. Corbet, son of Mr. and Mrs. William Corbet here, has been cited in the Public Safety magazine for his work in connection with the Nation-wide safety campaign among cities. Mr. Corbet, who makes periodical visits to the Sault to visit his parents, is director of public safety at Milwaukee, which won first place in the safety campaign in the division for cities of 500,000 or more population.

It is getting so now so that you can buy farm land for \$5 an acre and then collect \$10 an acre from the Government for not using it.

The ferry operating between the two Soos has started operation for the season. It took considerable time and blasting last week to open a channel, as the ice on the American side was over two feet thick. During the past month pedestrians were taken over the river in a small boat over the open water on the Canadian side.

Jerry Neville, the young grocer occupying the Reidy grocery on Magazine and Spruce street, took unto himself a wife last week in the person of Miss Margaret Mathison, the charming young daughter of Mrs. Martin Mathison. Mr. Neville, while in the business here only since last fall, has built up a large trade in the West end of the city. He is a hard worker and gives the business his personal attention, which accounts for his success. The newly-weds will make their home in the Sault and receive the congratulation of their large circle of friends who wish them every happiness and prosperity.

The most critical book reviewer is the banker. He can tell in a minute if your writing is any good or otherwise.

J. Irons, district manager of Swift & Co., St. Paul, paid the Sault a visit last week and arranged with the local manager, Fred Bryant, for his transfer to Milwaukee. While this is a promotion, his many friends here regret his departure. Mr. Bryant also regrets leaving, as he likes the Sault, which he said was the most friendly place which he has found in all his travels.

As the depression begins to sneak off, someone asks how long we'll remember its lessons. Those who have regained jobs or profits have already begun to forget them.

William G. Tapert.

Not Difficult to Obtain

There is conspiracy and silence regarding the subject of uniform store operating hours in the retail grocery trade. While the retail trade has been crying against this and that abuse and taking issue with every windmill it could find on the code horizon, it has neglected one important advantage under code operation that would do more to bring better operating conditions in the retail grocery industry than, perhaps, any one other factor. It is allowed under code regulation (all those who are legalistically inclined may consult Article V, Section 9) that when 75 per cent. of the retail grocers in any retail trading area agree to establish uniform working hours and the administrator approves this arrangement it becomes law for the area involved. What will this do? The first consideration will be that the grocer will be free of his store at certain times and will be able to enjoy time off, as any other man. He will actually be on a par with the factory worker under minimum N.R.A. factory labor standards. And yet, there are practically no applications for this privilege before the N.R.A. to-day. We only know personally of two such applications, one from Boise, Idaho, and the other from Utica, N.Y.

It is a curious fact, but a general sign-up in a trading area would not be difficult to obtain. In most trading areas which are heavily populated the chains do close to 50 per cent. of the business and they, therefore, represent about 50 per cent. of the trading area stores. There is always a 25 per cent. additional number of retail grocers, association members or group members of some sort who could organize and petition with the chains for this privilege. This is something for the grocery trade to think about—getting out from behind the counter before the long summer days begin. Instead, however, the average retail grocer would prefer to play politics with his local code authority, appeal to anyone, from his local secretary to General Johnson, for permission to "meet prices" or protest elections when he might be better engaged.

No man can handle life to the best advantage until he becomes a conservative. Everyone is born a radical and has to be spunked, whipped and yelled at until he learns the necessity of conservatism. If he never learns it, he is locked up or hanged.—E. W. Howe.

OUT AROUND

(Continued from page 9)

It is not strange that the average lad of 16 or 18 years is in a maze of uncertainty as to what he is best fitted for and, this being so, it is by no means singular that he will, as a rule, decline to follow along lines laid down haphazard by parents who jump at the conclusion that they (not the boy) would be pleased to see him a merchant, a manufacturer, a banker, a doctor, lawyer or what not.

It is a parent's duty to know by observation and genial, close companionship with the boy, and by appreciation of traits of the boy's antecedents, tolerably near to what that boy is best fitted for. In this way and this only, the parents can be of incalculable value in aiding their boy to "find himself" at an early age. And it is the boy who "finds himself," the man who recognizes himself and permanently, sincerely and honestly preserves that discovery, that recognition—it is such a boy, such a man, who is most rarely found in the ranks of the many who fail to win success.

E. A. Stowe.

Uncle Sam Puts \$1,200 Mortgage on Every Family

The billions of dollars now being spent by the United States must sometime be paid off by taxes, Prof. Herbert D. Simpson, of the School of Commerce of Northwestern University, points out in an article in the N. U. Alumni News.

"The federal debt now amounts to over 24 billions of dollars, and on the basis of all present indications will reach somewhere around 32 billions. This means," says Prof. Simpson, "a mortgage of approximately \$1,200 on every family in the United States.

"Government funds and government credit mean taxes—taxes to be paid now or some time. What we are really doing is buying recovery with taxes. All the costs and liabilities which are now being transferred from various private groups to the Government will ultimately fall on the shoulders of the taxpayers. The costs of the Reconstruction Finance Corporation and the losses it eventually suffers from worthless debts or impaired collateral must be made up from Government revenue, which means taxes.

"We are coming out of this depression in different shape, in one respect at least, from all our previous experience. Formerly we have come out of depressions much as one comes out of bankruptcy, when one may have sacrificed his assets, but at least he comes out free of liabilities and ready to start again with a clean slate. In this case we are coming out of the depression heavily bonded to the depression in the form of unprecedented amounts of taxation to be paid for in years to come," continues Prof. Simpson. "We will be fortunate if this does not retard the scope of recovery itself.

"We are gathering up a motley collection of liabilities that have been carried over from the previous boom days or have accumulated during the depression—frozen assets, deflated mortgages, impaired bank collateral, excess farm acreage, overbuilt urban de-

velopment, unemployment and poor relief—all liabilities of the depression. We are now in the process not of liquidating or wiping out these liabilities, but of converting them into another form of liability, namely, taxes. We are at the present moment converting depreciated bank collateral into federal income taxes, excess farm acreage into processing taxes, unemployment and poor relief into sales taxes, and so forth."

Held By a Thread

A dealer was observed to wipe his scale platform carefully with a large clean cloth before weighing some fish for a customer. This seemed to an observer like good business practice. But as the butcher completed that part of the procedure, it was noted that he let the cloth drop and it seemed to hang from the scale on a thread. Closer observation revealed that there actually was a thread fastened to the beam in such a way as to catch the weight of the cloth and thereby register about nine ounces more on the weight of the fish.

It happened that the observer was not connected with the city sealer's office. In fact he was not so much interested in the act as a fraud upon the customer as he was in the fact that the merchant was really cheating himself. For, as he told the dealer a little later in a friendly sort of lecture, no business can prosper long on such methods; that in this case his reputation was "hanging by a thread."

Protests CWA Plan To Make Toys From Waste

Toy manufacturers protested March 19 on the reported plan of the CWA to make toys from waste materials. James L. Fri, managing director, Toy Manufacturers of the U. S. A., Inc., protesting the plan said "The American toy industry, organized under the NRA, has pledged itself to make toys that are absolutely safe and sanitary. These American toys are scientifically constructed so that children cannot swallow loose parts or scratch themselves on rough edges. Only the best and most sanitary materials are used.

"Now the CWA proposes to teach the making of toys from discarded automobile tires, cigar boxes, soda fountain straws, scrap oil cloth, old felt hats and other unsanitary flimsy materials which are a menace to children and an insult to the industry."

Pushing For Patronage

If large, well financed chain store systems find it necessary in the present situation to make extreme efforts to get business and keep down expenses, independently operated stores, competing in the same market, had better do likewise, particularly in the matter of selling efforts.

The Kroger company, according to President Albert H. Morrill, has found that the National Recovery program has increased expenses heavily, and that their volume stores, which were making a profit some months ago, are to-day losing money. Mr. Morrill observes that the difference between the customer of to-day and fifty years ago is that then they "just bought," while to-day they "must be sold."

The solution, he says, is "more economies, efficiency, selling in every way possible and better merchandising."

Marking Rule Modified

Official sanction for the use of the word "England" in marking merchandise from that country has been given by the United States Treasury Department in modifying its marking regulation issued Feb. 8. Originally, the department has specified that the official title of a nation must be used in stamping goods to indicate the country of origin. Other concessions granted in the department's order included permission for the use of abbreviated titles on merchandise originating in Russia, Australia, Canada, Scotland, Ireland, New Zealand, the Free City of Danzig and South Africa. Official names of the places mentioned were regarded as too long for practical purposes in marking.

Want Improved Containers

Charging that fiberboard containers in which canned goods are shipped are not sufficiently strong to withstand the hazards of long shipment, wholesale grocers are moving to have the minimum standard of construction for such containers raised. Losses have increased to a substantial degree in recent months, it is claimed. Through cooperation with the fiber board producers, new specifications calling for heavier construction of containers have been drawn up by the National-American Wholesale Grocers' Association and will be submitted to members for approval next week.

Cost Clause Worries Druggists

Difficulties under the new cost clause in the retail drug code became apparent as a score of requests for rulings on the clause are sent to trade organizations. The queries were referred to the National Retail Drug Code Authority for settlement. Chief among the complaints is the charge by druggists that they are compelled to charge 2 to 3 cents more for a package of razor blades than cigar store operators. Other drug sundries, including mouth washes, skin lotions and similar products, sold in grocery or cigar stores can be retailed at prices with which druggists say they cannot compete.

Staple Rugs Again Active

Staple floor coverings returned to good demand in the wholesale market as stores started covering for immediate and later requirements. Low-end goods, particularly axminster rugs retailing at \$25 to \$30, are ordered freely. The bulk of the merchandise purchased is for use in special promotions to be held by retailers late this month and early in May. Recent wage advances in the rug industry are regarded by buyers as foreshadowing further increases in floor coverings' prices, and some of yesterday's orders reflected the retailers' desire to be covered against further price rises.

Fall Sweater Demand Slow

Sweater mills, which have been showing Fall styles for the past six to eight weeks, report a total lack of interest in them by buyers and express some concern over prospects. While most of the mills also make swim suits

and do not start full production on Fall sweaters until midsummer, they feel that, if orders are concentrated in a short period later in the year, a tight delivery situation will occur and a good deal of business will be lost. Mills are anxious to get some orders on their books, so that when swim suit output tapers off they can keep their machines running on sweaters.

Costume Jewelry Call Maintained

No appreciable letup has been noted in the post-Easter demand for novel jewelry and leading producers in the Eastern market are busy filling orders on seasonal items. The call covers bracelets, clips, pins and earrings, with but limited interest shown in necklaces. Orders for silver items, notably cigarette cases, have gained although in costume jewelry the call is about equally divided between gold and silver types. Interest in Summer items, particularly in light colors, is gaining, but is not expected to reach an early peak until the end of the month.

Kid Glove Call Expanding

While pre-Easter retail turnover of kid gloves was impeded by weather conditions, a pick-up has developed and an active business in the merchandise is foreseen for the next sixty days. Gloves to retail at the \$2.95, \$3.95 and \$4.95 brackets lead in the volume sales. Navy figures strongly in the color preference, with white and brown also to the fore. Slip-on types with novelty flares are selling most actively. Early interest in Fall lines is predicted.

Stand Firm on Open Prices

Despite the barrage of charges that the open price arrangements under manufacturers' codes will lead to price-fixing and monopoly, spokesmen for groups adopting such practices have not changed their views to any extent. They feel that the plan will gain headway. "It is the open and not the back alley way of doing business and setting prices," one executive remarked.

Phone 89574
John L. Lynch Sales Co.
 SPECIAL SALE EXPERTS
 Expert Advertising
 Expert Merchandising
 209-210-211 Murray Bldg.
 Grand Rapids, Michigan

BUSINESS WANTS DEPARTMENT

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

I WILL BUY YOUR MERCHANDISE FOR CASH
 Dry Goods, Clothing, Shoes, Ready-to-Wear, Furnishings, Groceries, Furniture, Hardware, Etc. Will buy entire stock and fixtures, or any part. Also short leases taken over. All transactions confidential.

Write, Phone, or Wire
LOUIS LEVINSOHN
 Phone 27406 655 So. Park St.
 Saginaw, Michigan

FOR SALE—Well established barber and beauty shop, in one of the best business towns in Southern Michigan. Must be sold at once, because of illness of owner. R. C. Salmon, 103 E. Main St., Milan, Mich. 639

The Listerine Side of the Controversy

St. Louis, Mo., April 16—I have read with interest Mr. Weaver's reply to my letter and in theory I entirely agree with his beliefs and convictions.

However, from a practical angle, sound theories cannot always be put into immediate effect.

Realize, if you will, that Listerine—through no fault of the manufacturer—was being sold below cost in practically all metropolitan markets prior to June, 1932, when the Lambert stabilization plan became effective.

In other words, it was an operation "in the red" for a good share of the retailers and, when a business is "in the red" it first must be made to break even and then be built "in the black."

To try to rush this too fast might temporarily put the retailer "in the black," but if it pushes the manufacturer "in the red" or results in too great a loss for him, it cannot survive.

In other words, it must be a partnership arrangement with the interests of both retailer and manufacturer provided for.

To date, the Lambert stabilization plan has put more than \$2,500,000 additional dollars of profit into druggists' cash registers at a cost in Lambert earnings of a very substantial sum. Fortunately, retailers generally appreciate the significance of those figures and are to an increasing extent supporting Lambert with display and clerk effort.

Such support encourages us to go forward with the belief adequate profits for both retailer and manufacturer will eventually result.

I would not attempt to justify an 8c or 9c profit on large size Listerine, but I would say it is a great deal better than selling at cost or below.

Furthermore, the 23c minimum on 3 oz. Listerine and the profit on Listerine tooth paste and shaving cream are such as would have seemed an impossible dream two years ago.

If stabilization is going to work—and I personally am convinced it will—there must be recognition of profit improvement toward the ideal, which will only be attained if the retailer puts his "back muscles" into it, instead of asking the manufacturer to make all the sacrifices and do it all.

Yours for a sound two way partnership arrangement. J. S. Norton,
Vice-Pres. Lambert Pharmacal Co.

Grocery Code Will Succeed or Fail

There is no doubt but that the grocery code movement will succeed or fail on the price protection provisions contained in the codes, and it is not unlikely in an even larger way that the fate of the N. R. A. finally will be tied into the proposition of price protection given to industry in turn for certain concessions by industry in the way of greater wages and lower hours and more freedom for organization of labor.

It is rather sad that the whole code movement should have degenerated into a set proposition of this sort, because there are many other angles in the situation that could be cultivated and would be of lasting value to industry generally, and, in fact, in time would tend to establish much better trading conditions than now exist.

In this relationship it might be mentioned that the so-called fair trade practice provisions exclusive of the mark-up provisions in both the wholesale and retail codes are so important to the trade of the country that every effort should be made to put them into immediate operation, to study their workings and to strengthen and perfect them for the future benefit of trade.

It can easily be pointed out that in the past ten years the business of selling groceries has been gradually descending into the racketeering and chiseling stage of business. In fact Sylvan Stix remarked not long ago that the grocery business had got to the point where the merchant is now ashamed to see his own children enter the business.

Well, the fair trade practices as identified with the retail and wholesale grocery codes would do much to bring back fairness to the business. They at least would eliminate the petty chiseling that in fact has nothing to do with price at all, but only with the dissimulation that fools the consumer into believing things about merchandise that are absolutely untrue. For instance, the way in which the national brand manufacturers have misused the premium deal in the past few years in order to maintain if possible the volume of their sales.

Twenty-four New Readers of the Tradesman

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

John P. Hartgerink, Kalamazoo
Irvin Borgman, Kalamazoo
H. C. Gilman, Kalamazoo
J. J. Sikkenga, Kalamazoo
John Sagers, Kalamazoo
Peter A. Kloosterman, Kalamazoo
Ben F. Lesman, Kalamazoo
W. H. Spencer, Jr., Kalamazoo
Jesse M. Wilder, Kalamazoo
Stanley Krezoski, Kalamazoo
M. Moerman, Kalamazoo
Mrs. Louise Klump, Kalamazoo
Lamb & Ickes, Kalamazoo
A. Stafford, Kalamazoo
G. Broekema, Kalamazoo
Geo. H. McNeill, Muskegon
Steve Skof, Kalamazoo
John Rozankovich, Kalamazoo
M. Willage, Kalamazoo
Adrian Hartgerink, Kalamazoo
A. P. Taylor, Galesburg
C. E. Wilcox, Galesburg
John Dalboe, Galesburg
Charles W. Landon, Hart.

Ban on Whisky Made From Molasses

Legislation to require distillers to pay the difference between prevailing grain prices and parity prices and distillers using molasses to make payment equivalent to the parity payments will be sought in Congress before adjournment, it is understood.

In addition, an effort will be made to prohibit the sale of whisky made from molasses and to require the label on the container of all distilled spirits to show the principal material from which the alcohol contained in such whisky or distilled spirits is produced.

Draft legislation has been developed as a result of conferences between President O'Neal of the American Farm Bureau Federation, Agricultural Adjustment Administrator Chester Davis and his assistant, P. R. Tolley, and attorneys for the bureau and the Administration. The things sought are being carried out under the distillers' code, but direct authority of law is desired by those interested in the matter.

It is not the number of hours that a man puts in, but what the man puts in the hours that counts.

The Fall of Sugar Prices

Although the sugar bill of the Administration, which has passed the House and is now pending before the Senate, is expected to stabilize conditions in the industry, its immediate effects are unfavorable.

Offerings have been pressed on the market from foreign quarters in anticipation of the new quota restrictions and of larger imports from Cuba under reduced tariff rates. Moreover, while stocks of raw sugar are heavy, current demand for refined sugar is seasonably curtailed.

While this situation should be ameliorated as demand for refined sugar develops its seasonal upswing in the middle of May, and the legislation is enacted, yesterday's spot price in New York fell 10 points to 2.83c per pound delivered. This represents the lowest price since the bank holiday last March, and is 17 points under the current world market level.

Fall Lamp Prices to Rise 10%

A move on the part of lamp manufacturers to advance Fall prices at least 10 per cent. was reported throughout the New York market Monday. The producers, who are now preparing styles for the new season, contend that higher labor costs in the majority of factories justify the price rise. Styles for Fall will feature the currently popular white chinaware bases and, in addition, will include a wide variety of bronze base lamps. The bronze types will be shown in both highly polished and dull finishes. Demand for regular merchandise is slow at present, but special Summer merchandise is moving in quantity.

Variety Goods Fair Opens

Retailers from the South and West were well represented at the opening Monday of the New York Merchandise Fair at the Hotel Imperial. They reported heavy gains in trade for the first quarter and were optimistic on the future outlook. Seventy-two exhibitors are showing lines to retail at from 5 cents to \$5 at the event, which continues through Saturday. Because of higher NRA costs some items formerly priced to retail at 5 cents have advanced to 10 cents and 10-cent items to 15 cents. In the main, however, the effort has been to maintain the retail levels through changes in the goods.

Ask Rule on Swim Suit Returns

Feeling that their returns problem differs from that of other manufacturers in the industry, producers of bathing suits plan to ask the Knitted Outerwear Code Authority to make a special rule covering bathing suit returns. At present the swim suit manufacturers are trying to agree on a rule which will be acceptable to jobbers and retailers as well as themselves. Suggestions advanced include a proposal that retailers and manufacturers split the cost on returned goods and a plan for establishing special boards to pass on all returns.

Either be done with wanting it or be done with doing without it.

Excesses to-day exact to-morrow.

Broiled "Frenched" Lamb Chops

Have the lamb chops cut about 1 inch thick, also have them Frenched at the market; that is, have the meat removed from the ends of the rib bones. Thoroughly preheat the broiler over with the oven regulator as high as possible. Put the chops on the broiler rack placed so that there is a distance of about 3½ inches between the top of the chops and the flame. Broil with the oven door open. When the chops are nicely browned on one side, season with salt and pepper and then turn and brown on the other. When the second side is nicely browned, the chop will be done. Slip a paper frill over the ends of the rib bones and serve on a bed of boiled rice, sprinkled with chopped parsley.

Kitchen Crockery Plants Re-open

Manufacturers of kitchen crockery are watching with interest the movement to revive production in a number of potteries closed down because of financial difficulties. The plants, six or eight in number, have been out of production for some months and were acquired by present operators at low cost. Although the units have not reached large scale production as yet, rival producers fear they will become a serious competitive factor in the industry later in the year. Present productive capacity, it is argued, is more than ample to take care of demand.

Gabby Gleanings from Grand Rapids

Frank S. Verbeck left Grand Rapids Tuesday for brief stops at Detroit, Saginaw and Bay City. He will return to Grand Rapids at the end of the week.

The Rademaker & Dooge Grocer Co. has sold two new stocks during the past week—one to Wm. Kooiman, 801 Fifth street, Grand Rapids, and the other to J. E. Martin at White Fish Lake.

Underwriting Higher Food Prices

Buying operations of wholesale grocers at the present time are largely limited to spot purchases in spite of the fact that it is customary at this time to enter seasonal commitments on a fairly extensive scale.

Grocers explain that A. A. A. attempts to secure further price increases for truck farmers and demands for higher wages in the canning industry are chiefly responsible for the uncertainty that exists in the trade. Canners feel obliged to make their prices conditional upon so many clauses anticipatory of changes in Government price and labor policies that the risk of future commitments is too great for grocers to assume, many feel.

Should this state of uncertainty persist much longer it may develop into a serious obstacle to canning operations and the orderly marketing of major food and vegetable crops, it is feared.

Happily, inexpensive joys usually are best.

If you must "get mad," get mad at yourself.

7 GOOD REASONS WHY YOU SHOULD STOCK

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

The brand you know



A complete line of canned vegetables and fruits.

MICHIGAN BELL TELEPHONE CO.



"WE'LL HAVE A TELEPHONE OF OUR OWN TOMORROW"

"This is the last time I'll be using your telephone, Mrs. Johnston. We're having one of our own installed tomorrow. We've been a terrible nuisance, I know, and we surely appreciate how nice you have been about it."

You can have a telephone of your own for only a few cents a day. It will serve in many social and business ways, and save time, carfare and driving expense. And in case of fire, accident, sickness or other emergency, you can summon aid instantly, by telephone.

ORDER TELEPHONE SERVICE AT 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

CONSTANT MUTUAL DIVIDENDS

We have returned \$3,021,225.71

to our policyholders in the past

four years. This substantial

SAVING in premium cost is

sound evidence of our constant

dependability

MICHIGAN MILLERS MUTUAL FIRE INSURANCE COMPANY

represented by . . .

THE MILL MUTUALS AGENCY

LANSING • GRAND RAPIDS • DETROIT

Wholesale
Only



Wholesale
Only

SEEDS

FARM SEEDS

INOCULATION

SEMESAN

Bulk GARDEN SEEDS Packet

Vegetables and Flowers

We Specialize in

LAWN GRASS and GOLF COURSE Mixtures

INSTANT SERVICE

Write for our special prices

ALFRED J. BROWN SEED CO.

Telephone 9-4451

25-29 Campau Ave.

GRAND RAPIDS, MICHIGAN

Surely you don't want
to sell customers
stale coffee



THE danger of selling Stale
Coffee is a constant threat.
Fifty-six out of 93 brands pur-
chased were found to be stale, a
recent investigation in 16 cities
revealed. There's one way to be
sure of selling fresh coffee always
—push Dated Coffee. It can't

even be on your shelf more than 10 days. Get
repeat sales from satisfied customers by getting
behind this quality coffee. It's a good paying
business.

**CHASE & SANBORN'S
DATED COFFEE**



A Product of
STANDARD BRANDS INCORPORATED

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

Quaker Products

Quality --- Purity --- Flavor

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

CANNED FRUIT

CANNED VEGETABLES

PRESERVES

DRIED FRUIT

PEANUT BUTTER

COFFEE

SPICES

SALAD DRESSING

Sold by Independent Dealers Only.

LEE & CADY