

MICHIGAN TRADESMAN

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Fifty-first Year

GRAND RAPIDS, WEDNESDAY, MAY 2, 1934

Number 2641

THOUGHT

You say "I think" ten times a day
Or fifteen times, or twenty
And even more. Well, anyway
You sure repeat it plenty.
But pause and ponder half a wink
And start your brain-cells clinking;
"I think" you say, but do you Think
Or only Think you're thinking.

How often is the thing you've thought
Out of Yourself created
And not a dictum you've been taught
And simply imitated?
Into a reverie you sink
And like an owl you're blinking,
But do you actually Think,
Or only Think you're thinking?

"I think," you say—and ladle out
Some fusty old opinion
That probably was known about
In Pharaoh's dominion.
Do new ideas ever slink
Into your cranium's chinking?
I wonder—do you really think
Or only Think you're thinking?

Traditions, customs, fill your head
And some of them have virtue,
But most of them have long been dead
They fester there and hurt you.
Son, chuck that clutter in the drink,
Wake up—don't sit there blinking!
Wake up! And then perhaps you'll Think
And not just Think you're thinking!

Berton Braley.

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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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

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

April 28. Inasmuch as I know you are working in the interest of the merchants and since we were recently victimized by a clever crook, I am giving you the details in hopes that we may help prevent any fellow merchant being caught in the same way and also hoping that we may possibly bring about the arrest of the criminal.

So far as I know the racket is a new one. A fine looking man about thirty-five years old, five feet nine inches tall, with dark eyes and hair, appeared at our Piqua store one day this week and stated that he was a brother-in-law of the wife of the local high school athletic director and wished to pay her book account, at the same time he drew from his pocket a check made out to the lady in the sum of \$38. It so happened that we had an account against her of \$3.50. He was aided in this particular instance by his resemblance to the woman's husband and it may be our cashier also aided him by saying, "You must be a brother of this man," to which he replied that he was. He paid the account, took the change and left the store. Shortly afterwards we phoned the lady in question, only to find out she had instructed no one to pay her account and that the party in question must have been an impostor.

We also learned that he attempted to pay an account at another dry goods store, but that he was unfortunate there in that he selected a name that did not happen to have an account. The

check we took in was on a Steubenville, Ohio, bank. We also understand he passed several others at various points throughout the state on the same bank.

Investigating further we learned that the man in question had stopped at a local hotel the night previously and newspapers were found in the room he had occupied in which certain names had been cut out. This evidently is his means of learning names of local people. We also learned that he was driving a Cord car with a Colorado license. Unfortunately, we could not learn the license number.

Trusting you will publish this and that it will be of some aid to your readers, I am

Fred W Uhlman.

Certifying NRA Compliance

The loose wording of many of the NRA codes and supplementary rules and regulations are expected to develop many previously unforeseen difficulties, as stricter code enforcement is sought.

A case in point is the certificate of compliance that must accompany bids for Government work. Almost every Government department has drawn up its own blank form, each adding a little to the original requirements of the executive order. Some of these forms require advance agreement to pay all damages that may arise to the department from cancellation of the contract because of alleged non-compliance.

Prevailing legal opinion is that only a few of the larger concerns are as yet fully aware of all the various codes and code rulings having the power of law over their business. Certification that a bidder fully complies with all the codes to which his business is subject consequently involves a risk that many conscientious business men may hesitate to assume.

Delay Planned on Tariff Manipulation

It is rumored in Capitol circles that there will be no tariff manipulation under the proposed Roosevelt tariff policy before the fall elections are over.

The Republicans are hoping to make an issue of the tariff and the Administration's policy in the forthcoming campaign. Failure of the Government to negotiate reciprocal trade agreements in the interim would, it is averred, take something of an edge off of these arguments. On the other hand,

use of the power proposed to be conferred upon the President to "punish" a foreign nation because of discrimination against our export trade, it is pointed out, would give the Democrats something to talk about.

The present hope of the Republicans is that they can write into the tariff bill a provision prohibiting changes in the agricultural schedule under the tariff bill. The Administration would be limited to deals in respect of manufactured products, and, according to Eastern Democratic Senators, the interested industries need have little to fear on that score.

Further Steel Expansion Looms

Prospects are that steel operations will rise further within the next few weeks, and may average 50 per cent. of capacity for the industry during the major part of the second quarter. An operating peak moderately above 60 per cent. of capacity, exceeding last year's high point, is anticipated.

While there has been little new business available since the heavy wave of advance buying was consummated before higher prices took effect, specifications against contracts have been very heavy. Many steel consumers are urging early deliveries to permit them to maintain their own increased production schedules.

In addition to railroad and automobile industry orders, canners and sheet steel users have been the largest purchasers of steel and steel products. Demand for the machinery and agricultural implement industries has also been substantial, while the machine tool makers reduced their takings following the die makers' strike and a general drop in demand for their products.

Office Space Renting Improved

With the renting season for business offices coming to an end in several important centers, real estate managers report a decided improvement in the market over conditions prevailing last fall.

The amount of unoccupied office space is still large in most of the financial and professional sections of cities. There are also many vacancies in loft and warehouse buildings, particularly those located in less favorable locations and in the case of old structures.

However, some reduction in the amount of unoccupied space has taken place. In addition, business concerns in many instances have been eager to renew leases on present terms instead of threat-

ening to move to cheaper or smaller quarters.

In some cases, landlords have found demand so much improved that they have limited lease renewals to one year only in the expectation that conditions next year will permit increased rentals for better locations.

Facing Inventory Losses

As a result of the price recession in primary textile markets, wholesalers, garment manufacturers and retailers are facing material inventory losses in some instances for the first time since 1932.

When prices receded last fall, stocks in secondary markets and in distributive channels were generally held at costs so low that sales at reduced prices as a rule still showed a profit over original cost. Consequently, distress selling such as usually follows a break in the primary markets was notably absent at the time, since excess stocks could be "liquidated at a profit."

This time, however, stocks in the trade are in large part held at prices higher than current replacement costs. Consequently, the trade has become cautious, and outstanding accounts are being checked over carefully to detect bad credit risks in time.

Senate Committees to Finish Duties

The word is going out to Senate committee chairmen to bring their labors to a close so that with the end of the session, probably on or shortly after May 20, the docket will not be crowded with minor bills and the House loaded up with Senate measures it cannot possibly hope to act upon, it is said.

Daily a large number of bills are thrown into the legislative hopper, the large bulk of them foredoomed to failure.

The program of measures that have been labeled "must" by President Roosevelt is being carried out by the Democratic leaders. Bills not so characterized will simply have to take their chance of passage. Senate Democratic Leader Robinson still is hopeful of adjournment soon after the middle of May.

A word to the wise is sufficient and it takes a wise man to let it go at that.

One is never broke if one spends it all for something worthwhile.

It is easier to spend money you did not earn.

LARGELY ATTENDED

Annual Re-union of Old Time Traveling Men

Saturday night I attended the Eighth Annual Reunion of the Old Time Traveling Salesmen, held at the Association of Commerce, from 3 o'clock in the afternoon until 9 o'clock that night, with a banquet at 6 o'clock.

As an invited guest I have attended every one of these annual meetings and must say that this one Saturday night was really the best one I ever attended.

At the banquet Dave Drummond asked the blessing preceding the meal which, by the way, was very good and very well served.

Geo. W. McKay, the original instigator of these meetings and the first and only President since the first gathering, talked a few minutes, expressing his gratitude over the wonderful letters received from those who could not attend. He read letters of regret from sixteen of the old time travelers, as follows:

E. B. Lapham, Belding: Will you please hand this in to the secretary or toastmaster of the traveling men's Association for their banquet? I expected to look in on the fellows and try and meet some of the old timers, but J. G. Wilbur of this city, with whom I expected to make the trip, had another engagement with the Masonic Gazooks of Detroit who are putting on their stunt here. As an old hotel keeper in Rockford, Kalkaska and Charlevoix, I used to meet the old timers.

Charles G. Graham, City: Expect to go to Ithaca tomorrow with Mrs. Graham. Sorry I cannot be with you.

John M. Shields, Petoskey: Regret that I cannot come to your Eighth Annual Reunion. Best regards to all.

John P. Oggel, Holland: Sorry, impossible to attend. Regards.

Wm. I. Miller, Boston, Mass.: Sorry, but I will not be in town. Will have to let my father, John H. Millar, do the honors for me.

L. L. Lozier, Grand Rapids: Very sorry that I will be unable to attend your delightful party. Expect to be out of the city. However, if I am here, will "sit in with you" and take a chance on enough to eat.

Geo. E. Ammiotte, Brooksville, Fla.: I have your kind invitation to attend the eighth annual reunion, but very sorry to report that I will be unable to attend, as I do not expect to be back in Michigan until June. Best regards to you and all the rest of my friends who may be there. (Mr. Ammiotte is Vice-President of the Florida & Michigan Packing Co., with factories at Traverse City and Brooksville, Fla. They specialize on cherries, so I suspect that he is the man who has been putting cherries in cherry pies the last three or four years. Remember cherry pie week and think of Geo. E. Ammiotte.)

E. C. Kortenhoff, Jackson: Impossible to be with you this year. Kindest regards to you all and hope to be with you next year. Please keep me on the list.

D. A. Van Velzel, City: Sorry, but unable to attend.

Arthur S. Fowle, St. Petersburg, Fla.: It is too bad I cannot be with you all Saturday night, but do not expect to get back this year until June 1 or later. Tell Oscar Levy I shall miss that good old smile of his and the "Roast Pork." Tell Will that I am still using Acme soap that his brother, Fred, sold years ago.

Chas. S. Brooks, Los Angeles, Cal.: Sorry I cannot have the pleasure of being with you all to-night. Hope you have a happy reunion. With heartiest greeting to you all.

Mr. and Mrs. Fred Knight, 820 Union avenue, City: We regret greatly our inability to attend the Old Time Travelers' Reunion. Thank you cordially for the invitation.

Mr. and Mrs. Ed. P. Andrew, Detroit: Received your invitation for the eighth annual reunion. But Mrs. Andrew and I have just returned home after a four-and-one-half months' stay in California and will find it impossible to join you this time. Am very sorry and will miss the pleasure of seeing you all very much. Hope to be with you next year for sure. Love and all good wishes from us both.

E. D. Wright, Waukesha, Wis.: I am very proud to know that I am still remembered and also that I am still with you. In my mind's eye I can see you all as you were the last time I had the pleasure of meeting with you and going over some of the past events. I know you will have a fine time and wish I might be there, but you know the old time clock keeps going with me the same as all others, and it is quite a trip to good old Grand Rapids. May I close this short message by wishing you all the happiness on earth the balance of your time and that I still may meet with you again in the future.

J. M. Golding, Detroit: Sorry—very sorry—I cannot be in Grand Rapids on Saturday to attend the O. T. T. M. R., but strange as it may seem, I am busy, among other things, producing the fourth annual edition of Golding's Wholesale Directory of Detroit. I am genuinely curious to see just how much older the other fellows "look" than I do, for it has been a long time since I have had an opportunity to "join up" with the boys collectively, and in most cases, individually. And I would like to tell 'em about our two grandchildren, and the cute things they do. You'd hardly believe it from children so young. I know a recital of this kind would surely be of intense interest to the boys and girls present. Detroit is staging a great come-back, and I hope it is equally true of Grand Rapids and Western Michigan, and that the smiles of fortune will be waited toward everyone present at the reunion—and all the veterans of the road.

George McInnes, Manning, Calif.: Regret that I cannot be with all you Old Timers next Saturday night. Best regards to all the boys, not forgetting the girls.

Fred J. Hanifin, Owosso: Another year has rolled by and I am surely glad to get your invitation, even though I cannot attend. And it seems good to see the familiar names of your committee.

For instance, there is Geo. Abbott. I think he started out about the same

time I did, around 1900. And in those days if there had been an Amos and Andy, he surely would have made a regular Andy.

And there is Wilber Burns. How I would love to hear that silver tongued orator give his soap talk once more. I used to buy soap of him 'way back in the '90's, when I was with Ball & Devine up in Stanton.

These days must make Bill Berner want to get out with the old glove and catch a few hot ones. He used to be a regular Mickey Cochrane.

And is there an old Timer who ever saw Leo Caro who could ever forget him. I don't think so. Handsome devil.

I used to sit by the hour and watch Dave Drummond shoot pool and it was a long time before I ever knew that shark had another profession.

My druggist tells me that Walter Lawton comes to our town and is still selling Nervine. Suppose, Walter, you take a stiff dose of it and call me up or, better yet, come up and see me. We won't abuse you.

Last time I saw Oscar Levy he was having a time with his corns. And now comes the dean, my good friend, John Millar. He was always looking out for the younger chaps and trying to help. And that's just what he did a good many times. Often wonder what has become of his son, Bill? He should be entitled by this time to be an Old Timer.

Frank Starkey used to have about the best looking moustache I ever saw, and was a mighty fine fellow.

How many of you fellows remember Ben Stickney, conductor on the P.M. from Grand Rapids to Saginaw? I had a nice visit with him last summer and he was apparently just as young as ever and he is in the eighties. It had been a good many years since I had met him and did we visit? You know we used to stand around the station and if the train was pulling in on time we would bet that Ben was the conductor and Tom Bolen the engineer, and we always won, too. Those two boys traveled as per schedule and no fooling.

Been wondering what has become of my old pal A. T. Heinzelman. Used to come in and see me often, but not this year as yet. I nicknamed him Otto years ago and we used to have some good times in the towns we would meet in. You know that boy could sing and play the piano like nobody's business. Pat McKenna, at Carson City, would insist on our singing every Irish song we knew before he would give us his orders.

And there was Jacob (Jack) Irasek, of Milwaukee, who sold Miller's High Life, another lad who could sing. I believe he could have been a grand opera tenor with a little training. Never have seen him since the state adopted prohibition.

Often wonder if our good friend, Mr. E. A. Stowe, ever turns out with you. We used to love to have him on the program, as he always had something good up his sleeve for us. He surely was always our friend. And the Tradesman was to me a seat of learning. All the years I traveled I read every copy from cover to cover. I believed in it so thoroughly that I used to get right after any of my custom-

ers who did not take it. And after they did subscribe for it, I used to go after them if they forgot to read it. I used to tell them they should read it just as regularly as they would lock up at night. And I noticed that the merchant who did read it was successful. And that by saying what I did about the Tradesman I always made a good friend. I never had a copy of it that was not worth at least a year's subscription. Any merchant or salesman who does not read is surely missing the best there is.

Diamond Dick Warner. Did he sparkle? You must hand it to Dick. He's the only fellow who beat the doctors to it on the worm business; in fact, I understand that children don't have worms any more, because Dick has taught the parents to use the salt that does not get wormy. More power to you, old kid, and I surely appreciate the cards you sent me last Christmas.

Ralph Lichtenauer called on me a few weeks ago and we had a good visit. Ralph lost a heap of money, but he can take it. He knows how to come back.

If any of you fellows come this way I would be glad to see you or would be glad to have a phone call.

And now, my good friend, George McKay, I want to thank you for always remembering me and your visits are an inspiration. It is my sincere wish that God bless everyone of you.

Mrs. Clarence U. Clark then played the piano and led the singing of two verses of America.

Mr. McKay then introduced Wilbur S. Burns as toastmaster of the evening.

I have been at a great many meetings where Wilbur S. Burns was either toastmaster or spoke—and you know how he likes to talk—but I never saw him acquit himself with such credit as he did Saturday night; for instance, when he introduced Leo A. Caro, who had been assigned to the memorial part of the program, he did it in such a tactful way that Mr. Caro confined himself strictly to the subject assigned him. Mr. Caro gave us a very beautiful talk, ending with this little poem:

At the Gate

Perhaps God thinks you strong enough
to wait;
To stand on guard when death unbars
the gate,
And guide the faltering steps of those
who go
Into the shadows—those who love you
so!
Altho you fain would turn and enter
too,
You still must face the work you have
to do,
And stand beside the gate till all have
passed,
And you are free to follow them at last.
Then count yourself beyond your dear
ones blest,
That you may hold the light for all
the rest.

Charles G. Graham was to have given a reading, but was unable to attend the meeting, and they asked Mrs. Dorian M. Russell to speak in his place (wish I could reproduce what she said). It was the snappiest talk I have heard in a long time, and ended by saying that in 1932 we had CWA, in 1933 PWA, in 1934 CCC, 1935 would have AAA and in 1936 GOP.

Walter S. Lawton then gave a very beautiful tribute to the ladies and was roundly applauded.

Preceding Mr. Burns' introduction of the Rev. Ralph J. White as the principal speaker of the evening, Mr. Burns said that in his early life, in casting around for a career, while he decided not to be a minister he would do the next best thing and sell soap, because "cleanliness is next to godliness."

Mr. White gave us a very wonderful talk, the general essence of which was that we must return to fundamental principles when men were honest with each other, and ended by reciting a poem written by Mr. Edgar A. Guest.

While Mr. Lawton was giving his wonderful tribute to the ladies, he also read a letter written to E. A. Stowe, of the Michigan Tradesman, by E. B. Lapham, of Belding, together with a piece of poetry. I don't know whether this is original with Mr. Lapham, but it is good:

My dear old traveling salesman
Knights of the promiscuous grips
Well do I remember when
You made the rounds with few if any skips,

I loved to see you coming
By train in car load lots
You'd always set things humming
With your stories and good thoughts.

You'd contact all the business men
In the country or in town
And drive with horse and buggy then
For miles and miles around.

A visit to each millinery store
You'd keep upon your list
And kid the ladies less or more
With jokes and smiles none could resist.

You pioneered those early routes
And opened up the way
For men who had their doubts
That drumming business wouldn't pay.

The record shows you beat 'em out
Now glory crowns your head
While traveling down that other route
To the city of the dead.

Some day some time the end will come
To travelers here below
When we shall all be gathered home
For blessings He'll bestow.

I'm sure a welcome 'waits you there
Though you may doubt and fear
You've scattered kindness everywhere
And earned your title clear.

The loving Christ will say to you
Pass through these portals wide
Your kindly deeds and friendships true
By far outweighs the doubtful side.

Mr. Caro, during his talk, read the list of the old members who have died since the last meeting, as follows:

Ed. E. Kraai, April 17, 1933
Ambrose A. Weeks, May 25, 1933
Edgar L. Hendricks, Sept. 8, 1933
Martin W. Wisler, Sept. 21, 1933
George F. Keck, Sept. 29, 1933
George W. Thayer, Oct. 9, 1933
Herbert T. Chase, Dec. 27, 1933
E. B. Van Thorne, March 24, 1934
Richard Monroe Dively, April 7, 1934.

After the Rev. White finished with his wonderful talk, the toastmaster called on several to give us a few words, among whom were Wm. Berner, Max Steiner, Dick Warner, Erastus Shattuck and John Millar. Each one of them responded with a few expressions.

Among the guests at the meeting was Frank S. Verbeck, of Los Angeles, Calif. A good many years ago Mr. Verbeck was on the road for Barnhart Bros. & Spindler, a printers' supply house of Chicago. Later he acquired the hotel at Pentwater, and ran it for

a good many years, and for the last seventeen years has contributed several columns each week to the Michigan Tradesman about hotel conditions in Michigan. Mr. Verbeck has lived in Los Angeles for the last eight years, and yet keeps so thoroughly in touch with hotel conditions in Michigan that what he writes in the Tradesman is oftentimes news to a great many of the traveling men who cover Michigan. In fact, I heard Frank Starkey say several months ago that he always read everything Mr. Verbeck had in the Tradesman, and lots of times would get information from his articles that he had not known, even though he is covering Michigan continuously.

The meeting was closed at 9 o'clock, with the singing of Auld Lang Syne, led by Mrs. Clark at the piano, and I think everyone at the meeting expressed himself about what a nice meeting it had been.

The toastmaster at the close of the meeting said that there are a lot of old time traveling men who do not come to these meetings, and he honestly believed that if some of those who were present would take the time and trouble to speak to some of these men who were not there, they soon would have a gathering that would tax the capacity of the Association of Commerce dining room, where the meetings have usually been held.

Roy H. Randall.



Items of Interest to Grand Rapids Council

When this publication reaches its subscribers there will have been fish tales unfolded that we would like to chronicle. This trade paper and its editor are favorably known for the veracity of their statements, hence we doubt very much whether we could get into these columns with some of the stories that will be circulating.

Being of the tribe of Waltonites we are in a position to make statements regarding alibis, baits, sizes, etc., which compose the elite of fish stories. Therefore, believe us or not, when you get a fish tale in these columns, it will be authentic:

The army that invaded the hide-outs of the finny tribe were equipped with everything from hickory sprouts and bent pins to costly rods, reels and tackle—everyone expectant that he or she, there were plenty of the weaker sex, would bring back their limit. While the wily trout were literally laughing up their sleeves, the human horde prospected here and there and only a small portion came back with fish enough to grease the frying pans. In the cold grey dawn of the opening day, chattering teeth, tingling fingers and dampened clothing helped make the incursion a success from the sportsman's angle. The great outdoors and the offerings of nature to the man or woman who works and lives indoors day in and day out, recompenses them for the trip. Failure to make a record

catch comprised a disappointment but the fact that the outing filled the lungs with pure, fresh air and the failing appetite was revived, served best to make amends for the small catch which might adorn the creels.

It is expected that later raids will net the army of Waltonites far more forage than the initial trip. No doubt we may have some authentic and remarkably "big fish" stories to include in these columns later.

Some parents are rude, but others have learned to keep still when the kids are talking.

Most of us hate truck drivers. I mean the fellows who pilot the giant delivery trucks that ply back and forth on our highways. If we are held up a minute or two when we are in a hurry going no place, we stab the driver with daggers of dirty looks and speed on to perhaps a head-on with some other fool driver.

We give little thought that those giants of the highways are a long river of commerce on the move and that the drivers are important cogs in the giant machine of commercialism. Spinach and celery and shoes, silk undies and fresh vegetables, radios and furniture, new automobiles perched up on truck aways. Clean white tankers with milk for a thousand households. Cigarettes, face creams, hats, whiskey. Tons of candy. Could one inventory the load of every truck he would begin to wonder how the human animal could have so many wants. Those hated truck

drivers keep this vast river of commerce on the move so that the wheels of our vast industries will not have to slow down. They go on and on through the day and the night ever mindful of their job to carry through the load of merchandise. With the completion of their run ever uppermost in their minds—a camaraderie exists among those drivers that should put to shame the motorist who speeds by another who is in trouble with no thought of trying to help. Let a fellow trucker get into trouble with tires or motor and the members of his craft are ever ready and willing to help him out of his difficulties. The hated truck

(Continued on page 7)

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BILL, WHAT DO YOU THINK OF THE THOUSANDS OF WRAPPERS FROM MUELLER'S PRODUCTS THAT HOUSEWIVES SEND US EVERY WEEK?

WELL, GINGER, I GUESS LOTS OF WOMEN ARE FINDING OUT THAT WE TELL THEM THE TRUTH ABOUT QUALITY—SO THEY INSIST ON MUELLER'S PRODUCTS!

FM

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

Grocers who value repeat business refuse to handle "cheap" inferior products which yield doubtful profits. Now, as always, a guarantee of purity and quality goes with every package of Mueller's Macaroni Products... plus a fair profit to every grocer who wisely pushes the Mueller line.

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ELBOW MACARONI COOKED SPAGHETTI
EGG NOODLES THIN SPAGHETTI

MOVEMENTS OF MERCHANTS.

Sheridan—M. C. Bacon has sold his grocery stock to L. P. Yaw.

Owosso—The Renown Stove Co. has changed its name to Renown Stove Co.

Pleasant Ridge—The Oakman Brewing Co. is succeeded by the Voigt Brewery Co.

Detroit—The Eagle Dairy Products Co. has increased its capital stock from \$20,000 to \$35,000.

Howell—The McPherson State Bank has increased its capital stock from \$150,000 to \$500,000.

Bay City—The Bay City Boat Co., Inc., has been organized with a capital stock of \$5,100, all paid in.

Grayling—The Grayling Hardware Co. has been organized with a capital stock of \$10,000, all paid in.

Detroit—The Sorenflo Co., wholesale jeweler, has reduced its capital stock from \$150,000 to \$30,000.

Owosso—The Scarlett-Mann Electrical Co. has changed its name to A. T. Scarlett Motor & Electric Co.

Wyandotte—The Wyandotte Savings Bank has increased its capital stock from \$400,000 to \$1,128,000.

Detroit—The General Sales Corporation has changed its name to the General Cold Storage Warehouse, Inc.

Farmington—The LaSalle Wines & Champagne, Inc. has reduced its capital stock from \$800,000 to \$530,000.

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

Detroit—The Corrugated Lock Washer Co., Inc., has been organized with a capital stock of \$50,000, all paid in.

Detroit—The Zenith Store Equipment Corporation has been organized with a capital stock of \$1,200, all paid in.

Detroit—The Western Paper & Laundry Supply Co. has been organized with a capital stock of \$2,000, all paid in.

Ann Arbor—The Co-operative Union Market, Inc., has been organized with a capital stock of \$3,500, all paid in.

Detroit—The Michigan Plumbing & Heating Co., Inc., has been organized with a capital stock of \$1,000, all paid in.

Detroit—The Gratiot Fixture & Supply Co., 1819 Gratiot avenue, has reduced its capitalization from \$10,000 to \$5,000.

Detroit—The Commercial Radio Corporation has been organized with a capital stock of \$50,000, of which \$5,000 is paid in.

Detroit—The Rosebud Baking Corporation has been organized with a capital stock of \$20,000, of which \$3,000 is paid in.

Detroit—The Garofalo Pharmacy, Inc., has been organized to conduct a drug store. The capital stock of \$1,000, all paid in.

Ypsilanti—The Hutton Television-Radio Corporation has been organized with a \$10,000 capital stock of which \$2,500 is paid in.

Detroit—The Baier-Moxon Transportation, Inc. has been organized to

sell trucks and tires. The capital stock is \$10,000 all paid in.

Detroit—The Industrial Distributors, Inc., has been organized to handle groceries and beverages, with a capital stock of \$3,000, all paid in.

Detroit—Azzam's Market, Inc., has been organized to handle groceries and meats. The authorized capital stock is \$5,000, of which \$1,500 is paid in.

Detroit—The Stanford Sales Co. has been organized to handle plumbing and electrical supplies, with a capital stock of \$10,000, one-half paid in.

Detroit—The Standard Steel Treating Co., Inc., has been organized to treat steel with heat, with a capital stock of \$10,000, of which \$5,000 is paid in.

Petoskey—The Beardsley Hardware has moved from its former location at 438 Mitchell street to the building formerly occupied by the Petoskey Cigar Co., at 320 Mitchell.

Onkama—Mrs. C. W. Erickson announces that she has taken over the management of the business formerly known as Erickson's Market and will operate it under her own name. She has completely restocked the store with a new supply of groceries and meats.

Kalamazoo—Nicholas DeYoung and Sam Poelstra, local meat salesmen for the last twenty years, have organized a wholesale meat concern here at 511 East Michigan avenue. The new organization will be conducted under the name Southern Michigan Provision Co.

Detroit—J. Phil Lorey, 42, died at his home following an illness of a year. He was representative of the Selby Shoe Co. in Michigan, Indiana and Ohio for the past twenty-six years. For a short time before his illness, he was with Rich & Vogel in the same territory. He is survived by his wife and three children.

Big Rapids—William F. Jenkins, for many years proprietor of Western hotel here and former president of Michigan hotel men's association, has resumed management of the hotel in which he sold his interest four years ago. The Western had been operated by the Jenkins family for many years previous to the sale.

Lansing—J. H. Burton, proprietor of Burton's Walk Over Shop is enlarging the scope of his business by the adding of a complete line of children's and growing girls' shoes. Simplex Flexies are being featured. An X-ray machine, recently installed, will greatly aid the justly famous fitting service for which this well known store is noted, far and wide.

Howard City—Bert E. Meier, for the past fourteen years manager and part owner of the Michigan Mercantile Co. store, becomes sole owner of the institution. This store has been owned by a stock company composed of Bert E. Meier, L. S. Turner, C. L. Crimmins, B. S. Davenport, Dr. Dursum, of Grand Rapids, and possibly other stockholders. There will be no radical changes in policy. Mr. Meier will continue to give his personal attention to business.

Hudson—George W. Kirkup, for forty years a resident and merchant of Hudson, died at Detroit Monday. He became ill while spending the winter in Florida and was brought to Detroit five weeks ago. Born in New York City 74 years ago, he moved to Hudson forty-one years ago, where, until his retirement last fall, he owned a clothing store. He was a member of the Exchange Club at Hudson. The Kirkup home in Detroit was in the Alton Court Apartments, 1110 Calvert avenue.

Lansing—Sale of furniture, fixture, and office equipment formerly used by the Capital National Bank to the new Lansing National Bank for \$14,424.41 was authorized Friday by Judge Leland W. Carr of Circuit Court on petition of Joseph Gleason, receiver for the Capital National. Gleason informed the court that the sale had been approved by the Federal Comptroller of the Currency. The receiver was authorized to sell the furniture for 40 per cent. of its original cost or \$5,572.41; the office equipment for its present trade-in value, or \$2,852; and 2,728 safety deposit boxes for \$6,000.

De Witt—Funeral services were held from the home last Wednesday for Willis McLouth, pioneer, and business man, who died Sunday. Willis McLouth was born in Riley township, September 30, 1856, son of Newton and Emily athaway McLouth. Wells McLouth, a twin brother, died at the age of five. When Mr. McLouth was six years old he moved with his parents from Riley township to a farm on the outskirts of De Witt village. From then until the time of his death he had been a resident of De Witt. Fifty-four years ago he entered the merchandising business with Mr. Jayne. Later he was associated in the milling and merchandising business with Homer Brazee. During this time he was also interested in farming and other business enterprises throughout the surrounding country. For the last 10 years he had manager the Kraas Lumber & Coal Co.

Brethren—Two important business changes in Brethren are announced this week. One is that Gus Schrader, Bear Lake merchant, is moving to Brethren, where he has rented the Herman Tritten building. He will conduct a general store, with groceries a specialty. His equipment and stock were moved here this week. Mr. Schrader has been in business at Bear Lake for many years, and moves at this time because the owner of the building he occupied wished to start up a business of her own, and no other suitable building was available in Bear Lake. The second is that David E. Hillsamer announces his retirement from Hillsamer Brothers' store he has conducted for many years. His brother, Ray Hillsamer, who has been associated with him in the business, and Jesse Sturdevant have purchased the business and will take it over May 1. The Hillsamer Brothers store is one of the best stocked in rural Manistee county, and has done a thriving business for many years. D. E. Hillsamer and his brother, Arthur, first

went into business in Brethren in 1906 when they built what is now known as the Tritten building and conducted a store there. Soon D. E. Hillsamer bought out Arthur's interest and he continued to run the store and serve as village postmaster until 1916 when he sold his business to Herman Tritten. For a while he conducted a store at Niles, then he returned to Brethren, purchasing the present building from Mrs. Minnie Williamson, and conducting the business which increased steadily. In 1925 a large addition was built. Mr. Hillsamer always said that he was going to retire from store-keeping when he reached the age of 50, and now he is fulfilling his prediction. He expects to have time now to enjoy and improve the splendid home which he recently built at the edge of the village, and to look after his other business interests. His brother, Ray, who is one of the partners taking the business over, was associated with D. E. from 1917 until 1926, when he went to Grand Rapids where for four years he clerked in the wholesale grocery house of Lee & Cady. He returned to Brethren in 1930 and has been associated in the store management since. Mr. Sturdevant came to this vicinity in 1922, locating in Wellston, where he was employed at the Harris store and later the Halstead store until 1929, except for two years spent in the South. He attended Ferris Institute for the next two years, clerking in a furniture store while there and since has been associated with the Hillsamer Brothers and the Somsel Brothers lumber business.

Manufacturing Matters

Detroit—The Lord Co. has been organized to manufacture drugs. The capital stock is \$10,000, all paid in.

Detroit—The United Casket Co. has been organized to manufacture caskets. The capital stock is \$50,000, all paid in.

Detroit—The Regal Brewing Co. has been organized with a paid in capital stock of \$55,000, to manufacture beer.

Battle Creek—The Fabian, Inc., jewelry manufacturer and jobber, has been organized with a capital stock of \$2,000, all paid in.

Flint—The Gransden-Hall Co. has been organized with a capital stock of \$10,000, all paid in, to manufacture building contractors' supplies.

Sixteen New Readers of the Tradesman

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

Loyal Saxton, Battle Creek
G. C. Buck, Battle Creek
Ward W. Allen, Battle Creek
H. H. Burchard, Battle Creek
Verne J. Eddinger, Battle Creek
F. E. Russell, Battle Creek
W. J. Rogers, Battle Creek
Ed. O'Connor, Battle Creek
C. M. Steedman, Battle Creek
A. J. Osmun, Battle Creek
Clyde Beery, Otsego
Loran Dalrymple, Otsego
Elgin Myers, Allegan
C. H. Gibson, Allegan
McKinney & Seebeck, Bangor
Thomas & Son, Bangor

Essential Features of the Grocery Staples

Sugar—Local jobbers hold cane granulated at 4.89c and beet granulated at 4.67c.

Tea—During the week the first hands tea business has been quiet, only a routine activity being noted. Prices in this country remain unchanged and about steady, although in primary markets Ceylons, Indias and Javas have shown a slight advance. Consumptive demand for tea about as usual.

Coffee—The market for future Rio and Santos coffee, green and in a large way, started the week with an advance owing to firm news from Brazil. Later this was followed by a fractional decline also on news from Brazil, and this decline was later followed by an advance of about the same fraction. The market therefore closes at this writing not materially different from the situation at the beginning of the week. Spot Rio and Santos, green and in a large way, has been quiet during the week with prices unchanged throughout. Milds have shown no important change. The jobbing market on roasted coffee also remains, generally speaking, unchanged. Consumptive demand for coffee good.

Canned Fruits—Canned fruits are rather dull at the present time as distributors are waiting to see just how the futures market will shape up. There appears to be a tendency in some sections to quote futures lower now, but the reasons for this are interpreted in different light. Some feel that well-established packers are making future prices lower in order to discourage competitors from excessive production and others interpret it as a pressure to get some future business on the books. Whatever the cause, the amount of futures buying has not been great as yet. There is a tendency to hold off before making commitments until the code controversies are clarified and some more definite knowledge on future production plans becomes available.

Canned Vegetables—The major vegetables for spot delivery are generally unchanged. Peninsula tomatoes are now holding up fairly well after some recession in recent weeks. This indicates that some buying is coming into the market to support these levels. There is not much activity at the moment in corn and demand for stringless beans and other items is limited to immediate requirements.

Canned Fish—The distributing trade will be watching developments on the Columbia River now that the packing season is close at hand. There has been considerable trouble brewing in the Northwest, not only on the river but right up into Alaska, where radical agitators are reported to have been spreading dissension. Alaska pink salmon is expected to advance when low price stuff is cleaned up. Alaska red advanced early in the week, but it is still possible to buy here and there below the highest price asked.

Dried Fruit—The dried fruit market here is maintained very well on an even keel, with few features to attract notice at present. Spot prices are steady and supplies relatively light. There is a routine demand for a broad list of

fruits, with some pick-up in interest in Thompson seedless raisins noted here. Santa Clara prunes are moving out well, with some of the sizes showing a stronger undertone. Oregon prunes have been well maintained all through the list, and stocks here are confined to few hands. Apricots have been more active in the intermediate grades, while top grade Blenheims have met with some trade resistance. Thus, prices in these lesser grades have been inclined to stiffen. California reports conditions unchanged. In spite of the fact that new business for shipment has been very slow in the past few weeks, there is no diminution in the confidence expressed on the future outlook. Prices have been remarkably steady, which in view of the nature of the resistance from distributing markets, has served to increase confidence among first hands. The new prune crop in both California and the Northwest is said to be running light, California's comparing, according to recent estimates, with last year's short crop. Observers also have been expecting a relatively light yield of Thompson raisins, which factor is helping to keep the spot market steadier. Apricots are being held strongly at recent advances in view of the prospects of a very short new crop, generally figured to run about 50 per cent.

Beans and Peas—The market for dried beans during the past week has continued slow and easy with a declining tendency. It is still decidedly a buyers' market. Practically the same applies to dried peas.

Nuts—The nut market is slightly more active than last week, but still business is of such a piecemeal character that the general impression is of dullness. In the aggregate the flock of small orders being filled regularly makes up quite a sizable volume, but it comes in dribs and drabs. Prices show very little change. There have been a few readjustments in cashews. Brazils, walnuts and pecans are unchanged.

Olives—A good, steady demand is reported for olives. Shippers at Seville are asking firm prices. Stuffed olives are scarce here and abroad. With supplies of pimentos exhausted the outlook is for a very firm market for stuffed queens.

Olive Oil—The olive oil market showed little change abroad last week, and fluctuations are now largely a matter of exchange variations. Both Spain and Italy are holding firm at close to the market peaks and there is little business being done to take care of replacements. Stocks on the spot are light and demand is fairly good.

Pickles—Prices show no changes, both dill, salt and sweet pickles holding at previous levels. Demand has quieted down. Dill stocks are virtually cleaned up. Certain sizes of brine stock are very scarce. It is understood that a large acreage of pickles has been planted. This is not alarming, however, in view of the lack of a carry-over.

Rice—The market was steady here last week. Business is of a routine nature and prices are being well maintained all along the line. The grocery trade is not very heavily stocked and continued cold weather keeps rice mov-

ing into consumption at a fairly active pace. Statistically, the market is very strong and the control effected both on rough and clean rice prices is unbroken. The future outlook is for a replacement business right through. There is a lack of speculative interest at present price levels, but no lack of confidence in the future. Warehouse charges being so much higher now than in the past will tend to keep stocks here at the lowest levels consistent with regular business.

Salt Fish—Demand for mackerel and other salt fish is asking only for small lots. Stocks, however, are low and prices have not weakened. Scotch herring seems to be firm. As to tinned fish, the pack of Maine sardines is very much behind and prices have not yet been named to any extent.

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., 90c per dozen, 4 doz. in box.

Bananas—5c per lb.

Brockles—15c per bunch.

Butter—Tubs, 24½c; cartons, 25c.

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, 90c and \$1 per dozen, according to size.

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

C. H. P. from farmer.....\$2.10

Light Red Kidney from farmer.. 3.75

Dark Red Kidney from farmer.. 4.75

Light Cranberry.....4.50

Dark Cranberry.....3.50

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

Fancy, fresh white.....18c

Candled, fresh.....17c

Candled, large pullets.....15c

Checks.....14c

Garlic—12c per lb.

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

64.....\$3.75

70.....3.75

80.....3.75

96.....3.75

Green Beans—\$3.25 per hamper for Louisiana grown.

Green Onions—Shalots, 30c per dozen from Indiana.

Green Peas—\$2 per hamper for California grown.

Green Peppers—California, 40 @ 50c 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—20c per dozen.

Lettuce—In good demand on the following basis:

California, 4s and 5s, crate.....\$4.50

Leaf, hothouse......80

Mushrooms—30c per one lb. carton.

Onions—Home grown, 85c per bu. for Yellow; Texas Bermudas, \$1.65 for Yellow, and \$1.75 for White.

Onions Sets—\$5 per bu.

Oranges—Fancy Sunkist California

Navels are now sold as follows:

126.....\$3.00

176.....3.50

200.....4.25

216.....4.25

252.....4.25

288.....4.25

324.....4.00

Red Ball, 50c per box less.

Florida valencias in 45 lb. bags are held as follows:

76.....\$1.50

126.....1.50

150.....1.50

Parsley—30c per doz. for hot house.

Potatoes—75c per bu.; Idahos \$2 per 100 lb. bag; new from Florida, \$5.75 per bbl.

Poultry—Wilson & Company pay as follows:

Heavy Fowls.....14c

Light Fowls.....12c

Ducks.....8c

Turkeys.....14c

Geese.....7c

Radishes—45c per dozen bunches hot house.

Rhubarb—\$2 per bu. of 30 lbs. from Ind.

Spinach—90c per bushel for Texas grown.

Strawberries—24 pint cases from La., \$3.

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

Tomatoes—Repacked Mexican, \$1.50 for 10 lb. carton.

Turnips—75c per bushel.

Veal Calves—Wilson & Company pay as follows:

Fancy.....7 @ 8c

Good.....6c

Vegetable Oysters—30c per doz.

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

Gabby Gleanings From Grand Rapids

Frank S. Verbeck, who has spent two or three weeks with Michigan friends, left yesterday for Los Angeles via Milwaukee, Minneapolis, Seattle and San Francisco. He is traveling by bus, with frequent stops along the way. The fare from Grand Rapids to Los Angeles by bus is \$22.50. For \$29.50 one can go via Seattle—1500 miles further, which is less than a half cent per mile. This is hardly to be compared with the bus charge between Muskegon and Manistee, which is the highest of any other bus charge in the United States.

If Walter Lawton lives until October 12 he will have rounded out thirty-six years with the Dr. Miles Medical Co., Elkhart, Indiana. From present indications he will still be with the same house when he rounds out 100 years.

Abe Schefman and brother, Frank, have moved to Detroit and engaged in the fruit and vegetable business at 11 and 12 Union Produce Terminal building under the style of Abe Schefman & Co.

GONE TO HIS REWARD

Death of Samuel Moffett, Pioneer Grocer of Flint

Flint, April 28—Samuel Moffett, Sr., a retired wholesale grocer, died suddenly at his home, 309 West Third street, last night. Two of his sons, Robert and Samuel B., are officials of the Moffett Grocery Co.

When a youth of 16 years of age, Mr. Moffett claims that he heard the call to engage in business. He felt that he should leave school and accomplish something for himself. One of his chief ambitions in life was to own and conduct a grocery store. This was apparently inborn instinct in the youth, cultivated by his parents who always sent him to purchase the groceries for the family. Depriving himself from obtaining further education, without a single regret to make, young Samuel Moffett left school and went to work in a sawmill until he received his first opportunity to clerk in a grocery store. That opportunity soon came in the grocery store owned by D. S. Einstein, where he received \$2 per week.

From the day he first started to work until the present time, economy was, perhaps, one of his best mottoes. It was probably practiced more thoroughly when he was a youth than at present, as he had so little to spend. A part of the \$2 per week which he received was saved until he had finally saved enough to go into business for himself. Then the returns came more rapidly.

One of the first undertakings which Mr. Moffett espoused was a produce business, which he opened in Flint in 1878. Nearly all of the produce bought by this firm was shipped to Saginaw and Bay City, where it was later distributed among the lumbering camps of the North. After two years' experience in this business, he returned to the grocery trade, in which he had become thoroughly schooled by a number of years' service as a clerk. The store was opened in a building where now stands the building occupied by the Doty-Salisbury Co. His store was the last in the business district of the city and the taunts from the other merchants that his store was located too far away from the heart of the city to be successful only spurred him on with even more eagerness to succeed.

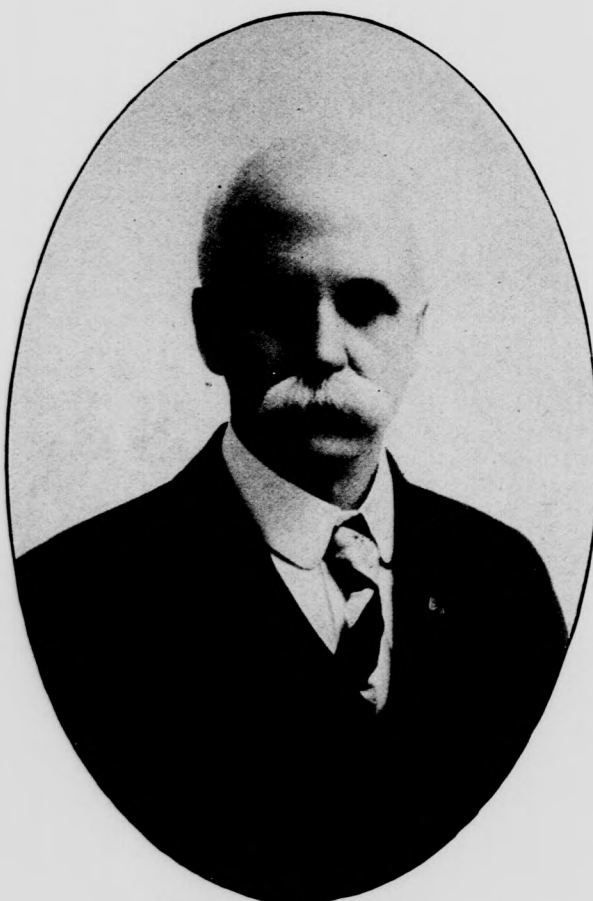
Mr. Moffett continued in partnership with L. M. Bray, his first partner, for three years and then moved his business into a building now occupied by the Martin & Zimmerman drug store. As the business grew he sought larger quarters. He next rented the building now occupied by the Vogue to be used jointly with the original store adjacent to it. When these two stores proved to be too small, another journey across the street into the Armory building was made. Here he launched a wholesale and retail grocery business. For nine years more the business grew and again new and larger quarters were sought.

The business had become so important in 1903 that Mr. Moffett purchased D. D. Aitken's interest in the Flint Produce and Coal Co. and the firm was afterwards known as the Moffett & Skinner Co. W. D. Skinner, supervisor from Second ward, was his as-

sociate in this partnership. The wholesale grocery business was conducted exclusively from that date on. In 1908 Mr. Moffett purchased Mr. Skinner's interest, both in the stock of goods and in the property and then formed a partnership with his two sons, Robert G. and Samuel B. Moffett.

A great calamity hit the business on January 9, 1912, when a disastrous fire swept through the building, entailing a heavy loss to the firm. For the next ten months the firm labored under tremendous disadvantages to overcome the handicap caused by the fire. The salvage from the fire was stored in the Flint P. Smith building which had not as yet been completed, until the ruined

to the business to finance the purchase of the new quarters, 212 Smith street. At the present time the house has approximately 90,000 square feet of floor space devoted exclusively to the distribution of food products. It carries allied lines, such as dry goods. This building was the old Dort Motor Car Co. warehouse, corner of Water and Smith streets. It is three blocks from Saginaw street and very economically adapted to the distribution of food products in every respect. The present capital is \$300,000 and the surplus \$156,400. It distributes all through the Flint territory over a radius of 100 miles. The control of the present corporation lies with R. G. and S. B. Moffett.



The Late Samuel Moffett

structure could be replaced. The buildings were completed in November. The maintaining of the business during this year was a great strain upon Mr. Moffett, which was not much reduced until he retired from active service.

After thirty-six years of strenuous business, Mr. Moffett turned a half interest over to his two sons, Robert G. and Samuel B. Moffett, and sold the other half to J. W. Symons, S. E. Symons and R. Otto, of Saginaw. The business name was then changed to Symons-Moffett Co. In 1923 the half interest of Symons Bros. & Co. was purchased by R. G. Moffett and Samuel B. Moffett, together with several other local business men. The corporate name was then changed to the Moffett Grocer Co. In 1924 the house was re-incorporated, adding sufficient capital

fett and the remainder of the stock is owned by Flint people, representative business men.

Mr. Moffett was long a member of the Methodist Episcopal church. He was a Master Mason and was affiliated with Genesee Valley Commandery, No. 15, Knights Templar. He was also a member of B. P. O. E. Lodge, No. 222.

Mr. Moffett had no hobby unless strict attention to business might be called a hobby for he always contended that he derived more pleasure from properly caring for his business than from any other source, and to this fact he "attributed his success."

He was never interested in attempting to secure public office for the reason that he has been quite deaf for many years.

Mr. Moffett was the soul of honor

and had always been regarded as one among the first and foremost citizens of Flint.

Price-Cutting Evil in the Hotel Trade

Price-cutting and over-building are two obstacles to profitable hotel operation. Recent hotel worries under the NRA code were aired April 17 at a hearing on a proposal to add a price-control system.

Wage and hour provisions of the code, said W. L. Gregory, of Washington, D.C., speaking for the hotel code authority, have worked a good deal of hardship on members of the industry, 95 per cent. of whom are supplying rooms "at a price which does not give an adequate return to assure continued operation."

The price feature, said H. P. Somerville, of Washington, D.C., is an attempt to stabilize rates, not to raise them.

For a group of hotel employees, Edward Flore, of Buffalo, said hotel business has gone up considerably in the last few months.

Under the proposed amendment, members of the industry in any particular locality may petition the Administrator for the right to adopt a system of price schedules which would be posted. First, however, they would have to be approved by the code authority, who may make recommendations to the NRA Administrator, who in turn would have power to require enforcement.

Glass Industry Loan Bill

The Senate Banking and Currency Committee is expected soon to approve the bill prepared by Senator Glass with the cooperation of Governor Black of the Federal Reserve Board relating to direct loans for industrial purposes by Federal Reserve banks.

There appears to be no disposition on the part of the Senators to vest the Reconstruction Finance Corporation with the powers proposed by its chairman, Jesse H. Jones, to permit it to engage in such operations. Members of the House Banking Committee, who do not hold the Federal Reserve system in the same high esteem as the Senators, are said to feel differently on the matter. This group would give Mr. Jones the authority he asks.

Passage of the Glass bill is reported to have the sanction of the President. This indorsement of itself is sufficient to guarantee passage by both houses, although the measure is not listed in the group of bills considered as emergency legislation.

It is recognized that there is need for a more liberal advancement of credit to industries, and, Administration leaders contend, this is the best means of meeting that requirement. It has been variously estimated that as much as \$750,000,000 would be poured into the credit channels for industry by means of this legislation.

Sleep is a mighty fine thing, but we would not advise anyone to be caught napping.

An inflated bond, like an inflated bubble is beautiful to behold, until it bursts.

Lines of Interest To Grand Rapids Council

(Continued from page 3)

driver will even stoop so low as to help an ordinary motorist out of the mud. Rather an absurd thing to do, don't you think? The truck pilot knows that he is hated by nearly every motorist that travels on the highways yet he will give of his valuable time to help some unfortunate who has gotten into a jam. If you do not think that those husky driver, who are injured to nearly every thrill there is, don't get thrills aplenty on the highways you are crazy. They see more crazy, reckless driving fools in a week than we see in all our lifetime. If one wants to get the thrill of being a part in the commercial life of the country and that he is really worth while, he must climb into the cab of one of those highway monsters, guided by one of those hated truck drivers and make a few runs with the boys who really deliver the goods.

There isn't much to talk about at some parties until after one or more couples leave.

In the midst of all things modern—in the midst of the hustle and bustle of our daily lives, there appear many customs that were in vogue in the days of the Crusaders. The man who tips his hat assures the person met that, in medieval language, he is removing his helmet and therefore has no fear, and when he extends his right hand he declares in the same tongue that his sword hand is free and that the other person need have no fear. Numerous signs—the barber pole, watch, boot, three balls—conspicuous on our Main street today—record a period when illiteracy prevailed and it was necessary to identify every trade by its symbol. The emblems of political parties are similar survivals but it is harder for us to construe their true meaning to-day than it was on the day of their organization.

It isn't regular drinking that hurts a man; it's the way you fellows have got of drinking between drinks.

The greatest nincompoop that gets behind the wheel of an automobile is the traffic chiseler who tries to beat the train. Warning bells, wigwag lights, gates, and other devices hint strongly that a train is coming—but the chiseler doesn't take hints. Just remember that any time may be train time at a railroad crossing and that the right of way belongs to the train. Approach grade crossings cautiously. Slow down and, unless vision is clear both ways, better stop. Look both ways and listen. The few seconds lost may prove to be the most important pause in your life. We have all waited for trains time and again at stations, so delaying a few seconds more on the highway—just to be sure—certainly isn't going to upset our entire life routine. It doesn't pay to gamble with life. Least of all by fighting duels or running races with trains.

One thing about nudists, you can't pin anything on them.

When you sip the fine brews of to-day few hearken back to the real date of the origin of beer. In the reign of

the first emperor of the first dynasty of China, about 2217 B.C., the first beer is reputed to have been made. Y-Tie, the emperor, is reputed to have tried it and then remarked, "This liquor will cause great troubles in the empire." Little did he think how that remark would reverberate down through the following four thousand years.

The trouble with champagne is that it makes you see double and feel single.

Mr. and Mrs. H. R. Bradfield returned to the city Sunday after having spent the past several days in Toronto, Canada. They were called there by the death of Mrs. Bradfield's brother, Walter Anderson. The funeral was held April 26 and interment made in Weston, Ontario.

The Western Hotel at Big Rapids has been closed temporarily until certain details regarding the sale at auction have been straightened out. It is expected the well known hotel will open in the very near future.

Mrs. Jansen, manager of Jansen's Inn, Big Rapids, has been selected to manage the club of the Meceola Country Club. This is a popular club for members who reside in Big Rapids and vicinity.

Henry Nelson, manager of the Chipewa Hotel in Manistee, advises all commercial men to avoid Manistee during the grocers and meat dealers convention, which will be held May 16, 17 and 18.

Counselor L. R. Garrison, local representative for Lever Brothers, soap makers, of Boston, has been placed high in a sales contest. Evidently he is cleaning up on everything.

Jack Lowell, 1216 Colorado, local representative for Eastern coal companies, was caught in company with Ray Bentley at Tippy's dam the other day. Apparently they were interested in watching conservation officers get the fish over the dam, but we have a hunch they were looking for a lame fish which might not be able to make the climb.

John E. Regan, owner of the Regan Distributing Co., local distributors for Miller's High Life and Eberle's Blue Star beer, has moved from 46 South Division to 232 LaGrave avenue, where he will have larger quarters to care for his increasing business.

Mrs. D. W. Carpenter has accepted a position with a coal and coke company of Chicago and will cover the same territory that was formerly covered by her husband who passed away several weeks ago.

A day off is usually followed by an off day.

Don't forget the U.C.T. meeting Saturday evening, May 5. This will be the last meeting where entertainment will be provided until the opening of our fall sessions. The meeting will be called promptly at 7:30 at the close of which a program will be presented by the entertainment committee. There will be music for dancing and several special acts will be presented during the evening. There will be a luncheon served before the opening of the program. Come, bring the family and as many other members and their families

as you can get to come. Let's make this a real meeting until we meet again. Notgniklip.

Minimum Prices for Hosiery

Minimum prices for hosiery are currently being fixed by the code authority for the industry to end price cutting, which is said to have assumed large proportions in recent months. Prices will be based on standard construction and differentials set up for the customary variations.

This attempt at price fixing in the

textile industry is in line with the retail price maintenance recently imposed by the NRA under the retail drug code.

It is taken as a confirmation of the view held by many that vague price control provisions, such as the ban on sales below cost, are unenforceable whenever markets weaken for any length of time. To restrict competition in a widely scattered industry, rules must be simple, it is said, and fixed minimum prices constitute probably the most unmistakable rule there is.

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Glass Giftware	Freezers	Rubbish Burners
Shell Glassware	Clocks	Lamp Burners
Silver Spoons	Watches	Lamp Chimneys
Silver Knives	Aluminum Ware	Lamp Wick
Silver Forks	Cast Aluminum	Summer Goods
Chromiumware	Enameled Ware	Sail Boats
Kitchen Gadgets	Copper Ware	Water Toys
Carving Knives	Oil Cook Stoves	Sand Toys
Slicing Knives	Flashlights	Rubber Balloons
Paring Knives	Lamp Bulbs	Rubber Balls
Tinware	Fuses, Cords	Roller Skates
Tin Bread Pans	Electric Irons	Wheel Toys
Tin Cake Pans	Waffle Irons	Wagons
Tin Baking Pans	Golf Supplies	Skooters
Tin Pie Pans	Tennis Supplies	Bicycles
Tin Sifters	Party Favors	Noise Makers
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CURB ON FURTHER ADVANCES

The apparent setback which a further advance in wholesale prices has received during the last few weeks is seen by retail executives as a development that will aid in reducing the growing threat "of a rising tide of consumer resistance to higher prices." Particularly since the close of the Easter trade, retailers say they have noticed more numerous instances of consumer price resistance, especially on such merchandise as men's clothing, children's shoes, rugs and varied home furnishings.

Authorities in close touch with retail and consumer developments, including Paul H. Nystrom, vice chairman of the National Retail Code Authority, and Dr. James P. Warbasse, member of the Consumers Advisory Board of the NRA and president of the Co-operative League of the United States, warned of "a more rebellious attitude on the part of consumers to higher prices."

Dr. Warbasse said that, despite the delay by the NRA in organizing the proposed consumer councils, these were being set up independently by consumers in many sections of the country. He asserted that many areas were "seething with interest in consumer co-operatives," and cited the marked success obtained by Middle West farmers with co-operative "oil societies."

Retailers were not unanimous in reporting increased price resistance. Several leading executives here said their sales prices on a good many items were no higher than a year ago. Others rated the adverse weather and the difficulty of meeting last year's late Easter volume figures as major factors this month. One executive said the question was "one not so much of higher prices as it was of giving purchasing power to the 8,000,000 unemployed without it." It was stated, however, that the potential spread of consumer resistance is now receiving more attention from retailers than at any other time since the NRA was launched.

Basic features of the current retail situation were said to be: Many stores are selling fewer merchandise items than a year ago, although perhaps a smaller number showing unit sale increases. The white-collar class is not sharing proportionately in the recovery, leading to resistance on the part of this class and to slower trade pick-up in the larger urban centers. Some resistance has developed in basement lines, where the price increase in percentage has been greater than on higher price lines. Stocks of cheaply bought merchandise in the hands of many retailers are now at low ebb.

Dr. Nystrom, in voicing his views, said there was no question about the "increasing evidences of strong consumer price resistance." A most significant straw, he said, was the "militant opposition to higher prices being displayed by members of women's clubs in many sections of the country. In other meetings, he asserted, the suggestion of a 'buyers' strike' has come into the open. 'Price increases, in the view of many,' he asserted, 'have been coming on too fast for wages.'"

Dr. Warbasse asserted signs of consumer resistance were multiplying "be-

cause people believe that prices to the consumer are not justified by the wages to labor or the prices prevailing in the primary commodity markets." Consumers, he added, are not blaming the NRA, but "unconsciously feel that too many people are trying to obtain profits in the passing of merchandise from production through the channels of distribution."

Consumers, he declared, are definitely organizing to protect their interests. Originally, he pointed out, it was the intention of the NRA to create some 3,098 consumer councils, or one for each county in each State in the country. "For some reason," he went on, "it seemed best not to organize consumers in all of these counties. The number was brought down to 300 and now the plan is to bring about 200 councils into existence under the Consumers' Advisory Board and the National Emergency Council.

"Consumers, however, have become somewhat impatient," he continued, "and councils are springing up in many sections, independent of the NRA and government supervision. In their co-operative buying societies people have discovered a solution of their problem.

"For example, petroleum products under the code are destined to cost the consumer some \$500,000,000 more. The farmers, now using gasoline and petroleum products instead of horses, are quite dependent upon these products, and have organized consumer co-operative societies to supply themselves. The petroleum products are distributed at the current market price, and the difference between that price and cost, after overhead and reserve charges are deducted, is paid back to the farmer in a cash savings return.

ROCKING THE BOAT

Settlement of the railroad labor controversy and agreement on the tax bill were the two most important features of the week from a general business standpoint. While reports on trade are less satisfactory, basic industrial operations moved ahead. Security markets were lower and speculative commodities continued to recede.

Industrial and financial elements which are striving mightily to cut down new-deal reforms and return the country as far as possible to the old order have increased the pressure of their propaganda. They have succeeded in creating a degree of uncertainty which may hurt them as much as it damages other business interests. The peak of this attack will probably be seen in the deliberations of the United States Chamber of Commerce, which start this week. The boat will probably be rocked aplenty.

What those who will attend these sessions might bear in mind, however, is that there are still some twelve or thirteen million unemployed, that recovery may be an "irresistible force," but no one proposed letting things drift in March, 1933; that other conservative countries have adopted most of the "reform" moves that are still fought here, and that a continuation of destructive criticism in place of constructive suggestion may very well bring the forces of inflation into full play or turn evolution into revolution.

Industrial returns in the meantime offer little comfort to those who decry the recovery program. The business index has reached a new high back to the middle of August, 1933, when there was a slackening from the peak of the operations inspired by the desire to "beat the codes to the gun." While the chief gain was in cotton forwardings, despite the fact that the industry is suffering some recession, there were important increases in electric power production and steel mill activity.

DRY GOODS CONDITIONS

A combination of unfavorable weather, uneasiness regarding the business outlook due to labor troubles and the slump in securities and commodities and possibly some resistance to higher prices has brought about an increased recession in retail trade in many sections. While weather conditions militate against seasonal buying it will remain difficult to assess the real influence of other factors.

So far the large mail order concerns have not felt appreciably this adverse trend. The largest company reported a gain of 28 per cent. for the four weeks' period ended on April 23. The second organization ran 43.2 per cent. ahead of last year up to the same date, the catalogue end gaining 59 per cent. and the store division 35.1 per cent.

Taking into account that the business this year compared in large part with pre-Easter sales last year, these showings are impressive and seem to testify to the continued well-being of the agricultural regions. However, the picture in these areas has been changed in the last few weeks by the sharp declines in wheat, other cereals and cotton.

Locally, the stores are looking for small decreases under last year for the month. Business on women's ready-to-wear and accessories during the week was fair. Home furnishings volume was low. In the men's wear lines a panicky resort to clearances was started.

Dullness overtook the wholesale merchandise markets except on Summer lines. Dry goods wholesalers cut prices in order to accelerate buying. Floor covering producers favor opposite tactics and will announce another price rise in May in order to drive business in. A leading men's clothing manufacturer has reduced Fall quotations 12 per cent. from the Spring levels.

CONSUMER GOODS EASING

The definit trend in consumer goods lines toward a restriction of further price increases and, in fact, toward a lowering of prices for the Fall season is one that might have been expected, barring monetary inflation. The textile industries, which ordinarily find every other year good, have their off year in this twelve months.

Accepting this experience as a portent, there are definite indications now that business will prove more difficult to get and that prices and production rates may have to be lowered. A price cut in rayon was announced in the week, the silk industry decided to ask for an industry-wide shutdown for a week in the immediate future, the cotton goods mills may have to adopt a

similar plan and manufacturing clothiers have reduced their prices for Fall on the basis of lower quotations on piece goods.

Textile products in the wholesale price index of the Bureau of Labor Statistics have advanced 46 per cent. over the year, compared with an average rise of 21 per cent. in all commodities. Wage increases and other code provisions may have accounted for a major part of the advances, but it is admitted that many producers added on fat extras to take care of expenses which never materialized.

Since the demand in the merchandise markets has dropped rather sharply since Easter, price figuring pencils are now being sharpened. The chief of the NRA research and planning division said during the week that he found "an unusual symptom of business recovery in the desire of many corporations to increase their business volume by reducing prices." In the merchandise lines it may not be a question of increasing but of preserving volume by resort to this sensible procedure.

BLUE EAGLE CASE

In the issue raised by the fifty merchants of Harriman, Tenn., who threaten to give up their Blue Eagles unless General Johnson restores that insignia to the Harriman Hosiery Mills, from which he withdrew it on the basis of violation of the labor provisions of the Recovery Act, there is the opportunity of decisive action one way or the other by the NRA. Interpretation of the labor clauses has been so vague and unsatisfactory that it may be put down, with similar cloudiness on the question of price control, as the chief cause for growing uncertainty in business.

The Harriman Hosiery Mills case dates from a strike which began on Oct. 26. The National Labor Board on Feb. 2, after hearings, charged the company with bad faith in an eleven-hour rejection of the agreement worked out under the auspices of the board. Upon the return of a committee of workers' representatives from Washington to Harriman its members were arrested. Throughout the proceedings mill officials stated that the company would not enter into any agreement with the representatives of its employees.

Other merchants in the town did not sign the protest, and the head of one department store declared that the Blue Eagle represents the National Recovery Act. "For the good of everybody I signed for it, and I am going to keep it," he added. "To use the Blue Eagle to antagonize or intimidate the administration is a great mistake."

CODES HAMPER SALES

Operation of code regulations discouraging the use of premiums as sales stimulants are having a depressing effect upon the Summer and Fall markets for such goods. Except for a few orders placed by major producers of food specialties and toilet articles, contracts for premium novelties have been few in number. The prohibition against distribution of premiums by liquor retailers has cut into that business in this State, but sales in Illinois and other States where free distribution is permitted have been good.

OUT AROUND

Things Seen and Heard on a Week End Trip

American newspaper editors, in their annual convention at Washington last week, adopted unanimously a resolution calling for increasing vigilance against efforts "from any source" to impair the principle of freedom of the press. The right of news dissemination, the publishers held, is "essential to national recovery, international trade and peace between the nations."

I am certainly amused that the newspapers should express so much fear over the possible action of the Government, when they have voluntarily tied themselves down, hand and foot, by their ironclad closed shop contract with the typographical union and their unholy alliance with the chain stores, which precludes their making mention of the criminal actions of the chains, so long as the large announcements of the chain stores appear in their papers. Theodore Roosevelt stated repeatedly that anyone who signed a closed shop agreement with the typographical union or any other union was a criminal and a traitor to his country. The reciprocal arrangement the daily papers have with the chain stores is little less reprehensible, because it places the independent merchant in an unfair position. When a chain store manager or clerk pays a fine in court for indulging in short weight, short count or short change, the daily paper always refers to the miscreant as a grocer—never permitting the identity of his employer to be disclosed.

Had a call the other day from Louis J. Katz, who began learning the meat cutting business from John Mohrhard at his meat market on what was then Canal street in 1882—one year before I started the Tradesman. Mr. Katz has been identified with the meat trade, directly and indirectly, for fifty-two years. He has sold good meat and he has always seen to it that it was cut up properly, which is the secret of success in the meat business. I wish every meat dealer could look back on as honorable a career as Louie Katz has to his credit. He is now located on Robinson Road handling groceries and meat under the style of Katz & Harris.

Grand Rapids, May 1—The East Congregational Church of Grand Rapids has succeeded in booking Mr. and Mrs. Carveth Wells for Friday, May 4, at Keith's theater.

In the afternoon Mrs. Wells will give her frank and somewhat shocking talk to women only and in the evening Mr. Wells will show his uncensored pictures on Russia. Their appearances constitute a real expose of communism and atheism in Russia, and also here in America.

The pictures alone will repay one's effort in going.

Wells' recent book, *Kapoot*, has been placed on the White List of Romanism by the Vatican. I think Bishop Pinton and his colleagues will give these features large support here.

J. W. Fifield, Jr.,
Pastor East Congregational Church.

I hope everyone who can possibly arrange to attend one or both of these lectures will surely do so, because the

subjects both speakers will discuss are the vital topics before the American people at the present time. Anyone who has not read Mr. Wells' recent book, *Kapoot*, will add greatly to his enjoyment of the lecture by going over the book carefully in advance of listening to the words of the speakers.

I wish to say in this connection that I think the good people of Grand Rapids are under great obligations to the East Congregational Church for providing them with two such remarkably instructive entertainments as they can enjoy Friday of this week. The price of admission is fifty cents to either lecture. A few seats in reserved sections for 75 cents.

Belding, April 24—I am enclosing a copy of a clipping that was sent to me in a letter from my son, which I thought you would appreciate—you always have such beautiful things on the cover of the Tradesman. The author of this is unknown. E. C. Lloyd.

The paragraph above referred to is follows:

He has achieved success who has lived well, laughed often and loved much; who has gained the respect of intelligent men, the trust of pure women and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it, whether by an improved poppy, a perfect poem or a rescued soul; who has never lacked appreciation of earth's beauty or failed to express it; who has looked for the best in others and given them the best he had; whose life is an inspiration; whose memory is a benediction.

Earl W. Evans, President of the American Bar Association, Chicago, gave the American people a good talk over the radio last Saturday, on "Meeting the Lawyer's Responsibility To Improve Criminal Justice." If every lawyer in the country accepted the situation presented by this able speaker and eminent legal authority, about half the men who hold diplomas to practice law would surrender their diplomas and retire from the bar, because of the frequency with which they "frame" an honest man who is not guilty and thus secure his conviction on perjured testimony, and build up a fictitious defense to secure the acquittal of a notorious criminal. The legal fraternity contains a large percentage of honest men, but their failure to disbar the rogues who resort to dishonest practices places a big black spot on their profession which will never be removed until the honest men clean house.

A week ago Sunday President Roosevelt admitted to the newspaper correspondents of Washington "more in sorrow than in anger" that his financial plan had proved to be an absolute failure, due to the bad advice he had taken from the so-called "brain trust" whose judgment turned out to be worse than useless. Honest people generally will honor the President for ad-

mitting his mistake, showing very plainly that he is doing the best he knows how and for the best interest of all concerned. It is, of course, to be regretted that so honest a man as Mr. Roosevelt should prove to be such a poor judge of men, as is indicated in most of his appointments. Moley, Warner and Tugwell, who constitute the so-called "brain trust," are not the type of men who should receive the recognition they have at the hands of a hardworking, well-intentioned executive. They are the kind of men who should be sent to Russia, where their ideas would meet hearty acceptance.

When I was told that the "brain trust" had urged the President to recognize Russia, on the assurance that such an act on his part would start the idle factories of America in operation on full time to fill the orders we would receive from that country, I was reconciled to such action by our Chief Executive, although I did not relish the idea of an alliance with the wildcats and hyenas of communism and anarchy. The President acted on the advice of his advisors, but the result has been exactly what the more conservative portion of our people predicted. No orders to speak of have come from Russia. Plenty of orders were offered if we would loan them the money to pay for the goods desired or give the purchasers unlimited and indefinite credit, without security. The worthless character of the "brain trust" was clearly disclosed by the advice they gave the President in this matter.

Later General Johnson followed the example of his illustrious chief and engaged in a series of retractions before the editorial gathering to which reference is made above. One of the several changes of front is thus described by Time of April 30:

Back in Washington as an editor, Newshawk Sinnott did not hesitate last week to tell General Johnson: "I was just a bit shocked to get the impression that you feel the press has not given you a square deal."

General Johnson: I did not mean to give that impression. I think I have been treated pretty gently all things considered.

Editor Sinnott: Our main kick is that you are shooting too fast, it makes us all dizzy. You are trying to get heaven on earth—a code for this and a code for that. But I didn't know the newspaper trade was exactly a sweat shop.

General Johnson: Who said it was?

Editor Sinnott: I think it was from the White House.

General Johnson: I will take full responsibility for that. I drafted that—and it was very unfortunate. I am sorry for it. It was maladroitness of expression.

Thus Mr. Sinnott definitely established for the first time that it was General Johnson who put into President Roosevelt's mouth, upon the signing of the newspaper code, the offensive phrase that freedom of the press did not mean "freedom to work children, or do business in a fire trap, or violate the laws against obscenity, libel and lewdness."

Had a call last week from a farmer friend. He said he usually devoted thirty acres each year to the production of wheat. Last season he agreed with the Government to reduce his acreage to twenty acres. He took the

money Uncle Sam paid him to let the ten acres remain idle and bought fertilizer which he put on the twenty acres, and produced more wheat than he had been getting from the thirty acres.

In spite of the effort to reduce the yield of wheat this year the President said in his talk to the Washington correspondents, that the prospects were we would produce 140,000,000 bushels this year more than ever before in the history of the country.

President Roosevelt stated that his "brain trust" assured him that if he would force the value of the American dollar down to sixty cents, wheat would automatically advance to \$1.06 per bushel. As a matter of fact it is now seventy cents per bushel and the farmer is worse off than before the Government began interfering with him and his crop growing programme.

I am glad to note by the report of our subscription representative, published elsewhere in this week's paper, that the retailers of Battle Creek have organized a Food Merchants Council and propose to undertake an energetic campaign against the abuses and criminal practices of the chain stores. It is planned to secure the co-operation of every retail grocer of any importance before launching this undertaking. There is no doubt in my mind as to the ultimate success of this movement if the organization succeeds in enlisting competent leadership. No city has failed in driving the chains into a corner wherever the leaders of the independents have been men of masterful character, and the members have supported them as they should.

I met a friend on the street. He was not in a happy frame of mind. He had just met a friend who told him that eighty-five per cent. of the population of Kalkaska were on the relief fund. I told my friend I thought he must be mistaken, and on my return to the office I wrote a lifelong friend at Kalkaska, Burr Babcock, who has practiced medicine in Kalkaska fifty years, to set me aright. Here is his reply to my enquiry:

Kalkaska, April 25—I have made some enquiries in regard to the number of those who received help from the Government. There were 522 families aided in this county. There is a population of between 4,000 and 4,500, due to the return of a great many families from Detroit and other manufacturing centers, owing to the lack of employment, cheaper living conditions and family connections. In most every case of those returning they were in destitute circumstances and, of course, required help. Detroit and other cities encouraged their return. These conditions increased our percentage of dependents. Even with this condition our percentage is not over fifty, which, of course, is large. Numbers asked for help because they could get something for nothing. I am free to say that for the bonafide residents the percentage would be much less. Burr Babcock.

Later I heard that twenty-five per cent. of the population of Kent county was on relief funds. So Kalkaska county's record is not so bad after all.

Gaius W. Perkins, founder of the Grand Rapids School Furniture Co.—

(Continued on page 23)

FINANCIAL

Why Business is Worried Again

A slight recession in business, especially in the consumer goods industries, has produced a bit of nervousness. But the slow down was to be expected. Pulling out of from the economic structure about \$50,000,000 to \$80,000,000 a week for CWA expenditures meant an inevitable reduction in retail sales. Artificial prosperity will always run up against these broken curves. It proves that sound measures for recovery can alone make business improvement permanent.

Business generally has become worried again about the nature of changes which the Administration is about to foist on them. There is uncertainty about the new Wagner bill, uncertainty about the securities act, uncertainty about the tariff, uncertainty about the effect of the new tax bill on consolidated corporations and a dozen other important influences many of which are wholly deflationary.

The one lesson the Administration either does not learn or prefers not to learn is that a collision of deflationary and reflationary measures means stagnation.

The effort to amend the securities act and to give aid to the heavier goods industries is not succeeding. There is a lot of talk but the President is listening to the "young intellectuals" rather than businessmen. It is doubtful if this form of deflation will stop until more damage has been done to the economic machinery of the country and the number of bankruptcies and receiverships have become sufficiently convincing to produce a change.

A sop to the mining companies in the form of amended security regulations, prescribed by the Federal Trade Commission itself, has halted the revolt in the House on this measure but there is no indication as yet of the Senate's attitude. Thus far the House has revealed itself as the rubber-stamp brigade while the Senators are inclining toward more independence.

If the stock exchange bill goes through finally in the form the Senate will pass it, there will be a chance of putting the whole securities problem in a new commission with broad enough power to handle both stocks and bonds, new issues and old. This ought to give a temporary stimulus to refinancing but the plain meaning of the Administration's policy is to force a break down of holding companies. This means more losses to individual investors. Those who are affected by holding companies in America are probably more numerous than all the depositors in closed banks put together. But there seems little tendency to separate the wheat from the chaff—to take care of those who innocently put their savings in companies whose securities were held out to them as gilt-edge.

What is the Government's moral responsibility? A movement is growing in the House to pay back depositors who lost money in closed bank. If by Government action new losses are incurred now will not the Government some day be asked by people whose life savings are in these publicly sold

securities to reimburse them for their losses?

We are drifting into a situation in which the Government is gradually taking more and more responsibility for the value of securities. It is an incalculable burden financially and morally. The class prejudice which has been built up in recent months assumes that all the stockholders are people in Wall street. An analysis of the stockholders of many companies now being affected adversely by legislation is bound to show that directly and indirectly—especially through the investments made by savings banks and insurance companies—the man of moderate means and the widow whose husband's earning power is gone constitute the largest class concerned now with the ravaging effects of new economic and social reforms.

Last week Secretary Hull gave a conservative's interpretation of New Deal policies. Secretary Roper in his speeches parallels that point of view. There are no doubt men in the Cabinet who reflect a sound and practical liberalism. But the actual day by day operation of government policies is still topsy turvy. The left hand conflicts with the right. There is no definite realization as yet that business to prosper must be encouraged rather than destroyed.

This may seem pessimistic. It isn't intended to be. It is merely that too much stability cannot be expected as yet. Those who perceive the Roosevelt Administration swinging to what is commonly called the right, when as a matter of fact so many influences inside the Administration do not believe the President has gone far enough as yet to the left, are permitting the wish to be father to the thought.

Undoubtedly some reaction has set in. Evidence accumulates that public opinion is slowly but surely dissecting the economic experiments in Washington and reaching certain conclusions. A skepticism has been beginning to show itself throughout the country. The President has it in his power to squelch such doubts. He has not made a radio speech or a comprehensive statement of policy since his January message to Congress. The present session has given Mr. Roosevelt a clearer idea of how delicate the legislative situation can become if generalities are given too much emphasis. When Congress goes home Mr. Roosevelt will have something to say on broad issues. He plans to be away from Washington most of the Summer first on a trip to the Caribbean and then through the Canal to Hawaii and later on a train journey from the Pacific Coast.

While the President is away, subordinates here will function on major policies. Pleas then will be made to let down somewhat on the experiments, hoping that a breathing spell will be good for all concerned.

Meanwhile we are approaching a real climax at the present session of Congress. There are so many controversial bills that adjournment before June 1st or even 15th seems unlikely. Also in the end many of the measures now proposed will fall by the wayside. Mr. Roosevelt will soon have to make the selections. Congress can speed up when the President insists upon action

but the situation is different than it was in the special session of 1933 when Congress swallowed anything the executive departments or commissions sent to the Capitol.

With an election coming on, members of Congress are more cautious about enacting restrictive legislation. Yet until this session is over it will not be possible for business to make any substantial commitments or plans and then progress will depend entirely on whether the President wants recovery or reform. The facts of business uncertainty are rapidly coming to the surface and that is one reason why more swings to the right than the left on specific problems are logical even though not visible to the naked eye as yet in any general sense.

David Lawrence.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Henry I. Moerdyk, bankrupt No. 5669. The first meeting of creditors has been called for May 8, at 2 P. M.

In the matter of Mahlon G. Honeysett, bankrupt No. 5659. The first meeting of creditors has been called for May 8, at 2 P. M.

In the matter of Clarence G. Bennett, bankrupt No. 5636. The first meeting of creditors has been called for May 8, at 11 A. M.

In the matter of Karl J. Heinzelman, bankrupt No. 5168. The final meeting of creditors has been called for May 11, at 10 A. M. The trustee's final report will be approved at such meeting. There will be a small dividend for creditors.

In the matter of Susie M. Sorensen, doing business as Economy Wall Paper Store, bankrupt No. 5445. The final meeting of creditors has been called for May 11, at 11 A. M. The trustee's final report will be approved at such meeting. There may be a dividend for creditors.

In the matter of Paul Hayward, bankrupt No. 5454. The final meeting of creditors has been called for May 11, at 11 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 Wagg Motor Co., Inc., bankrupt No. 5461. The final meeting of creditors has been called for May 11, at 2 P. M. The trustee's final report will be approved at such meeting. There will be no dividend for general creditors.

In the matter of Edward C. W. Geisert, doing business as Hermitage Battery Co. and Majestic Radio Shoppe, bankrupt No. 5464. The final meeting of creditors has been called for May 11, 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 Israel Wepman, bankrupt No. 5355, final meeting of creditors was held under date of April 9. Fred G. Timmer, trustee, was present and represented by Hilding & Baker, attorneys. Bankrupt was represented by Benjamin T. Smith. Certain creditors were represented by Willard J. McIntyre, attorney, and Grand Rapids Credit Men's association. Account bidders present in

person. Final report and account of trustee was approved and allowed. Lot 84 of Bissell & Sons Subdivision was sold to Grand Rapids Mutual Building & Loan Association for the sum of \$2000.00 free and clear of taxes and the lien of the mortgage of G. R. Mutual Building & Loan Ass'n. Balance bills, notes and accounts receivable was sold to L. R. Vercoe, of Grand Rapids, for \$20.00. Lot in Gilbert Subdivision, 920-922 S. Division Ave., was sold to Bolhuis Builders, Inc. for \$100.00. Certain lot and cottage at Payne Lake, Mich., was abandoned as worthless and burdensome. Certain mortgages and notes receivable, certificates of deposit, and certificates of capital stock were sold to George Hertel. Order was made for the payment of expenses of administration, preferred and secured claims and for the payment of a first and final dividend to creditors of 10 per cent. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

An honest dollar should be like a bushel of wheat, always good for so many loaves.


The final proof of faith in human nature is belief in a used car speedometer.

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S.W., together with seven acres of land. With the completion of the capitalization represented by the current stock offering, improvements to the building, and installation of modern brewing equipment, will begin at once. All plans have been drawn up and approved. A limited number of shares in the initial offering are still available for public participation.

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ALLOTMENT. FOR SALE IN MICHIGAN ONLY

SELECTION OF GOOD FOODS

Federal Experts Tell Housewives What to Look For

Inquiries from housewives as to how to determine good quality fruits and vegetables in the market places make up a large part of the daily correspondence received by the United States Department of Agriculture at Washington. Housewives find this problem especially difficult during the Winter, when the markets offer a large variety of seemingly "out-of-season" fresh produce. The food is not "out of season"; it has been made available the year around by the development of improved production and transportation methods.

Scientists at state and Federal agricultural experiment stations are continually developing new varieties of produce that mature progressively during the year and which possess long-keeping qualities. They have learned how to "gass" early picked fruits to ripen in storage and transit. They recently discovered, for example, that the quality of peas, baby lima beans and sweet corn, which deteriorate rapidly after harvest owing to loss or conversion of sugar, can be satisfactorily maintained for several days by storage in carbon dioxide gas. A new variety of lettuce gives promise of producing sure crops of high quality in the Imperial Valley of California in December and early January, when yields and quality of present commercial varieties are uncertain.

The fruits and vegetables that have moved from the occasional into the regular supply in city markets include fresh snap beans and new cabbage, beets, carrots, turnips, cauliflower, cucumbers, eggplant, lettuce, peppers, peas, spinach, tomatoes, grapes, avocados, strawberries, lemons, pears, apples and oranges. Large shipments of some of these products come from Cuba, Mexico, Chile, Brazil, Argentina, Bermuda, Jamaica, Puerto Rico, Spain, Italy and the Netherlands in ships that employ modern refrigerating and "gassing" equipment to prevent deterioration of the products.

The condition of a fruit or vegetable when it reaches the consumer, say the Government marketing officials, depends upon its condition when harvested, the number of handlings it has had, the temperature during the marketing period, the length of time it has been in transit, the length of time it remains in the retail store and the extent to which natural deterioration has progressed. Many of the most perishable kinds of fruits and vegetables are shipped hundreds of miles. A considerable time is spent in transit, but the care and skill with which the commodity is handled and packed frequently offset to a great extent the factors of time and disease.

Fruits and vegetables usually leave shipping points in good condition, but the grower or shipper cannot foresee what the condition of the commodity will be when it reaches the retailer, who may have to hold it a considerable time before he sells it. Poor condition is particularly true of readily perishable fruits and vegetables. Overheating or freezing may occur, or some form of disease may develop in transit.

At times the movement from one dealer to another is delayed, and this results in deterioration. In such cases, it is often necessary to recondition the produce by removing the damaged portions and repacking.

The marketing experts advise that personal selection of fruits and vegetables tends to greater satisfaction and economy; that large-sized fruits and vegetables are not always of the best quality nor are they always economical to buy. They say that it is preferable to avoid commodities that show decay, particularly if they are not intended for immediate consumption and that it seldom pays to buy perishables just because the price is extremely low. Moreover, they point out that fine appearance of fruit does not always signify fine quality, since a fruit with an attractive appearance may have poor quality because of a varietal characteristic or because of some internal condition such as overmaturity.

Housewives unfamiliar with varieties of apples are advised to sample the fruit before buying in quantity. Apricots that have been bruised or injured deteriorate quickly and avocados that have had the skin broken or punctured should be avoided. For immediate consumption, full-ripe bananas should be bought. The quality of blackberries, dewberries, loganberries and raspberries is indicated by a bright, clean, fresh appearance combined with a solid full color and a plumpness of the individual berry. Blueberries and huckleberries that are plump, of fresh appearance, clean, dry and free from leaves and trash and fairly uniform in size and of a deep, full color, are usually of good quality.

Good quality in cherries is indicated by bright, fresh appearance, plumpness and good color. In cranberries quality is indicated by a fresh plump appearance, combined with high luster and firmness; fresh figs must be fully ripe to be of good quality; grapefruit should be firm, but springy to the touch, well shaped and heavy for its size; table grapes should have a general appearance of freshness.

Lemons that have a fine-textured skin and are heavy for their size are generally of better quality than those that are coarse-skinned and light in weight, while limes green in color and heavy for their size are the most desirable, since deep yellow-colored fruit do not have the desired acidity.

The most desirable sizes of oranges range from 126 to 216 per box, but oranges that pack 176 to 200 per box are preferred by the ordinary family. Oranges of the best quality are firm, heavy, have a fine-textured skin for the variety and are well-colored. Quality in peaches is indicated by their general appearance and firmness of the flesh, while pears that are firm or fairly firm, but not hard, free from blemish and clean, and not misshapen, wilted, or shriveled, are generally of good quality. Color and odor are the factors indicating quality in pineapples.

Plums and prunes should be plump, clean, of fresh appearance, full-colored for the variety, and soft enough to yield to slight pressure. Strawberries should be of a fresh, clean, bright appearance, have a full solid red color, be free from moisture, dirt and trash and

the caps should be attached. A compact, heavy, globular, plump globe or French artichoke, which yields slightly to pressure, and which has large, tightly clinging leaf scales of a good green color is the most desirable.

Asparagus ages rapidly after it is cut, the tips spread and the stalks become tough and woody; hence, to buy fresh stalks lessens the risk of getting tough asparagus. The pods of the best unshelled lima beans should be well-filled, clean, bright, fresh and of dark-green color; the best snap beans should be clean, fresh in appearance, firm, crisp, tender, free from blemish and all in a lot should be of the same stage of maturity so that they will cook uniformly.

Good beets should be smooth and free from blemish, since those that are rough or ridged or that have deep growth cracks are wasteful and may be tough or woody; brussels sprouts must be hard or firm, compact, fresh, of bright appearance, and of a good green color; and prime heads of cabbage should be reasonably solid, hard, or firm, and heavy or fairly heavy for their size.

Good quality carrots are firm, clean, fresh in appearance, smooth, well shaped and of good color. Fine cauliflower is indicated by white or creamy white, clean, heavy, firm, compact curd, with the jacket or outer leaves fresh and green. The most desirable celery is that of medium length, thickness and solidity, with stalks that are brittle enough to snap easily, and a good ear of corn has a fresh green husk and a cob that is well filled with bright, plump, milky kernels just firm enough to offer slight resistance to pressure. Cucumbers for slicing should be firm, fresh, bright, well shaped and of good color, and bright, clean, hard, well shaped mature onions with dry skins are usually of good quality.

Potatoes that are sound, smooth, shallow eyed and reasonably clean are usually of good quality. Occasionally both new and old potatoes show a green color on some part of the surface. This condition is known as sunburn. It is usually caused by long exposure to light, either in the field or in storage. Sunburned potatoes should be avoided, as they usually have a bitter taste that makes them largely inedible.

A good radish is well formed, smooth, firm, tender, crisp and mild in flavor, while rhubarb should be fresh, firm, crisp, tender and either red or pink in color, with fairly thick stalks. Good sweet potatoes are smooth, well shaped, firm and of bright appearance. Tomatoes of quality are mature, firm but not overripe, fairly well formed, plump, smooth, of good color and free from blemish.

The marketing experts say that selection of melons for quality and flavor is not easy and often tests the skill of the experienced buyer, who at times will have occasion to find fault with his own judgment. Sweetness and flavor in melons are not fully developed until the full-ripe stage of maturity is reached. Ripeness in almost all kinds of melons is indicated by the softening of the part of the fruit which surrounds the "eye" or "button" at the blossom end, and which yields to pres-

sure of the finger. Frank George, U. S. Dept. of Agriculture.

The City of Statues to Have More

Washington, city of statues and statues, may have a few more of the former in addition to the usual quota of new laws. Pending in Congress are measures to authorize the following memorials:

To Jules J. Jusserand, French ambassador to the United States.

To James Wilson, 16 years Secretary of Agriculture, memorial arch at Department of Agriculture.

To Seaman A. Knapp, servant to agriculture, memorial arch at Department of Agriculture.

Approved by the House Committee Library, but objected to in the House:

Marker to Jefferson Davis showing beginning of Jefferson Davis Memorial Highway.

Monument to Robert Ingersoll in Washington.

Also pending in the House is a resolution to establish a memorial near St. Louis to President Thomas Jefferson, Lewis and Clark, and other pioneers in expanding the territory of the United States.

Another House resolution requests the President to proclaim Oct. 12 as Columbus Day for observance of the discovery of America.

On April 27 the House will hold its annual memorial exercises for members who died during the past year.

A special medal of honor would be awarded to George M. Cohan, composer of "Over There" and "It's a Grand Old Flag," under a measure introduced in the House by Representative Peyser (Dem.), of New York. Chairman Keller (Dem.), of Illinois, of the Library Committee, said a majority of the Committee favored the measure.

Perfect Radio Reception

Radio reception which is perfect in its reproduction of broadcasts is the object of an experiment being conducted by the Federal Radio Commission. It has announced that it is going to move police radio units from that part of the broadcast spectrum between 1,500 and 1,600 kilocycles and license six experimental stations to use that space on the air for the purpose of improving transmission.

The new development in radio broadcasting technique is known as "high fidelity" broadcasting. Belief that there is a vast difference between programs as produced in radio studios and as received on radio sets, regardless of the class of the equipment, is prompting the efforts to improve broadcasting.

Speeding News By Radio

News, advertising, and other material for publication has been transmitted to press agencies and newspapers by radio-telegraph for some years. In a ruling April 20, the Federal Radio Commission liberalized its rules to allow point-to-point radio-telegraphic news service for radio stations whose programs are intended to be received by the general public. The ruling serves to open new channels of information to broadcasting stations.

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.

Various Things For the Grocer To Think About

We all know, of course, that "business principles are the same in all business." Just the same, when an alleged "expert accountant" lays out suggestions for a grocer's book-keeping system and gives an example to illustrate it, and in that example shows a profit—net—of 10 per cent. on sales—well, if you ask me, I'd not incline to go much farther with that expert.

H. Gordon Selfridge, Jr., London merchant, says he divides display into two classes. One class is display designed to make people buy one certain item. The other is not to center on any one thing, but to incline lookers to want to buy all their requirements at our store.

"Let's think of the selling display," he says. "To make a customer want that certain thing, you must tell as much as you know about it and make your story intriguing; show what the thing does; give all possible details; and then, of course, price always ends up the argument. It is true, also, that many people want a thing because other people want it; so a selling window is a stocky window—that is, it shows that you have a liberal supply. Perhaps that carries a subconscious suggestion that you have such confidence in the article that you know you will have large sales of it. That promotes looker-confidence, too."

Then he continues with the statement that he thinks non-selling display is more important—call it long-range selling—because its effect is more permanent. Here every feature of the store counts because a customer does not come to any shop simply because she can get a certain piece of soap there; but because she likes the atmosphere, the salespeople and all other bits of personalities we might say.

All of which, it seems to me, means simply that a merchant must be on his toes every minute to be sure that in no small particular does he fall short of customer expectations; and such expectations are instinctive, often unreasoning, but all the stronger for that very fact.

Example: A woman customer questioned the good taste of a grocer who priced his articles on the half-cent plan; strawberries, for instance, at 7½c per box. She thought that was an attempt to convey the impression of low prices, and she scoffed at the plan.

Now the truth is, this is most logical because that grocer—like other up-to-date traders of to-day—marks every item on his shelves, not depending altogether on shelf hanger pricings. Obviously, he could not take time to mark a can "8c two for 15c"—too much

time taken that way. But easy and comprehensible to mark it 7½c. He was simply carrying his plan clear through on a system. I am satisfied he will win customer confidence that way after a little time.

Why I think this is that we, in Findlay's store, forty and fifty years ago, worked a similar innovation. Following the panic of 1873, business stagnated and veered around to rather wide, liberal, loose pricings. But we sold hams—regularly sold whole at that time—at prices such as 17½c, 18¾c; sugar at 12½c, etc. Few people were puzzled, though at first some had us explain that a ham of 11 pounds at 19c would cost \$2.09; but our system of pricing at 18¾c made it \$2.07.

Those were hard times. A dollar was respectable money. Thoughtful folks—and there were plenty of them—appreciated not only the two cents saved, but reasoned that many times two cents must accrue from trading at a store where they split cents so scrupulously.

Thirty years later, when our trade had changed to the most exacting in town, the psychological slant had to be worked from another angle. I then found that it was quite possible to get prices so low that our trade failed to have confidence in quality. Often an item which hung fire at one figure moved freely when priced 10 or 15 per cent. higher. But right now folks are again figuring pretty carefully—despite all the ballyhoo that it is our "duty" not to save but to spend; sort of on the theory that we can both spend and borrow ourselves rich, maybe.

Some grocers succeed in doing most remarkable things. One failed a year or so ago. The receiver found \$1800 stock on hand and \$47,000 on the books. How did he do it? I give it up. That seems beyond all possibility of accomplishment, though I have seen some statements which were true, even if they sounded strange until analyzed.

I knew a merchant in Pennsylvania, long established, who was solvent and stable, yet he showed uncollectible accounts of some \$30,000, which was about what he was worth in goods and property. Here the answer was that he had never charged off any dead bills. Having been in business for more than forty years, always doing a big volume, the delinquents made quite a showing, though the fact was that his credit losses had been rather below than above normal.

That all merchants run risks through faulty operation is shown by the following: A grocer was approached by a man who said he was so flat broke that it would be charity to give him work. The grocer did not need anybody, but he put the man on part time and let him pick up about the shop; and thus he worked for a few weeks. Then he disappeared—that is, quit and went away.

A few days after, the grocer's phone rang and the credit manager of a large department store asked whether, call him Hank Jimpson, worked there. The grocer asked why, and learned that Hank had given himself as reference and had "got into" the department house for some \$70 of various stuffs and fixins. The grocer told the situation; "but," he said, relating the expe-

rience, "why did not that credit man ask me before he gave Hank any goods?"

Which maybe shows that no system is much good if left to work itself. And that is something the grocer may well have in mind lest he fall into a loss such as a chain grocer lately had. He employed a young man as manager. The lad had a hard-luck story which caused the merchant to advance him money against future wages. Here again one sees that it is bad business for anyone to let his heart act for his head. The manager stayed a while, then quit, to take a better paying job, leaving his boss about where he stood on the first advance.

All these things count about double now, when many an income of \$8,000 a year has shrunk to \$8,000 principle, or worse.

And two plus two still make four. One big chain grocer makes 21.8 per cent. margin and net of 1.9 per cent. on sales, but the grocer who employed Hank Jimpson knows that he has to make an average of 25 per cent. to get by, and he does not fool himself into thinking that there is any way to juggle success out of less.

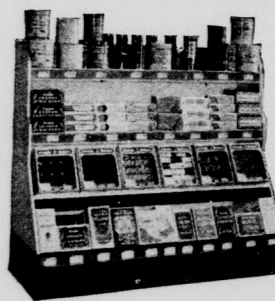
The Frankford Grocery Co. writes to its members: A man drops into your store with a card advertising a circus, dance or movie, or any one of a thousand other affairs. You put his card in your window, slip his complimentary ticket into your pocket, never stopping to figure that if your window will help put over his affair it would certainly do the same for your goods—if

you displayed them properly therein. Ain't it the truth? Paul Findlay.

Reducing Agents Inhibit Food Rancidity

A series of products intended to inhibit the formation of rancidity in foodstuffs, of particular application in bleached flour, has been developed and patented by Edwin Cox of Richmond, Va., and assigned to Phosphate Products Corporation of that city. The inventor enumerates the various factors which are known to cause rancidity: effect of air and moisture, bleaching ingredients added, and bacteriological or enzymatic action. In any case, what happens is that oxygen enters an unsaturated chain compound, forming a peroxonide, and the latter, upon further oxidation splits up, leading to the formation of aromatic aldehydes or ketones. The latter are held responsible for the odor associated with rancidity. The solution, the author indicates, particularly in the case where bleaching agents such as nitrogen trichloride, nitrosylchloride, or benzoyl peroxide have been added, is to introduce a reducing agent which will neutralize the balance of the oxidizing agent when the latter has done its bleaching work. While quite a large number of organic reducing agents may be so employed, the inventor prefers the use of phosphites, hypophosphites, thiophosphates. One reason is that, upon oxidation, these products turn into phosphates which are desirable food elements; another reason is that, in so far as they are not oxidized, they are entirely harmless and non-toxic.

Sales Jump 30% to 50%



...when you install this custom-built display

SOME TIME ago we made a survey of stores which had installed this "Uneeda Bakers" Custom-Built Biscuit Display. The survey showed that in practically every case the display had increased biscuit sales at least 30%. In some instances the increase was actually over 100%.

The reason is simple. *Suggestion and display* are tremendously important in selling biscuits. This Custom-Built Display suggests a biscuit purchase to every customer who enters your store.

It displays the complete variety of your "Uneeda Bakers" line. It is not only a practical help for automatically increasing your biscuit sales—it dresses up your entire store as well.

This effective money maker is sold to you at cost. Its only profit to us is its profit to you—increased sales.

Put this strong selling force into action right away. Ask your "Uneeda Bakers" representative for prices and plans. National Biscuit Company, "Uneeda Bakers."

NATIONAL BISCUIT COMPANY



"Uneeda Bakers"

MEAT DEALER

Preparation of Meat Presented in a Clearer Light

Within the past three months the preparation of meat, oldest of the household arts, has been presented in a new and clearer light to 214,665 homemakers who have crowded schools of meat cookery to overflowing, according to the National Live Stock and Meat Board. New facts as to selection of cuts have been emphasized; new and appetizing meat dishes have been demonstrated; the practical application of meat cookery research has been explained; the importance of meat as a source of the essentials for building and maintaining health has been stressed.

Since the first of the year, the Board's national school of meat cookery program which was inaugurated early in 1933, has been carried out on a wide front extending from Buffalo, N.Y., to Albuquerque, N.M. The significance of this program to the livestock and meat industry is pointed out by the Board in the statement that the schools have aroused unusual interest in 25 cities of 15 states and that the homemakers who attended represent an annual food buying power of \$40,000,000.

The school program has made it possible to acquaint thousands of housewives with the part played by science in making meat cookery easier. As one enthusiastic homemaker said: "Every meat dish takes on new interest when you learn what research has found out about temperatures, searing, basting, time of cooking, etc. Preparing roasts is no longer an uncertainty when you know that lower temperatures and a longer period of cooking is preferable to rapid cooking at high temperatures. Meat cookery really becomes fascinating in the light of the new information."

The practical nature of the cooking school demonstrations has made the programs especially attractive, it is said. Definite ways of preparing the different cuts are explained. Ways of utilizing meat left-overs are brought out. The importance of considering the less-demanded meat cuts is emphasized, together with ways of using them in the preparation of new, unusual and appetizing dishes.

Probably no feature of these meat cookery schools has been of more outstanding interest to those attending than the facts presented by the lecturers as to the food value of meat, according to the Board. The significance of meat as a source of iron, high quality protein, phosphorus, vitamins, as well as other necessary food elements, receives special emphasis.

In the various cities, mothers have been gratified to know that meat can be included to good advantage in the menus of their children. No less marked has been the response to the newer facts showing the value of lean meat in the reducing diet.

Some of the highlights of the three months' program are as follows:

In one Tennessee city, housewives drove in from a distance of 125 miles.

At Topeka, Kans., more than one thousand women were turned away at each session because of lack of seating space. At Norfolk, Va., at the closing session with a packed house, 600 women stood in the lobby. In city after city where cooking schools have been held for many years, the school featuring meat has broken all former attendance records. It has not been unusual to have women present from two to three hours ahead of the school opening. At morning sessions lines have been formed as early as 7:30 a. m.

In each city the schools are sponsored by a leading newspaper.

The Nutritive Value of Meat

World-wide interest is being manifested in authentic information relative to the nutritive value of meat, according to the National Live Stock and Meat Board. As evidence of this universal interest the Board points out the large number of requests for information on this subject coming not only from every part of this country but also from other lands.

Particular interest is directed to the Board's Food Value charts. These charts, which present in a graphic and easily understandable way the story of the food value of meat and other common foods, have been acclaimed as an outstanding contribution to meat literature. Within the past few weeks, requests for these charts have poured in from individuals and institutions in a score or more of foreign countries.

Foreign hospitals are represented in these requests. These include the City Fevers Hospital of Bombay, India; the Royal Infirmary of Manchester, England, and the North Canterbury Hospital of Christchurch, New Zealand. Public health institutions represented include the Mexico Public Health Service of Mexico City, and the Public Health Laboratory of Shanghai, China.

That research institutions are eager for the new facts is shown by requests from the Medical Research Laboratory of Nairobi, Africa, and the South African Institute for Medical Research at Johannesburg.

Calls have been coming from doctors and dentists of other countries as well as from medical colleges and universities. Among these institutions are the Tokyo Dental College, Tokyo, Japan; Hackett Medical College, Shanghai, China; K. E. Medical College, Lahore, India; medical department of the American University, Beirut, Syria; and the Bergens Homeopathic Institute, Bergen, Norway.

Coincident with the great interest being shown by medical authorities in lands beyond the sea, is the high favor with which the charts are being received by professional groups in this country. They are being used by lecturers in medical and dental colleges and also are in much demand for display purposes in doctor's and dentist's offices.

Some professional fees are measured by service, others by the purse of the client.

Build good character into men and business will enjoy prosperity.

More Men Employed Now Than for Five Years

Gen. Hugh S. Johnson, administrator of the National Recovery Administration, congratulated the meat packing industry for its labor showing under the "new deal" in re-establishing employment within the industry to the highest level since January, 1929.

"It is good," said General Johnson, "to know that the meat packing industry is now employing more men than it has employed in any month since January, 1929."

The administrator's message was in response to a report made to him during recent code authority conferences by George M. Foster, of Ottumwa, Ia., chairman of the Special Labor Committee of the Institute of American Meat Packers.

"Such messages," General Johnson added, "are encouraging to those of us who are working night and day to make the President's recovery program a success."

In his report to the administration, Mr. Foster said:

"We are happy to report to you that the meat packing industry, the largest single industry in the United States in point of the plant value of its products, has scored notable increases in both employment and payrolls since adoption of its President's Re-Employment Agreement, with substitutions.

"Based on the Bureau of Labor Statistics index, which sets 1926 employment and payrolls at 100, our employment in January of the current year stood at 105.2 compared with a figure

of 84.5 in January, 1933; and our payroll index stood at 91.6 compared with 67.1 a year ago. This represents an increase of 24 per cent. in employment and a gain of 36.5 per cent. in payrolls at the end of January, 1934, as compared with January, 1933.

"The employment index in July, 1933, just before the industry worked out its President's Re-Employment Agreement with the National Recovery Administration, was 92.8 and the payroll index at that time was 74.4."

Sheep as "Turkey"

"Navajo turkey" filled two pressing needs. It served as food for needy tribes of Navajos and disposed of 85,000 head of sheep which were overgrazing the Navajo range.

The Indians were not used to mutton, but soon came to like it. They named it "Navajo turkey."

Now the Department of the Interior is seeking a similar solution for at least 150,000 goats which are helping to cause soil erosion on the Red Man's ranges. Unfit for human consumption, the hardy goats may be turned over to manufacturers of dog and cat food.

If my long life and experience have taught me anything, it is this—Everything is possible. What man has done, man can do. There is no project so fantastic—there is no scheme of transportation so extravagant—at which I would now laugh, or which I am not disposed to believe, in capable hands, possible and even highly successful.—Lord Strathcona.

**This NEW PACKAGE
means MORE TEA
PROFITS**



**THE New Tender
Leaf Tea packages**

**help you to speed up
your turnover on Tender Leaf**

**Tea more than 14%. And you sell it by
the package for a lower price. Your customers
will buy more of it. Push it and get more profits
on Tea.**



TENDER LEAF TEA

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STANDARD BRANDS INCORPORATED

HARDWARE

Michigan Retail Hardware Association.

President—Henry A. Schantz, Grand Rapids.

Secretary—Harold W. Bervig, Lansing.

Treasurer—William Moore, Detroit.

Field Secretary—L. S. Swinehart, Lansing.

Suggestions For the Hardware Dealer in May

May represents to a very great extent a continuance of the business-getting effort launched in April. In this business-getting effort, personal work on the dealer's part counts for much.

Housecleaning and supplies are still a considerable factor in the spring trade. Of course many women have already finished housecleaning; but many others are still procrastinating. So housecleaning lines should be given a goodly share of the available window display.

Through such displays the hardware dealer can make a strong bid for the feminine trade. One of the big objectives in the modern hardware merchandising is to interest the women. There undoubtedly was a time when the hardware store was almost exclusively a man's store; and to-day that idea, still dimly lingering, may induce many women to do their buying at the ten-cent or novelty store. So it is up to the hardware dealer to overcome this ancient prejudice by catering especially to the feminine trade.

This means that the store should be always clean, bright and attractive; and that the displays should feature lines of interest to feminine customers. Hence it is good policy to give a lot of advertising and display space to household lines, introducing new stunts and novel and appealing ideas.

Remember, a display that merely shows the goods is not quite enough. The display should argue a question, illustrate an idea, even tell a story. Build your display about some idea that will appeal to the housewife. Thus: "The season's getting late. Time's short for housecleaning. Speed up your work. Good equipment will help you speed up."

Now, there's a story; and the goods, helped out by neat show cards, will tell that story more effectively than columns of print.

Or take this idea and make a display of it: "Housecleaning without adequate equipment is drudgery. Housecleaning with adequate equipment is pleasure." A good way to bring out this idea is by contrast. One dealer did it with two dummy figures. One, a woman, very tired, in a still disorderly room, equipped for her work with a worn-out broom, a tin pail and a scrubbing brush. The other, a woman seated in a well-ordered room, clean and bright, her vacuum cleaner and other equipment all put away (but in plain sight). Finally, a clock to mark the time, say 6 p.m., at which the one woman is half through her work while the other is finished and resting.

Even in connection with regular housecleaning displays you can show inside paint specialties—floor stains, wall tints, enamels, varnishes, polishes, etc.

From this it is just one step more to a display of exterior paints. Probably

you have already given this line some display space. In May it should be strongly played up. Your job in connection with the spring paint campaign is to keep right after the prospect. By direct-by-mail follow up, through newspaper advertising, window display and personal solicitation—keep after that prospect till you land him. Half the success of the paint campaign depends on persistence.

Now is a good time to play up garden tools. These give the dealer a welcome opportunity to add to the window trim a touch of spring coloring. Emphasize the arrival of the planting season by working plenty of green into your garden tools display. A spread of turf on the floor of the window, a barrowful of turned up sod, a box of sprouted seed—such little accessories add a touch of realism to the display.

Here, again, try to put across in your display a clear-cut idea. Make the display talk. "Early planting means early harvest," is a good idea to put across. "The first growth is the best growth." Or "The back yard garden pays in a host of ways," touching on a plentiful supply of fresh vegetables, a saving of money, a gain in health as the result of the outdoor work.

Put on your gardening display early in the month. Later when the grass begins to get long, put on a lawn goods display—everything necessary to a well-kept lawn, mower, hose, hose reel, grass-catching device, edging tools, etc. Grass clippers, oil can, fertilizer, grass seed, all can be worked in.

May is a good time to show carpenters' tools. In the spring the workman usually sees to it that his tool kit is in good shape; and with activity reviving, a good many tool kits will need attention this spring. Tools make very attractive window displays.

Throughout the spring months the sporting goods department should be aggressively featured. Beginning with fishing tackle, the dealer will, as time goes on, include baseball, tennis, football, golf and other supplies and automobile and bicycle accessories. Display is an important factor in the sale of sporting goods; and they should be given all the space you can afford. Here, again, the realistic aspect is worth an effort. A dummy figure of a fisherman seated beside a pool or stream—a shallow pan will be a sufficient pool for display purposes—with his equipment scattered about him makes a good feature.

Toward the middle of May, you should be looking forward to your June business. The important feature of course is the wedding gift trade. In catering to this trade the dealer has the advantage that he offers an excellent line of practical gifts. In this connection, don't forget the gift possibilities of the kitchen range, the complete set of aluminum utensils, etc.

"Showers" for June brides are usually held in May; and toward the middle of the month the hardware dealer will find it worthwhile to cater to the shower trade. A window suggesting various types of showers—aluminum, granite ware, wooden ware, electrical, etc.—and showing a wide range of low priced articles in each department will prove a good stunt.

It will be found worth while in most cases to make a little extra effort to get the names and addresses of prospective newlyweds, and of newcomers to the community. These people make excellent prospects, and an efficient follow-up system of interesting them in your store might well be tried out.

Display your warm weather lines—refrigerators, ice cream freezers, screen doors and similar articles—early. As a rule, people don't buy these lines the first time they see them displayed; so that early displays are useful in educating them to the idea of purchasing. Victor Lauriston.

Fear Kitchen Tool Price Rise

A general stiffening in prices of kitchen tools was heralded in the wholesale markets last week by reports that sharp advances will be made on kitchen strainers of all types. Buyers, skeptical about the ability of producers to enforce a rise at this time, point out that current business both from chain store and wholesale sources is negligible. Neither chain nor independent stores, it is held, are satisfied with the current volume of consumer buying and both interests will resist an upturn in prices. Strainer producers argue that the contemplated rise is due entirely to higher screen cloth quotations.

Alter Vacuum Bottle Designs

Manufacturers of vacuum bottles, faced with keen competition from Japanese makers, are bringing out new models in an attempt to hold their Summer market. In addition to im-

proving the outward appearance of the low price bottles, new types of vacuum cup caps and glass "fillers" have been added to the medium price lines. Pint size bottles to retail around 90 cents in the cheap and \$1.30 in medium grades are being marketed. Japanese goods are offered in competition at prices ranging from 75 to 85 cents.

Roads Pleasant and Safe

A new spirit of courtesy in traffic, and a new sense of individual responsibility of one motorist toward another will be among the standards which the Fourth National Conference on Street and Highway Safety hopes to make widespread. The conference will meet in Washington May 23-25.

In commenting on the arrangements for the meeting on April 18, Secretary of Commerce Daniel C. Roper called attention to the fact that four years have elapsed since the last Conference, adding that he looked for definite proposals for up-to-the-minute, uniform State laws and ordinances regulating traffic, based on experience and study of actual highway conditions during that period.

No "Love" Charms

Success in love or business cannot be obtained by buying curios, thinks the Federal Trade Commission, which has just ordered a concern dealing in "good luck" novelties to cease making such optimistic claims about its products. Also objected to by the Commission are sweeping curative powers claimed for a number of medicinal products, and their sponsors have agreed to modulate their advertising.

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have for 34 years
Maintained Sound
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a saving of
\$48,296,082.75
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1614 Union Guardian Building DETROIT, MICH.

Without obligation, please give me complete information on insurance covering my property.

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Address _____ City _____

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.

Little Change in Rayon Hosiery

Minor readjustments on men's and women's hosiery containing rayon are expected to be made as a result of the price cut on yarn this week. On men's fancies, any reduction will be slight, amounting to only a few cents a dozen, but on women's seamless types the cut may be larger. Agents argued, however, that the recent low prices on full-fashioned goods have hurt the seamless market and forced prices lower than they should be. Accordingly, very little, if any, change should be expected in seamless styles, they contended, particularly if full-fashioned styles are held on a base price of \$5.75 a dozen.

To Register Metal Fabrics

Extension of its services to include the registration of designs in metal fabrics was announced last week by the textile design registration bureau of the National Federation of Textiles, Inc. Tinsel designs have formerly been free for all in the silk market. The action follows anticipation of a large demand for metal fabrics for the coming Summer and Fall seasons by a prominent group of distributors who asked that the bureau provide facilities for registration. A factor in the metal fabric situation in the past has been the contention that tinsel design should be opened to all, inasmuch as important fabrics were copied.

Stress Sport Suits for Fall

The sport back models in men's clothing will be stressed more strongly in Fall lines than ever before, the current wide favor shown the style indicating to manufacturers that it will continue to be popular. The free-swing model, together with variations, will feature the suit lines, while some topcoat numbers have inverted pleats with full belt. Shaggy materials will continue to be promoted in checks and plaids. Of course, the usual plain single and double-breasted models will dominate the suit lines, but the sports back type will comprise a greater portion of the ranges than heretofore.

Dress Rules Effective To-day

The returned goods provisions of the fair trade practice rules of the dress code are in effect. Under the provisions, garments held by the retailer for more than five days cannot be returned except for defective materials or workmanship or breach of contract not detectable within five days. He also announced that twenty-five representatives of the authority will make their first visit to the 1,200 plants in the industry and will explain the intricacies and benefits of the fair practice provisions to the manufacturers.

Approve NRA Glove Label

The code authority of the leather and wool knit glove industry has approved the use of NRA label for the industry to be put on all merchandise manufac-

tured on and after July 1. Shipments of unlabeled merchandise may be made up to Nov. 1. The amendment making the label mandatory has had a public hearing and the signature of the administrator is awaited. The code authority has also set up for the use of the industry a uniform cost accounting system. Action on a charge for violation of the wage scale against twenty-four local manufacturers was withheld until proclamation of the wage schedules, now being set up.

Protest French Marking Rule

A demand that the State Department take a hand in inducing France to modify its marking regulations was voiced by refrigerator manufacturers last week when they were notified that all refrigerators sent to the French market must now bear the full title of the United States baked into the enamel covering. Metal labels attached to the boxes will not serve, producers complain, and they must now go to special expense to meet the French requirements. The French marking regulation is not new, but is only applied on a few articles. The latest ruling is believed to be intended to encourage production of refrigerator cases in France.

Dress Linen Shortage Acute

With orders for popular shades of dress linens still coming into the Easter wholesale market, importers resort to the dyeing of other shades of linen piece goods in order to fill the demand. Calls for navy, black and some shades of brown have exhausted stocks on hand. Prices continue to advance both here and abroad with week-end reports from Belfast indicating a 4 per cent. rise there since last week. The cloth has advanced a total of 10 per cent. in Belfast in recent weeks, making current wholesale quotations here 7½ cents per yard higher on goods quoted around 45 to 60 per yard.

Millinery Buying Pace Held

The pace of buying of Summer millinery has been well maintained and manufacturers are now working on an extremely heavy backlog of orders for the coming season. Retailers have been shaping promotional plans for a strong opening of the consumer sales period, now less than two weeks away. The large hat dominates, with straws of the rough type receiving major preference. Felts, however, are more rapidly gaining headway and promise to be active sellers. They will fit in well with the strong trend toward white. Pastels, together with navy, also figure prominently in the color choice.

To Confer on School Wear Lines

A conference with manufacturers of children's wear has been arranged by the Association of Buying Offices to take up the question of prompt deliveries of juvenile apparel in time for pre-school promotions next August. The meeting will be held Friday at the Hotel McAlpin. Retailers have been apprehensive that, because of NRA restrictions upon output, there may not be enough merchandise shipped so that retail stocks can be properly peaked just before the schools open.

Chinaware Sales Fall Off

Sales of dinner sets this month will fall to the lowest level of the year so far, and will be behind those of April, 1933, so far as unit volume is concerned, manufacturers and selling agents predict. After three months of active purchasing stores have curtailed their orders to a minimum in the last three weeks. The reduction in purchases to small replacements has continued despite talk of higher prices in the industry. Selling agents, who counted on an active demand this month, have given up hope of booking any large amount of business now until Fall buying opens up.

Await Felt-Base Price Reaction

Wholesalers of hard-surface floor coverings are skeptical of any immediate benefits likely to follow the movement for higher prices in the industry. For the last two months demand for hard-surface goods has been small. In recent weeks calls for both linoleum and felt-base products have been confined to off-price merchandise, but the mills took a firm stand against granting price concessions, and as a result sales volume dropped steadily. Whether the move to increase prices around 5 per cent. in June will spur immediate buying by retailers is questionable, jobbers said.

Must Post Schedules By Tuesday, May 15

Employers who have not yet received application forms for official copies of labor provisions of the codes under which they operate for posting in their establishments will have until May 15 to apply for the posters it was announced by the National Recovery Administration on April 14.

Under a recent order, all employers are required to post in conspicuous places throughout their plants or buildings official NRA placards quoting the labor provisions of the Code applicable to their establishments. The posters are distributed through Code Authori-

ties, and application should be made to the Code Authority for the industry or trade of which the employer is a member, or to the State NRA Compliance Director.

Col. G. A. Lynch, Administrative Officer, made the announcement extending the time for application for official copies of labor provisions.

Accessories Do Well in Month

Retail volume in accessories has held up notably well during the month and will probably end the period with a larger gain over a year ago than other individual departments. First rank is given blouses, gilets and neckwear. Gloves were ranked second, followed by hosiery and handbags. Handbags were notably active a short while ago, but the recent volume has dropped by comparison although it is still large. The more practical types of fabric and doeskin gloves are doing well. Ensembled color promotions covering a range of six to eight items has now gotten into the volume category. A big white vogue is foreseen.

White Trend Grows Stronger

Reports indicate that one of the biggest white seasons in recent years is developing in both ready-to-wear and accessory lines. Retailers are showing strong confidence in the white vogue for Summer and this trend has lately replaced the favor for pastel effects in many orders by the stores. It is expected, however, that the early season demand for pastels will be substantial. Reorders from Southern stores for white merchandise of all kinds have been large.

Hunger, in the midst of plenty is the price we pay for lazy thinking and action.

Before signing upon the dotted line, observe the clause (claws) within (the paws).

In business, learn first to creep, before you walk or run.

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

Making the Rounds of Michigan Friends

Grand Rapids, May 1—One never visit Hotel Elliott, Sturgis, conducted by Mr. and Mrs. D. J. Gerow, without being impressed by the outstanding fact that this worthy couple are honestly trying to live up to their reputation for running one of the most home-like hotels in Michigan, or anywhere else, for that matter. I spent several days last week with these delightful people and am more than ever impressed with their earnestness in living up to their reputation. I have known them intimately ever since they came over from Wisconsin, more than a dozen years ago, and took hold of the old Elliott proposition, which was not at that time in the very best of physical condition, but they very soon afterward convinced the traveling public they were in dead earnest, with the result that they soon established a satisfactory business which has been steadily increasing ever since. Now, with an almost new spick and span establishment, they are on the high road to prosperity, and are steadily winning the plaudits of a delighted public. And this is by no means due altogether to the introduction of home-made preserves and pickles, for which Mrs. Gerow is altogether responsible. At the present time she is engaged in superintending a complete renovation of the entire hotel, including new draperies and carpets and the application of fresh paint. "Dan," as we all know, is an adept at "glad-handing," but he makes it stick, with his evident sincerity. It was reported to me, upon my arrival in Michigan, that he had been disrupted in an automobile accident, but he is the liveliest "down and outer" I have seen in a long time. It seems someone, without notice, moved a full-sized maple tree right into the middle of the highway, and Mr. Gerow, thinking of maple sugar time, attempted to peel the bark therefrom, utilizing auto power in so doing. The coroner is still without a demand for his services from this particular source. Last week I gave out a sample menu from the Elliott, which savoured of the good old "tavern" days. They do a wonderful feeding business and were serving several banquets each day, the number of participants ranging from thirty to 250, and it didn't worry them in the least.

Down at the Elliott I ran across Roy H. Randall, representing the James Bayne Co., printers, of Grand Rapids, and renewed old acquaintance covering a period of many years. Mr. Randall was formerly of the Tradesman staff, for more than twenty-five years, but has been with the Bayne people for many years, all of which have been successfully employed.

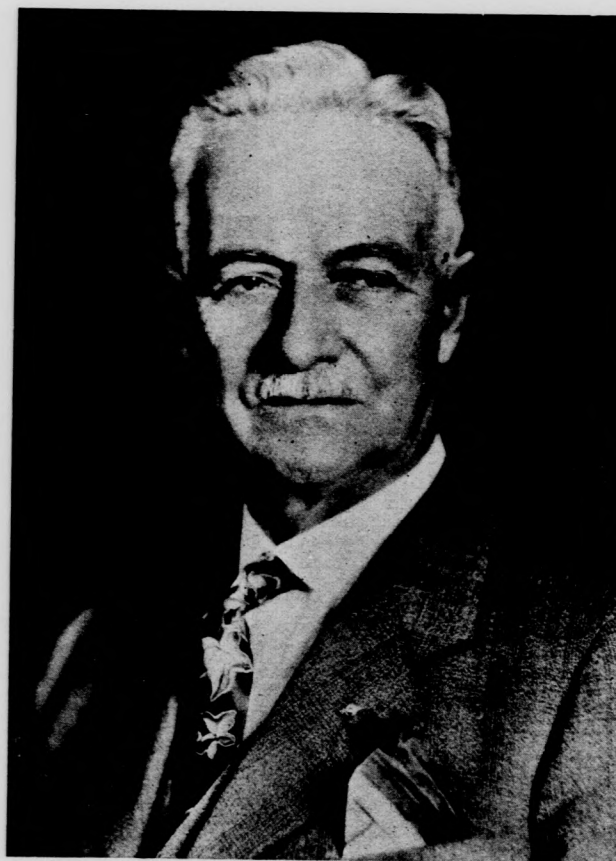
Last Saturday week, Mr. Gerow took me for a trip to Lansing and Battle Creek. At the last named city I caught up with Mr. and Mrs. George Southerton, who conduct, and have for many years, Hotel Laverne. Time is dealing very lightly with them, and they are enjoying a fair measure of prosperity which they most assuredly deserve.

Just by accident I learned that J. W. Smith, of Hotel St. James, Rochester, had passed on since a visit I paid to that establishment last year. Everyone in the Michigan Hotel Association will remember him because of his resemblance to President Taft. Mrs. Smith is continuing the operation of the St. James.

I note the passing of Mrs. Narcissa Tuller, wife of Lew W. Tuller, well

known in Michigan affairs, and former owner of Hotel Tuller, Detroit.

At Hotel Mertens, Grand Rapids, the other evening, I caught up with John R. Wood, who has been responsible for the existence of the Michigan Railway Guide for upwards of fifty years. I have known him intimately for many years, having been one of his advertisers when I was in the hotel game, admiring his versatility during all that period. John is still going strong and illustrates his own slogan of not "rusting out, but passing with his boots on." He resents any suggestion concerning "declining days," claiming that never in a well-conducted life-time has he "declined" anything. A visit with him always does me a lot of good.



D. J. Gerow

Lloyd Lee, who has been at Hotel Elliott, Sturgis, as chief clerk, as far back as my memory extends, is still on the job and, as usual, giving "every little movement" a meaning of its own. His friends are legion.

At Hotel Columbia, Kalamazoo, I met John B. Olney, representing the American Type Foundry Co., and "Jimmie" Alden, manager of the International Printing Ink Co. When I was in the traveling game, representing Barnhart Bros. & Spindler, type foundry, a quarter of a century ago, they were worthy competitors of mine. They have done well, have both made marvelous records, of which they may well feel proud.

After "Dan" Gerow got sick of me, he took me over to Kalamazoo and "saddled" me on to Frank Ehrman, owner of Hotel Columbia, where I continued my one-act play of "living on the fat of the land." This young man still continues to set the example

for older heads in the business. Of course, he was well "brung up" by that veteran operator, Adam Ehrman, his father, who by the way is still fat, hale and hearty, in his vocation as a farmer near Gull Lake. The Columbia is at least three times as large as it was in the days when I was gathering up dues for the Michigan Hotel Association, but I have never heard any admission on the subject of "overbuilding." Mrs. Emma Snell, who has been in charge of the catering affairs of the institution for at least a dozen years, still emphatically demonstrates that there is such a thing as a discriminating public, by supplying a never ceasing demand for Columbia products to commercial men, tourists and banquetters. The Columbia is the pink of perfection in its physical offerings. A friendly beer

estimable wife are making a wonderful success of their hotel, which is making a most satisfactory showing for the investors. Enlarged at a time when there was a suggestion of business collapse, the Park-American has pulled through marvelously, and the Saunders' management has reason to be proud of their achievements. All of the "homey" features introduced under the McLean regime have been retained and many others added. "Hal" Stratton still presides at the news stand, and "Bill" Renner, my official chauffeur of former days, is behind the desk. I was sorry that lack of time did not permit me to spend more of it with these excellent friends of mine, but the appended menu will show you what opportunities were offered me while there, and I treasure an invitation to play a return engagement:

Fruit Cocktail Michigan Grape Juice
Vegetable Soup Consomme in Cups
Celery Hearts Young Onions
Broiled Whitefish, Shoestring Potatoes
Broiled Sirloin Steak, Mushroom Sauce
One-half Milk Fed Chicken, with Bacon
Breaded Veal Cutlet, Holstein,
Jelly Omelet
Roast Prime of Beef, au jus
Escalloped or Parsleyed Potatoes
Creamed Celery Green Beans
Pineapple and Cottage Cheese Salad
Hot Rolls Bran Muffins
Apple and Cherry Pie
Rice Custard Pudding
Chocolate, Vanilla, Strawberry Ice Cream,
Pineapple Ice
Chocolate Layer Cake
Roquefort Cheese and Wafers
Beverages

Dropped in on W. L. (Bill) Berner, formerly a grocery evangelist and a former patron of mine at Pentwater, now manager of Lee & Cady, wholesale grocers, at Grand Rapids, with several branches of considerable importance throughout Michigan. Bill was my tutor and mentor in the classic amusement called cribbage until such time as I was putting something over on him. Years ago he belonged to the bunch of Buccaneers, which included "Al" Wendt, the coffee missionary, Joe Major, Harold Foote, Homer Bradfield, Perry Dowling, Sam Westgate and other "beach combers," who used to impound my slowly accumulating income, through the medium of "rummy" and settle their score with my own coin when departing. But, after all, these "wary" travelers possessed hearts of gold and I love to commune with them on each visit I find it possible to make to the Wolverine State. And there is John Cummings, formerly with Judson Grocer Co., still going, but whom I have not caught up with so far this trip. I am being groomed for attendance at the older travelers banquet soon. Maybe I will see others whom I have not forgotten and never will.

Just now I am enjoying the "hostilities" of the Morton Hotel, over which "Phil" Jordan presides, but owing to the fact that I am carded to attend and say something about the meeting of the Old Time Traveling Men, will make final disposition of his case next week.

It was my pleasure to be in at the banquet of the Old Time Traveling Salesmen, as the guest of W. L. Berner, held at the Association of Commerce dining room, on Saturday evening last, and to meet up with many of the "boys" who at some time claimed to have been "victimized" at the Verbeck caravansary long ago. About sixty were present on that occasion, including a fair "leavening" of the fair sex, of which Walter Lawson, who responded to the toast, "The Ladies," and of whom he said they were "looking ten years younger than they did a year ago," accompanied by a dissertation on prevarication. Wilbur S. Burns was toastmaster. Others on the program were D. A. Drummond, Chas. G. Graham, Leo A. Caro, W. L. Ber-

Puree of Bean Soup Slice Sweet Pickles
Creamed Carrots Cut String Beans
Roast Fresh Ham, Apple Sauce
Boiled Beef, Horseradish Sauce
Chicken a la King, on Toast
Fricassee of Veal, with Dumplings
Fried Oysters, Tartar Sauce
Vegetable Dinner, Poached Egg
Apple Pie Chocolate Pudding
Rhubarb Pie
Chocolate and Vanilla Ice Cream and
Orange Ice, with Cake
Banana Muffins Hot Rolls
Beverages

At Hotel Park-American, also Kalamazoo, I found W. B. (Bill) Saunders in the pilot house. The same "Bill" I used to know when I was browsing around the Renner preserves at Mishawaka, Indiana; Urbana, Illinois and the Four-Flags, at Niles. He and his

ner, "Dick" Warner, Jr., Matt. Steiner and, as an added "attraction," your humble servant. In the few "ill-chosen" remarks the writer laid stress on the fact of its being the first "legitimate" meeting he had attended, his former connections with commercial men having been at meetings of members of the Amalgamated Association of Food Destroyers and "Rhum Hounds." A very interesting address was delivered by Rev. Ralph J. While, who dwelt on the wisdom of thinking back to the good old days when "drummers" were evangelists in fact. It was my good fortune to become acquainted with Leo A. Caro, who preceded me by some years as a contributor to the Tradesman, under the alias of Jesse Lang, with his "Window Spriggs" offerings, which many of the old-time readers will remember. I regret that limited space does not permit of my making a more extended report. Suffice it to say that a "good time was had by all," and an excellent dinner added to the pleasure of the performance, which lasted from 3 to 10 p.m. Much credit was vouchsafed to Geo. McKay, president, for his untiring work in organizing the affair and keeping it going these many years.

Frank S. Verbeck.

Side Lights on Battle Creek Calls

Had a pleasant visit to-day with C. E. Kistler, general merchant, located just outside the city on the shore of Beadle Lake, a popular resort. Mr. Kistler was born near the site of his store and home, in 1863. He first began business in 1885 and has been a subscriber to the Tradesman for forty-five years. Recently Mr. Kistler has not been in the best of health, and his physician prescribed a few days of rest cure in bed, and it was there that I found him being nursed by his faithful wife. In all my travels, I have found but one merchant who has remained in one locality for so many years. Here he has built up a nice trade and everything about his place is neat and orderly. Here's hoping his health will soon mend and that he will be back waiting on trade.

For fear they will miss some of the local food trade, the big chain stores have installed phones and are using same to solicit orders and for use of patrons. They also deliver orders. I am much encouraged to see local food merchants waking up and preparing to fight for their rights and the welfare of their families. They are considering withdrawal of all advertising from the local papers unless they give them consideration. The managers of these papers seem to forget who it was that supplied advertising support and helped them build up their business in past years. They seem to forget the greedy chains come here and to other cities, for the profit on trade, which they take away and this loss hits every citizen. It depreciates property values. It does not leave funds for constructive purposes, hence there can be no progress. The Battle Creek Food Merchants Council has aggressive talent of leadership among its members, men who have fighting blood in their veins, and what they need is an aroused membership—every man ready to stand by the guns in the fight for their salvation and just rights to live. This fight should not be left to the food merchants alone, but every home institution should join them, in a campaign to bring the truth before bankers,

lawyers, doctors, dentists, ministers, school teachers, manufacturers, laboring men and women who through their patronage keep the Wall street and other chains here. There is not a citizen but loes far more than he gains by giving these intruders patronage. Battle Creek is worthy of the patronage of its own people, and if its home merchants had the trade that rightfully belong to them, the city would be well on the way to prosperity.

Had a pleasant interview with F. R. Monaweek, local manager of the Battle Creek branch of Taylor Produce Co. This firm is one of the largest distributors in Southern Michigan of eggs, fruit, vegetables, butter, cheese, sugar, flour, salt and grocers' sundries, also of Stroh's beer. Large warehouses with cold storage are maintained here and at Jackson, Holland, Sturgis, and Kalamazoo, the latter being the headquarters of the firm. Business was reported active and the outlook ahead encouraging. The firm have been subscribers to the Tradesman for many years.

I want to commend the author of the poem you selected for the cover of the Tradesman this week. This poem should be made available for wide circulation. The folly of too many young women in dress and habits of drinking and smoking is raising up a generation unfitted for parenthood. The lower moral standard and character these habits produce, hits a vital blow to good citizenship, yet these vices are permitted to be commercialized.

E. B. Stebbins.

Tribute to Bare Fisted Editor

Bangor, April 30. The A & P chain is here and I was informed the local banker had promised a lease to the Kroger chain. I wish Michigan had more bare fisted editors, like Herbert A. Wood, of the Bangor Advance. He believes in loyalty to the home town and shows the people where they are getting gypped by trading with outside chain stores. The local business men of this town should stand back of this fearless editor and give him liberal patronage.

On March 5 fire destroyed the store of Thomas & Son, local grocers. Saturday, April 28, they opened in a new location, their store and fixtures new and stock up-to-date. An all day rush attended their widely advertised opening, during which baskets of food were awarded to lucky buyers. This is one of the neatest food stores I have seen and the firm are receiving many compliments from their patrons. I was told the junior member of the firm will be the active manager and rumors have it that he is about to take a life partner unto himself. Here's wishing them success and happiness.

South Haven is the first town in which I have seen Kosher meat market displayed. Had a fine visit with Mr. Hale, of M. Hale & Co. He thinks much of the Tradesman. This firm was founded some eighty years ago, the business being handed down from father to son. I invited Mr. Hale to send in data of its history, so it might be published in the Tradesman. Since the advent of the automobile and buses, the lake shore towns have been hit through falling off of lake shipping. The ill-fated Eastland, which turned over in the Chicago river, with heavy loss of life, was built to run between this port and Chicago. Regular boats do not start out of this port until in July and the harbor lacks the busy

scenes of earlier days.

E. B. Stebbins.

Hotel and Restaurant Equipment
Glassware, China, Silverware

H. LEONARD & SONS
38-44 Fulton St., W.
GRAND RAPIDS - MICHIGAN

Store, Offices & Restaurant
Equipment

G.R. STORE FIXTURE CO.
7 Ionia Ave., N. W. Phone 86027

Warm Friend Tavern
Holland, Mich.

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

JAMES HOEKSEMA, Manager

THE ROWE
GRAND RAPIDS

The Most Popular Hotel
in Western Michigan

300 ROOMS — SHOWERS
SERVIDOR

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

CODY HOTEL
GRAND RAPIDS

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

CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO
IONIA AND

THE REED INN

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

Park Place Hotel
Traverse City

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

New Hotel Elliott
STURGIS, MICH.

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

Occidental Hotel

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

Columbia Hotel
KALAMAZOO

Good Place To Tie To

The

MORTON

announces

400 ROOMS WITH
PRIVATE BATH

\$1.50 up

Dining Room

Grille Room

Cafeteria

Delicious food served in pleasant surroundings at prices which have made the MORTON popular.

GRAND RAPIDS'

FRIENDLY HOTEL

Philip A. Jordan, Manager

An Entire City
Block of
Hospitality



Have You Seen Our New

- Cocktail lounge — Popular afternoon and evening rendezvous.
- "Pub," our famous Tony at the service bar. Delicious 60c lunches and \$1 dinners.

Pantlind

GRAND RAPIDS

750 ROOMS \$2 UP

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.

Retail Drug Code Modified

National Recovery Administrator Hugh S. Johnson has issued an order, tightening the "loss limitation" provision in the code for the retail drug trade.

Certain questions have arisen in connection with the above and we have now received the first official interpretations:

To the question, does the amendment apply to all items sold in drug stores:

Interpretation: It does not. Clearly such departments as cigar departments, soda departments, candy departments, come under the operation of other codes. It does apply to drugs, medicines, cosmetics, toilet preparations and drug sundries. The only one of the above which comes within a doubtful zone is drug sundries. Drug sundries are interpreted to mean articles or appliances as used in the promotion of public health and sanitation.

Question: Where certain commodities have no list price, such as unbranded products, will (a) the amendment apply; (b) if the amendment will not apply, due to the impossibility of using it where there is no list price, will the former loss limitation provision apply to such products?

Interpretation: All items covered by the Retail Drug Code are regulated by Section 6 of Supplement A where a manufacturer's wholesale list price is available in dozen lots or comparable units. Those items for which a manufacturer's wholesale list price in dozen or comparable units is not available, shall not be subject to this provision.

Question: What does the "comparable units" clause mean?

Interpretation: Where a manufacturer's wholesale list price is not available in dozen lots, because the article is not customarily sold in dozen lots, the comparable unit is to be considered as the lowest number of the article quoted or listed and made available to all members of the trade, provided, however, the comparable unit shall never be more than one dozen.

Question: Where a product is sold to a retailer on the open market or otherwise below the manufacturer's wholesale list price in dozen quantities, what price will govern the minimum prices on such an article?

Interpretation: In such an event the manufacturer's wholesale list price in dozen quantities shall apply.

The amendment establishes a definite standard base price which is universally subject to exact interpretation. It had been found that in the months during which this code has been in effect that the "loss limitation provision" had been unenforceable, and as a result, the competitive abuse of "loss leader" selling had continued in about 5 per cent. of the total number of retail drug outlets to the hardship of the remaining 95 per cent. of the trade.

In his report to the President, approving the amendment, Administrator Hugh S. Johnson said that "this modification prevents the five per cent. of the trade, which continues to indulge in predatory price cutting on standard articles, from selling below the cost price paid by the vast majority of smaller enterprises in the trade."

Preventing Sales Below Cost

No effective rule for the purpose of preventing sales below cost can be of benefit to the large majority of retail and wholesale distributors until there is recognition of the principle that base prices must be established which will approximate the invoice or current market cost of the efficient smaller operator and that sales below such established bases are treated as unfair competition in violation of the respective codes. Nothing in this section shall be construed to prohibit reasonable and fair differentials in purchase prices based upon sound economic reasons therefor.

The object of such a provision is not to guarantee a profit to any distributor nor to perpetuate the inefficient. The fact is well recognized that most efforts of this nature are met with the objection that they will encourage and perpetuate inefficiency and claim that too frequently the size of a business seems to be the gauge by which its efficiency is estimated.

The need for the existence of efficient small business establishments is fully recognized and has been unquestionably demonstrated in the public interest, and those entitled to continue in business will amply demonstrate their efficiency when relieved of the price handicaps under which they now labor.

Price Trend Upward

The general price structure has been stable during the last three or four months, but a tendency is being shown by chain retail stores to increase prices on standardized products, in order that package goods manufactured under their names may be pushed. Prices of proprietary medicines and other nationally-advertised merchandise have shown little change, but some drug items are up as much as 25 to 30 per cent., and the general price trend is higher. Price fluctuations in pharmaceuticals have been within narrow limitations.

Collections are classed as good to satisfactory, even though in some centers payments have not kept pace with sales. Little credit is extended in the retail drug line, while the wholesalers and manufacturers have made a determined effort to clean old accounts of

long standing and are meeting with remarkable success. In the wholesale branch there has been a remarkable improvement, payments no doubt having been quickened by the licensing of drug stores to handle spirituous liquors, which has brought in additional cash reserves.

When on Your Way See Onaway

October to April is covering a lot of territory, especially when the mercury dances around zero most of the time with an occasional drop to 40 below just for a change. Admiral Byrd and his associates have had nothing on Michigan so far, but now we are "getting a break," as they say.

Sunday, April 29, opened up in the early morning with a warm breeze from the South and with it a glowing sun that would do justice to natives of the equator.

It came so suddenly that the ice in Black Lake nearly had a sinking spell; it shifted and piled up huge banks of icebergs on the shore, carrying miniature mountains of sand with it. Open water appeared; numerous ducks, apparently thinking, as did human beings, that this was not such a bad world after all, sailed and fluttered their wings diving occasionally for food, while the white-winged gulls celebrated the opening of the season by doing aerial stunts and working up an appetite in anticipation of the good feeds on the way furnished by tourist fishermen.

And undoubtedly the prevailing signs ring true—it's in the air as well as the human system—and why not? Look at the calendar and—please note—the longest day of the year is less than 60 days away—then what? You know that just after the glorious Fourth of July we begin preparing for Winter again—worth thinking about.

But, cheer up; enquiries are coming in for resort accommodations, cottages

and camping privileges; it has become a disease with the majority and a worthy one, nothing but God's pure oxygen will cure it.

May 6 to 13 is opening up in Chicago by staging the National Boat and Sports Show. The Michigan Tourist Resort Commission has reserved three spaces covering an area of 60 feet long, which will be dressed with an exhibit of portrayal pictures, fish and wild animals. Onaway will be represented by a showing of baloptican slides of landscape and marine views, actual photographic reproductions of scenery surrounding Onaway; and they are worth seeing because visitors at the Century of Progress last Summer told us so; and if they were not worthy of the display they would not be permitted to remain there.

Well, just a first taste of the "real life" greeted us Sunday when a call came to visit the Stoughton cottage at Pine grove, Hongore Bay on Black lake and help dispose of the heaping platters of baked fish and all the accompaniments and appurtenances thereto; but the fish was "head man" in spite of all the other delicacies. Such a meal; and enjoyed in the open 'mid the sighing of the pines, the springy pine needle carpeted earth and the singing birds already arrived for their annual home-coming and nesting.

Dairy week in Onaway. Now is the time to show your colors; eat butter, not oleo; eat cheese and cream products. Come on, farmers, practice what you preach; take your own medicine, don't sell cream and then eat oleo, that's being a traitor to the cause and really acts as a boomerang. The store windows are decorated with attractive and educational advertising banners and products. Let's go, regardless of whether the bond proposition wins or loses.

Squire Signal.

SPRING SPECIALTIES

Marbles	Rubber Balls	Jacks
Base Balls	Golf Supplies	Tennis Supplies
Playground Balls	Seed-Disinfectants	Shelf Papers
Bathing Supplies	Soda Fountain Supplies	Insecticides
Picnic Supplies	White Wash Heads	Goggles
Turpentine	Brushing Lacquer	Waxed Papers
Varnishes	Kalsomine Brushes	Paint 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			NAPHTHALINE			NUTMEG			NUX VOMICA			OIL ESSENTIAL			QUASSIA CHIPS			QUININE			ROSIN			ROOT		
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55	Balls, lb.	09 @	18	Almond			Pound			Bit., true, ozs.	@	50												
Boric, Powd., or Xtal, lb.	07 1/2 @	20	Chamomile			Flake, lb.	09 @	18	Bit., art., ozs.	@	30	Powdered, lb.			Sweet, true, lb.	1 40 @	2 00												
Carbolic, Xtal, lb.	36 @	43	German, lb.	15 @	55				Sweet, art., lbs.	75 @	1 20				Amber, crude, lb.	71 @	1 40												
Citric, lb.	33 @	45	Roman, lb.	@ 1	40	Saffron			Amber, rect., lb.	1 30 @	2 00				Anise, lb.	1 00 @	1 60												
Muriatic, Com'l., lb.	03 1/2 @	10	Saffron			American, lb.	50 @	55	Bay, lb.	4 00 @	4 25				Bergamot, lb.	3 25 @	3 75												
Nitric, lb.	10 @	15	Spanish, ozs.	@ 1	35				Cajeput, lb.	1 50 @	2 00				Caraway S'd, lb.	2 80 @	3 40												
Oxalic, lb.	15 @	25							Cassia, USP, lb.	2 10 @	2 60				Cedar Leaf, lb.	1 70 @	2 20												
Sulphuric, lb.	03 1/2 @	10							Cedar Leaf, Coml., lb.	1 00 @	1 25				Citronella, lb.	1 00 @	1 40												
Tartaric, lb.	33 @	40													Cloves, lb.	1 75 @	2 25												
ALCOHOL			FORMALDEHYDE, BULK			FULLER'S EARTH			GELATIN			GLUE			GLYCERINE			GUM											
Denatured, No. 5, gal.	44 @	55	Pound	09 @	20	Powder, lb.	05 @	10	Pound	55 @	65	Brok., Bro., lb.	20 @	30	Pound	16 1/4 @	45	Aloes, Barbadoes,											
Grain, gal.	4 00 @	5 00										Gro'd, Dark, lb.	16 @	22			so called, lb. gourds	@	60										
Wood, gal.	50 @	60										Whi. Flake, lb.	27 1/2 @	35			Powd., lb.	35 @	45										
ALUM-POTASH, USP																													
Lump, lb.	04 @	13																											
Powd. or Gra., lb.	04 1/2 @	13																											
AMMONIA																													
Concentrated, lb.	06 @	18																											
4-F, lb.	05 1/2 @	13																											
3-F, lb.	05 1/2 @	13																											
Carbonate, lb.	20 @	25																											
Muriate, Lp., lb.	18 @	30																											
Muriate, Gra., lb.	07 3/4 @	18																											
Muriate, Po., lb.	22 @	35																											
ARSENIC																													
Pound	07 @	20																											
BALSAMS																													
Copaiba, lb.	60 @	1 40																											
Fir, Cana., lb.	2 00 @	2 40																											
Fir, Oreg., lb.	50 @	1 00																											
Peru, lb.	3 00 @	3 60																											
Tolu, lb.	1 50 @	1 80																											
BARKS																													
Cassia																													
Ordinary, lb.	@	30																											
Ordinary, Po., lb.	25 @	35																											
Saigon, lb.	@	40																											
Saigon, Po., lb.	50 @	60																											
Elm, lb.	40 @	50																											
Elm, Powd., lb.	38 @	45																											
Elm, G'd, lb.	38 @	45																											
Sassafras (P'd lb. 50)	@	45																											
Soap-tree, cut, lb.	20 @	30																											
Soap-tree, Po., lb.	35 @	40																											
BERRIES																													
Cubeb, lb.	@	65																											
Cubeb, Po., lb.	@	75																											
Juniper, lb.	10 @	20																											
BLUE VITRIOL																													
Pound	06 @	15																											
BORAX																													
P'd or Xtal, lb.	06 @	13																											
BRIMSTONE																													
Pound	04 @	10																											
CAMPHOR																													
Pound	80 @	1 00																											
CANTHARIDES																													
Russian, Powd.	@ 4	50																											
Chinese, Powd.	@ 2	00																											
CHALK																													
Crayons																													
White, dozen	@ 3	60																											
Dustless, dozen	@ 6	00																											
French Powder, Coml., lb.	03 1/2 @	10																											
Precipitated, lb.	12 @	15																											
Prepared, lb.	14 @	16																											
White, lump, lb.	03 @	10																											
CAPSICUM																													
Pods, lb.	60 @	70																											
Powder, lb.	62 @	75																											
CLOVES																													
Whole, lb.	30 @	40																											
Powdered, lb.	35 @	45																											
COCAINE																													
Ounce	14 75 @	15 40																											
COPPERAS																													
Xtal, lb.	03 1/4 @	10																											
Powdered, lb.	04 @	15																											
CREAM TARTAR																													
Pound	23 @	36																											
CUTTLEBONE																													
Pound	40 @	50																											
DEXTRINE																													
Yellow Corn, lb.	06 1/2 @	15																											
White Corn, lb.	07 @	15																											
EXTRACT																													
Witch Hazel, Yellow Lab., gal.	1 10 @	1 70																											
Licorice, P'd, lb.	50 @	60																											
MORPHINE																													
Ounces	@ 11	80																											
1/2s	@ 13	96																											
MUSTARD																													
Bulk, Powd.																													
Select, lb.	45 @	50																											
No. 1, lb.	25 @	35																											
NAPHTHALINE																													
Balls, lb.	09 @	18																											
Flake, lb.	09 @	18																											
NUTMEG																													
Pound	@	40																											
Powdered, lb.	@	50																											
NUX VOMICA																													
Pound	@	25																											
Powdered, lb.	15 @	25																											
OIL ESSENTIAL																													
Almond																													
Bit., true, ozs.	@	50																											
Bit., art., ozs																													

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

SARDINES CUT BEETS

AMMONIA

Little Bo Peep, med.	1 35
Little Bo Peep, lge.	2 25
Quaker, 32 oz.	2 10

APPLE BUTTER

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

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



10 oz., 4 doz. in case	3 40
15 oz., 4 doz. in case	5 00
25 oz., 4 doz. in case	3 10
50 oz., 2 doz. in case	7 00
5 lb., 1 doz. in case	6 00
10 lb., 1/2 doz. in case	5 75

BLEACHER CLEANSER

Clorox, 16 oz., 24s	3 25
Clorox, 22 oz., 12s	3 00
Lizelle, 16 oz., 12s	2 15
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
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BREAKFAST FOODS

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

DECLINED

Supreme, No. 2 in syrup	2 25
Hart Special, No. 2	1 35

Cherries—Royal Ann

Supreme, No. 2 1/2	2 75
Supreme, No. 2	2 10
Gibraltar, No. 10	8 25
Gibraltar, No. 2 1/2	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 1/2	3 15
Supreme, No. 2	2 35
Supreme, No. 1	1 80
Quaker, No. 2 1/2	3 15

Goosberries

Primo, No. 10	5 25
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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

BRUSHES

Scrub	
Progress, dozen	90

Shoe

Shaker, dozen	90
Topcen, dozen	90

BUTTER COLOR

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

CANDLES

Electric Light, 40 lbs.	12.1
Plumber, 40 lbs.	12.8
Paraffine, 6s	14 1/2
Paraffine, 12s	14 1/2
Wicking	40
Tudor, 6s, per box	30

CANNED FRUITS

Apples	
Hart No. 10	4 25
Sweet Peas, No. 10	4 25

Apple Sauce

Hart, No. 2	1 10
Hart, No. 10	5 25

Apricots

Baker Solid Pack, No. 10	7 25
Premio, No. 10	6 75
Quaker, No. 10	8 00
Gibraltar, No. 10	7 40
Gibraltar, No. 2 1/2	1 90
Superior, No. 2 1/2	2 20
Supreme, No. 2 1/2	2 40
Supreme, No. 2	1 80
Quaker, No. 2	1 70
Quaker, No. 2 1/2	2 25

Blackberries

Premio, No. 10	6 20
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Blue Berries

Eagle, No. 10	8 75
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Cherries

Hart, No. 10	6 25
Hart, No. 2 in syrup	3 00
Marcellus, No. 2 in syrup	2 10

Supreme, No. 2 in syrup	2 25
Hart Special, No. 2	1 35

Cherries—Royal Ann

Supreme, No. 2 1/2	2 75
Supreme, No. 2	2 10
Gibraltar, No. 10	8 25
Gibraltar, No. 2 1/2	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 1/2	3 15
Supreme, No. 2	2 35
Supreme, No. 1	1 80
Quaker, No. 2 1/2	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
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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 1/2	1 90
Supreme, sliced No. 2 1/2	2 15
Supreme, halves, No. 2 1/2	2 25
Quaker, sliced or halves, No. 2 1/2	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 1/2	2 45
Honey Dew, No. 2	1 85
Quaker, No. 2 1/2	2 35
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 1/2	2 50
Honey Dew, No. 2	2 00
Honey Dew, No. 1	1 75
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 1/2	2 35
Quaker, No. 2	1 90
Quaker, No. 1	1 10

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

Prepared Prunes	
Supreme, No. 2 1/2	2 35
Supreme, No. 2 1/2, Italian	2 00

Raspberries, Black	
Premio, No. 10	8 50
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
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 35
Lobster, No. 1/4	2 25
Shrimp, 1, wet	1 45
Sard's, 1/4 Oil, k'less	3 75
Sardines, 1/4 Oil, k'less	3 35
Salmon, Red Alaska	2 25
Salmon, Med. Alaska	1 85
Salmon, Pink, Alaska	1 50
Sardines, Im. 1/4, ea. 6@13 1/2	1 00
Sardines, Cal.	1 00
Tuna, 1/2 Van Camps, doz.	1 15
Tuna, 1/4s, Van Camps, doz.	1 15
Tuna, 1s, Van Camps, doz.	3 45
Tuna, 1/2s, Chicken Sea, doz.	1 80

CANNED MEAT

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

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	95
Marcel. Whole, No. 2 1/2	1 35
Hart Diced, No. 2	90

Carrots

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

Corn

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

Peas

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

Pumpkin.

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

Sauerkraut

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

Soinack

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

Currents Packages, 11 oz.----- 14 Dates Imperial, 12s, pitted... 1 90 Imperial, 12s, regular... 1 60 Imperial, 12s, 2 lb.----- Imperial, 12s, 1 lb.----- Figs Calif., 24-33, case----- 1 70 Peaches Evap. Choice----- 13 1/2 Peel Lemon, Dromedary, 4 oz., doz.----- 1 10 Orange, Dromedary, 4 oz., dozen----- 1 10 Citron, Dromedary, 4 oz., doz.----- 1 10 Raisins Seeded, bulk----- 6 1/2 Thompson's S'dless blk. 6 1/2 Quaker s'dless blk.----- 15 oz.----- 7 1/2 Quaker Seeded, 15 oz.----- 7 1/2 California Prunes 90@100, 25 lb. boxes-----@07 80@ 90, 25 lb. boxes-----@07 1/2 70@ 80, 25 lb. boxes-----@08 1/2 60@ 70, 25 lb. boxes-----@08 1/2 50@ 60, 25 lb. boxes-----@09 1/2 40@ 50, 25 lb. boxes-----@10 1/2 30@ 40, 25 lb. boxes-----@11 1/2 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, 8 oz., 3 doz.----- 4 05 Dromedary Instant----- 3 50 Jiffy Punch 3 doz. Carton----- 2 25 Assorted flavors.----- EVAPORATED MILK Quaker, Tall, 10 1/2 oz.----- 2 85 Quaker, Baby, 4 doz.----- 1 43 Quaker, Gallon, 1/2 dz.----- 2 85 Carnation, Tall, 4 doz.----- 2 95 Carnation, Baby, 4 dz.----- 1 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.----- 35		JUNKET GOODS Junket Powder----- 1 20 Junket Tablets----- 1 35 MARGARINE Wilson & Co.'s Brands Oleo Nut----- 08 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 Filberts, Naples----- 20 Peanuts, Vir. Roasted----- 7 Peanuts, Jumbo----- 8 1/2 Pecans, 3, star----- 25 Pecans, Jumbo----- 40 Pecans, Mammoth----- 50 Walnuts, Cal.----- 14@20 Hickory----- 07 Shelled Almonds----- 39 Peanuts, Spanish, 125 lb. bags----- 7 1/2 Filberts----- 32 Pecans, salted----- 45 Walnut, California----- 48 Salted Peanuts Fancy, No. 1,----- 09 1/2 12-1 lb. Cellophane case----- 1 25 MINCE MEAT None Such, 4 doz.----- 6 20 Quaker, 3 doz. case----- 2 65 Yo Ho, Kegs, wet, lb.----- 16 1/2 OLIVES 4 oz. Jar, Plain, doz.----- 90 16 oz. Jar, Plain, doz.----- 1 95 26 oz. Jars, Plain, doz.----- 2 40 5 Gal. Kegs, each----- 6 50 3 oz. Jar, Stuff., doz.----- 1 15 8 oz. Jar, 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----- 18 Good----- 16 Medium----- 14 Poor----- 07 Mutton Good----- 07 Medium----- 05 Poor----- Pork Loins----- 14 Butts----- 12 Shoulders----- 10 Spareribs----- 08 Neck Bones----- 03 Trimmings----- 08 PROVISIONS Barreled Pork Clear Back----- 16 00@18 00 Short Cut, Clear----- 12 00 Dry Salt Meats D S Belles----- 20-25 10 Lard Pure in tierces----- 07 60 lb. tubs----- 1/4 50 lb. tubs----- 1/4 20 lb. pails----- 1/4 10 lb. pails----- 1/4 5 lb. pails----- 1/4 3 lb. pails----- 1/4 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-----@22 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		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 Bixbys, doz.----- 1 30 Shinola, doz.----- 90 STOVE POLISH Blackne, per doz.----- 1 30 Black Silk Liquid, doz.----- 1 30 Black Silk Paste, doz.----- 1 30 Enameline Paste, doz.----- 1 30 Enameline Liquid, doz.----- 1 30 E. Z. Liquid, per doz.----- 1 30 Radium, per doz.----- 1 30 Rising Sun, per doz.----- 1 30 654 Stove Enamel, dz.----- 2 80 Vulcanol, No. 10, doz.----- 1 30 Stovoil, per doz.----- 3 00 SALT F. O. B. Grand Rapids Colonial, 24, 2 lb.----- 95 Colonial, 36-1 1/2----- 1 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.----- 65 Cream Rock for ice, cream, 100 lb., each----- 85 Butter Salt, 280 lb. bbl.----- 4 00 Block, 50 lb.----- 40 Baker Salt, 280 lb. bbl.----- 80 6, 10 lb., per bale----- 93 20, 3 lb., per bale----- 1 00 9 lb. bags, table----- 45		SOAP Am. Family, 100 box----- 5 05 F. B., 60c----- 2 25 Fels Naptha, 100 box----- 4 55 Flake White, 10 box----- 2 75 Jap Rose, 100 box----- 7 40 Fairy, 100 box----- 3 25 Palm Olive, 144 box----- 6 20 Lava, 50 box----- 2 25 Camay, 72 box----- 3 05 P & G Nap Soap, 100@2 75 Sweetheart, 100 box----- 5 70 Grandpa Tar, 50 sm.----- 2 10 Williams Barber Bar, 9s----- 50 Williams Mug, per doz.----- 48 Lux Toilet, 50----- 3 05 SPICES Whole Spices Allspice Jamaica-----@24 Cloves, Zanzibar-----@36 Cassia, Canton-----@24 Cassia, 5c pkg., doz.-----@40 Ginger, Africa-----@19 Mixed, No. 1-----@30 Mixed, 10c pkgs., doz.-----@65 Nutmegs, 70@90-----@50 Nutmegs, 105-110-----@48 Pepper, Black-----@23 Pure Ground in Bulk Allspice, Jamaica-----@18 Cloves, Zanzibar-----@23 Cassia, Canton-----@22 Ginger, Corkin-----@17 Mustard-----@21 Mace Penang-----@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 Penolty, 3 1/2 oz.----- 3 25 Kitchen Bouquet----- 4 25 Laurel Leaves----- 26 Marjoram, 1 oz.----- 90 Savory, 1 oz.----- 65 Thyme, 1 oz.----- 50 Turmeric, 1 1/2 oz.----- 15 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 1/2 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 87 Orange, No. 3, 20 cans----- 4 34 Maple and Cane Kanuck, per gal.----- 1 10 Kanuck, 5 gal. can.----- 4 75 Grape Juice Welch, 12 quart case----- 4 40 Welch, 12 pint case----- 2 25 Welch, 26-4 oz. case----- 2 30 COOKING OIL Mazola Pints, 2 doz.----- 4 10 Quarts, 1 doz.----- 3 60 Half Gallons, 1 doz.----- 6 00 TABLE SAUCES Lee & Perrin, large----- 5 75 Lee & Perrin, small----- 3 35 Pepper----- 1 60 Royal Mint----- 2 40 Tobasco, small----- 3 75 Sho You, 9 oz., doz.----- 2 00 A-1, large----- 4 75 A-1, small----- 2 85 Capar, 2 oz.----- 3 30		TEA Japan Medium----- 18 Choice----- 21@28 Fancy----- 30@32 No. 1 Nibbs----- 31 Gunpowder Choice----- 32 Fancy----- 40 Ceylon Pekoe, medium----- 50 English Breakfast Congou, medium----- 23 Congou, choice----- 35@36 Congou, fancy----- 42@43 Oolong Medium----- 39 Choice----- 45 Fancy----- 50 TWINE Cotton, 3 ply cone----- 40 Cotton, 3 ply balls----- 40 VINEGAR F. O. B. Grand Rapids Cider, 40 grain----- 18 1/2 White Wine, 40 grain----- 19 1/2 White Wine, 80 grain----- 24 1/2 WICKING No. 9, per gross----- 80 No. 1, per gross----- 1 25 No. 2, per gross----- 1 50 No. 3, per gross----- 2 30 Peerless Rolls, per doz.----- 90 Rochester, No. 2, doz.----- 50 Rochester, No. 3, doz.----- 2 00 Rayo, per doz.----- 75 WOODENWARE Baskets Bushels, Wide Band, wood handles----- 2 00 Market, drop handle----- 90 Market, single handle----- 95 Market, extra----- 1 60 Splint, large----- 8 50 Splint, medium----- 7 50 Splint, small----- 6 50 Churns Barrel, 5 gal., each----- 2 40 Barrel, 10 gal., each----- 2 55 3 to 6 gal., per gal.----- 16 Pails 10 qt. Galvanized----- 2 60 12 qt. Galvanized----- 2 85 14 qt. Galvanized----- 3 10 12 qt. Flaring Gal. Jr.----- 5 00 10 qt. Tin Dairy----- 4 00 Traps Mouse, wood, 4 holes----- 60 Mouse, wood, 6 holes----- 70 Mouse, tin, 5 holes----- 65 Rat, wood----- 1 00 Rat, spring----- 1 00 Mouse, spring----- 20 Tubs Large Galvanized----- 8 75 Medium Galvanized----- 7 75 Small Galvanized----- 6 75 Washboards Banner, Globe----- 5 50 Brass, single----- 6 25 Glass, single----- 6 00 Double Peerless----- 8 50 Single Peerless----- 7 50 Northern Queen----- 5 50 Universal----- 7 25 Wood Bowls 13 in. Butter----- 5 00 15 in. Butter----- 9 00 17 in. Butter----- 18 00 19 in. Butter----- 25 00 WRAPPING PAPER Fibre, Manilla, white----- 05 No. 1 Fibre----- 06 1/2 Butchers D F----- 06 1/2 Kraft----- 06 Kraft Stripe----- 09 1/2 YEAST CAKE Magic, 3 doz.----- 2 70 Sunlight, 3 doz.----- 2 70 Sunlight, 1 1/2 doz.----- 1 25 Yeast Foam, 3 doz.----- 2 70 Yeast Foam, 1 1/2 doz.----- 1 35 YEAST-COMPRESSED Fleischmann, per doz.----- 30 Red Star, per doz.----- 20
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SHOE MARKET

Michigan Retail Shoe Dealers Association.
 President—Clyde Taylor, Detroit.
 First Vice-President—M. A. Mittleman, Detroit.
 Vice-President—Arthur Allen, Grand Rapids.
 Vice-President—Edward Dittman, Mount Pleasant.
 Vice-President—K. Masters, Alpena.
 Vice-President—Max Harriman, Lansing.
 Vice-President—Fred Nedwick, Saginaw.
 Vice-President—Richard Schmidt, Hillsdale.
 Vice-President—Edward Stocker, Detroit.
 Vice-President—B. C. Olsee, Grand Rapids.
 Sec'y and Treas.—Joseph Burton, Lansing.
 Field Sec'y—O. R. Jenkins, Portland.
 Yearly dues \$1 per person.

Is "Man's Day" Coming?

One little idea coming out of the Styles Conference may be worth all its costs to bring the hundreds of shoe men together. This week's Styles Conference in New York brought more shoe, leather and service of supply men together than any previous gathering of the crafts. There must be something in the idea of collective thinking—otherwise this conference over the years would have died from the very weight of the tonnage of words. A day and a half of talk (and that at high speed) emphasizes the need for a "cream separator."

So let's take one little sentence out of the Men's Styles Committee session and see if it can be made useful nationally. Here it is: "Why not ask your daily newspaper to have a men's styles page at least once a week?" That's a new thought to throw into the more intelligent promotion of footwear in mens apparel. If every newspaper in every town has its daily women's page, what's wrong with the idea of saying something about men's styles? If the women's page indicates a trend in fashion, it creates a hunger and a desire on the part of women for some garment or some accessory and the commercial enterprise of the merchants of that town gets a new opportunity to dip into the public purse.

It is not our purpose to recommend to the newspapers of this country that they spend their money on a blind enterprise because theoretically man may from now on, be interested in his clothes. But if many merchants tell us that the idea has merit and that they will support such a proposition by promoting men's footwear and men's attire, we will go down the line with something that we know something about.

We had an experience in promoting National Foot Health Week wherein many newspapers looked to us for a lead for copy, for illustrations and for the general theme that would interest the public in foot health as a national promotion. We are now developing Sport Shoe Week as a similar undertaking, engineering by publicity an interest in a change of footwear for men, women and children in the final week of May. We find that newspapers not only cooperate but they exceed our fondest expectations in the promotion of special events keyed to a retail commodity. Now the weeks, as such, are merely peaks of interest for foot health should be sold every week in the year

and sports shoes should be sold whenever the sun shines and that is all the year round somewhere in this broad country of ours.

We emphasize the idea of a promotion of style in men's apparel and footwear as an effort to bring back to man himself an interest in spending some of his own money for his own needs. For a score of years woman has had control of the purse strings of the nation until it can be aptly said that "woman goes with and man goes without." We now see a small, faint desire on the part of man to emerge from the tyranny of having women control the exchequer of a nation.

Until quite recently man has worn the same clothes Winter and Summer—the same shoes. The only variation in season has been the wearing of straw hats. For a time it almost looked as though that little symbol of change in the immutable standardization of mankind would also fade. But something happened. The young men of this country became dress courageous. They saw pictures of Englishmen (the most masculine country in the world) dressed in Summer attire, without iron collars and neckties, without coats, etc. Perhaps the best symbol of a change for the better was the introduction of sport shoes.

Sport shoes lead the way to revolutionary changes in the weight of men's clothing and types of men's clothing. This Summer, nothing is impossible to the man who wants comfort, color and the satisfaction that the seasonal clothing also gives. Now, if ever, is the time to carry the fight for masculine expression for a change of mood, change of attire, change of style interest is possible to every man—no matter what age.

Man in his newspaper reading has been paid the compliment of generous sport pages. All well enough as a torch-carrier of a new day. It is now commercially logical for man to play a part as a well-dressed participant in the style life of a nation. We emphasize the commercial factor in back of the promotions, because after all is said and done style is trade as well as consumer satisfactions.—Boot and Shoe Recorder.

Fall Shoes Ready in June

Engaged in the preparation of Fall lines, manufacturers say that if the present softness in prices continues, the new ranges will be slightly under the quotations prevailing until recently on Spring goods. Manufacturers of volume styles expect to have lines ready and send salesmen on the road about the first or second week in June. They expressed some concern about the current slow volume of business, which has existed since after Easter, and did not hold out very much hope for advance buying on Fall goods for several months.

A War on Monopoly

Ten companies making rayon are charged with price-fixing and monopolistic practices, and 22 members of a firm of accountants who audited their books are included as respondents. Hearing of the charges has been sched-

uled for May 1 by the Federal Trade Commission.

Economic law is not man-made. It is the law of the Creator.

A good horse is one well broken and trained. It is just so with man.

Dumb as cattle—those who let liberty slip away.

MICHIGAN BELL TELEPHONE CO.



JUST SITTING AROUND, ... NIGHT AFTER NIGHT

Margaret and John have *lots* of friends—and are well-liked by all. But they have no telephone to enable friends to reach them easily.

So Margaret and John just sit around, night after night, missing many good times. Yet, for only a few cents a day, they could have the countless advantages of telephone service.

Besides being a social asset, a telephone helps in finding employment . . . in keeping in touch with one's work . . . in "running" errands. And it offers *priceless protection* in emergencies, making it possible to summon doctor, firemen or police, instantly.



§ SOUNDNESS STABILITY

are symbolized by

MUTUAL INSURANCE

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

OUT AROUND

(Continued from page 9)

now the American Seating Co.—lived in peace and quiet at the home of his son on North Prospect avenue, calmly awaiting the summons of his Master with the courage of a stoic, based on the knowledge that he had lived a blameless life. He was in rather poor health, but was able to meet his friends and converse with them with great enjoyment up to a few months before his death, which occurred on April 23. Because he was 86 years of age most of his associates of other days had gone to their reward. His part in the establishment of a great industry—in many respects our greatest industry—has never been properly acknowledged and I think something should have been done along that line before it was too late. In seeking an example for such an action we have only to hark back to the golden days of Greece, when the crown was given, not merely to the favorite athlete, but also to the dramatist who wrote the noblest play for the theater, the architect who designed the noblest building or the builder who carried the plans of the architect into successful execution. Nations have recognized the utility of giving outward expression to their appreciation of public service. Nowhere is this more noticeable than in England, where the whole social structure has been built upon a system of awards for distinguished service. Each year on the king's birthday, the king nominally, but actually the government of the day, awards honors, in the shape of titles, to the men who distinguished themselves in some field of activity. No narrow limitations are placed upon this valuable feature of the unwritten constitution of England. If a man distinguishes himself as a musician, a poet, an author, a soldier, a merchant or a manufacturer he is equally eligible. When the French revolution had razed the social institutions of France to their very foundations, Napoleon, a great statesman as well as a soldier, recognized the necessity of substituting some method of award to public servants and he instituted the order of the Legion of Honor.

The false interpretation put upon Jefferson's dogma as to the equality of man has indisposed our country to utilize this valuable method of stimulating civic activity. Congress occasionally gives the Congressional medal for distinguished service, but, otherwise, public servants come and go without any recognition, except that of promotion in public service.

I suppose for this there is a biological basis, for naturalists have recognized that in the herd, the vices, rather than the virtues of the members of the herd, are always intensified. This is true of men, as well as unreasoning animals. Nothing is more cruel and unreasoning than a mob and the same has always been true of community life. Athens, the most intellectual city of antiquity, whose people developed a higher average culture, relative to their time, than any other people, nevertheless banished their greatest statesman, Themistocles; their great-

est soldier, Miltiades; their noblest philanthropist, Aristides, because they were tired of hearing him called "The Just," and, finally, they put their noblest teacher to death for striving to inculcate high ideals in the youth of Athens.

The same was true of Rome. Shakespeare devoted two of his greatest plays to this theme. Coriolanus, who had saved Rome from her enemies, was banished, and in the mob scene of Julius Caesar, the greatest interpreter of nature reminds us how the very crowd that cheered Brutus at one moment a few minutes later, whipped to passion by Mark Antony's oratory, were seeking for brands to burn his house and clubs to destroy him. Florence exiled her greatest citizen, Dante, and to-day they covet no greater honor than to have his bones in Giotto's cathedral. Republics, no less than monarchies, are proverbially ungrateful.

One need not multiply instances, for it was the greatest Teacher of all, who sadly said: "A prophet is not without honor save in his own country," and later when He sat upon the hillside near Jerusalem and looked down upon the city, He added, "O Jerusalem! Thou that stonest the prophets." He made this sad apostrophe, of the truth of which he was to have bitter realization, when the same crowd that greeted Him with hosannas on Palm Sunday, cried out, "Crucify him!" on the following Friday.

Men who render public service, covet appreciation. It is the most human of all failings, if, indeed, it be a failing. When I was a young man, there was a poem, which had a considerable vogue, which began, "If I were to die to-night," and I recall two lines, which impressed me sufficiently to leave a permanent record on my memory:

Keep not your kisses for my cold, dead
brow;
The way is lonely; let me feel them now.

I think it would have been a fine idea to have gotten up some kind of a manifestation that would have shown Mr. Perkins that the long and weary years he spent in building up the great industry with which his name will be forever associated and placing it on a strong and substantial basis are appreciated by the people of Grand Rapids, many of whom profited largely by his energy and vision. Mr. Perkins was not strong enough to go through the ordeal of a public demonstration, but a beautifully bound book containing photographs showing the gradual growth of the business during his administration and letters from his associates and employees would have been a fine setting to such an admirable career.

The petition to the President, which I have been printing in the Tradesman during the past month, and which is being sent to the White House in large numbers is reproduced in the latest issue of the Modern Merchant and Grocery World, together with the following comment:

"This of course is aimed at the chain stores which push their way into local

communities, hog the business from local merchants and send their receipts out of the town and often out of the State. Just what can be done to prevent this, more than is already being done, however, is not easy to see. I mean done legally. Chains are being taxed all over the country—taxes not imposed on the independent. That helps. Also, many of the chiseling practices which the chains have used in competing with independents are forbidden by the code. That helps—if the code is enforced. So far it has not been enforced against the big chains, who are known to be doing all sorts of tricks to evade their Blue Eagle responsibilities.

"All this is making some progress in lessening the competitive oppression which the chains represent to the independents. Really it is hard to see what more can be done."

E. A. Stowe.

Advisory Group Statements Embarrass NRA

Conflict of opinion between officials of the National Recovery Administration and so-called "advisory groups," it is indicated here, has more than once in the past few months proven embarrassing to the former.

Administrator Johnson's disavowal of the statement attacking pending legislation, issued by the heavy goods industry committee, as in no way reflecting the policies of the Administration, has served merely to draw attention to the fact that this is not the first time an advisory body of the organization has attacked Congress.

A similar attack upon pending legislation which the securities bill and certain others were particularized, was made a month ago by the Consumers' Goods Industry Committee.

From the standpoint of the Administration these statements have been unfortunate because, while being issued under the names of various advisory groups, they have been taken by the country generally as reflecting the position of the NRA.

Business Quieter in the South

There are indications that the South is gradually losing its position as the foremost beneficiary of the recovery program. National distributors report that Southern stores no longer show the phenomenal sales increases of the past nine months, although sales are still well above last year.

Some parts of the South, it is said, have suffered distinctly from the discontinuance of the CWA. Benefit payments under the cotton acreage reduction plan are no longer forthcoming, nor are new funds available under the cotton loan plan. In addition, textile mills and other Southern industries are currently restricting operations below last year's level which was very high due to the advance buying rush.

It is expected, therefore, that conditions in the South will gradually assume a quieter aspect unless the Tennessee Valley Authority should succeed in speeding up its expansion program faster than is currently expected.

Analyze before you accept.

The Future Milk Control

The abandonment by the AAA of the national milk control program will not end the attempts to solve the problems presented by the complicated dairy situation by regulation, dairy interests believe.

It merely returns the responsibility for control measures to the States and leaves the setting up and enforcement of rules for milk sheds extending beyond State limits to co-operate agreements between the various state control boards concerned.

Since the Supreme Court upheld the legality of price fixing by State bodies, State boards in the future are expected to be even stricter in enforcing their orders. In addition, sanitary regulations affecting traffic between States are expected to be further tightened as a result of Federal withdrawal from the field.

Formulation of a Code for Fly-Swatter Trade

With the swat-the-fly season approaching, manufacturers of fly swatters are getting ready to work out a code with the NRA. A code hearing will be held May 9 on a draft worked out by the National Association of Fly Swatters Manufacturers. The industry is a branch of the fabricated metal products manufacturing and metal finishing and metal coating industry, which adopted its main code last November.

You cannot bunco the truth. It is the foundation of success, if we but use it.

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SPECIAL SALE EXPERTS
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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
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Phone 27406 655 So. Park St.
Saginaw, Michigan

FOR SALE—Hardware and farm implement business in a good town and farm community. Good business for the right man. Good reason for selling. Address No. 640, c/o Michigan Tradesman. 640

For Sale—Old established hardware store and stock; or will sell stock and rent building. Story & Dodge, Rockwood, Mich. 642

For Sale—Fully equipped meat market in city of 10,000 doing good business. Reason for selling, have other business. Address No. 643, c/o Michigan Tradesman. 643

Wanted—Paying grocery, or grocery and meat market in good Northern or Northeastern Michigan town. Will consider well-located building for same. Address No. 644, c/o Michigan Tradesman. 644

DETROIT DOINGS

Late Business News From Michigan's Metropolis

Ben Berke, proprietor of Berke's Boot Shop on Washington boulevard, has just completed the installation of a new front on his shop. The background has been changed from dark walnut to pure white, with Nile green trim, making it the lightest store in its block of fine shops. It is of semi-modernistic design, with conventional floral decoration, however. Berke says it is a tribute to "pure fine paint, rather than phony cardboard construction." The front consists of two side windows to a deep entrance with a small central island. Light has become of first importance, and Berke says the light colors are easier to keep clean. Two shadowbox stages, one in each window, concentrate attention on the shoes and are used as the after-midnight illumination to strike the eye.

The firm of Jackson & Sax have added another beautiful store to their list by opening recently on Washington boulevard. The unusual feature of the store is the promenade devoted to the shoe department entirely. Only hand-made shoes are carried—Delman's. Mr. Jackson has taken charge of the shoe department personally, and is carrying out the same policies as in the Boston and Hyannis stores. Concealed stockrooms and fitting stools in green and white leather make this department an unusually attractive one.

Morris Rothman former owner of a shoe store on Oakland avenue, has opened a new store as Rothman's Shoe Store, at 9009 Twelfth street. The new store is in the Northwest section of the city. Rothman is conducting a general line of shoes, with modernistic fixtures in the store. Incidentally, the addition of this store makes this block the most crowded in the city among neighborhood store locations.

A new shoe department has been opened in the new exclusive Sax-Kay Shop, 1520 Washington boulevard, by Jackson-Sax. A. L. Jackson is manager of the Detroit store, with his partner, Irving Sax, who is in charge of the Boston store. According to Jackson, only the smartest ultra-styled in women's footwear are being stocked, stressing individual styling. Store carries Delman Shoes and Latin-Toe Footwear. The new department is located on the mezzanine floor of Sax-Kay Shop. With a highly modernistic trim, the department is one of the most striking in the city. White walls, with gold and green and black furnishings and trim furnish the decorative motif. Massive structural columns in the center of the mezzanine have been utilized to give extreme modernistic touches to the layout.

Herman Kramer, founder of the Kramer Furniture Co., and widely known in business and Masonic circles here for almost half a century, died Friday night at his home, 5711 Michigan avenue.

Born in Magdeburg, Germany, 68 years ago he came to Detroit when he was 16 years old. Forty-two years ago he founded the furniture company bearing his name, located in the same building with his home. Later another

store at 7665 Gratiot avenue was opened. The Michigan avenue store was discontinued about a year ago. He was also the owner of the Kramer Theater, 5731 Michigan avenue, and the entire block in which his home and the theater are located. Mr. Kramer was a member of Union Lodge, No. 3, F. & A. M.; Peninsular Chapter, R. A. M.; the Michigan Sovereign Consistory, and Moslem Temple of the Shrine. He is survived by his wife, Elenore, and two sons, Walter and Herman, Jr.

Items From the Cloverland of Michigan

Sault Ste. Marie, April 30—Navigation is open so far as the Sault. The first boat to arrive is the steamer Algoma, of the Canadian Steamship Co. The ice above the canal into Lake Superior is still solid and it may be a few days before the boats will try to get through. One of the locks is filled with water and ready for the opening at any time now. Sunday was an ideal day here, with the thermometer at 50, which should hurry navigation.

Joseph B. Wenzel, Assistant President and general manager of the Grand Hotel, at Mackinac Island, arrived at St. Ignace the first of last week en route to the Island, where he will prepare the hostelry for its opening in June.

Holly Seaman, of Drummond Island, was elected President of the Drummond Booster Club at the annual meeting of the club held last week. A fine program was enjoyed following the business meeting and banquet.

It is foolish to tell people how much you make. If you name a small sum they think you're a flop; if you name a large sum they'll think you're a liar.

Mr. and Mrs. Marshall Hunt returned last week from Florida, where they have been spending the winter. En route to the Sault they spent several days visiting with their daughter at St. Clair, Michigan.

Twenty members of the Chippewa County Retail Grocers and Meat Dealers Associations met last week. The meeting was one of a series being held by the Association to familiarize members with the code. President Knute Marin presided.

Ham Hamilton, of the Pickford grocery, at Pickford, was a business caller last week, taking back a load of merchandise.

The Sault Smelt Club, recently organized, held its first catch last Saturday night. That it was quite an event would be putting it mildly. Guests began arriving at about 6 o'clock in the evening. The road into the camp was about one mile off the Sault-St. Ignace highway and was soft and muddy, so that many cars remained in the field off the road, instead of going through to the camp, but a number of cars, including the electric light plant car, brewery car, and mess car which contained provisions for several hundred members, made the grade. There were two large tents on the ground, beside several canvass screens to break the cold wind which was the only uncomfortable feature. Many bonfires along the stream helped to keep the crowd good natured. After the first call for lunch which occurred about 10 p.m., many of the enthusiasts took their fishing equipment, consisting of a long dip net and several baskets, down to the stream, where the sport began, but it happened to be a little too early for the big catch and only a few fish were taken. The crowd continued through the night. Frequent trips were made to the camps, where more eats and refreshments were laid out on long tables, with a help yourself welcome displayed. Some good speeches were made from the platform erected for that purpose. This continued through the night. Frequent trips were made

the remaining members embarked for their respective homes, most of the parties were too late to attend church on Sunday morning, but another good time was had by all.

Arthur L. Roberts, president of the Arthur L. Roberts system of hotels, of which the Hotel Ojibway is part, was a business visitor here Monday. He is a member of the National hotel code authority. After conferring with Leon Degelman, the local manager and chairman of the Upper Peninsula hotel men's committee, he left Monday afternoon for St. Paul.

That sport writer's statement, "Fifteen per cent of Americans play golf" should be revised to read, "Fifteen per cent of golfers play golf."

William G. Tapert.

Political Situation Has Retarding Effect on Business

The bond market was irregular during most of last week. Although strength was in evidence from time to time, considerable amount of profit taking had to be faced so that the averages closed slightly lower for the week. The decline in prime domestic bonds was small with the Dow-Jones average of 40 bonds off approximately $\frac{1}{4}$. U. S. Government issues pushed forward so that long-term treasury issues were up about $\frac{3}{4}$ of a point at the close, with others gaining around $\frac{1}{2}$. Although the majority of speculative issues tended lower, in some instances special developments caused prices to move upward. In the foreign group, German bonds were most active and rallied considerably. Other sections of the list declined to some extent.

The general economic and political situation still presents a confusing picture. Indecision in government policy is evidenced in alternate tending to the left and right. While the Administration turns towards a conservative monetary policy there is a determined silver bloc in Congress. At the same time large expenditures of government funds continue to be made. The agricultural recovery plans have thus far fallen far short of the desired results inasmuch as farm prices are still well out of line with prices of goods the farmer must buy. In spite of this unfavorable result, restrictions continue to be placed on the speculator who has heretofore performed an important economic function in carrying crop surplus. The same general uncoordinated policy is apparently being pursued in other types of business. Under our present economic system the assumption of speculative risks because of profit possibilities represents the moving force in business transactions.

There are no outstanding changes in the business outlook. While conditions in the textile trade are not favorable, car loadings continue to increase unseasonably, electric power production is increasing and motor and steel production continue at a high rate. In general, however, it seems likely that the seasonal peak has been experienced. The confused aspect of the political situation is likely having a retarding effect upon business recovery.

J. H. Petter.

Economic law includes the Golden Rule.

Testing the Price Level

Unless the price movements in the grain and cotton markets are sharply reversed, the next few months are likely to bring a severe test for the price pegging mechanism maintained in many lines by NRA and AAA policies.

In addition to the depressing influence of lower raw material prices, there is evidence that consumer pressure for lower prices is on the increase as the new price maintenance provisions of the various retail codes become effective. Moreover, the capital goods revival program under consideration in Washington may contemplate price concessions on the part of the industries expected to benefit.

The chief price raising factor tending to counteract these forces is labor's active demand for further wage increases, which would raise production costs. Also, commercial banks, and in isolated cases mortgage loans with RFC funds, may assist enterprises to carry inventories, until demand catches up again with curtailed consumption. Several such mortgage loans have recently been made to large enterprises in the textile industry, it is understood.

Fixing Tire Prices

The new list of automobile tire prices which is to be fixed under the NRA to end price wars between dealers and mail order houses is likely to involve enforcement problems as complicated as those caused by the cleaners' and dyers' code.

When the first announcement mentioned "minimum prices low enough not to stifle competition," many in the trade expected to see a new policy initiated, promulgating fixed, but really low, prices. Actually, the preliminary list shows only minor reductions from manufacturers' list prices. Hence, violators of the code would have a wide margin for price cutting, making enforcement a live issue.

With the signing of the international rubber restriction agreements over the week-end, wholesale tire price increases are expected to follow, obviating much of the existing severe competition.

When Will Bank Loans Expand?

Despite the contracting tendency in commercial bank loans during the past fortnight, the belief persists in banking circles that an expansion in such advances will be seen before long.

It is stated that there are many enterprises that are still able to finance their existing volume of business without new bank credits. However, any further expansion in turnover or rise in commodity prices would cause them to seek additional capital.

If the expected further recovery takes place in business this fall, a material increase in commercial loans may be expected at that time, it is contended.

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