

As A Popular Poet Sees The Preacher

Ah, what an easy job is his,
The man who's in the preaching biz!
He has but little work to do,
For all he does the whole week through
Is just to call upon the flock
As regularly as the clock;
To cheer the sick who groan in bed,
To preach a sermon for the dead;
To teach the sinner righteousness,
To succor famine and distress;
To marry lover fond and true,
And christen little babies too;
Preside at socials now and then,
Hold meetings for the boys and men;
Look in upon the ladies' aid,
See that the janitor is paid;
Hold prayer meetings on Wednesday night,
Smooth over bickering and strife;
Keep all his actions free from smirch,
Avert dissensions in the church;
Give all parishioners advice,
And always preach on Sunday twice.
Yes, kindly is the parson's fate,
The work is light, the pay is great.
A guide, philosopher and seer,
At seven hundred bucks per year.

Berton Braley.

Our Selection of Risks is Insurance Economy For You

WHY HELP PAY THE
LOSSES
ON POOR RISKS?

*Each year we are saving our
Michigan Policyholders over
\$400,000.00*

How?

BY SELECTING BETTER RISKS.

Benefit by joining our select group of policyholders

INSURANCE INQUIRIES INVITED

THE MUTUALS AGENCY

DETROIT

Mutual Building
LANSING MICHIGAN
Phone 20741

GRAND RAPIDS

MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, MAY 16, 1934

Number 2643

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Printed by the Tradesman Company, Under
NRA Conditions

Sidelights on Business Conditions in Southwestern Michigan

St. Joseph—I was given a most cordial welcome in St. Joseph by Mr. Wolf, of the Wolf Market, also by Mr. Gillespie, the leading druggist. Both of these merchants esteem the Tradesman highly and recommend it to their neighbor merchants. Had a pleasant chat with Attorney Banyon, who has long been a careful reader of the Tradesman. This beautiful little city, like so many others, is feeling seriously the drain of trade profits made by the big chain stores. A leading clothier on Main street, who has occupied his location for the past twenty-five years, has just been ordered out by the owner of the property, who has leased the store to a national chain corporation. The city is already overburdened with greedy chain stores, and some day the property owners are going to awaken to the fact they are helping to ruin the future prospects of growth and expansion of their community. The life blood of St. Joseph or any other city is the profit on trade transacted in it. When these foreign chain invaders come it is for profits, and when they take these profits away, never to return, it impoverishes the city. It lowers the value of all kinds of property. It makes taxes hard to pay. It is more difficult to support the schools, churches, lodges and other societies. Were it not for the home merchants getting a part of the profits on trade, the churches and schools could not carry on at all. If St. Joseph could have the loyal support of its citizens, and the co-operation of its press and pulpits, in a campaign of enlightenment, the flock of big chain stores could be driven out and prosperity would gradually return. I met many merchants, who would like the Tradesman, but the drain of cash from the community delayed their subscription.

A national food and drug chain have recently decided to join the already large list of chains in Benton Harbor. In describing the elaborate beauty of the new chain drug store in the local newspaper, one would think the city was indeed fortunate to have such a splendid acquisition to the business center. It looks as though the local publishers are more interested in prospective advertising than they are in the welfare of their city. Home merchants welcome the petition, published in the Tradesman and are glad to sign it, and have their protest go to the President, who has expressed an interest in the home owned business and condemned the spread of the big chain stores.

Three Oaks—I have never seen such a dust storm as has prevailed in this section, yesterday and to-day. Chicago paper say it comes from Dakotas and nearby states. It is extremely dry here and farmers find it difficult to work the soil. Did not get out of Three Oaks until past noon. This is one of the finest town I have been in for some time. The Warren Featherbone Co. is the main stay and they employ some four hundred of the citizens. Formed the acquaintance of the superintendent of the factory, who first conducted me to the Chamberlain Museum, which occupies a fine brick building, which was formerly the main office of the company. In building the new bank of E. W. Warren & Co., a few years ago, it was provided with office facilities for the force of about twenty-five people, of the Warren Featherbone Co. The bank is organized as a state bank and I was told has had no difficulty in meeting the demands of its depositors. I was much interested in my tour through the large plant, where the various processes were explained to me by the superintendent. They have their own machine shops, where much of the special machinery used, is built, and here repairs to looms and other machines are made. Featherbone is used in much of their product, but a good part is made from fabrics, yarns, silk and rayon. Many designs of braid and trimmings are made, the demand and styles depending upon fickle dame fashion.

Niles—Niles is a beautiful little city located upon each bank of the St. Joseph river. Gradually the big National chains are crowding the home merchants off of Main street, just as they are in many other towns and cities. The city has a good list of manufacturing industries, which I was told are increasing production. If the profit on trade in this city could remain here, as it formerly did before the big chain stores came, it would be well on the way back to prosperity. What is needed here is more activity in the

chamber of commerce. I would like to attend one of its meetings and have every line of business represented. I would like to talk to them for an hour. I would like to show them that chain stores should not be admitted to membership. Not that they have anything against the local managers and employees, but against the greedy corporations that employ them. The earlier local organizations recognize the big chains as enemies, the better it will be for them, for no chamber of commerce can build up the interests of a city, as long as these big corporations remain. They come into the city for but one purpose—the profit on trade, which is the life blood of every community. They do not spend their profits here, but send it away daily to the great financial centers, never to return. They make it hard for the home merchant, who always keeps his profits here. Were it not for the reduced profits of home business, conditions would not be as good as they are. If the home business and professional interests of Niles will unite in one organization, securing the co-operation of the local press and pulpits, they can put on a campaign of enlightenment, that will show the citizens and farmers about, how the greedy chains are bleeding the community. Every penny a farmer saves in a purchase at a chain store, costs him one to five dollars at the elevator and stock yard, where he sells his products, because these greedy corporations are constantly beating down the price of farm products, which also lowers the value of farm lands. This is also true with city people who thoughtlessly trade with these pirates, which are closing the doors of opportunity to young men and women coming out of high schools and colleges. What chance will they have in commercial life, going up against these billion dollar corporations with small capital? If we are ever to get back to prosperity and a job for every honest man and woman to have a chance to earn a living, we have got to learn to "live and let live." We cannot do this, as long as the people trade with monopolies, which rob the community of the profits on its trade.

Clarence E. McLauchlin, formerly with R. R. Taylor of the Broadway Market, for four years, recently opened a new grocery and market at 416 Wayne street. He also was a salesman for several months with a Chicago wholesale grocer, calling upon local trade in that city. Mr. McLauchlin is a young man of pleasing personality and with the training he received in one of the best local food stores, he is well equipped to enter the food trade. Only the best of young men can succeed in the food business to-day, as they must face the price cutting competition and

tricks of the greedy chains. This young man is to be commended for his courage and ability and we wish him success.

Few cities of the size of Niles have as fine a hotel as the Four Flags hostelry. Here the chamber of commerce has a fine suite of rooms, as well as other local business interests. No line of business has been more severely hit than hotels since the advent of the big chain store corporations, which have driven thousands of salesmen off the road.

It was my pleasure recently to be conducted through the large plant of the Warren Featherbone Co., at Three Oaks. This company was founded in 1883 by Edward K. Warren, who saw a new aid for dame fashion, in the quills from the wings of our National Thanksgiving bird, the turkey. His dream was a better article for use in women's corsets than whalebone. He set himself to work upon special machines which converted the shell of the quill into narrow fiber, which could be assembled into a flexible flat stay or cord to meet the desired requirements. Over this was placed various colored fabric coverings, which were sewed into the proper form. Corsets were an early product of the company, as well as the manufacture of buggy whips, etc. The demand for featherbone varies with the turn of fashion and hundreds of new uses have been devised, so there is a continuous demand for it. Only about a dozen feathers from each turkey are used in making featherbone. In the large warehouse was scores of big bales of these particular quills, which they purchase from the large packing houses.

The present large plant covers the site of the first factory, which was formerly a livery barn. Here only a few were employed with the odd looking machines which were operated by hand. These crude machines now repose in the Chamberlain Museum, also founded by E. K. Warren, in which are shown models of women's wear for many past decades. Aside from these are thousands of exhibits of grandfather and great grandfather's day. Through the courtesy of the superintendent I was presented with a catalogue and samples of the present product, bias fold tapes in every size and color, lingerie and shoulder strap ribbons, rick rack, elastic dress belting, weighed tape, blanket binding. Hose supporters, belts for women and men, Warren's girdles for girls and women, coinettes and gift novelties are produced. Stylists are constantly anticipating the mode of that fickle dame of fashion, so the smartly dressed woman may be supplied with something new and pleasing. The company manufac-

(Continued on page 24)

SUCCESSFUL SALESMEN

H. F. Potts, Michigan Representative for Clorox Chemical Co.

Howard F. Potts, factory representative for the Clorox Chemical Co., of Oakland, California, covers Western Michigan territory and works through the Chas. K. Stone Co., of 1448 Wabash avenue, Detroit. The Stone Co. is Clorox distributor for the State of Michigan and handles General Food Products as well.

Mr. Potts was born in Port Huron, Mich., Nov. 11, 1895, and attended the public schools of Port Huron and the Thumb district, took a college preparatory course at the Ferris Institute of Big Rapids, which he later completed in special classes at the University of Detroit.

Mr. Potts enlisted in the U. S. army in the spring of 1917 and trained at Camp Custer where he left for France

ing, however, and after two years in the real estate business he returned to traveling, representing a manufacturer in Michigan and the Middle West states. He introduced Clorox in Western Michigan territory and he and his family have made Grand Rapids their home since Clorox entered the Michigan market, four years ago. He resides with his wife and three children—two daughters, 9 and 7, and a son, 5, at 228 Hampton avenue.

Mr. Potts has been very successful in both sales and distribution of Clorox in Western Michigan and attributes his success to an outstanding product, combined with hard work, and says even though he came here during very troublesome times he has found Grand Rapids a truly good city in which to live and he believes sincerely in its future.

Mr. Potts owns up to two hobbies—still water fishing and small game hunting.

Mr. Potts is a man of easy approach and pleasant address which enables him to make friends and hold them indefinitely. He is fair minded in all his contacts and invariably carries out all his agreements to the letter, which gives him a high standing with the trade.

Secretary Hanson's Report Made To Manistee Convention

It is again my privilege for the fifth time, to render an accounting of the Secretarial stewardship to the members of our Michigan State Association of Retail Grocers and Meat Dealers.

In submitting my report at our last annual convention, I called to the attention of our members that we had been greatly handicapped in the development of our State Association, due to the popularity of various anti-chain propaganda campaigns, but had carried on our trade association in a dignified and constructive manner and had wound up the year with \$824.67 in the treasury and \$64.42 outstanding advertising accounts, making a total of \$889.18 and had paid \$251 per capita dues to the National Association representing 502 members.

I recommender that the time for our State Association to forge ahead was now at hand and advised that field men be employed to contact retailers in order to build up our membership, never realizing at that time that the golden opportunity for all trade associations was so near at hand and which was made possible by the Federal Administration's Recovery program.

Our officers and board of directors concurred in my recommendations to some extent, particularly to the part of my report that the time was now at hand for our State Associations to forge ahead. However, there was a difference of opinion as to the methods to be employed and instead of employing field men under my supervision, a full time Secretary and the establishment of a separate office for our State Association was preferred.

The eight months that this experiment was being tried out resulted in an increase of 210 members based upon the per capita dues paid to the National Association and which according to the

records amounted to \$356, which represents 712 members.

As a matter of comparison, the total administrative expense for the 1932 period reported April 1, 1932, amounted to \$857.95, as against \$2,494.76 for the period following, up to February 1 of 1934 and leaving a deficit of \$381.62 at the time of my re-instatement, based upon the available list of liabilities.

Since my re-instatement, I have managed to pay off \$220 of the indebtedness and have paid \$175 1934 per capita dues to the National Association. Our advertising accounts receivable in excess of accounts payable, amounts to \$155.83, most of which will be collected by June 1, and with the balance in treasury amounting to \$58.27, totals \$214.10 to offset the balance of the deficit of \$161.62.

In addition to this, we are assured of approximately \$450 as our share of the food mart profit, which will again

few months than was made possible during the entire time served as Secretary.

This opportunity presented itself in connection with State Code Authority duties and in a number of instances, in company with National Director VanderHooning, also a member of the Michigan Food and Grocery Distributors' Code Authority.

At all of the meetings, the importance of our trade association functions, comprising of local, state and National bodies, has been explained and it is my firm conviction that this year of 1934 will resolve itself in the firm establishment of all of our trade Association functions, as it is no longer merely a duty of retailers to affiliate with their trade association, but is a privilege retailers cannot afford to pass up.

Items From The Cloverland Of Michigan

Sault Ste. Marie, May 15 — The Lakes are about free from ice now and navigation is in full swing again. Last week some of the boats had to return to the Sault, after battling the ice in the Lake. The Pittsburg Steamship Co.'s fleet made their first appearance last week and there are to be more boats this season than for many years, according to information received here, so that this should be a banner year. Some of the first boats to arrive here this season were the Canadian boats, which brought coal, arriving just in time to relieve the coal shortage, as the docks were about depleted when the first shipment arrived. This certainly was a banner season for the coal dealers here, with a large supply at the closing of last fall and the long-continued cold weather giving them an opportunity to clean up. Under the code there must have been some money in the business. Everything favored the coal barons. In former years the large companies, institutions and factories were able to buy their coal at greatly reduced prices. They have been obliged to pay the regular code prices since the new deal went into effect. There is always something so be thankful for by some people.

The Deer Trail Hotel, at Eckerman, the popular rendezvous for deer hunters and fishermen from all parts of Michigan, has been changed and will hereafter be known as the Deer Trail Tavern. Shilling & Nicholson, the proprietors, have taken out a beer license. Lunches and meals are now available at all hours. The place has a seating capacity of eighty and is situated within a short distance of the Eckerman rearing pond for trout.

M. A. Fair, the well-known meat merchant at St. Ignace, paid the Sault a visit last week. He was accompanied by his wife, Mart, as he is known by his many friends, says that St. Ignace is looking for a busy summer. They now have a live Chamber of Commerce which has been doing things to make the Gateway to the North a real place.

Hope is all right in its place, which is to form a partnership with hustle.

There will be a change in the bus schedule, commencing May 16. The Great Lakes Motor Bus Co. announces that the bus will leave the Sault at 7:45 a.m. and arrive at Detroit at 9 a.m.

James H. Anderson, who for the past thirty-two years conducted a general store at Curtis, died last Thursday. He was well known and leaves a large circle of friends whose confidence he has enjoyed for these many years. The Odd Fellows conducted the funeral.

G. H. Rasmus, of Antigo, Wis., arrived last week to become assistant manager of the Montgomery Ward & Co. store here, taking the place of M.



Howard F. Potts

ten months later. He was attached to the 310th Engineers as a special duty sergeant looking after transportation of rations and supplies and served with this unit in the American North Russian Expeditionary Forces for sixteen months. He returned from Russia to Brest, France, on a confiscated German transport which was manned by British sailors and upon his return to Brest was happy to learn he would be privileged to return to New York on a good American transport, called the Northern Pacific, which crossed the Atlantic ocean in four and a half days. This was a pleasant diversion, he says, after spending two weeks on the old German tramp boat from Archangel to Brest. He was discharged from Camp Custer near Chillicothe, Ohio, in November, 1919, and returned home in time to celebrate the first anniversary of armistice day—Nov. 11, 1919. He was associated with his father in business prior to entry in the army, but owing to his father's death, which happened during his army service, he joined with the Proctor & Gamble Co. sales organization, following his discharge from the army, and did special sales work for this concern until he left them to join his brother in Detroit in the real estate business. He preferred the road sell-



Herman Hanson

bring our treasury balance back up to at least \$500 by June 1, without taking into consideration the dues that will be paid in at this convention and immediately following the convention.

Up to time of writing this report, we have collected renewals from 243 members and have received eighty-nine new members—twenty-seven of these being from the city of Marquette in the Upper Peninsula.

We also have a definite promise of the Detroit Retail Grocers' Association returning to our fold with a minimum of fifty affiliated members and Saginaw has also definitely promised to again affiliate.

These results have been made possible by the co-operation of our officers and a number of our Association minded members throughout the state.

Special mention is due Director Miklas, whose prestige, untiring efforts and personal sacrifices in arranging for our convention and the restoration of our financial status have made this report possible and should serve as a worthy example to the members of the industry as to what might be accomplished if all co-operated in the development of our trade association.

The writer has been privileged to address more retailer groups throughout the entire state during the past

C. Bergstrand, who has been assistant manager for the past six months.

And why not green onion day? Thousands of people do not dare eat a green onion on account of their social standing, and if everybody did it on the same day, everybody could be happy.

Dave Pattison, son of the well-known Spruce street grocer, proved last week he is in line for promotion as a good detective. A twelve-year old boy, accompanied by his mother, came to the Pattison store to do some shopping. The store was ready to close and the cash receipts amounting to \$90 had been placed in the safe. After the woman and the boy had left, the theft was discovered. Dave lost no more time talking the matter over or waiting for further instructions, but put on his hat and proceeded to locate the pair. He succeeded in locating the boy on Portage avenue bridge and took the money away from him, then reported the matter to the police who took charge of the matter and will see that the thief is dealt with in due form. It has been suggested that Dave be added to the Dillinger detective force, as he has made good in this his first case.

The opening of the Cobblestone cafe, at St. Ignace, has been postponed until May 19, as much additional work is necessary in enlarging the building which will have twice its former seating capacity. This cafe is one of the finest places of its size in Cloverland and did a large business last season. It will be prepared to get its share of the expected increase this season.

When a man finds himself suddenly free from troubles he's happy for an hour or so, then he begins to get bored, then he goes out and stirs up more troubles.

The Royal Line Transit Co., Inc., of Houghton, will place the passenger steamer, City of Hancock, on the Portage Lake—Fort William run across Lake Superior this season, with stops going and coming at several Isle Royal hotels. The schedule adopted calls for one trip weekly between June 1 and June 15 and two trips weekly between June 19 and 30. Beginning July 1 and continuing through the summer until Sept. 1, three round trips will be made each week leaving Houghton on Monday, Wednesday and Friday. The City of Hancock has excellent accommodations for 200 passengers and several cars. This will be one of the delightful trips to look forward to.

Chester Crawford, the well known merchant at Stalwart, was a business caller last week, taking back a truckload of merchandise.

The new ferry boat plying between Drummond Island and DeTour is now in operation on summer schedule, making four trips daily. The new ferry Wallan is owned by W. T. Partridge, of Johnwood, and Landon Tausand, of Saginaw.

J. M. Cummings, of the Sault, left last week for Lower Nebish island, where he will open the O-non-e-gwud Inn for the season. Mr. Cummings also plans to open a general store this year in connection with the hotel. He has purchased a new combination passenger and freight truck and expects to make trips three times each week from the Sault to Sailors Encampment.

A dress suit is useful: trying to get inside it again every year or so reminds you to take more exercise.

Taffy Abel, the famous hockey player, is spending the summer in the Sault and announces that he has taken the agency for distributing the popular, well-known Fox Head beverages, lager beer and ale, lime dry, ginger ale and carbonated water.

Jake Schopp, the popular merchant at DeTour, spent a day here last week receiving medical attention. He has been troubled with a slight attack of rheumatism.

H. C. Saunderson, of the Soo Wholesale Grocer Co., entertained a party

of friends with a fishing party at Cedarville last week. The prize for the largest fish caught was won by Mrs. Saunderson, while Mr. Saunderson caught the largest string of fish. This was not as he wanted the prizes distributed, but it really happened. A picnic lunch was served at the Islington Hotel, and a good time was had by all.

There ought to be some kind of a celebration when the first homegrown blueberries reach the local market. Why not adopt a slogan for the Upper Peninsula blueberry season, "A blueberry pie in every home"?

William G. Tapert.

Death of E. A. Clemens

E. A. Clemens, chairman of the board of the Globe Knitting Works, died last Saturday. The funeral was held at the family residence Monday, being conducted by Dr. J.W. Fifield, Jr.

Mr. Clemens was a Norwegian by birth. He came to this country at the age of 18 years in 1880, worked a-couple of years in Chicago, went to Niles to



The Late E. A. Clemens

be superintendent of the Star Knitting Works there and in 1882 came to Grand Rapids when S. Walker moved the Star Knitting Works to this city. In 1887 Mr. Clemens started the Globe Knitting Works, occupying the single small room in what is now the Goodspeed building, on Pearl street. His business grew and expanded, until it occupied an entire floor, and then he built a factory of his own. The Globe Company grew rapidly under the management of Mr. Clemens and his associates. Mr. Clemens was also interested in the Sanitary Knitting Works. He was progressive as a business man, aggressive and enterprising in his methods, and there was no question as to his loyalty to the city of his home and the country of his adoption.

They Bleed the Business Life of the City

It is about a year ago that I began a survey of Michigan business conditions, especially the effect the National chain store monopolies are having upon local merchants. It is generally admitted that in towns and cities where the chain stores have located the home merchants, who happen to be in competition with them, have suffered loss of trade or have had profits greatly reduced.

The home merchants have found themselves very much handicapped in

their efforts to protect their business and hundreds have been forced to close their stores. Various methods have been tried to show the people the evils of the big chain stores, but the public have paid little attention to their pleas, believing it was used only for a selfish purpose. In my study of this subject, I have come to see that the invasion of towns and cities by the greedy chain corporations, is not so much the problem of the merchants, as it is of the community as a whole.

Destroying or crippling the business of home merchants is but a small part of the loss caused by the big chain stores. The greater loss is their removal of the profits upon trade given them by the buying public. The profits of the home merchant stay in the community, where they help local enterprises and establish new ones. It helps to build schools, churches, homes and to enhance property values. How different it is when it comes to the profits gathered by the big chain stores. Instead of helping the home community, as home business profits do, it is at once sent away to the great financial centers, never to return. They come to take away, instead of building up the community.

I see no practical way to combat these greedy monopolies until the people can be made to see and understand the method they use in sapping the vitality of communities. It is a problem in which every local business and professional man and woman should be actively interested. Nothing can be done without organization and leadership. The local chamber of commerce or board of trade has the necessary machinery. The leader and membership must be made conscious that the organization is strictly a home institution and that every member is

loyal to the best interests of the community. This cannot include managers and employees of the big chain stores. Not that anyone has anything personally against these employees, but it is their employers, that come to exploit the community. The managers of the big chains are shrewd and they urge their local managers to unite with local bodies so as to divert their attention from the evils they do to the community. No local organization can get anywhere if they permit the chain stores to get into bed with them.

The first duty of a local organization is to teach loyalty to its own members. They must be given to understand they cannot be loyal to their own city and patronize the big chains. The banker, the lawyer, doctor, dentist and the minister must be made to see their trade with the big chains is bleeding the business life of the city. The dry goods merchant and the hardware man should know that when they buy of the big food chains they are hitting the prosperity of their city, even if they do not happen to sell foods. Of all merchants those who sell foods have suffered most from the big greedy chains. They should not be expected to do all the fighting to protect the business life of the community. The earlier that chambers of commerce and other local organization see this and take action the faster prosperity will return. They should enlist the services of both the press and pulpits to preach the gospel of home loyalty to every citizen. I feel this is a live and vital gospel having much to do with the welfare and happiness of all the people. I would like to preach this gospel to business men and women in every city and town on the route of my travels.

E. B. Stebbins.

To overcome, keep going.

IT'S SAFE TO BUY —

— You Take No Chances Here

LEONARD HAS SOLD DINNERWARE
EVER SINCE
JOHN TYLER WAS PRESIDENT

The only wholesale house in Michigan where you will find a full stock of Dinnerware, Decorated and Plain White. Prompt service from stock or factory. No package charges.



ASK US ABOUT

"NEW DEAL" General Dinnerware
"GIANT DEAL" Bowls and Creamers

You Never Made a Better Buy in Your Life

H. LEONARD & SONS

Since 1844

FULTON AND COMMERCE GRAND RAPIDS, MICH.

MOVEMENTS OF MERCHANTS.

Stanwood—Albert R. Steinke succeeds Cline & Steinke in general trade.

Detroit—The K. Dool Co., Inc., has changed its name to the Kahn Dool Co., Inc.

Flint—The Dailey Brewing Co. has increased its capital stock from \$200,000 to \$490,000.

Detroit—The Cinder Block, Inc., has been organized with \$10,000 capital stock, all paid in.

Trenton—The Guardian Bank of Trenton has changed its name to the Trenton State Bank.

Fennville—G. H. Van Blois opened his grocery store under Red and White auspices May 12.

Bergland—The Bergland Lumber Co. has reduced its capital stock from \$500,000 to \$390,055.25.

Petoskey—The First State Bank of Petoskey has increased its capital stock from \$75,000 to \$125,000.

Detroit—The Liquid Cooler Corporation has changed its name to the Temprite Products Corporation.

Detroit—The Hendrie Bakeries, Inc., has been organized with \$20,000 capital stock, of which \$9,000 is paid in.

Lansing—The American State Savings Bank has increased its capital stock from \$500,000 to \$750,000.

Detroit—The Square Deal Food Stores, Inc., has been organized with a capital stock of \$1,000, all paid in.

Detroit—Rhoda Burk, Inc., has been incorporated to handle women's wear. The capital stock is \$1,000, all paid in.

Detroit—Jerry Miller & Co. has been organized with \$5,000 capital stock, \$3,000 paid in, to handle candy, fruits and tobacco.

Detroit—Grand Furniture, Inc., has been organized to handle furniture and carpets. The capital stock is \$3,000, with \$1,000 paid.

St. Joseph—The Twin City Beverage Products Co. has been organized with a capital stock of \$10,000, of which \$1,000 is paid in.

Detroit—The National Greeting Card Co., Inc., has been organized with \$50,000 capital stock, of which \$4,700 has been paid in.

Alma—The J. Bickert Co. has been incorporated to handle retail merchandise with \$25,000 capital stock, of which \$1,000 is paid in.

Detroit—The Radio Electric Corporation has been organized to manufacture and sell radio equipment with a stock of \$5,000, all paid in.

Detroit—The Kenwood Corporation has been organized to conduct a retail grocery business. The capital stock is \$10,000, with \$5,000 paid in.

Detroit—The E. R. Pierce Co. has been organized to handle glass, paints and oils with a capital stock of \$50,000, of which \$2,000 is paid in.

Detroit—The H. Lininger Fuel & Supply Co. has been organized to deal in fuels and building supplies. The capital stock is \$25,000, with \$1,000 paid in.

Hartford—The E. R. Smith Building Supply & Material Co. has been organized with a capital stock of \$15,000, all paid in. It will deal in fuel, oils and grains.

Detroit—Booms Brothers, Inc., has been organized to handle heavy hardware and blacksmith supplies with a capital stock of \$4,000, of which \$1,000 is paid in.

Gowen—J. H. Winters, who has managed the general stock of the V. Thomsen estate for several years, has purchased the stock and will continue the business in his own name.

Dorr—Clarence L. Buer, junior partner in the hardware firm of Wm. J. Buer & Son, died last Friday in a hospital in Grand Rapids as the result of an operation. Funeral was held here.

Grand Rapids—Thomas Ford, who removed to Flint some years ago, will return to Grand Rapids about June, locating in the Eastern part of the city. He now represents four houses catering to the drug trade.

Detroit—Jack Commer has changed his company name to the J. Ann Shoe Co. Commer has the leased department of women's shoes in Maxine's, one of the smaller downtown department store. He formerly operated as the J. L. Shoe Co.

Bear Lake—O. E. Barker, who has conducted a hardware store here for the past several years, is moving his stock to Benzonia where he will open for business in the Whiteman building. Delbert C. Shreve, who has clerked for Mr. Barker, is getting in an entirely new supply of hardware items and will continue a hardware business. He plans to carry a complete line.

Battle Creek—Remodeling of the MacGregor building at 227 West Michigan avenue will be started soon preparatory to the establishment of a meat market in the store which has remained vacant for some time. Plans call for a general remodeling of the complete first story of the two-story building and the construction of a new terraza and brick front. A new heating plant and a new plumbing system are also to be installed.

Battle Creek—Dr. Walter E. King, director of the biological department of Parke-Davis of Detroit, will be the principal speaker at the banquet which Battle Creek Drug club and associated clubs will give the Calhoun Medical association Tuesday, May 22, at 7 p. m. in Kellogg hotel. Dr. King will discuss "The Relation of Biologic Therapy to the Practice of Medicine." Several acts of vaudeville have been arranged for the event which will mark the first time the druggists of this part of the state have had an entertainment for the physicians.

Detroit—Harry Thurmond, who formerly operated a shoe store in New Orleans, entered the Detroit field this week with the acquisition of the Torsion store, under the name of Thurmond Shoe Store. The store is at 424 Woodward avenue, the first store North of the river on Detroit's main downtown street, and is the former location of Grenier, Inc., owned by Charles Grenier. Thurmond plans to establish a local chain, opening four or more stores in the next few months, with a second location a little further uptown already selected.

Detroit—A lingering illness ended last Wednesday in the death of George

F. Minto, wholesale dealer in men's furnishings, at his home, 50 Burlingame avenue. He was 66 years old. Born in Corunna, he established his first store in Milan when still a young man and a few years later expanded the business with stores in Mt. Pleasant, Fowlerville and other Michigan towns. In 1915, he came to Detroit to open a wholesale business on W. Jefferson avenue, which he continued to operate until a year ago. He also retained an active interest in the outstate stores.

Detroit—Replacing J. Edward Frawley, who has been named executive vice president of the National Hotel Management Co., Inc., William J. Chittenden, Jr., has been placed in direct charge of the Book-Cadillac Hotel, it was announced Tuesday. Mr. Chittenden, who for 35 years has been engaged in hotel work in Detroit, has been resident manager of the hotel for nearly three years. His family was engaged in the hotel business in Detroit. He has served in the old Russell House, the Pontchartrain, the Morton House, in Grand Rapids, and in the Detroit-Leland.

Hesperia—Archie McCallum, for many years merchant and civic leader, passed away last Wednesday after a brief illness. Mr. McCallum had from his early manhood been prominent in the affairs of the community and possessed its universal confidence and esteem. His latest public work was as administrator of the Newaygo county CWA. He was active as a member of the Greater Hesperia Association, and a leader for many years in the promotion of the Hesperia Big Meeting, known throughout the country as "The Hesperia Movement." He was a member of the Presbyterian church, of the Hesperia Masonic lodge and for many years a member of the Hesperia Board of Education.

Owosso—Suit for an accounting and asking that the large candy factory here be sold to satisfy bonds and interest in the amount of \$180,000 has been filed in Circuit Court by the Union Guardian Trust company of Detroit. The defendants are the Walker Candy, Inc., adjudged bankrupt two years ago; its successor, the Candy Products Corporation, now in receivership and the Union Guardian Trust company, trustee in receivership. The bill of complaint sets up that in 1929, the trust company loaned the Walker Candy, Inc., \$180,000 as working capital and took as evidence of the loan a similar amount in first mortgage bonds against the building. The last of the bonds was to mature in 1942. To date, it is claimed, nothing has been paid on either principal or interest. There is more than \$5,000 due in interest and \$3,000 in taxes. A plan is now on foot whereby a new company will be formed to lease and operate the plant.

Petoskey—Complete liquidation of the assets of the A. Fochtman department store, now in receivership, were decreed by Judge Victor D. Sprague at a court session held in Cheboygan Monday. The court's formal order has not been issued, but it is understood

that complete liquidation within a reasonable time will be mandatory. George S. Danser, manager of the Petoskey Grocery and Fred D. Vos, of Traverse City, were named to represent the creditor's committee in directing the liquidation, together with Eugene Fochtman, the receiver. At a previous hearing in Petoskey, on April 9, an offer by Wilbert Fochtman and others to take over certain assets and terminate the receivership, was made, but later withdrawn. The court then ordered a reappraisal of the assets by the creditors committee, who were to report and make recommendations at yesterday's session. Comprising this committee were Mr. Danser, Mr. Vos, James T. Clarke, of Harbor Springs; S. R. Berkey, of Grand Rapids; and Henry Miltner, of Cadillac.

Petoskey—Frank L. French has purchased the College Pharmacy in Jackson. Mr. French came to Petoskey in 1901, the year after his graduation from the pharmacy school at the University of Michigan, and Mrs. French has lived here all of her life. Mr. French entered the employ of the Eckel Drug Co., when he came to this city, and later was made manager of the store. Since 1922 he has been in partnership with Hoyt C. Nihart in the Central Drug store, which they purchased from Walter Kephart. Mr. Nihart now is sole owner of this store. Taking an active part in civic and fraternal affairs, Mr. French has served for twenty years as a member of the Greenwood cemetery board and for about fifteen years as a director and officer of the Petoskey Home Building Association. He is a member of Durand lodge, No. 344, F. & A. M., Emmet Chapter No. 104, Petoskey Council, No. 52, and Ivanhoe Commandery, No. 36, of Petoskey, and Saladin Shrine of Grand Rapids. He served as master in the Council, but has been most active in Ivanhoe Commandery, where he has filled nearly every office and served twice as eminent commander, in 1910 and 1919. He also was recorder for a number of years and was chairman of the Hospitaler committee for three years.

Manufacturing Matters

Detroit—The Nelson Tool & Manufacturing Co. has been organized to manufacture tools and dies, with \$5,000 capital stock, all paid in.

Lansing—Lansing has become the sales and dealer headquarters for the Uniflow Manufacturing company's electric refrigeration products. John J. Quirk, long-time resident of Lansing and with many years of merchandising and distributing experience, is being made Michigan manager. The Uniflow company, makers of pumps, electric apparatus and other equipment, added refrigeration to the line five years ago. The company will distribute throughout Michigan its Elektrik-Ice refrigerator, a unit that is guaranteed to give zero dry cold. Mr. Quirk has leased space at 130 East Washtenaw street for both a retail store to serve the local community and a warehouse for distribution to Michigan dealers.

Essential Features of the Grocery Staples

Sugar—Local jobbers hold cane granulated at 4.79c and beet granulated at 4.57c.

Tea—No change has occurred in the first hands tea market in this country during the week, except advances in Ceylons and Javas. The undertone is still strong, but business quiet. Consumptive demand for tea is fair without change anywhere.

Coffee—The situation in future Rio and Santos, green and in a large way, has shown a few declines and a small advance during the week, but none of these changes were very important. Spot Rio and Santos has shown some shading, but the market is not materially different from a week ago. Demand is light. Milds are about unchanged. The jobbing market on roasted coffee is showing no particular fluctuation from last week. Consumptive demand for coffee is good.

Canned Goods—Each week brings the new packing season nearer, but uncertainties over the future still hold the trade back. There appeared to be somewhat more interest in spot goods last week and declines in some items have been halted. The serious drouth which has been felt in the Middle West and to some extent in the South and East is putting a new complexion on new goods, principally peas, which are the first of the major vegetables to think about. Of course, no one can do anything but guess at what the effect of this drouth will be on the ultimate pack, but at least it will serve for the time being as a check on the talk of overproduction in foods during the coming season. The strike of the long-shoremen on the Western Coast is still in effect, and some disorder has been reported in the Northwest. It seems that just as soon as packers of Columbia River salmon got one serious problem of trouble out of the way, they are faced by a situation which will tie up not only new pack goods but old pack as well, as long as this strike lasts. In Washington there is still a deadlock over the cannery's code, caused chiefly, it was reported Saturday, by the provision which would bar direct buying. This has been one of the sore spots in the trade, and brokers have been fighting any diversion of brokerage strenuously. As regards business in general, there is a growing disposition to take a more encouraging view of the future. There has been a let-down from the optimism that prevailed early in the year, but the gloom which existed up until very recently is giving way to a saner feeling.

Dried Fruits—The dried fruit market here continued to show a moderate pick-up this week against previous weeks, and this has given sellers encouragement as regards the future. The dullness which has existed in about all lines of the food business has had rather a dampening influence on future sentiment, but there is a growing inclination now to regard the lull for what what it probably was—a period of adjustment. Stocks held on the spot are beginning to move again and orders coming from both the local and interior trades indicate that retail outlets have let their shelves and bins grow bare to

a point beyond that dictated by good business. Some of the items which have shown a tendency to give slightly will stiffen up promptly on any appreciable improvement in business. These include Santa Clara and Oregon prunes on the spot, seedless raisins and a few imported lines. These goods cannot be replaced at such prices and it is only the nature of things for them to do better on a larger volume. As for apricots, they have been advancing here to some extent and business has been coming in on the rise, not much, to be sure, but enough to indicate a growing trade adjustment to higher prices. As for shipment, apricots are firmer than ever, and the very short crop in prospect puts the possibility of a recession beyond serious consideration.

Beans and Peas—The market for dried beans shows no special change for the week. It is still a buyer's market, demand being very quiet and prices easy. The same applies to dried peas.

Nuts—The shelled nut market continues without much change this week, except for some improvement in demand for walnut pieces for the account of the ice cream trade. The trend in pistachios and pignolias was slightly easier. The prices on almonds, Brazils and cashews were generally unchanged.

Olives—Shipment offerings of olives continue to mount. Spain is confronted with a shortage of peppers for stuffing purposes. On the spot medium sizes of stuffed queens are quite scarce, these being the most popular with consumers. Stocks of other sizes light, too. The tone of prices firm here, with prospects for future advances good. A steady demand is reported.

Rice—The rice market is swinging along from week to week, without much happening, either positively or negatively. However, there appears to be a growing belief now that the lull in business which has existed for the past few weeks is passing and that all foods, rice included, will show to better advantage in the near future. Statistically, the position of rice is strong enough to keep the South in an optimistic frame of mind regarding the future. Comparison of distribution figures for April with April of last year give an erroneous impression, because of the almost exactly opposite conditions which prevailed in the two months.

Salt Fish—Demand for mackerel and other salt fish is very poor at present, as it always is at this season. Stocks are light and prices steady. Herring dull.

Syrup and Molasses—Sugar syrup is in the same position it has been in for many weeks—limited production, fair demand and firm prices. Compound syrup is still dull without change. Fine grades of molasses are selling about as usual at unchanged prices.

Vinegar—With stocks low, there is a good demand for cider vinegar. Prices are firm and looking upward. No sweet cider is left on this market for sale to apple brandy manufacturers.

Success is three parts ability, two parts luck and five parts the right wife.

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—90c per doz. for home grown.

Bananas—4½c per lb.

Butter—Creamery, 24c for cartons, and 23½c for tubs.

Cabbage—New from Texas, \$2 per crate of 85 lbs.

Carrots—50c per dozen bunches of Calif. or \$2.75 per case.

Cauliflower—\$2 per crate for California.

Celery—Florida, 6 and 8 doz. crates, \$3.50.

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

Cucumbers—Home grown hot house are now in market, commanding 80@90c, according to size.

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

C. H. P. from farmer.....\$2.05

Light Red Kidney from farmer.. 3.75

Dark Red Kidney from farmer.. 4.75

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

Fancy, fresh white.....18c

Candled, fresh.....17c

Candled, large pullets.....14c

Checks.....13c

Garlic—12c per lb.

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

64.....\$4.00

70.....4.00

80.....4.00

96.....4.00

Green Beans—\$2 per hamper for Louisiana grown.

Green Onions—Shalots, 21c per dozen from Indiana.

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

Green Peppers—California, 50c per dozen.

Lemons—The price is as follows:

360 Sunkist.....\$6.50

300 Sunkist.....6.50

360 Red Ball.....6.00

300 Red Ball.....6.00

Limes—23c per dozen.

Lettuce—In good demand on the following basis:

California, 4s and 5s, crate.....\$5.50

Leaf, hothouse......90

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.....\$3.25

176.....4.00

200.....4.50

216.....4.50

252.....4.50

288.....4.50

324.....4.25

Red Ball, 50c per box less.

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

76.....\$1.65

126.....1.65

150.....1.65

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.....13c

Light Fowls.....11c

Ducks.....8c

Turkeys.....14c

Geese.....7c

Radishes—25c per dozen bunches for home grown.

Red Raspberries—California, \$1.65 for crate of 12 half pints.

Rhubarb—75c per bu. of 30 lbs. for home grown.

Spinach—90c per bushel for Texas grown.

Strawberries—24 quart case, \$2.25, Kentucky Klondikes are now in possession of the market.

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

Tomatoes—Repacked Mexican, \$1.65 for 10 lb. carton.

Turnips—75c per bushel.

Veal Calves—Wilson & Company pay as follows:

Fancy.....8@9c

Good.....6@7c

Vegetable Oysters—30c per doz.

Wax Beans—\$2.25 per hamper for Louisiana grown.

Goodwin Plan a Complete Fizzle

The Goodwin Corporation has finally issued what it calls its "First Purchase List." Besides groceries, it includes drug store products and men's, women's and children's wears, etc. The list is very meager and very poor; few important products are listed. The grocery list is especially weak. Out of the thousands of nationally advertised food and grocery products, and after months of preparation, publicity and discussion, Goodwin has so far been able only to get the following:

Knox Sparkling Gelatine

Northern Tissue Bathroom Paper

Gauze Bathroom Paper

Northern Home Towels

Prudence Corn Beef Hash

Prudence Beef Loaf

Red Scouring Steel Wool Pads and Soap

From which it may be gathered that Goodwin has had trouble getting manufacturers and packers to allow him to even list their products. The grocery trade in every town in the United States protested against the plan and the poor showing made in the grocery list is probably the result.

Hat Promotion Results Good

Launching of the Summer retail season in millinery met with excellent consumer response last week, according to reports in the Eastern market. The promotion, staged under the auspices of the Millinery Code Authority, enjoyed the benefit of excellent weather conditions in most sections of the country. While re-orders did not flow in volume into the market immediately, because of heavy advance retail buying the indications were said to be that additional orders will soon reach the market here. Straws, felts and fabric hats all shared in the consumer buying.

Sniffing dogs are said to shun shrubbery protected by a new compound, odor of which is offensive to canine, unnoticeable to human noses. It is supplied in tube form.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Richard Fields Coad, Bankrupt No. 5579, final meeting of creditors was held under date of April 27, Fred G. Timmer, trustee, was present in person. Two bidders on accounts were present. Trustee's final report and account was approved and allowed. Balance of bills, notes and accounts receivable was sold to John S. Spalink for the sum of \$6.00. An order was made for payment of administration expenses and for the payment of the balance of funds on hand to assignee of the bankrupt's exemptions in accordance with the stipulation on file. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

May 7. On this day the schedules, reference, and adjudication in the matter of William B. Doyle, bankrupt No. 5701, were received. The bankrupt is a printer, of Grand Rapids. The schedules show total assets of \$1,850.00, (all of which are claimed exempt), and total liabilities of \$12,071.30, listing the following creditors: John Walsh, G. R. \$ 60.00
Joe Andre, G. R. 15.00
Tonia Beldhuis, G. R. 20.00
Walter Droski, G. R. 140.00
William B. Doyle, G. R. 300.00
Louise Stiles, G. R. 7.50
Lyle Wellman, G. R. 40.00
Joe Tobin, G. R. 23.40
Arloa DeGraft, G. R. 25.00
Michigan Trust Co., G. R. 26.00
Lanston Monotype Machine Co., Philadelphia 5,000.00
Charles N. Remington, G. R. 1,000.00
Alexander Monroe and Hattie M. Monroe, San Diego, Cal. 300.00
National Discount Corp., G. R. 412.00
Commonwealth Loan Co., G. R. 206.00
Advertising Club of G. R. 10.00
E. W. Blatchford, Chicago 24.47
Central Trade Plant, G. R. 104.96
City of G. R. 1,026.98
Graphic Arts Ass'n, G. R. 155.62
G. R. Electrotyping Co., G. R. 32.73
Gelock Transfer Co., G. R. 2.00
International Trade Composition Ass'n, Washington, D.C. 15.00
Printers Supply Service, Chicago 48.80
Printers Trades Blue Book Co., Chicago 25.00
Printers Appraisal Co., Chicago 10.00
Tatum Book Binding Co., G. R. 16.90
Intertype Co., Brooklyn 48.00
National Lead Co., Chicago 25.00
Wilson Van Hinecke, Oak Park 125.00
J. Hendricks, G. R. 480.00
Frank Herman, Piqua 550.00
Michigan Trust Co., G. R. 26.00
Benn M. Corwin, G. R. 550.00
James Mulvihill, G. R. 412.00
Mrs. Edith Richards, G. R. 230.00
Albert Broene, G. R. 60.00
Dr. M. F. Anderson, G. R. 38.00
Herpolsheimer's, G. R. 9.31
Steketee & Sons, G. R. 7.25
Bowman & Co., G. R. 7.18
T. J. Henderson, G. R. 61.25
Conroy Coal Co., G. R. 50.00
Wurzburg's, G. R. 3.50
O'Keefe Sanitarium, G. R. 16.90
Dr. G. J. Stuart, G. R. 25.00
City Water Works, G. R. 4.55
Master Tire Service, G. R. 17.20
Thompson & Co., Tampa 19.20
Mulvihill Motor Co., G. R. 28.50
Jacob Hendricks, G. R. 96.00
Eason-Meeth Co., G. R. 15.00
Al Cutchow, Gary 20.00
Citizens Industrial Bank, G. R. 100.00

In the matter of Harold R. Nye, bankrupt No. 5530, final meeting of creditors was held under date of April 27. Fred G. Timmer, trustee, was present. Two account bidders were present in person. Trustee's final report and account was approved and allowed. Certain attorneys' bills were approved and allowed. Petition of trustee for instructions respecting proceedings to be taken to recover real estate, was considered, and it was determined that it would be inadvisable to take any action looking toward recovery of real estate. Petition of trustee for approval of compromise with Kalamazoo Creamery Co. was ratified, approved and allowed. Balance of the bills, notes and accounts receivable was offered for sale and there being no bids, was abandoned as worthless and burdensome. Order was made for the payment of expenses of administration as far as funds on hand would permit. No dividend to general creditors. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

In the matter of Harold F. Streelman, bankrupt No. 5681. The first meeting of creditors has been called for May 22, at 10 a. m.

In the matter of Ray F. Squires, bankrupt No. 5683. The first meeting of creditors has been called for May 22, at 10 a. m.

In the matter of Matthew Roche, bankrupt No. 5680. The first meeting of creditors has been called for May 22, at 11 a. m.

In the matter of John H. Teusink, bankrupt No. 5694. The first meeting of creditors has been called for May 22, at 2 p. m.

In the matter of Cornelius E. Tanis, sometimes known as Creston Food Market, bankrupt No. 5346. The first meeting of creditors has been called for May 23, at 10 a. m.

In the matter of Petroleum Marketers Equipment corporation, bankrupt No. 5613. The first meeting of creditors has been called for May 23, at 2 p. m.

In the matter of Petroleum Marketers Equipment Corp., bankrupt No. 5613. The sale of assets has been called for May 25, at 2 p. m. at the premises formerly occupied by the bankrupt on McCracken avenue near Sherman Blvd., Muskegon, Michigan. The assets for sale consists of office furniture and fixtures, machinery and equipment, dies and jigs, steel stock, salvage scrap, factory fixtures, mis. supplies stock room drills, reamers, tools, bolts, washers, etc., all appraised at \$6,650.68. All interested in such sale should be present at the date and time above stated.

In the matter of Avedis M. Desteian, bankrupt No. 5637. The sale of assets has been called for May 15, at 10 a. m. at the sales room of the Elston Packing & Storage, 733 Wealthy Street, S.E., Grand Rapids. The assets for sale consists of 1 Antique Sarouk rug, size 11 by 17, appraised at \$374.00 and 1 Persian Arack Rug, size 10 by 16, appraised at \$264.00. All interested in such sale should be present at the date and time above set forth.

In the matter of James B. Carclay, bankrupt No. 5491, final meeting of creditors was held under date of March 16. Fred G. Timmer, trustee, was present in person. One creditor and one account bidder present. Trustee's final report and account was approved and allowed. Order was made for the payment of administration expenses, preferred claims and a first and final dividend to creditors of 4 per cent. No objection to discharge. Final meeting then adjourned without date. Files will be returned to U. S. District Court.

In the matter of Mapes-Nebelius Cadillac Co. bankrupt No. 5011. The final meeting of creditors has been called for May 21, 1934, at 10 a. m. The trustee's final report will be approved at such meeting. There may be a dividend for creditors.

In the matter of Herman Schoonbeck, doing business as H. Schoonbeck Co., bankrupt No. 4839. The first meeting of creditors has been called for May 21, at 11 a. m. The trustee's final report will be approved at such meeting. There will be a final dividend for creditors.

In the matter of Valley City Oil Co., bankrupt No. 5149. The first meeting of creditors has been called for May 21, at 2 p. m. The trustee's final report will be approved at such meeting. There may be a dividend for general creditors.

May 8, 1934. On this day the schedules, reference, and adjudication in the matter of John Vandenberg, bankrupt No. 5704, were received. The bankrupt is an architect of Grand Rapids, Michigan. The schedules show total assets of \$1,100.00, (of which \$350.00, are claimed exempt), and total liabilities of \$26,609.70, listing the following creditors:

State and County taxes, G. R. \$ 279.02
City Treasurer, taxes, G. R. 992.95
City of Grand Rapids, taxes 6.86
Mutual Home Loan & Sav. Ass'n, G. R. 12,871.78
Aldrik Hoekzema, G. R. 2,260.00
Old Kent Bank, G. R. 740.90
Old Kent Bank, G. R. 310.97
People's St. Bank, Holland 1,266.38
Toledo Plate & Window Glass Co., G. R. 175.00
G. R. Marble & Tile Co., G. R. 50.00
Glye Hdwe. Co., G. R. 200.00
S. A. Morman, G. R. 500.00
Bolhuis Lib. & Mfg. Co., Holland 1,000.00
Togan Stiles Co., G. R. 600.00
Haven Busch Co., G. R. 300.00
Wm. W. Bradford, G. R. 500.00
David Engstrom, G. R. 350.00
Steketee Radio Shop, G. R. 35.00
The James Bayne Co., G. R. 31.81
C. & K. Neckwear Shop, G. R. 4.00
E. L. Kinsey, G. R. 26.50
G. R. Listing Co., G. R. 8.00
Schrell & Brock, Inc., New York 17.90
C. J. Byrne & Co., G. R. 6.00
Vander Sys & Co., G. R. 40.50
Barlow Bros., G. R. 10.00
Yale University Press, N. Y. 45.00
Economy Dye House, G. R. 33.55
R. L. Polk & Co., Detroit 15.00
Associated Material & Supply Co., G. R. 22.00
G. R. Wood Finish Co. 4.57
Geo. Anderson Co., G. R. 50.00
Akron Tire Assoc., G. R. 18.65
Cities Service Oil Co., G. R. 50.00
Corwin, Norcross & Cook, G. R. 51.26
The Central Engraving Co., G. R. 21.16
Commercial Printing Co., G. R. 24.75
Seys Commercial Letter Co., G. R. 81.45
L. Broes Van Dort Co., Chicago 8.19
Breen Bros. Mfg. Co., G. R. 12.00
The Blue Print Ser. Shop, G. R. 85.80
J. H. Jansen, Cleveland 15.00
A. B. Knowlson Co., G. R. 20.00
Fisher & Schmidt, G. R. 4.85
S. A. Morman Co., G. R. 66.00
Bixby Office Supply Co., G. R. 16.45
Mich. Lithographing Co., G. R. 63.00
G. R. Gravel Co., G. R. 16.50

Ritzema Bros., G. R. 329.60
Louis Regemorter, G. R. 421.26
Carey Company, Chicago 159.38
Pulte Plumbing & Ht. Co., G. R. 153.75
G. R. Art Glass Co., G. R. 15.50
Steketee Dept. Store, G. R. 102.00
James L. Crosby Co., G. R. 38.98
A. P. Johnson Co., G. R. 118.83
Ben Dean, G. R. 265.48
G. R. Garages 46.48
Allen W. Church, G. R. 78.30
The Northwestern Weekly, G. R. 9.25
The Herald Publish Co., G. R. 156.15
Meyering Elec. Co., G. R. 148.30
Hesse's Inc., G. R. 195.97
Anthony E. Vander Hull, G. R. 25.00
Lusk Hartung, G. R. 40.00
Wagg Motor Co., G. R. 17.00
O. J. Dykman Ht. Co., G. R. 529.81

May 8. On this day the schedules, reference, and adjudication in the matter of Sydney C. Erickson, individually and sometimes doing business as Erickson's market, bankrupt No. 5689, were received. The bankrupt is a merchant of Onekama. The schedules show total assets of \$2,034.33, and total liabilities of \$5,737.26, listing the following creditors:

Leonard Erickson, Onekama \$ 500.00
Mrs. C. W. Erickson, Onekama 30.00
William Archer, Brethern 13.80
James Anderson, and Otis Anderson, Onekama 64.25
Armour & Co., Chicago 32.60
Fred Bradford, Bear Lake 55.65
Brody Brothers, Ludington 49.00
Burchar & Carlson, Onekama 17.00
Boot & Company, G. R. 3.00
Delphine Chamberlain, Arcadia 33.00
Harold D. Chamberlain, Traverse City 9.40
Colgate, Palmolive Peet Co., Chicago 92.60
Consumers Power Co., Manistee 25.00
Ed Dickson, Manistee 10.50
Herman Diesing, Bear Lake 5.00
Deshler Broom Co., Deshler, Neb. 18.75
Mrs. C. W. Erickson, Onekama 27.00
Mrs. Flatten, Manistee 17.00
Farmers Co-Operative Ass'n, Traverse City 115.90
Fish Brothers Paper Co., Fort Wayne 98.90
Lewis Griffith, Brethern 54.00
Hans Griffith, Manistee 53.20
Dr. C. L. Grant, Manistee 8.00
G. R. Coffee Importing Co., G. R. 17.00
G. R. Calendar Co., G. R. 7.51
G. R. Paper Co., G. R. 46.73
G. R. Butcher Supply Co., G. R. 9.66
Golden Co-Operative Creamery Co., Kaleva 260.26
R. Gunz & Co., Milwaukee 39.00
Grand Traverse Grocer Co., Traverse City 300.00
Mrs. Huff, Manistee 26.00
Hume Grocer Co., Ludington 223.53
Hekman Biscuit Co., G. R. 52.32
L. W. Holley & Sons Co., Des Moines 10.53
Andrew Hansen, Manistee 3.00
Hans Iverson, Manistee 19.00
Mr. Kelly, Brethern 22.95
Hugh Kenny, Brethern 129.62
A. Kann & Co., Manistee 390.00
Lee & Cady, G. R. 110.00
John Larson, Manistee 1,075.00
William McCurdy, Brethern 7.00
Victor Makinen, Kaleva 5.60
Miklas Economy Market, Manistee 36.43
Mich. Bell Telephone Co., Manistee 13.60
Manistee Fruit Co., Manistee 243.22
National Biscuit Co., Cadillac 8.46
Milwaukee 39.40
Roundy, Peckham & Dexter Co., Manistee 8.00
Andrew Olson, Manistee 102.67
Reid, Murdoch & Co., Chicago 12.38
Rich & Franch, Chicago 27.40
Plankington Packing Co., Milwaukee 142.60
A. Showalter, Onekama 82.96
Schmeling Brothers, Manistee 46.95
Standard Brands, Cleveland 25.92
Fred Scheppelen, Bear Lake 69.10
Mrs. Ida Strickler, Bear Lake 28.42
George Smith, Bear Lake 11.15
Enie Sorenson, Onekama 6.35
Clarence Solar, Manistee 18.00

State of Michigan, Lansing 96.18
L. Shimke & Sons, Onekama 7.10
Tompke Brothers, Manistee 35.96
Thomas J. Webb Co., Chicago 21.65
Zuiderheek Coffee Co., G. R. 39.10
Tony Zupin, Manistee 54.00
Charles Milarch, Arcadia 40.00
Nebraska Consolidated Mills, Lincoln, Neb. 160.00
Manistee County Savings Bank, Manistee 233.00
Empire State Bank, Empire 29.00
Yoders Garage, Midland 10.00

Counteracting Rubber Restriction

The cautious manner in which the international rubber restriction plan is being initiated bears out the feeling in the trade that the difficulties in the way of the restriction plan are much greater now than they were under the Stevenson program.

Any substantial rise in the price of crude rubber will revive the reclamation of used rubber in this country to an unparalleled extent, it is believed. Substantial technical progress has been made since reclaimed rubber entering into domestic consumption reached its previous record of 50.9 per cent. of the total in 1927.

In addition, experiments with synthetic rubber have reached the point where commercial production is definitely indicated at an over-all cost only a few cents above the current price of natural rubber.

In view of these two factors those in charge of the restriction plan are expected to make every effort to prevent an extreme rise in crude rubber prices that may well lead to a substantial or permanent reduction of America's share of natural crude rubber consumption.

Chromium Hollow Ware Gains

Manufacturers of chromium plated hollow ware are preparing Fall lines with a view to making an intensive drive for department store patronage. Producers contend that the prejudice of retailers against chromium plated goods has broken down in recent months. A year ago only one or two out of every ten stores would consent to show such products. At present those refusing to include the new goods has broken down in recent merchandise is offered in competition with plated silver ware and as a substitute for the once popular pewter lines.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

No interruption in dividend payments to policy holders since organization

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

WILLIAM N. SENF, Secretary-Treasurer



Lines of Interest To Grand Rapids Council

Grand Rapids Council was organized October 15, 1898, with twelve members as organizers. Five years following the organization of the council it was the largest in the state with a membership of 209. At this time the following write-up appeared in one of our local papers. It is a breezy life sketch of the American traveling man of that date and the clipping was handed us by one of the "old timers" who has preserved it through all the years:

"He goes forth in the springtime and fertilizes the earth with unctuous story and in the autumn he joins in the harvest song, covering his person the while with fine linen and velvet out of his expense money. He knows his rights and, knowing, dares maintain. Therefore he lives on the fat of the land, despising small things, and cultivating the liberal arts, or the art of being liberal, which is much the same. Like the busy bee that bears the pollen from flower to flower, so he sows the seed thoughts from man to man and the world fructifies and is more glad and bountiful for his being in it. He is ever a pilgrim, but never a stranger. He sings in the church, talks politics on the street and plays cards on the train. He cheers the country merchant, educates the cross-roads politician and by dropping a dollar among the Peter Pence throws a ray of light athwart the pathway of the man of God. He is easy and informal in his manner and often engages the attention of the waiter girls without the eccentricity of an introduction. He troubles not the world with his own affairs, whether grief or gladness, but bears to all about him the spirit of romance and knight gallantry of which he is the only representative extant. He sits at the same board with the farmer and pays twice as much for his meals without a murmur, and has no intention of starting a new political party to right his wrongs. Now and then he drives across the country and after buying the team presents it to his host. He travels nights and Sundays, spoils a dream of home to catch a train, and worse than a soldier campaigns in wet and dry, hot and cold. He eats oleo for butter, drinks abominable, lukewarm coffee without cream, devours eggs that any hen ought to be ashamed to cackle over and is regaled with spring chicken that was beheaded in the presence of her mourning grand-children. His vices are known, but his virtues are untold."

At the time the above appeared the officers of the council were as follows: W. S. Burns, Senior Counselor; W. B. Holden, Junior Counselor; W. R. Compton, Past Senior Counselor; L. F. Baker, Secretary-Treasurer; S. H. Simmons, Conductor; Franklin Pierce, Page, and A. T. Driggs, Sentinel.

A certain careless student in a small college suffered from obesity, and it appears that even college professors do

not love a fat man. One day, after a particularly unsuccessful recitation in mathematics, the instructor said scornfully: "Well, Mr. Blank, you are better fed than taught." "That's right, Professor," sighed the youth, subsiding heavily into his chair; "you teach me—I feed myself."

With the tremendous toll that piles up annually from auto accidents, but ten to fifteen per cent. of the accidents can be attributed to defective mechanical equipment and in nearly every case these defects exist in antiquated cars or are due to neglect in upkeep. Automobile manufacturers have gone far in making their products foolproof. Modern auto's haven't any natural urge to run wild, but unfortunately their drivers very often do have such inclination. Automobiles to-day are sturdy and strong. The wheelbase has been lowered and widened, bodies have been greatly strengthened, and we have better lighting systems, new spring action, reliable brakes, dependable steering apparatus, trustworthy tires, and glass that cannot be broken. For some reason, however, the development of our sense of caution has not kept pace with mechanical progress. As a matter of fact drivers need special safety equipment for their minds as well as their cars. It is human failure, not mechanical failure, that causes most of our highway tragedies. Do your part, drive carefully.

"I vant some pepper," he said to the lady clerk.

"What kind of pepper do you prefer, black or light colored pepper?" she asked.

"I don't vant eder kind; I vant toilet pepper."

In talking with counselor John Millar, a veteran of some fifty years on the firing line, his reminiscence of the old days gave us an idea that things were about as follows: Eggs were ten cents a dozen, milk was five cents a quart, the butcher gave away liver, the hired girl received a dollar a week and did the washing. Women did not powder and paint (in public), play poker or dance the Rhumba, and they were taught to cook at the age of five. Men wore whiskers and boots, chewed tobacco, spit on the sidewalks and cursed. Laborers worked ten hours a day and never went on a strike. No one was operated on for appendicitis—microbes were unheard of, folks lived to a good old age and walked miles to find a candy store.

To-day everyone rides in high powered cars, plays the piano with the feet, smokes cigarettes, drinks everything in sight, never goes to bed the same day he gets up and thinks he's having a hell of a time. These are the days of suffragettes, poor liquor, dancing, walkathons and advertising.

It gives us a great deal of satisfaction to have the privilege of knowing the editor of this paper and it gives us greater satisfaction to know that others know his worth to Michigan merchants as well as we do. We pay too few tributes to such men when they are here with us and able to blushing enjoy the praise which is justly due them in life instead of waiting until their marble countenances are pillowed in a ruffled half-couch casket which is to

bear them to their last sleep. A word of praise and encouragement to the living is far more charitable than an entire room full of flowers when they are gone. Perhaps some of you have seen in print a few of the things that Mr. Stowe has done for the merchant, if you have—you are going to see another resume of some of the noteworthy things that have helped the business men over some of the rough places in their business careers. We will make this statement without fear of contradiction, that no trade paper publisher in the country has been active so long in the business of publishing a paper for the merchants or has taken the active part in their troubles as has the venerable publisher and friend of the retailer, E. A. Stowe.

He has organized 132 associations of retail merchants at his own expense, enabling the members to collect over five millions of dollars in poor accounts at comparatively small cost.

He has brought about the uniform insurance policy form, which has been worth millions of dollars to Michigan merchants during the past forty-five years.

He took thirteen cases to the Supreme Court which merchants were unable to do on account of their financial circumstances and secured a victory thirteen times. These cases involved vital principles affecting the well being of Michigan merchants.

He made a personal contribution to the fund used to defeat the machinations of the mail order houses when the parcel post law was enacted. But for Mr. Stowe this law would have been made much more favorable for mail order houses, thus working great hardship to retail dealers.

He forced stock insurance companies to abandon the wicked and unnecessary surcharge they undertook to saddle on the insuring public during the war.

He encouraged the organization of mutual fire insurance companies, which furnish the merchant valid insurance at 30 to 60 per cent. saving over stock company rates.

He induced merchants who signed orders which turned out to be notes to repudiate the obligations thus obtained by fraud by the Peerless Talking Machine Co. The saving thus effected amounted to \$112,000.

He has saved merchants millions of dollars by exposing frauds and cheats who prey upon the credulity of the mercantile fraternity.

We as a group of men banded together to team work for the betterment of business and to help the merchants, believe that the greatest ally we have in the state is Mr. Stowe and the Michigan Tradesman. We hope you gentlemen who make a living selling merchandise to the consumer will appreciate the ability, earnestness and sincerity of Mr. Stowe as we do.

Salesman at the gate to little boy: "Is your mother home?"

Little boy: "Say, you don't suppose I'm mowing this lawn because the grass is long, do you?"

Mrs. E. A. Stowe, who has been confined to St. Mary's hospital for several weeks with a broken hip, has been removed to her home at 504 South College avenue. She is still un-

der the care of a nurse, but is rapidly recovering. Mrs. Stowe will welcome the time when she can report back to her desk in the office of the Michigan Tradesman, where she ably assists her husband, E. A. Stowe. Members of the Council sincerely extend their best wishes for her early return to normal health and vigor.

Past Counselor R. W. Radcliffe is strutting his stuff the last few days and is piling up a flock of congratulations from his house. He received a letter last week from his boss that if he (Rad) kept on sending in as much business as he had been doing the past few days that he (the boss) was going to take an extended vacation without worry as to where business was coming from. Rad reports that his company, the U. S. Sanitary Specialties Corporation of Chicago, has shown a wonderful increase thus far over last year's business. We hasten to congratulate Radcliffe on his showing and for the fact that he has a boss who is human and appreciates what the men are doing in the field.

H. R. Bradfield and family spent the week-end with friends at Hartford, Mich. While away they attended the blossom festival at Benton Harbor.

Counselor V. C. Schrider, 339 Barclay, has recovered from several fractured ribs and has sent in his final papers for claim to indemnity. "Pop," as he is familiarly known, slipped in a bath tub and struck on the edge of the tub.

L. L. Lozier, member of the Legislative Committee of the Council, has received word from Congressman Carl Mapes that the salesman's code comes before the hard boiled general this week. Mr. Mapes has shown his interest in things locally by being alert to the things that are desired by his constituents. He has been loyal to his obligations and has gone out of his way to do things for those who look to him to represent them. Mr. Mapes has been very attentive to the Council's problems and has been very courteous in rendering aid where and when most needed. Notgniklip.

Conflicting Price Trends

Moderate price recessions in many lines of manufactured products, notably of consumption goods, is currently making further progress. In many industries where price levels have been maintained, demand has fallen off to a point where price quotations have been all but nominal in many instances.

Such price declines, however, have been offset by a reversal of the trend among agricultural products, which, like wheat, face smaller supplies because of drouth or other causes.

The weekly index of commodity prices reflects these conflicting price trends. While the general index remained unchanged for the week at 74.9, group averages for grain, fuel, paint materials, metals and textiles showed sharp advances. Prices for food, building materials and chemicals, on the other hand, registered offsetting declines.

SCRAPPING MANY CODES

Reports from Washington that a drastic reduction in the number of NRA codes is planned by the Recovery Administration came as no surprise to business men and trade association executives, who said that they had long expected some such development. On Friday, General Johnson confirmed reports that intrastate and many service industry codes will be abandoned. He admitted that it was a mistake for the NRA to have sponsored as many codes as it did and predicted that eventually the number will be reduced, by merger and otherwise, to about seventy-five codes covering large manufacturing, retail and wholesale activities and major natural resource industries. The remaining industries will be asked to accept the Blue Eagle conditions, omitting trade practices and limited strictly to minimum wage and maximum hour regulations.

Business men in commenting upon the Recovery Administration's new attitude said that some such change had been regarded as certain for months. The original plan of placing some 7,000 industries under separate codes, they added, was bound to prove unwieldy. In the rush for code approval many unworkable and uneconomic provisions covering prices, methods of distribution, limitations on production, they added, were put into the codes.

"In my opinion, the documents left in force will be master codes applying to all branches of major industry," one trade group head said. "Even the master codes will be general in character and make specific provisions only for the maintenance of wage and hour standards and for a basic provision to protect legitimate manufacturers from the more vicious types of price-cutting. The elaborate sales-below-cost, open-price and other provisions will be cut out completely."

Another trade association executive said that the majority of business men have felt that it was only a matter of time before the administration would recognize that scores of codes already approved embody unworkable and, in many cases, illegal provisions and that some action had to be taken to correct the situation.

"There is no question that many industries wrote into their codes regulations which they knew could never stand the test of a court review," he continued. "They ignored the fact that the NRA states specifically that the Federal courts, the Department of Justice and the Federal Trade Commission are to pass on questions arising under the codes."

"Now they find themselves in a position where they must ask those agencies to approve of practices which have been condemned by all three over a period of more than twenty-five years. Already a Federal court has held that coal mining is an intrastate operation and that coal does not enter into interstate commerce until it is shipped. Similar rulings can be expected whenever any of the doubtful clauses are subjected to scrutiny."

"Attempts to stifle competition through setting up elaborate price-protection regulations have proved uneco-

nomic and unworkable ever since they were put into operation," the purchasing executive for a large corporation said. "They have forced both buyers and sellers to adopt methods for circumventing the intent of the rules. In addition, the clauses have retarded rather than helped recovery, because they have brought prices in many industries to such a high level that the market for the merchandise has been narrowing steadily."

He cited the steel and the paper-board codes as examples of agreements under which the high prices of products have forced buyers to seek substitutes or erect plants with which to supply their own needs.

Retailers and jobbers questioned on the subject said they had long expected the government to call for a revision of the price clauses.

"Neither quality nor efficiency of production is given consideration in most of the price regulations in manufacturers' codes," an executive of a wholesalers' trade association held. "Unless minimum standards are established, so that the consumer is sure that the higher prices he is asked to pay are represented by actual value in merchandise, consumer resistance to new prices and the codes in general will grow steadily. Federal advisers in Washington have recognized this danger and have urged the suspension of all price-fixing features of codes until standards can be established. It is my opinion that some such move is in the back of the mind of NRA officials who are considering reducing the number of codes and simplifying those retained."

CUTTING DOWN THE CODES

When a recovery plan was first under consideration, a little more than a year ago, it was proposed that wage and hour standards be set. That was rejected, it is understood, for the code idea. The original plan on the codes was to have them cover only a few major industries and work them out in those lines for application to some other large employers of labor.

Both those proposals, in the light of present developments, appeared much sounder than the wholesale application of rules and regulations to every conceivable type of business. The great majority of these agreements represent wholly impossible methods of control—the business man's idea of how the other fellow should conduct his business.

Within a short period of six months many lines of industry have found that price-fixing will not work out except in natural monopolies. They have made this discovery even while business was sharply on the upgrade, and the lesson will be learned by all when there is a downtrend and a scramble for business ensues. "Freezing" of distribution channels will suffer the same fate.

Brought to a head, then, by reports from Washington that many codes will be scrapped and the rest cut down to essential labor clauses and provisions against vicious price cutting, the discussion of recovery mechanism seems to point to a restoration of competitive conditions. A "bottom" to such competition would be placed by ruling out wage slashes and working hour in-

creases. As stated here previously, the infamous Wagner labor disputes bill goes to the heart of the problem business men are trying to solve with all manner of regulations.

BUSINESS CONFIDENCE

The drive of the Stock Exchange against the legislation in Congress directed at regulating its operations has apparently achieved one objective—namely, that of spreading a good deal of doubt about the business situation. Whether this means of forcing changes in the control bill will not hurt the Exchange members as much as other interests remains to be seen.

Unfortunately, a rather critical stage in the recovery program has been reached coincident with this attempt to prove "after us the deluge." Uncertainty has grown concerning the NRA program, price resistance has cropped out in the markets, the public works projects make slow headway and the drought in the Middle West raises questions.

Sentiment in business circles fails to take into account individual gains, which are more than satisfactory in so many cases, but has grown more fearful of political developments, no matter how necessary many of these steps are proved to be and regardless of the absence of any suitable substitutes.

In his speech at Columbus, General Johnson made a very thorough-going analysis of the opposition to the recovery program. He pointed out principally that those who demand the benefits do not want the burdens. Particularly, he named twelve of the principles for which the "old order" stood and asked whether critics wish the country to go back to them. It might be well for these opponents to get a copy of that address and read it carefully.

DRY GOODS CONDITIONS

Trade reports were a good deal more cheerful last week as warm weather brought a quick demand for numerous lines of merchandise. Main-floor items received a good call, millinery received attention as a result of special promotion, apparel sales mounted and Summer home furnishings were bought quite liberally. Local store volume was the best since before Easter and probably averaged 10 per cent. ahead of a year ago.

The Federal Reserve Board report on department store sales in April was about in line with expectations. For the country as a whole an increase of 5 per cent. was shown but trade results by sections were spotty. They ranged from a decrease of 4 per cent. in the Philadelphia reserve district to a gain of 28 per cent. in the Atlanta area. Sales were unchanged from a year ago in this district and in the Boston region.

More complete figures on the chain stores disclosed a gain of 4.97 per cent. for the month. The increase in March of these same systems was 22.19 per cent.

In the wholesale markets there was little demand except for some re-orders placed for immediate shipment. Retail stocks on lines which the warm weather has thrust into demand are quite ample for the time being. Moreover, the

retailers are watching the reaction of customers to prices quite closely and will probably delay further quantity purchases until they are sure that values are right.

DROUGHT A NEW FACTOR

Drought in the Plains States, which was strikingly advertised in the East by a gigantic dust cloud, made necessary some new calculations concerning business prospects during the past week. These areas were to benefit this Summer and Fall by wheat and corn-hog payments, but now may require additional sums for actual relief purposes.

The Department of Agriculture May 1 estimates were too early to reflect the real damage in these regions, but nevertheless indicated for Winter wheat the lowest condition, with the exception of last year, back to 1885. The total outturn may not prove sufficient for domestic needs. The condition of rye was the lowest on record.

Prices for grains have advanced sharply in view of these conditions and featured the commodity movement of the week. Other important products were firmer also, with the exception of rubber, where speculation upon the growers' agreement had perhaps been overdone, and of hides.

In industry the expansion seems to have passed its seasonal peak. Steel operations still carried ahead, but for the special reasons of stocking up against higher prices and anticipating labor troubles. Automobile producers have checked their schedules due to slackening of sales in other but the low-price lines.

RETAIL COMPLAINTS HEARD

Little attention was called to the hearing before the Darrow review board last week of complaints against the retail code. No doubt for this reason the complaints were few. They centered upon the advertising provisions and upon the desire of smaller stores to improve their competitive position in relation to larger organizations.

The latter objective brought a proposal that the stop-loss provision be amended. At present the code calls for cost plus 10 per cent. allowance for labor. It is understood that the small stores would like to see some arrangement for having the cost put on an average basis in order to raise it.

In the drug code the cost basis is set down as the wholesale price per dozen, and, apparently, small distributors of other articles would like something on this order so that prices obtained through large purchases would not stand in the way of successful competition with large establishments.

But all such calculations take no account of consumer resistance against the higher prices that are entailed, nor of the restricted consumption which would force reduced production and lowered purchasing power, which would react upon all business, including all distribution elements. Such price fixing, though unacknowledged as such, could serve no good purpose.

Where the advertising complaints were concerned, they deserved, and will probably get, attention.

OUT AROUND

Things Seen and Heard on a Week End Trip

Flint, May 10—I was gratified to receive recently the extra copies of the Michigan Tradesman bearing upon the passing of Father. Your thoughtfulness is appreciated.

I have been neglecting my desk lately and found your letter on my desk only a few days ago. I was regretting that any information sent would be too late for the issue, but, evidently you succeeded in locating some dependable records of father elsewhere and I know that the members of the family will all appreciate the write-up which I shall mail them.

I want to take this opportunity, Mr. Stowe, to thank you for the Tradesman's long and uncompromising fidelity to independent business. Few magazines which championed this worthy cause have been able to carry on, and yet the Michigan Tradesman has been blazing the trail for more than a half century. I want you to know, Mr. Stowe, that we here are fully conscious of the character values which you project to your readers in various ways. I often read—with interest, too—timely articles of real literary and cultural merit.

Only a few days ago I mailed to my daughter, who is a junior at the university, the poem in your previous issue entitled "The Right Kind of Girl." There was accomplished in that little verse more than the average dad could accomplish in volumes of correspondence. These little gold nuggets which you give us on the front page are priceless. My daughter's comment on the verse in a letter later received was significant. It appears that even in a blasé university environment she has appraised and is able to appreciate the real, old fashioned integrity as expressed in the verse. Sometimes, I think, Mr. Stowe, that our big universities are trying to stream line individuality—to make it into something different than Divine Providence meant it should be.

Again I want to thank you for your many kindnesses.

Sam B. Moffett.

Whitehall, May 10—Will you kindly send eight or ten copies of the retailer's letter? I had intended to send for some a while back, but neglected it. In my estimation our country cannot be put back on its feet until the chains are curbed. We have entirely dropped the designation "chains." We classify them as "outlaws." And so long as we permit them to strip our rural districts of the few dollars and pennies which come to us there can be no improvement. Our monopolists are growing and growing fast in spite of our President and General Johnson. They seem to be making noses at both and are constantly defying and violating our laws and decency. Their motto has and always will be, "We live off your community, but would not live in it on a bet." Talk about the terrible devastation of grasshoppers and drought, causing sand and land storms, there is no comparison to the tentacles of the octopuses stretching out over all prospering communities and raking in the shekles which should remain to sustain the welfare of those who have made it such. The day of reckoning should be close at hand. We all hope so. I had

not intended to burden you, but I am filled to the brim and like to say something to a man who knows.

Charles C. Kern.

The American Pomological Society was organized March 14, 1848, which happens to be the day on which Charles W. Garfield was born. Up to 1885 all of the annual meetings had been held in the Eastern States, where the membership was most largely located. In that year Mr. Garfield succeeded in getting the organization to hold its thirty-seventh annual meeting in Grand Rapids. The sessions were held in the old Universalist church, located on Pearl street where the Wm. H. Anderson block now stands. The

convention was held in Illinois. Mr. Garfield, who is probably the only survivor among the members who attended the 1885 convention now suggests that the Society hold its eighty-sixth annual meeting here in December at the same time the Michigan Horticultural Society holds its annual convention in this city. If it could be arranged to hold the convention at the same time the farmers, dairymen, implement dealers, poultry raisers and others meet in the annual round-up at the civic auditorium, it would be a fine plan and would probably result in assembling the largest gathering of farmers and fruit growers ever held in Michigan. The suggestion has been placed in the hands of Eric W. Dahl,

to round out 100 years before he is called to meet his Maker.

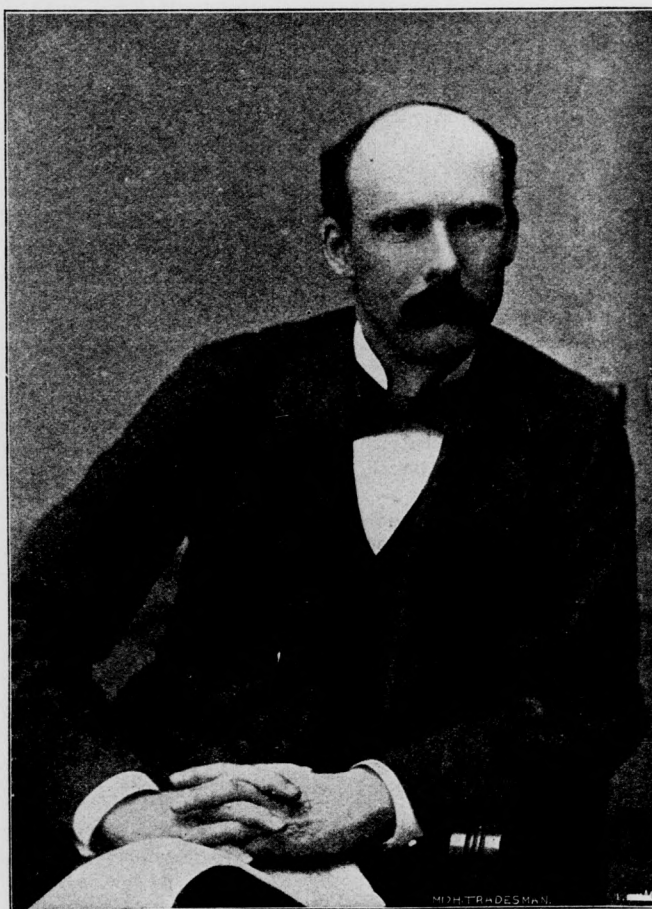
Harry T. Widdicomb (Grand Rapids) has a valuable historical relic which he naturally prizes very highly. It is the first furniture catalogue ever gotten out by a Grand Rapids manufacturer. It includes thirteen small photographs of furniture—about two by three inches in size—comprising the entire line of the Widdicomb Furniture Co. in 1867. Mr. William Widdicomb is conceded to be the first traveling salesman to undertake the sale of Grand Rapids furniture. His first trip was to Milwaukee, where he met with such good success that he was influenced to continue a route he had planned covering the principal cities of Wisconsin, Minnesota and Illinois.

Fifty years later Mr. Widdicomb issued two catalogues a year, costing about \$3,000, exclusive of photographing and mailing expense, each time the edition was put out. Perhaps I ought not to mention the matter, but it is a source of great pleasure to me that the engraving and printing departments of the Tradesman press were entrusted with every catalogue order Mr. Widdicomb ever placed, with a single exception.

I was telling a friend about the above recently when he remarked: In 1905, when I was a boy, I worked in the Widdicomb factory for 50 cents a day—which was ten hours in those days. While I was thus employed a circus came to town and about half the men in the factory left their work to rush over to West Bridge street to see the parade. Seeing the men leave their work in such large numbers, Mr. Widdicomb went to the safe, seized a bag containing a large number of silver half dollars—evidently obtained from the bank the day before in anticipation of what might happen—and handed each person who stayed on his job a coin with the remark: "Here's fifty cents to take you into the circus this evening." It is needless to remark that no employee ever left his post of duty again on the occasion of a circus coming to town.

On his first retirement from the furniture business, about 1883, Mr. Widdicomb took the management of the Grand Rapids National Bank, which was then located at the corner of Monroe street and Ottawa avenue. He placed the bank on a safe and sane financial basis, retiring to assume the financial management of the wholesale grocery establishment of Musselman & Widdicomb. Here the remarkable ability of the man came into full play. He organized the wholesale grocers of Michigan and assumed the position of President. Credit conditions were then at a low ebb. Jobbers shipped out goods to almost anyone who had a sign over his door, without much regard for the ability of the purchaser to pay at maturity. Oxen, ox yokes, horses and harnesses were frequently taken as security for uncertain accounts. Arthur Meigs had a store house stuffed full of everything from church pulpits to fine tooth combs.

(Continued on page 23)



William Widdicomb

exhibit of fruit was held in a skating rink on the West side of North Division street, originally occupied as a Dutch Reformed church. Both features were largely attended and it was conceded that the meeting was the most enjoyable one ever held by the organization up to that time. One thing which contributed to the success of the event was a \$1,000 appropriation which Mr. Garfield secured from the Legislature to assist in defraying the expenses of the undertaking. Mr. Garfield was elected secretary of the organization, a position he retained for four years, when he was forced to retire on account of ill health.

The President of the organization is now a professor in the Iowa agricultural college at Ames. The last annual

executive officer of the convention committee of the Association of Commerce, who will do all that can possibly be done to accomplish this undertaking.

I am able to make a pleasant announcement in this connection and that is that Mr. Garfield, who was desperately ill during the winter months, has scored a complete recovery. He has not entirely regained his usual strength, but he is improving in that respect every day. He drives down town nearly every day in his electric vehicle, meeting hearty cheers and sincere greetings at every stop. He is universally conceded to be our most honored citizen as well as the foremost character in Michigan. He was 86 years old March 14 and is evidently destined

FINANCIAL

Practical Investments For Busy Business Men

During the last two months there has been an increasing volume of real estate foreclosures by banks, insurance companies and individual mortgage holders. This is one of the most encouraging signs of revival that we have seen. It may be difficult for the property owner who has lost his home to consider it so optimistically but it is, nevertheless, a very hopeful sign.

It means that for the first time in several years people are beginning to regard real estate as a possible income producing asset, rather than as a liability. Most of these foreclosures could have forced months ago, or even, in some cases, years ago, but mortgage holders have been afraid of property. All they could see was taxes and assessments, and little or no chance of disposing of the property or getting any income from it. If the owner would pay the taxes and keep the building in fair condition, the average mortgage holder was inclined to lie low and say nothing. It is, therefore, an encouraging sign to see people ready to assume the liability for taxes and maintenance, ready to take the risks of renting or selling at a profit. It indicates a changed point of view.

It also indicates an anticipation of inflation. Inflation takes money away from creditors and gives it to debtors. With a sixty-cent dollar, the creditor theoretically has had his assets reduced forty per cent.; the debtor has had forty per cent. of his burden raised. I say theoretically, because the sixty-cent dollar is only a quotation to most of us. As yet there has been comparatively little rise in the general price level. It has been a reality only in the foreign exchange markets, and even there the repatriation of vast sums of money has caused the firming of the dollar against foreign currencies.

Eventually, however, the sixty-cent dollar will become an actuality. As business improves, or as the government makes conscious efforts to speed up natural processes, the general price level will rise until we will all be forced to recognize what has happened. The mortgage holders have been endeavoring to protect themselves by taking possession of physical property which will rise in value as general prices rise, instead of holding a claim on dollars which will slowly lose their value, that is, decline in purchasing power. It is the immediate job of every investor to do the same thing for his own holdings.

Three investment mediums are available to the average business man: real estate, commodities and common stocks. For most men, heavy commitments in real estate are undesirable in view of the continually heavier tax burden; the retail merchant already has his commodity stake in his stock in trade; the most suitable medium therefore, for inflation protection is common stocks. Our present problem is to try to determine the methods of appraising equities.

As in bonds, the value of a common stock is determined by its earning power. Roughly, a stock should be

worth about ten times its earnings. If a company earns \$10 per share on its common stock, then the stock is probably worth about \$100. If the stock is going to earn \$20 next year, it is worth something nearer \$200. If the earnings will be only \$2 next year, then it is worth something nearer \$20, regardless of what this year's earnings may be. That is easy, but how do we determine the future earning power of a company? What factors should be considered?

First, the industry. Is the product essential to the life, or the comfort, or the prosperity, or the happiness of the country? If the industry relies on fads or fancies for the consumer demand, no company in the industry is a sensible long-term investment. Does the industry enjoy government subsidies or tariff barriers against foreign competition, and is there any assurance that these artificial aids will continue? Is there some other industry which competes with it and which may develop a product which will monopolize the market? What effect does the NRA have on the costs of manufacture? Will rising material prices wipe out the industry's profits?

Second, the position of the company in the industry. How is its competitive position? Is its name well-known, are its products favorably regarded by the public, is its sales policy aggressive, is competition so keen and unregulated that prices are held at unprofitable levels?

Third, the company itself. Is it properly set up, with an unburdensome capitalization, ample working capital, and facilities for expansion?

This is a discouraging list of questions, and it is meant to be. Investment is a complicated business, not to be approached superficially. Many of these questions can be answered out of ordinary common sense, but many require research in the proper sources. Careful analysis makes the difference between successful investment and common gambling. The man rolling dice has a better chance than the man who throws his money blindly into the stock market, working on tips and rumors.

Donald K. Evans.

Administration Stunned But Not Discouraged

This might well be the phrase descriptive of the Administration's mood at the moment. For the facts of a receding business situation, an increasing number of people on relief rolls and a disorganization of industry's morale are not pleasant to contemplate.

The change has seemed to come somewhat abruptly but has apparently been working toward a decline for at least two or three weeks. The causes may be the multitude of uncertainties produced by the legislative situation but any such analysis ignores the fundamental weaknesses in our economic set-up which have been there ever since our vision was blurred by the CWA money and every other artificial stimulus to recovery. We now are beginning to see what a false prosperity can do when it starts to collapse.

To the credit of the Administration be it said that there is a growing realization of the underlying problems. The reformers are not as popular as

they were. Brass tacks economics is getting more of a hearing.

The President, it will be observed, although good naturedly characterizing himself as a "tough guy" when he came back from his vacation a month ago has hardly exhibited himself as an aggressive antagonist. He has preferred instead to go along quietly trying here and there to accomplish a compromise on legislative tangles but depending on a strong group of veterans in the Democratic leadership of the Senate to steer the legislative situation. There has been harmony too between the leaders of the two houses.

We shall have an adjournment of Congress in the early part of next month. This will be the signal for a bit of a rally in security markets because to some extent the situation will be clarified.

But this is a negative factor. To remove a threat is important and helpful but there must be an affirmative formula too.

Public funds cannot any longer be thrown into the breach indiscriminately. The approach of the end of the fiscal year with its enormous deficit does not make for enthusiasm.

Hence a constructive way to build firmly is essential. The nation's state of mind has been vastly improved but panicky and nervous feelings come quickly when there is no planning, when there is only drifting and uncertainty.

Just as soon as Congress, therefore, gets out of the Capital, the Administration will try once more to co-ordinate its huge powers and steer the ship. Regulations have the effect of law. And it should not be forgotten that the new legislation, now being shaped into final form, bestows on the administrative agencies almost as important authority as was granted when Congress adjourned a year ago.

First, there is the intermediate credit machinery whereby small industry will be able to borrow capital in loans ranging up to five years. This is perhaps the most vital aid that can be given to American business. It will reflect itself to no small extent in the purchase of light machinery to replace worn-out equipment and this in turn will aid the heavier industries where unemployment is most severe. Every such payroll increase helps to reduce the number on relief rolls and will stimulate consumer goods purchases again.

Second, the release of funds for home improvements is bound to have an effect on the heavier industries, too.

Third the signing of the law permitting corporate reorganization in federal courts, when two-thirds of any group of security holders approve a plan is bound to put into circulation large amounts of money hitherto stagnant, especially reserves that have accumulated for part payment of interest. But best of all every reorganized company when once recapitalized can go forward. This means additional employment for somebody.

Fourth, revision of the Securities Act of 1933 will reopen capital markets for certain classes of securities. The revision is not all that should have been made but one cannot overlook the great help which the amended law will be to the refinancing of industry.

About \$800,000,000 of refinancing of industrial securities remains to be done in the next several months of 1934 while about \$900,000,000 comes due in 1935. The new rules will permit much of this debt to be refunded and will thus lift clouds of uncertainty that have prevented the making of normal commitments or planning.

The passage of the stock exchange control bill will produce much confusion. One amendment of importance, however, has been overlooked generally in the press. It was offered by Senator Vandenberg of Michigan and adopted in the closing hours of one of the debates. It lifts two-thirds of the business that might have been affected by the law from the provisions of the new control. It exempts unregistered securities predominantly distributed within a state from the provisions relating to control of over-the-counter transactions.


On the whole, there can hardly be a good business situation when Congress is in the midst of reorganizing methods of financing American business to say

Ask for our Bulletin on the STEEL INDUSTRY

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

ROGER VERSEPUT & CO.

Investment Bankers—Brokers
813-816 MICHIGAN TRUST BLDG.
Phone 8-1217

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

OLD KENT BANK

**2 Downtown Offices
12 Community Offices**

We Buy, Sell and Quote

CONSUMERS POWER PREFERRED

Complete earnings statements and balance sheet available at your request.

Write or communicate with us regarding your investment problems.

J. H. Petter & Co.

INVESTMENT BANKERS
Grand Rapids Muskegon
Phone 94-417 Phone 23-496

nothing of the disturbing psychology which arises out of the fears that the new tariff powers when given the executive will cause a certain amount of deflation in tariff-protected industries.

We are really going through a digestive disturbance similar to that of last September and October when, after the blue eagle drive was begun, business tried hurriedly to adjust itself to the new conditions. It takes time to absorb the new regulations imposed by Congress and we are in for a few months of such readjustment.

But the general direction is toward stability for this reason: as the strength of economic principles becomes more and more a question of fact and not of theory the Administration is bound to apply itself in a remedial way to the correction of past mistakes.

The reconstruction of the NRA, for instance, is already in process. Eliminating the so-called service codes and small businesses that are largely of an intrastate character is a wise move and is to be followed by a revision of governmental efforts with respect to the larger codes.

It is beginning to dawn on most officials that the Administration has bitten off more than it can possibly chew for a long time to come and that a slowing down of the reform movement is absolutely essential to protect such social gains as already have been made.

When Congress adjourns we shall witness steadier progress as the Administration tackles the difficult job of consolidating its position for the fall elections.

David Lawrence.

Possibility That Fall Business Will Show Improvement

In addition to consideration of market control legislation, developments in the economic and political field were factors in the action of the securities markets last week. Business reports were mixed. While electric power and steel production are still at good levels, the outlook for steel is not so favorable. Over-production definitely came into evidence in the textile field. Some decline has occurred in production and sale of automobiles. In addition there is growing belief that the decline in business this Summer may be more than seasonal. This belief is definitely connected with the ineffectiveness of the various recovery measures.

The drought indicates that the restrictive measures taken by the AAA may have been a mistake. It brings into evidence the difficult problems of a planned economy, particularly the necessity of allowing for the actions of nature as well as human nature. Also, it is now practically acknowledged that too many codes were made, causing price and cost maladjustment. Indications are to the effect that price competition will be resumed. What the ultimate solution of the AAA and the NRA will be is not the important factor as it affects security markets over the near term. The point is that it means an adjustment and revision period which is not conducive to confidence. The growing conviction that the unfailing economic laws of supply and demand, survival of the fittest, etc., are asserting themselves, is encouraging for the long range, however. In

general, the expected May let-down in business will probably run for a few months with the possibility that business by Fall will show some improvement.

J. H. Petter.

Open Letter to Rev. C. Brooks Miller, of Battle Creek

Kalamazoo, April 30. Having recently completed a survey of conditions among the home-owned lines of business in your city, especially the merchants, I find many having a difficult time to maintain their positions, let alone the enjoyment of profit. This is true among larger merchants as well as those smaller.

I attribute this situation very largely to the fact that your city has been invaded by many large chain store corporations, covering practically the whole U. S. These corporations are purely business institutions, out for the profit they can get from the cities, towns and villages in which they locate. It is a well known law of economics and of nature that you cannot constantly withdraw wealth from communities, nor crops from the soil without impoverishing both. It is necessary to plow back into the soil crops or other fertilizers in order to maintain fertility. Similarly it is true that the profits of trade cannot be largely diverted from communities without impoverishing the people. This is the affect it has upon Battle Creek and other cities where these powerful chain organizations operate.

If Battle Creek merchants could have the patronage of its own people the profits of trade would remain at home and would be largely invested in home enterprises, thus giving more employment to labor, which, in turn, would stimulate real estate and other property. It would bring a gradual return of prosperity. I am pleased to

state that President Roosevelt has publicly recognized the rights of smaller business; that he condemns the greedy national chains, which are trying to "hog" the business of the Nation. He says the anti-trust law must be enforced. The Michigan Tradesman is circulating a great petition to the President, urging him to action. A very large list of business men of your city have signed this petition, copy of which I enclose. Copies will be sent to Michigan members of Congress, urging them to stand by the President and the anti-trust laws.

Your city has an active organization of local merchants and its numbers should be increased to include every home-owned business. This organization should have the loyal support of your local press and pulpits. Material prosperity is a basic need of society. Poverty increases evil, therefore the church should be vitally interested. What is needed is a campaign of enlightenment to show the people their error in patronizing these National racketeers, who have no interest in the city but to exploit it. I am not speaking from the standpoint of the local business alone, but for every citizen from day laborer to banker and manufacturer. You may recall my chat with you after your sermon, Sunday, the 22nd. I was much impressed with your discourse and ability, and I ask that you consider the dedication of a part of your time and talent to the grave economic situation which confronts communities invaded by organized greed. If home merchants could have the loyal support they deserve, the employes of chain store would all find positions with home merchants and more clerks would be needed. I speak for a publication devoted to the interests of home business for the past fifty years. Enclose you views of its editor. I trust you may decide to espouse

the just cause of the oppressed merchants of your city who are fighting to save their business and guard the welfare of their homes.

E. B. Stebbins.

A Position of Strategy

In some of the cities where the retail meat trade is organized there has been hesitancy about appointing meat representatives to serve on the food and grocery code authorities, due to a belief that such action would commit them to accepting that code and be implied as repudiating the proposed meat code. There are instances where officials of meat trade associations accepting these posts have been criticized and accused of disloyalty.

The fact is that an association or group of meat retailers who have their own representative on the grocery code authority really hold a strategical position. It enables them to see that their own group's interests are properly upheld, and in the event of failure to obtain a separate code that they would not be left outside. When a meat code is put into operation their positions would probably be abolished. Anyway, it will be a simple matter for these representatives to resign and accept appointment to the meat code authority.

A new, washable paint for fibrous or felted insulating board is said to require no sizing, to defeat excessive absorption.

History shows many examples of taking a people until they repudiate tax obligations.

PETITION TO THE PRESIDENT

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

PETITION

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

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

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

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

Name

Business

Location

Return to Michigan Tradesman, Grand Rapids, Michigan

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.

Who Wants Advertising Allowances?

Business is just one thing after another and maybe this is "just one of those things."

Quantity buying, with suitable concessions for big buyers, plus deals—these have been talked against for decades, but I have noticed that individual grocers have not objected to price concessions of which they were beneficiaries. "Shall I pay the same price for 50 cases of peas as the little squirt down street pays for one case?" demanded a big Mid-west grocer years ago.

So now I come across a display advertisement of one grocer who runs one store which he started a few years ago almost without capital. Now he owns that store and another one. Both properties are clear, all paid for out of grocery earnings accumulated right through this depression. It is not uncommon for him to have single day sales which range above \$1000 in his original store.

The big spread I have before me cost a total of \$238. It cost him \$28. Remainder was contributed by manufacturers whose goods were featured. That is perfectly legitimate under NRA so long as the concessions are used for the purchase of space in full—no hidden extras to be put into the merchant's jeans—and this grocer says the contributors to this advertising express themselves as satisfied they got value for their money.

Does this indicate that no corporate chain has advantages which cannot be enjoyed on the same ratio by any up-and-doing grocer? Seems to me it does—that it is not the plan but the man that counts. And, come to think, has not that always been the case?

It sure seems to me from time to time that our business ought to grow up so that childish contentions, arguments running in a circle from generation to generation should be done away with. Then the grocery business could proceed with serious, worthy work.

A familiar echo comes out of my birthplace which takes me back through half a century of such piffle, thus:

Madison, Wisconsin, December 14, 1933—The Wisconsin senate to-day unanimously adopted a joint resolution requesting the National administration to take over and close all plants manufacturing butter and lard substitutes as an immediate and effective means of stabilizing the dairy industry. Declaring that economic recovery cannot be effected until the dairy industry is rehabilitated, the resolution points to the proposal of the Government for a 15 per cent. reduction in dairy herds, but observes that no mention has been made of a reduction in the production of substitute fats and oils.

The keen and able editor of Modern Merchant and Grocery World, Philadelphia, comments thus:

"A very good suggestion. Some companion suggestions might be these: 'A resolution to close all chain stores as an immediate and effective means of stabilizing the independent grocery industry.'

"A resolution to abolish all other low price automobiles as an immediate and effective means of stabilizing the ford Motor Co.

"A resolution to close all other grocery papers as an immediate and effective means of stabilizing the Modern Merchant and Grocery World.

"So one could go on indefinitely, devising perfect schemes for stabilizing one business by destroying everything that competes with it."

Editor Buckley works altogether on the side of the independent, but he is a man of sanity and common sense. He knows—as we all know when not upset by wishful thinking—that life is work, success comes to him who strives for it with body and brain—that there is no short cut and cannot be any—and that the ablest among men will always forge ahead of those less able.

One organization which puts forward such solidities always is Frankford Grocery Co., exclusively grocer owned and having some 1800 members. Frankford is short on just one angle: witch doctoring, snake dancing and godsaking. It puts things before its members flat footed, thus:

"The wife had been put on the budget system. At the end of each month she and her husband reviewed accounts together. Here was an item: 'G O K \$3', further on, another 'G O K \$6'. Finally, he asked: 'My dear, what is 'G O K'?' 'God Only Knows,' she answered. If you are using a similar system in your business, you had better improve, for the Government will get you if you don't watch out.

"The man who cannot and does not save money cannot and will not do anything else worth while"—Andrew Carnegie.

"One of our members sent us a nice letter showing his business had increased \$2400 or 33 1/3 per cent. for first seven weeks of 1934 and gave us credit for assistance in stock arrangement and advertising. We appreciate this, but no matter what we do, it is the owner's backing that puts the business across."

Thus this exceedingly efficient and successful grocer-association organization—prodding members to exert themselves along sound lines. Not much suggestion that any business belongs to anybody by rights. It belongs to him who can get it and hold it regardless.

What a few cents will do is here shown. A tourist couple driving through a town stopped at a grocer's. Both remarked on the orderly cleanliness of the store and stock and asked how come. Grocer answered that he bought early and often, did not speculate, kept things coming and going so dirt could not accumulate. The lady then showed me a can which she said she feared to use because it was so old-looking. It happened to carry a date mark—11-1928! I had the same article under my regular brand and

told her I'd exchange with her. She was astonished; but I told her a white lie, that the packer would replace it for me. Of course, she was pleased. She purchased more than \$5 worth, perhaps partly because of that.

"But that was not all. That evening she returned with her husband and we had a nice general visit. They were looking for a nice camp and fish for a few days, and I directed them to a place I knew. I had about forgotten the incident when, three days later, they came again, saying they were on their way, but had brought me a mess of fresh trout which they thought I might enjoy—all cleaned, ready to drop

into the pan. Would I enjoy them?

"I thanked them; they went their way, happy over having found a place so precisely what they had wanted; and I was happy to think I had made another satisfied customer; and again I forgot the incident.

"Then yesterday another tourist came in and asked for me. I told him I was Mr. Johnson. He held out his hand—I had never seen him before—saying he was glad to meet me. I thought him a salesman; but soon found that the former couple were friends who had sent this man to me

(Continued on page 13)

FOR BETTER BANANAS

Call 9-3251

D. L. CAVERA & CO.

The House That Caters to Independent Merchants Only

**Now is the time
to push**

BEET SUGAR

Made in Michigan

The largest Beet Sugar advertising program in the history of the industry is now under way in Michigan.

Every housewife is being told about the high quality of Beet Sugar.

Every housewife is being told that Beet Sugar is the best sugar in the world—the best for every household purpose.

Every housewife is being told to buy Michigan Made Beet Sugar and thus support Michigan wage earners. This is a big co-operative movement of importance to tens of thousands of Michigan farmers and wage earners.

You can cash in on this big drive if you stock Beet Sugar Made in Michigan.

Order your supply from your jobber now.

Farmers and Manufacturers Beet Sugar Association
SAGINAW MICHIGAN

MEAT DEALER

Where Are We Heading?

Many times the question is asked: What does the National Association do? I heard that question asked before I became a national officer, but since I have been elected to the national board I am glad to have it put to me so that I can answer it intelligently. There isn't a day but what something, somewhere, comes up that needs the attention of the Board of Directors, and because these are not given publicity the average member thinks the organization has little to do, but I want to tell you that it is just as essential to have a national association as it is for this nation to have an army and navy. The question to ask is, "How would we fare without an organization?"

No era in the history of the industry has brought with it such revolutionary merchandising methods, national legislation and other problems threatening so vitally individual initiative and equality of opportunity.

We have had depressions in previous years, but we did not have the high powered system of merchandising by large corporations that we have today, and the little retailer in previous depressions was in a position to extend credit to 90 per cent. of his customers and in that manner the federal government was relieved of the job which it is doing to-day.

With the era of large corporations came the "cold-blooded" system of "your money or the goods," and so this depression made it incumbent upon the government to finance the buying public or God knows what would have happened. It is a question of letting the public earn enough to support themselves, or if big business and corporations desire to take all the profit, then it is incumbent upon them through necessary legislation to feed and clothe the hungry. To the true American the first would be preferable; every one would sooner earn his own living than be dependent upon someone else for it.

Attending conventions is educational. I urge all members who can possibly arrange their business to attend the coming convention. To all retail meat dealers, whether members or not, we extend a most cordial invitation to meet with us in the city of Baltimore, August 6 to 9.

To the visitor there are many sides to Baltimore. If you are artistically inclined and are fond of paintings and bronzes, you'll get a real thrill when you visit the Art Museum. The building itself is an architectural gem, and the art objects in it have been very carefully selected. If you fancy picturesque scenery you'll go into raptures when you see Druid Hill Park. It is one of the great parks in the land, embracing over seven hundred acres of gloriously inspiring landscape. Be sure to see lovely Druid Lake. If you have any children, take them to the zoo, by all means. Queen Rambai Barni of Siam described Druid Hill Park as one of the most beautiful she ever visited.

Now when it comes to the historic, Baltimore is rich in landmarks and in shrines of history. Baltimore opens many breathtaking pages of past glories. Of course, you're planning to see Fort McHenry. This famous fort was the scene of the memorable repulse of the British fleet in 1814. It was during this stirring battle that Francis Scott Key wrote the "Star Spangled Banner." The Shot Tower is another well-known landmark. It was erected in 1828 and is the only one of its kind in America.

Then there are superbly sculptured monuments by the score. Baltimore is known as the Monumental City and has certainly earned the honor. First among the important monuments is the impressive Washington Monument in quaint Mt. Vernon Place. It was the first public monument erected by any city or state in memory of George Washington. A tour of the monuments, shrines, tablets and other historical places should give you several pleasant afternoons.

The local committees are active in their convention work, as a special souvenir program will be had and exhibit space offered exhibitors.

Further details as to reduced railroad fares and the names of various committees will be published in later issues.

Walter H. Kay,

Chairman National Association Retail Meat Dealers.

Importance of Flavor in Meal Planning Told

Some meals are like some folk—they are good, they have all the virtues, and they are deadly dull, they lack savor. Nutritionists working with low cost budgets have discovered that it is not enough to plan those budgets so that they will include foods which will furnish all the body requires in the way of proteins, minerals, vitamins, and calories. No, it is not enough for our meals to possess all the virtues of good nutrition; in addition they must have that more subtle characteristic—flavor.

That's probably the reason that meals which are planned around meat are satisfying. Meat heads the list of foods rich in natural flavor and it extends its flavor to the other foods served with it—this is one reason why a meal is looked upon by most everyone as complete. According to Inez S. Wilson, home economist, one reason for this is that meat has a greater "satiety value" than any other food. Now, satiety value is a high sounding phrase with a very simple meaning, which is the quality of satisfying; expressed in an old-fashioned way, "meat sticks to the ribs."

It is true that flavor and satiety value do not mean the same thing, but the combination of these two characteristics make meat an important item in the satisfactory meal. This is true of all meats and meat cuts from the lordly crown roast to the lowly stew.

Try one of these recipes for meat combined with other foods for the sake of flavor. Either one is a dish that will fit into the economy meal, but either

may appear with perfect propriety at any time on any table.

Ragout of Beef

- 3 lbs. beef shank
- 3 teaspoons salt
- 1/4 teaspoon pepper
- 1 bay leaf
- 1 cup rice
- 3 cups tomatoes
- 1 small onion, minced
- 2 tablespoons green pepper, minced

Simmer the meat until tender, having added salt, pepper and bay-leaf. Remove the meat from the bone and cut into medium-sized pieces. Cook the rice with the tomatoes, onion, and green pepper. Line a casserole with the rice and fill the center with the meat. Thicken the meat stock and pour into the casserole. Bake for 45 minutes in a moderate oven (350 degrees F.) until the rice has absorbed the gravy.

Shepherd's Pie

Cut cold cooked lamb in small pieces and heat in left-over gravy. Put in a baking dish and dot with bits of butter. Cover with hot mashed potatoes and spread with beaten egg yolk mixed with a little cold water. Bake in a hot oven until brown.

Reducing General Retail Prices

A somewhat lower level of prices in retail stores is likely to prevail for some time to come in many sections of the country as a result of the decision of mail order executives to reduce prices in their customary spring flier catalogues.

The catalogue prices of the large mail order houses are generally setting a standard not only for rural customs but also for many small merchants in country districts who must compete with mail order houses. As a matter of fact, this influence on the general level of retail prices has increased substantially with the revival of farm purchasing power during the last year.

While the price reductions thus brought about will cause some losses to smaller merchants who did not buy as advantageously as the mail order concerns, prospects are that the sales increase likely to follow this downward revision of prices in many lines will fully make up for it.

Plans Debts Message May 20

President Roosevelt contemplates sending his long looked for message on war debts to Congress on or about May 20.

The President is refraining from making any comment on the matter of token payments, preferring to await the transmittal of his message before committing himself on any point.

The White House is discounting the various newspaper stories purporting to tell what the Administration will or will not do in respect of token payments. All efforts of foreign diplomats and the press to exact from Mr. Roosevelt and the State Depart-

ment detailed information are repulsed.

It is made plain in official circles that the President does not propose to be "jockeyed into position" by the foreign governments and will not surrender to the desire of some of these and call a joint conference for the consideration of the general war debt problem.

Obstacles to Building Program

Administrative problems and the high cost of building under NRA code and union standards remain the major obstacles hampering completion of the building revival program under consideration by the President and the National Emergency Council.

The expense of applying the proposed guarantee of a large number of building modernization loans, in amounts from \$200 to \$2,000, was found to be excessive unless a very simple procedure could be worked out. In addition, a test check of prospective borrowers revealed great reluctance to pay wages and material prices frequently twice as high as those prevailing locally. Special exemption of this work from the codes, on the other hand, might lead to widespread abuse and a breakdown of the code system, it has been contended.

Collections Are Slower

The curtailment of public relief and works expenditures and the unsatisfactory showing of retail sales have combined to retard collections of outstanding accounts in many parts of the country.

While some improvement in this respect has been witnessed in the last week or two, reports generally indicate that collection efforts are being intensified, and new accounts are frequently carefully scrutinized before credit is granted. This applies equally to manufacturers' and wholesalers' collections from retail distributors, as well as the latter's dealings with individual consumers.

In addition, many collection reports indicate that there is a widespread tightening up on the granting of new installment credits. However, the financing of automobile and refrigerator sales appears to be excepted from this trend.

Who Wants Advertising Allowances?

(Continued from page 12)
for the same guidance and treatment they had got.

"And so it went on. I directed this man—he bought \$6 worth at once—I told him where to get his eggs and milk and sent him on his way. He has not come back yet, but when he returns I do not expect to have a row with him!"

Moral need not be pointed to results of "giving" that woman a small can of clean merchandise "free."

Paul Findlay.

Ambition is an electric current, which turns on power of action.

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.

Hardware Man's Place in Small Appliance Business*.

The electrical merchandising business of the United States, depending upon what you consider electrical merchandise, runs somewhere between five hundred and seven hundred and fifty million dollars per year. Just a piece of small change.

And yet some people think of it as an infant industry. I'd call it a pretty sizable baby.

Hardware stores do about 10 per cent. of the business. Some people say 8 per cent.—some say as much as 15 per cent. Let's be both agreeable and conservative and call it 10 per cent. Ten per cent. of \$500,000,000 is \$50,000,000.

We're vitally interested in that fifty million dollar baby. The trouble is (as we see it) there are too darned many other fellows interested in it too. It makes the going a little tough for all of us.

There are something like 10,000 rated hardware dealers handling appliances. That's a lot of stores—and a whale of a lot of important business men. Even though they represent only 10 per cent. of the total volume of the electrical merchandising business, they can come near making or breaking the electrical merchandising business.

When I used to be in the apparatus end of the Westinghouse Company trying to sell turbines and transformers and stokers (that was in the days before radio and electrical refrigerators), all of us in that end of the business used to think of the merchandise end of our company as the "pots and pans business." In fact, since I've gone to Mansfield I've discovered that some of the major appliance "experts" down there still call it that.

I'm rather glad to remember that—because that's one of the very good reasons why you're in the electrical business. And it's one of the good reasons why we want to do more and more business with you. Men and women have been coming to your store for generations to buy pots and pans. And practically every small electrical appliance is a glorified, electrified pot or pan.

The iron is an electrified sad iron. The old bread toasting fork first was remodeled to hold more than one slice, then adopted to the gas stove, and now is sitting on the edge of your breakfast table all done up in chromium plate with an electric wire running down to a convenience outlet. Somebody put a heating element in the upper and lower grids of a waffle iron, spent some real time and money in design, glorified it and beautified it, and you can sell it for \$10 instead of \$1.

*Address given recently at the Eagle Hardware Dealers' Association Convention at Cleveland by A. E. Allen.

I wonder how many egg beaters some of the hardware stores sold. Women didn't have muscle enough to do much with them, but make an electric motor turn the crank and you've got a mixer with attachments that will do just about everything in the kitchen. You can sell that for \$35 and now you can sell a cabinet to go with it and the sale instead of being 50 cents is \$50. It isn't easy to multiply any sale by 100—nor do all mixer buyers purchase attachments and cabinets. But 350,000 women bought electric mixers in 1933, spending \$6,125,000 for them.

And the pots and pans store, the hardware store, ought to be selling a bigger percentage of them.

1933 was still a depression year—and small appliance sales were not quite up to par in some instances.

Ten years ago, 1924, there were only 11,819,000 wired homes in this country. To-day there are 19,843,724. In 1924, 10,519,000 families were doing without electric toasters. Since then the industry has sold 6,950,000 toasters. And to-day there are 10,713,761 families without toasters. We've sold a lot of toasters and a lot of them were replacements. But several millions of them went to homes that never had one before. And there are more families without them to-day than there were ten years ago. With an expanding industry, the electrified home, we have a double opportunity—the new sale opportunities are growing each year and the replacement market is growing faster and faster—nine million homes now using toasters wear them out or see new ones that do a better job. And the toaster is only one small item out of the group that enjoy this same opportunity.

Now, again, why should "The Hardware Men Have a Place in This Small Appliance Business?"

The hardware dealer is a good dealer. By and large he's a community merchant. His credit is good—he's in business year after year. Statistics show us that his mortality rate is low.

At this point I would like to say that I think the way in which the hardware dealers in this country have appreciated the change in methods of selling and adopted up-to-date merchandising methods should be a real example to many other merchants, not excluding our electrical dealers.

The hardware retailer deals largely in "impulse purchases" as compared to the furniture dealer, where a man and woman plan their purchase a long time before they go in and buy a new suite of furniture.

A woman comes in to buy a new clothes line—she needs it now. Or her husband wants a pound of eight penny nails or a screwdriver or a padlock. The wash boiler springs a leak and Mrs. Smith has to get a new one in a hurry or she wants some grass seed or Mr. Smith wants a can of paint.

Electric refrigerators are planned purchases—but electric irons, toasters, lamps, and the other small appliances are practically staples or impulse purchases. They're right down your alley.

There was a day when the hardware

dealer was afraid of the service problem when he thought about selling electrical appliances. There is no service problem to the small appliance business. I think any hardware clerk in the country—no matter how green—can replace the element in the simpler appliances. Even a mixer is a simple gadget compared to a lawn mower.

But the repair and replacement problem should have enough thought so that in selecting his products, the dealer chooses a manufacturer and distributor who will stay in business and can give him good service on parts.

How much money does it take for a Hardware Man to Have A Place in the Small Appliance Business? Not very much.

Clocks, fans, heaters, flashlights, lamps, irons—go right on down the list. For a five or six hundred dollar investment, a hardware man can have a real stock of small appliances. It won't be big. But it will be clean and will be a lot more complete than most small retailers.

How fast can he turn it? How much can he make? That's in nobody's hands but his own. It depends altogether on whether he's a storekeeper or a merchant—on whether he is willing to try to sell.

The Hardware Man Has No Place in the Small Appliance Business if he is not willing to sell. I don't mean that to sell small appliances he must have house-to-house crews. But he must educate himself and his clerks to the point where they know the features of a product and what it will do for the man or woman who buys it. They

don't need to know anything about the gage of the steel in the shell of an electric iron, but they should know that the beveled edge gets under buttons, the moulded rubber handle is easier on the hand and that the sloping handle minimizes fatigue. They should know that the adjustable automatic iron is safer than a non-automatic iron and why; that a high-wattage iron heats up faster and "holds heat better," as the women say, that it saves ironing time and why. None of these features or sales points are technical. They're nothing more than any satisfied user should know about the product she is using. And certainly the sales person should know that much. And here's one of the reasons why the hardware man must know the selling story on electric appliances and must tell that story—must sell instead of just "waiting on."

I don't like to say it, but there is a general feeling among electrical manufacturers that contrary to his policy on his regular hardware business, the hardware man is a price artist when it comes to electric appliances.

That kind of an operation won't do for your type of store. That's playing the other fellow's game—the big chain operator. You can't match him when it comes to price. A woman seeing an iron in your store at \$3.95 and one in the other fellow's place at \$2.98 will buy the \$2.98 every time. Why should not she unless you tell her all about the \$3.95 iron—what it will do—how it's different—who makes it—and so on. And while you're telling her that, it's

(Continued on page 22)

400 BRANCHES TO SERVE AMERICA

● Holland Furnace Company is the world's largest installer of home heating systems. Many years ago this company decided that to manufacture and sell heating and air conditioning equipment was to perform merely a part of the job of making homes comfortable. Today Holland not only makes and sells, but also installs, finances and services its equipment.

Clear across the country—you will find direct Holland factory branches—each branch manned by factory-trained experts qualified to advise you accurately on all types of home-heating problems. Thus proper equipment and correct installation is assured. Thus the responsibility for satisfactory performance is shouldered by Holland. The Holland 5-year guarantee bond means what it says.

HOLLAND FURNACE CO.
HOLLAND MICHIGAN

DRY GOODS

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

Re-Orders on Costume Jewelry

While costume jewelry was affected to some extent by the recent lull in buying activity by retailers, re-orders on a number of items have been good. A particularly good trade has been done in shell clips and earrings to retail at \$1. These types were launched by the Parisian couturiers and have found wide favor among women here. The new millinery styles have brought an active demand for four-inch hat pins, with plain knob and either gold or silver plated. Bracelets and clips of a novelty composition material have also sold well, particularly the white types trimmed with gold.

White Vogue Gaining Notably

Active consumer interest in white apparel and accessories is being shown notably early and there is now no doubt but that the biggest vogue for white in a good many years will feature the Summer season, store buyers reported. The range of white merchandise being bought is extremely wide, including not only coats, suits and dresses, but hats shoes, underwear, slips, robes and beach wear. Linen ready-to-wear is moving well and although production has been heavy, confidence is expressed that the garments will sell profitably in both wholesale and retail channels.

Dress Linen Sales 25 Per Cent. Ahead

With the seasonal demand for dress linens beginning to recede, importers report that sales this Spring attained the highest levels in eight years and are 25 per cent. ahead of the yardage totals of last Spring. Dollar volume on dress linens is 30 to 40 per cent. higher than in 1933, because of the depreciation of the dollar. The strong demand for linens for women's dresses and suits is expected to carry through next year and forward purchasing already being done by importers has prevented a seasonal drop in linen prices abroad.

Early Fall Lamp Styles Shown

Fall prices on lamps will remain unchanged from present levels, according to the samples of Fall merchandise made up thus far by manufacturers. The lamps, intended for the inspection of buyers who will be in the Eastern market shortly to place initial orders, feature bronze, china and pottery bases in the table styles. Bronze, brass, wrought iron and combinations of brass and glass bases are included in the standing types. The majority of the samples shown are made to retail at \$15 to \$30.

New Knotted Tie Shown Here

A new type of men's knotted tie is being shown to local men's wear retailers and has met with considerable interest, it was reported here yesterday. The "permanently tied" knot is a copy of one fashioned by a men's wear stylist and is formed through use of supporting canvas on the interior. One

end of the tie fits into a space at the back of the knot and is held in place. In addition to ease of adjustment, the neckwear is claimed to eliminate wrinkles, support the collar and to wear longer. The tie has been patented and is priced to retail from 50 cents to \$1.

Housewares Again in Demand

A revival of interest in all lines of small housewares is evident in the wholesale market as buyers for both retail and wholesale establishments order goods for immediate delivery. The active buying is the first experienced by the wholesale market in more than a month. Threatened price advances played only a small part in prompting such purchases, buyers said yesterday. The present call is due to the fact that retailers have been able to move a large part of their stocks through special promotions in the last two weeks.

April Shoe Output Lower

Shoe output last month fell back slightly, according to estimates in the trade. The total was put at about 29,000,000 pairs, which compares with an estimate of 30,000,000 for the previous month and 27,630,000 for April of last year. For the first four months of this year estimated production is about 8½ per cent. over the figure for last year. Including the March and April estimates, output for 1934 was about 114,463,000 pairs, as against 105,307,000 for the first four months of 1933.

Men's Summer Goods Bought

The warm weather spurred sharply the demand for men's Summer goods. Retailers sent in rush requests for immediate deliveries of bathing suits and other beach wear. Sports coats, flannel slacks, which are becoming more popular, and polo shirts, particularly the rayon mesh types, were ordered freely. The market reports that men's stores did a good business throughout the country last Saturday and that May has started off thus far in a favorable manner.

Purchasing Index Gains

Fractional gains in eight commodities carried the price index, compiled for its members by the National Association of Purchasing Agents to 62.8 for the week. The index figure stood at 62.5 in the preceding week. Live-stock, building materials, hides and leathers, ferrous metals and paint materials were the commodities showing the principal gains in prices. Fine and coarse textiles and vegetable oils declined slightly from the previous week's levels.

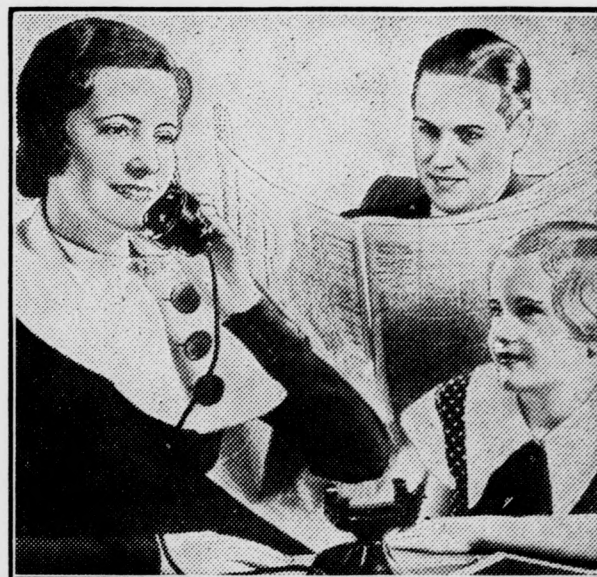
To Stress Merchandise Research

Merchandising research along three broad lines will feature the work of the merchandise manager's division of the National Retail Dry Goods Association. Investigation will be made of the possibilities of adding new lines and departments to increase sales and profits. Analysis will be made of opportunities for increasing sales volume in established departments, as for example, the study of home sewing trend to increase volume in piece goods. The third effort will center on analyses of the weak departments, notably the men's clothing division.

Duck pins are now being made of hollow cast aluminum. They are fitted with rubber rings on head and body to deaden noise.

Marksmen are offered a new .22 target cartridge with a sharp shoulder bullet which clips sharp, clean holes in the target.

MICHIGAN BELL TELEPHONE CO.



TELEPHONE SERVICE COSTS AS LITTLE AS \$2.50 A MONTH

FOR that moderate monthly cost, your family can have the convenience . . . the social and business advantages . . . the priceless protection of a telephone.

Call, visit or write the Telephone Business Office for complete information, or to place an order. Installation will be made promptly.



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

Second Generation at the Republican House

St. Paul, Minn., May 14—Here I am on my way once more to the Golden West, with pleasant memories of a wonderful month spent with friends in Michigan and elsewhere. Before leaving I was fortunate in spending a brief period with my old friend, Arthur A. Frost, who is now managing Hotel Vincent, at Benton Harbor. We all remember him as the kindly host at the Morton Hotel, Grand Rapids, and it will be a pleasure for his friends to know that he is making his activities count in his new field. At the time of my visit there he had his hands full entertaining the "blossom queen" candidates at a luncheon and I had little time to talk over affairs of interest, fully intending to return later, but W. L. (Bill) McManus, well known as former proprietor of the Cushman House, Petoskey, grabbed me off and landed me in another field. So there you are.

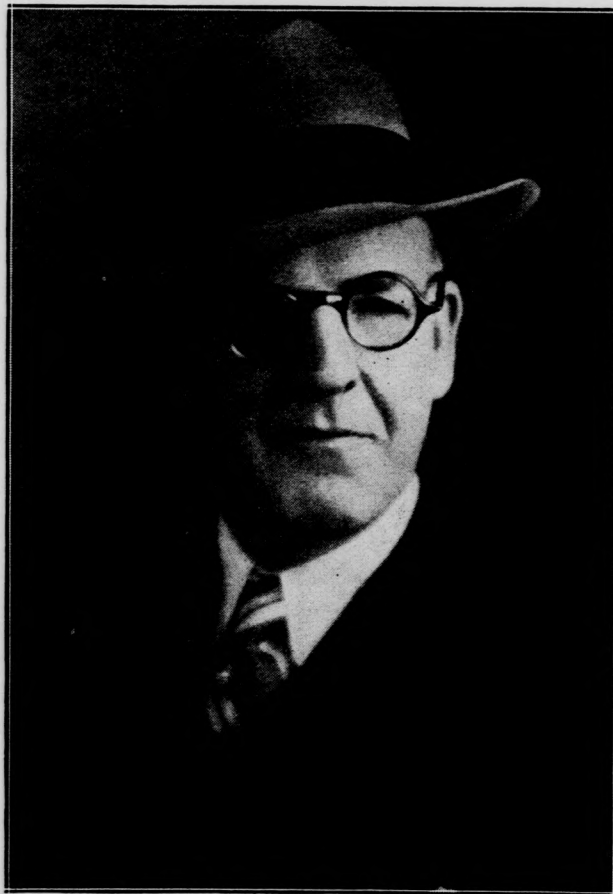
Speaking of "Bill" McManus reminds me that I met his son, J. F. (Jack) at Hotel Pfister, Milwaukee, where he is engaged in promoting the affairs of that institution, in representing the Association of Commerce in their work of securing conventions for the Cream City and his work is pronounced successful. It should be, for he secured his early training at the Cushman, and knows full well how it is accomplished.

Herman O. Kletzsch, manager of the Republican House, Milwaukee, staged a genuine "home-coming" on the occasion of my visit there last week. Fifty-two years ago, when I first started to peddle type for a Chicago house, I put in several years in Wisconsin and it was one of my joys in those days to visit that institution. Herman was in knickerbockers then, but his father had been landlord for many years, and I will never forget the impression he made upon me with his kindly offering of hospitality. At that time the Republican was a frame affair, but it was the nucleus for the glamorous modern establishment which Herman presides over to-day. Never, anywhere, on the basis of \$2 per day for three square meals and a room, did anyone ever get so much for their money. It is just the same to-day, and the old timers are still in evidence in goodly forces, evidencing that they still recognize a good thing when it is diplomatically offered, at equitable cost. Mr. Kletzsch, who, by the way, is a regular reader of the Tradesman, is, and has been secretary of the Wisconsin State Hotel Association, ever since, I think, the organization was first formed. At least as far back as my recollection carries me, but knowing that in time one sometimes becomes somewhat sensitive over the passage of that commodity, so I am not going to arbitrarily insist on this statement being absolutely correct, but I do know that he will continue to function in that capacity as long as he can be persuaded to do so. I like him and I don't care who knows it and he will always have my vote, even if I have to transmit it by registered mail. The Republican House still goes on serving those meals for which it was famed in the long ago, and I am reproducing the offerings for one dinner, which is served on the basis of 65 cents to one dollar. I feel that some of my other acquaintances will find it beneficial to peruse it:

Pineapple and Fruit Cocktails
Puree St. Germaine Tomato-Spaghetti
Dill Pickles Celery Hearts
Radishes
Broiled Filet of Lake Trout,



William J. Chittenden, Jr.



Ted Beecher

Parsley Butter
Roast Prime Ribs of Beef, au jus
Broiled T-Bone Steak, Brown Butter
Roast Turkey, Cranberry Sauce
Fried Calves Liver and Bacon
Breaded Pork Chop, Tomato Sauce
Omelet, with Currant Jelly
Broiled Club Sirloin Steak
Mashed, Parsley and American Fried Potatoes
Fresh Asparagus Stewed Tomatoes
Red Cabbage Head Lettuce
Bon Ton Pineapple-Apple Salads
Apple and Blackberry Pie
Cinnamon Coffee Cake
Poppy Seed Layer Cake
Sally Lunn Gems
Cocoanut Custard and Vanilla Ice Cream
Beverages

And Herman has given me a "rain check" for a return engagement.

Years ago—at least forty—when Elmer L. Arnold was filling the position of general manager for the Iowa State Printer, at Des Moines, he frequently encouraged me with orders for type and added much to my joys of existence by social offerings. Some years later he transferred his affairs to Milwaukee and to-day he is at the head of the realty company which bears his name and controls, among other properties, the Underwriters Exchange building, one of the city's outstanding office structures. I spent several hours with him and his charming wife, recently acquired, and did we reminisce? Well, I should remark.

And while I am in the mood let me tell you that at Hotel Crathmore the other week, I was introduced to W. J. Major, of Sturgis, a brother-in-law of "Ted" Beecher, whom I discovered to have followed in my footsteps representing Barnhart Bros. & Spindler, but now represents the Fort Wayne Printing Co. in Michigan. Showing that the world is somewhat abbreviated at best.

J. E. Frawley, who has been managing director of the Book-Cadillac for some time, and a vice-president of the National Hotel Management Co., Inc., since its organization, was elected Executive Vice-President of the corporation, last week, and will henceforth make his home in New York. Mr. Frawley, who left his home in Glenn Falls, N. Y., at the age of fourteen to begin his career at Hotel Pfister, Milwaukee, is at thirty-eight a veteran hotel man, having managed several important establishments in the East, and prior to his assuming direction of the Book-Cadillac affairs, was general manager of the Fort Shelby, Detroit.

The advancement of Mr. Frawley gives the general management of the Book-Cadillac to W. J. Chittenden, Jr., who has been resident manager for several years. Everyone knows this popular individual. He has been in the public eye for years, coming originally from the old Russell House, which was operated by his father, from which establishment he went to the Pontchartrain, and has more recently been connected with other similar enterprises.

William Carroll, manager of the Kellogg Hotels, at Battle Creek, was married May 1 to Eleanor Connolly, of that city. They are now making a trip through the East, expecting to return home the middle of the month.

John N. Anhut, attorney for the several hotel associations of Michigan, has formed the Imperial Management Co. to own, lease and operate hotels and apartment buildings. Their first unit will be Hotel Imperial, Detroit. Associated with Mr. Anhut as treasurer of the company and as manager of the various properties is R. H. Weaver, formerly of Chicago hotels.

Twenty-one years ago Birdshall Hodgins, of Summit, California, then head porter of John A. Anderson's hotel, the Harrington, Port Huron, took a hair brush a guest left in his room. To clear his conscience he recently remit-

ted John two dollars to cover same??? John?

Conrad Faber, for many years associated with the Chicago hotel industry, was recently appointed manager of Hotel Browning, Grand Rapids, the appointment taking effect April 15. Mr. Faber has been associated in the past in an executive capacity with such establishments in Chicago as the Windermere, East, the East End Park, the Embassy, the Flamingo and the Park Shore. He also was manager of the Hillcrest, Toledo, Ohio.

An old-time acquaintance of mine at Milwaukee, H. L. Ashworth, is business manager of the Wisconsin State Hotel Association, and I will say that



Arthur A. Frost

he makes something more than a perfunctory job of it. He does all the promotion work, such as inducing tourists to visit different sections of the state, irons out all of the knotty problems of its members and has to his credit the building up of one of the most progressive and outstanding organizations in the country. A lot of other state associations would do well to catch up with him and make something of their organizations besides strictly social affairs.

A Massachusetts woman recently wrote Governor Rolfe, of California, requesting him to send her a hairless dog. In California hairless dogs are not propagated, for the reason that such a breed of purps would be valueless as flea catchers and would not fit in with the stage setting, which encourages the utilization of the canine species as a sanctuary for fleas, enticing them from the lawns and afterwards becoming a vehicle for transportation to the incinerators. Everything in California is based upon a system.

So long as there are two sides to every story there will be those who will espouse one or the other, and guide themselves according to its light. The scattering attention paid in news print to the intelligent types of young women who are found waiting on tables in many feeding emporiums and the somewhat evident surprise at the amount of average earnings reported by efficient workers in the better class of coffee shops and tea rooms furnish a striking example of this very thing, as one operator stated: "I would rather not have any accent placed on that subject, but some of my waitresses make more in wages than many of my guests receive in salaries in the course of the week." A similar view is set

forth by another in the hotel line, who, speaking for his high claims for service, maintained: "These girls are a picked lot and they are making more than the most of those employed in offices and other clerical work. They make their jobs worth while by rendering real service."

Now that the Greeters of America have reached the successful stage, some "holier than thou" individual wants them to become exclusive, the very thing the organization should be careful to avoid. This is what he wants to do: "Any active member who for a period of six months or longer has ceased to be affiliated with the hotel industry in a manner which would make him eligible originally for that classification, or who has taken up another vocation, shall be transferred to inactive membership and deprived of all rights and privileges of active membership." Provided he pays his dues he may remain under the status of inactive membership. Some of the greatest organizers for Greeterism have been individuals who at one time were actively engaged in hotel service, but who for some reason or other have become disconnected with the profession, though still feeling the desirability of its continued success. They have expended much effort in helping the movement forward to success, besides paying their dues. Some day they may be back in the harness and active membership during the interim cannot help but be beneficial to the profession, as well as the individual. I could mention a number of faithful scouts in Michigan who have done this very thing. They have never asked for anything from the association except fraternity, but have at all times given something to it. The success of Greeterism has not been due to any particular interest on the part of the rank and file, but to a very few who have had a vision and applied their efforts to practical ends. It were better to stamp out such a movement in its incipency than to eventually flounder on the rocks of oblivion. History repeats itself and many an organization is facing depleted membership because there were no "Georges" to keep up their enthusiasm. Frank S. Verbeck.

Scheme to Reduce Cigarette Prices

Every pack of cigarettes sold nets the Federal Treasury 6 cents, the rest of the selling price is divided among retailers, jobbers, other distributors, and the manufacturer.

Before Congress now, with a good word from the House Ways and Means Committee (instigator of all taxes), is a plan to cut the tax 40 per cent.

This would mean that so-called 10-cent cigarettes could be sold two packs for 15 cents and so-called standard grades for 10 cents a pack.

Other kinds of tobacco would be treated similarly. For smoking and chewing tobacco, the tax would be cut from 18 cents a pound to 10.8 cents.

Backing up its recommendation for lower tobacco taxes the House committee foresees these benefits: It will protect the interest of 432,000 tobacco-growing farmers; will save untold millions of dollars annually to wage earners and tobacco consumers; will provide a proper and just return of revenues to the Treasury, ultimately making up for the temporary decrease because more tobacco will be smoked; manufacturers have promised to pass on every bit of the tax cut to the consumer.

Governors of six tobacco-growing States favor the lower tax.

Most cigarette smoking occurred in 1930, when 109 billion were consumed. With the proposed lower rate, taxpayers would have been saved \$136,750,000 that year.

Seventeen New Readers of the Tradesman

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

L. & L. Mollhagen, St. Joseph
Henry Albrecht, St. Joseph
William Kasischke, St. Joseph
R. Richards, Benton Harbor
Auburn Grocery, Muskegon
Robert Kalus, Union Pier
Fred M. Cross, New Buffalo
Diedricks Grocery, Three Oaks
O. W. Tomquist, Harbert
John W. Tynan, Niles
Bunbury Grocery, Niles
F. W. Durm, Niles
N. J. Long, Niles
C. E. McLauchlin, Niles
Oscar C. McKenzie, Niles
A. W. Howell, Dowagiac
Boyd Redner & Son, Dowagiac

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

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

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

The
MORTON

400 ROOMS EACH
WITH BATH

\$1.50 up

Grand Rapids' Friendly Hotel
Phil Jordan, Manager

THE ROWE
GRAND RAPIDS

The Most Popular Hotel
in Western Michigan

300 ROOMS — SHOWERS
SERVIDOR

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

CODY HOTEL
GRAND RAPIDS

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

CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO
IONIA AND

THE REED INN

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

Park Place Hotel
Traverse City

Rates Reasonable—Service Superb
—Location Admirable.

GEO. ANDERSON, Mgr.
ALBERT J. ROKOS, Asst. Mgr.

New Hotel Elliott
STURGIS, MICH.

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

Occidental Hotel

FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up

EDWARD R. SWETT, Mgr.
Muskegon Michigan

Columbia Hotel
KALAMAZOO

Good Place To Tie To

DRUGS

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

Michigan State Pharmaceutical Association.

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

The Pharmacological Action of Tonics

The word tonic is in common use not only among laymen but also among pharmacists and doctors; it is, therefore, of interest to consider what is meant by a word which is used in many different senses. Substances so varied as gentian, strychnine, adrenaline, alcohol, thyroid and vitamin B, may all be classed as tonics; even so, the list is incomplete.

Infusion of Gentian is an example of a bitter tonic. Substances bitter to the tongue produce a flow of gastric juice, and when given before a meal, because of this action improve the appetite and digestive power. The flow of gastric juice produced from the cells which line small pits in the wall of the stomach is regulated by impulses which travel along the nerves to the cells. When a bitter substance is tasted in the mouth, impulses are sent along the nerves for taste to the brain; these impulses then give rise to other impulses which leave the brain and travel to the cells, producing gastric juice. Thus the effect of the bitter is said to be "reflex"; it is not due to direct contact of the substance with the stomach wall.

Strychnine

Strychnine, when given by mouth as an extract or tincture of nuxvomica, is again acting as a simple bitter. Its tonic effect is due to an increase in the flow of gastric juice resulting in increased digestive power and appetite. Strychnine has, however, an action of a quite different sort, which presumably comes into play when tablets of Easton's Syrup are taken. There is between each of the nerves in the body a junction or "synapse" which offers some resistance. A very small stimulus evokes only a small response because it cannot pass more than one or two such resistances; a larger stimulus can pass more and, in consequence, brings into action a greater number of nerves. The effect of strychnine can readily be understood from the fact that it diminishes the synaptic resistance in the nervous system. Its effect, then, is to cause the response to a small stimulus to be greater than before; a small stimulus can pass a greater number of synapses than before and brings into action more nerve fibres.

Finally, strychnine is said to have a tonic action on the heart. In the literal sense this statement is untrue, for strychnine has no direct action on the heart whatever. If the heart be removed from the body and allowed to beat by itself, as it will if provided with blood or a suitable salt solution, then the application of strychnine has no effect. But practically, so far as the heart in the body is concerned, strychnine does indirectly improve the beat.

When injected under the skin it stimulates the brain in such a way as to cause impulses to pass down the nerves which control the diameter of the aorta. Thus strychnine narrows the diameter of the aorta and other arteries, raises the pressure inside them, and so causes more blood to flow through the coronary system. Thus the walls of the heart receive more oxygen, and are able to beat more powerfully; they deliver a larger amount of blood at each beat, which in turn raises the blood pressure still higher, and once more improves the coronary flow. This is the chain of physiological events which follows when strychnine, injected into a collapsed person, restores a failing heart. Nevertheless, strychnine has no tonic action on the heart itself.

Adrenaline

Another substance, which may be described as nature's own emergency tonic, is adrenaline. It is formed inside the suprarenal glands, and is the most powerful restorative known, being a genuine "corpse reviver," for which purpose it is actually used. During an operation the patient's breathing may stop, and a little later his heart may stop also. He is then dead. Injection of adrenaline into the heart, accompanied by artificial respiration, will often revive him. The tonic effect is exerted principally upon the heart itself. In the presence of adrenaline the fibres of the heart muscle regain their vigor in an astonishing way, and this effect is just as well seen in a heart removed from the body as in a heart in its normal position.

Adrenaline is a substance which acts on many tissues, and the effect is always such as to enable the body as a whole to fight or to run. The heart beats more quickly and powerfully to provide the blood needed for a great muscular effort. The main arteries are constricted, raising the blood pressure and improving the blood supply to the brain. The pupils of the eye are dilated to allow more light to enter the eyes and to improve vision. The bronchioles are dilated to permit the access of as much air to the lungs as possible; intestinal movement is arrested and the blood supply to the intestines is cut off, thus enabling the muscles to have a greater supply. The main therapeutic use of adrenaline depends on its power to shut down small blood vessels; when injected under the skin it causes blanching because the blood flow stops. This makes adrenaline of value for mixing with local anesthetics, the effect of which would otherwise last only a few minutes. Mixed with adrenaline their action persists for several hours. For the same reason adrenaline is sometimes used in arresting hemorrhage. Adrenaline has two other

therapeutic uses: first, to expand or dilate the bronchioles in asthma; second, to counteract the symptoms which sometimes appear after the injection of serum; the explanation of this important action is not known.

Alcohol

Alcohol as a tonic is not an unfamiliar subject. It has a restorative effect in collapse which is exerted when a concentrated solution enters the mouth. The effect is obtained without swallowing the alcohol and is not peculiar to alcohol; for example, the smell of burnt feathers acts in the same way, though feathers are not usually available. The effect is reflex like the action of a bitter tonic, but is exerted on the respiration, which is quickened, and not on the glands of the stomach. The use of alcohol in tonic wines does, however, depend on an effect on the secretion of gastric juice, which is apparently exerted after the alcohol has entered the blood stream; the total quantity of juice is increased, though the amount of pepsin does not rise in proportion. Apart from this effect, alcohol is not a stimulant, but exerts a depressant action on the brain. The powers of calculating and of performing fine movements rapidly are weakened, while the general effect is to remove the controlling forces of self-criticism and reserve.

Thyroid

A substance which is not commonly recognized as a tonic, but which, nevertheless, has almost more claim to the name than anything else, is thyroid. The use of thyroid is not restricted to the two well-known conditions of severe thyroid deficiency, namely, cretinism and myxedema, the one occurring in the young child and the other in the elderly adult. Thyroid is also largely prescribed as a tonic for many patients in whom energy and appetite are lacking. In particular it is of value for

young women suffering from cessation of menstruation, loss of hair, and who find themselves easily fatigued. Thyroid acts by increasing the rate at which energy is produced by the body. We consume oxygen and give out carbon dioxide, and the oxygen intake varies greatly in different people, even when at rest. After taking thyroid our fires burn more vigorously and the oxygen intake rises. Food normally is used for two purposes: to supply the current demand for energy and to be stored as fat. After taking thyroid a greater proportion is used to supply energy and a smaller proportion to be stored. Thus appetite is increased and the patient feels more energetic; the actions of a true tonic.

J. H. Burn.

Protection for Druggist Hurt by Price-Slashing

Retail druggists operate under the NRA code which specifies how much price-cutting they may do on branded lines. Because of charges that the code is being defied now and then, the NRA issued an order April 19 which permits a druggist to cut his prices to meet those of a competitor pending action by the code authority which will announce the correct price. After the correct price has been specified, sales below it will violate the code.

New Rules for Conducting Going-out-of-Business Sale

Merchants who advertise "going-out-of-business" sales had better not run in any new merchandise. To the NRA this will constitute a violation of the retail code. A hearing will be held May 4 by the NRA on proposed changes in the retail code. Among them are rules for "one-cent" sales and a proposed ban against "suit club" plans.

Things often are "no good" because they're too good.

SPRING SPECIALTIES

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

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

Hazeltine & Perkins Drug Co.
 Grand Rapids
 Michigan

WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER		
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55
Boric, Powd., or Xtal., lb.	07 1/2 @	20	Chamomile		
Carbolic, Xtal., lb.	36 @	43	German, lb.	45 @	55
Citric, lb.	33 @	45	Roman, lb.	@ 1	40
Muriatic, Com'l., lb.	03 1/2 @	10	Saffron		
Nitric, lb.	10 @	15	American, lb.	50 @	55
Oxalic, lb.	15 @	25	Spanish, ozs.	@ 1	35
Sulphuric, lb.	03 1/2 @	10			
Tartaric, lb.	33 @	40			
ALCOHOL			FORMALDEHYDE, BULK		
Denatured, No. 5, gal.	44 @	55	Pound	09 @	20
Grain, gal.	4 00 @	5 00			
Wood, gal.	50 @	60			
ALUM-POTASH, USP			FULLER'S EARTH		
Lump, lb.	04 @	13	Powder, lb.	05 @	10
Powd. or Gra., lb.	04 1/2 @	13			
AMMONIA			GELATIN		
Concentrated, lb.	06 @	18	Pound	55 @	65
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			GLUE		
Pound	07 @	20	Brok., Bro., lb.	20 @	30
BALSAMS			Gro'd, Dark, lb.	16 @	22
Copaiba, lb.	60 @	1 40	Whi. Flake, lb.	27 1/2 @	35
Fir, Cana., lb.	2 00 @	2 40	White G'd., lb.	25 @	35
Fir, Oreg., lb.	50 @	1 00	White AXX light, lb.	42 1/2 @	50
Peru, lb.	3 00 @	3 60	Ribbon		
Tolu, lb.	1 50 @	1 80			
BARKS			GLYCERINE		
Cassia			Pound	16 3/4 @	45
Ordinary, lb.	@	30			
Ordinary, Po., lb.	25 @	35			
Saigon, lb.	@	40			
Saigon, Po., lb.	50 @	60			
Elm, lb.	40 @	50			
Elm, Powd., lb.	38 @	45			
Elm, G'd, lb.	38 @	45			
Sassafras (P'd lb. 50)	@	45			
Soaptree, cut, lb.	20 @	30			
Soaptree, Po., lb.	35 @	40			
BERRIES			GUM		
Cubeb, lb.	@	65	Aloes, Barbadoes,		
Cubeb, Po., lb.	@	75	so called, lb. gourds	@	60
Juniper, lb.	10 @	20	Powd., lb.	35 @	45
BLUE VITRIOL			Aloes, Socotrine, lb.	@	75
Pound	06 @	15	Powd., lb.	@	80
BORAX			Arabic, first, lb.	@	40
P'd or Xtal, lb.	06 @	13	Arabic, sec., lb.	@	30
BRIMSTONE			Arabic, sorts, lb.	15 @	25
Pound	04 @	10	Arabic, Gran., lb.	@	35
CAMPHOR			Arabic, P'd, lb.	25 @	35
Pound	80 @	1 00	Asafoetida, lb.	47 @	50
CANTHARIDES			Asafoetida, Po., lb.	75 @	82
Russian, Powd.	@ 4	50	Guaiac, lb.	@	60
Chinese, Powd.	@ 2	00	Guaiac, powd.	@	65
CHALK			Kino, lb.	@	90
Crayons			Kino, powd., lb.	@ 1	00
White, dozen	@ 3	60	Myrrh, lb.	@	60
Dustless, dozen	@ 6	00	Myrrh, Pow., lb.	@	75
French Powder, Coml., lb.	03 1/2 @	10	Shellac, Orange, lb.	22 1/2 @	30
Precipitated, lb.	12 @	15	Ground, lb.	22 1/2 @	30
Prepared, lb.	14 @	16	Shellac, white (bone dr'd) lb.	35 @	45
White, lump, lb.	03 @	10	Tragacanth		
CAPSICUM			No. 1, bbls.	1 50 @	1 75
Pods, lb.	60 @	70	No. 2, lbs.	1 35 @	1 50
Powder, lb.	62 @	75	Pow., lb.	1 25 @	1 50
CLOVES			HONEY		
Whole, lb.	30 @	40	Pound	25 @	40
Powdered, lb.	35 @	45	HOPS		
COCAINE			1/4s Loose, Pressed, lb.	@ 1	00
Ounce	14 75 @	15 40	HYDROGEN PEROXIDE		
COPPERAS			Pound, gross	27 00 @	29 00
Xtal, lb.	03 1/4 @	10	1/2 lb., gross	17 00 @	18 00
Powdered, lb.	04 @	15	1/4 lb., gross	11 00 @	11 50
CREAM TARTAR			INDIGO		
Pound	25 @	38	Madras, lb.	2 00 @	2 25
CUTTLEBONE			INSECT POWDER		
Pound	40 @	50	Pure, lb.	31 @	41
DEXTRINE			LEAD ACETATE		
Yellow Corn, lb.	06 1/2 @	15	Xtal, lb.	17 @	25
White Corn, lb.	07 @	15	Powd. and Gran.	25 @	35
EXTRACT			LICORICE		
Witch Hazel, Yellow Lab., gal.	1 10 @	1 70	Extracts, sticks, per box	1 50 @	2 00
Licorice, P'd, lb.	50 @	60	Lozenges, lb.	40 @	50
			Wafers, (24s) box	@ 1	50
MORPHINE			LEAVES		
Ounces	@ 11	80	Buchu, lb., short	@	60
1/8s	@ 13	96	Buchu, lb., long	@	70
MUSTARD			Buchu, P'd, lb.	@	70
Bulk, Powd.			Sage, bulk, lb.	25 @	30
Select, lb.	45 @	50	Sage, loose pressed, 1/4s, lb.	@	40
No. 1, lb.	25 @	35	Sage, ounces	@	35
NAPHTHALINE			Sage, P'd and Grd.	@	35
Balls, lb.	09 @	13	Senna		
Flake, lb.	09 @	18	Alexandria, lb.	35 @	40
NUTMEG			Tinneveilla, lb.	25 @	40
Pound	@	40	Powd., lb.	25 @	35
Powdered, lb.	@	50	Uva Ursi, lb.	@	31
NUX VOMICA			Uva Ursi, P'd., lb.	@	45
Pound	@	25			
Powdered, lb.	15 @	25			
OIL ESSENTIAL			LIME		
Almond			Chloride, med., dz.	@	85
Bit., true, ozs.	@	50	Chloride, large, dz.	@ 1	45
Bit., art., ozs.	@	30	LYCOPodium		
Sweet, true, lb.	1 40 @	2 00	Pound	45 @	60
Sweet, art., lbs.	75 @	1 20	MAGNESIA		
Amber, crude, lb.	71 @	1 40	Carb., 1/4s, lb.	@	30
Amber, rect., lb.	1 30 @	2 00	Carb., 1/2s, lb.	@	32
Anise, lb.	1 00 @	1 60	Carb., Powd., lb.	15 @	25
Bay, lb.	4 00 @	4 25	Oxide, Hea., lb.	@	75
Bergamot, lb.	3 25 @	3 75	Oxide, light, lb.	@	75
Cajeput, lb.	1 50 @	2 00	MENTHOL		
Caraway S'd, lb.	2 80 @	3 40	Pound	4 54 @	4 88
Cassia, USP, lb.	2 10 @	2 60	MERCURY		
Cedar Leaf, lb.	1 70 @	2 20	Pound	1 50 @	1 75
Cedar Leaf, Coml., lb.	1 00 @	1 25			
Citronella, lb.	1 00 @	1 40			
Cloves, lb.	1 75 @	2 25			
Croton, lbs.	4 00 @	4 60			
Cubeb, lb.	4 25 @	4 80			
Erigeron, lb.	2 70 @	3 35			
Eucalytus, lb.	85 @	1 20			
Fennel	2 25 @	2 60			
Hemlock, Pu., lb.	1 70 @	2 20			
Hemlock Com., lb.	1 00 @	1 25			
Juniper Ber., lb.	3 00 @	3 20			
Juniper W'd, lb.	1 50 @	1 75			
Lav. Flow., lb.	4 50 @	5 00			
Lav. Gard., lb.	1 25 @	1 50			
Lemon, lb.	2 00 @	2 40			
Mustard, true, ozs.	@ 1	25			
Mustard, art., ozs.	@	30			
Orange, Sw., lb.	3 00 @	3 25			
Origanum, art., lb.	1 00 @	1 20			
Pennyroyal, lb.	2 75 @	3 20			
Peppermint, lb.	4 25 @	4 80			
Rose, dr.	@	2 50			
Rose, Geran., ozs.	@	1 00			
Rosemary Flowers, lb.	1 00 @	1 50			
Sandalwood					
E. I., lb.	8 00 @	8 60			
W. I., lb.	4 50 @	4 75			
Sassafras					
True, lb.	1 90 @	2 40			
Syn., lb.	85 @	1 40			
Spearmint, lb.	2 50 @	3 00			
Tansy, lb.	3 50 @	4 00			
Thyme, Red, lb.	1 50 @	2 00			
Thyme, Whi., lb.	1 75 @	2 40			
Wintergreen					
Leaf, true, lb.	5 60 @	6 00			
Birch, lb.	4 00 @	4 60			
Syn.	75 @	1 20			
Wormseed, lb.	3 50 @	4 00			
Wormwood, lb.	4 50 @	5 00			
OILS HEAVY			OPIUM		
Castor, gal.	1 45 @	1 60	Gum, ozs., \$1.40; lb.	17 50 @	20 00
Cocanut, lb.	22 1/2 @	35	Powder, ozs., \$1.40; lb.	17 50 @	20 00
Cod Liver, Norwegian, gal.	1 20 @	1 50	Gran., ozs., \$1.40; lb.	17 50 @	20 00
Cot. Seed, gal.	85 @	1 00			
Lard, ex., gal.	1 55 @	1 65			
Lard, No. 1, gal.	1 25 @	1 40			
Linseed, raw, gal.	78 @	93			
Linseed, boil., gal.	81 @	96			
Neatsfoot, extra, gal.	80 @	1 00			
Olive					
Malaga, gal.	2 50 @	3 00			
Pure, gal.	3 00 @	5 00			
Sperm, gal.	1 25 @	1 50			
Tanner, gal.	75 @	90			
Tar, gal.	50 @	65			
Whale, gal.	@	2 00			
PARAFFINE			PEPPER		
Pound	06 1/2 @	15	Black, grd., lb.	25 @	35
PEPPER			Red, grd., lb.	45 @	55
Black, grd., lb.	25 @	35	White, grd., lb.	40 @	45
PITCH BURGUNDY			PETROLATUM		
Pound	20 @	25	Amber, Plain, lb.	12 @	17
POTASSA			Amber, Carb., lb.	14 @	19
Barrels	@ 5	75	Cream Whi., lb.	17 @	22
Less, lb.	03 1/2 @	08	Lily White, lb.	20 @	25
POTASSIUM			Snow White, lb.	22 @	27
Acetate, lb.	60 @	96			
Bicarbonate, lb.	30 @	35			
Bichromate, lb.	15 @	25			
Bromide, lb.	66 @	93			
Carbonate, lb.	30 @	35			
Chlorate					
Xtal., lb.	17 @	23			
Powd., lb.	17 @	23			
Gran., lb.	21 @	23			
Iodide, lb.	2 71 @	2 90			
Permanganate, lb.	25 @	40			
Prussiate					
Red, lb.	80 @	90			
Yellow, lb.	50 @	60			
QUASSIA CHIPS			ROBIN		
Pound	25 @	30			
Powd., lb.	35 @	40			
QUININE			ROSE		
5 oz. cans, ozs.	@	77			
ROBIN			ROSE		
Pound	04 @	15			
ROOT			ROSE		
Aconite, Powd., lb.	@	90			
Alkanet, lb.	35 @	40			
Alkanet, Powd., lb.	@	50			
Belladonna, Powd., lb.	@	75			
Blood, Powd., lb.	35 @	45			
Burdock, Powd., lb.	@	60			
Calamus, Bleached, Split and Peeled, lb.	@	65			
Calamus, Ordinary, lb.	@	25			
Calamus, Powd., lb.	@	50			
Elecampane, lb.	25 @	30			
Gentian, Powd., lb.	27 1/2 @	40			
Ginger, African, Powd., lb.	15 @	25			
Ginger, Jamaica, Lined, lb.	30 @	40			
Ginger, Jamaica, Powd., lb.	25 @	35			
Goldenseal, Powd., lb.	1 75 @	2 00			
Helibore, White, Powd., lb.	20 @	30			
Indian Turnip, Powd., lb.	@	50			
Ipecac, Powd., lb.	3 00 @	3 60			
Licorice, lb.	30 @	35			
Licorice, Powd., lb.	15 @	25			
Mandrake, Powd., lb.	@	35			
Marshmallow, Cut., lb.	@	50			
Marshmallow, Powd., lb.	@	60			
Orris, lb.	@	35			
Orris, Powd., lb.	40 @	45			
Orris, Fingers, lb.	@	1 75			
Pink, Powd., lb.	1 50 @	2 25			
Poke, Powd., lb.	@	30			
Rhubarb, lb.	@	80			
Rhubarb, Powd., lb.	@	60			
Sarsaparilla (Honduras, cut)	1 30 @	1 40			
Sarsaparilla, Med., Cut, lb.	@	50			</

GUIDE TO MARKET CHANGES

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

ADVANCED

DECLINED

AMMONIA

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 75

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	8 40
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, 32 oz., 12s	3 00
Less special factory discount of 25c per case	
Lizzie, 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

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
Bran Flakes, No. 624	1 90
Bran Flakes, No. 650	35
Rice Krispies, 6 oz.	2 40
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 30
All Bran, 10 oz.	2 75
All Bran, 1/2 oz.	1 10
Kaffe Hag, 6 1-lb. cans	2 57
Whole Wheat Fla., 24s	2 40
Whole Wheat Bis., 24s	2 65
Wheat Krispies, 24s	2 40

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

Amsterdam Brands	
Gold Bond Par., No. 5 1/2	7 50
Prize, Parlor, No. 6	8 00
White Swan Par., No. 6	8 50

BROOMS

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

BRUSHES

Scrub	
Progress, dozen	90
Shaker, dozen	90
Shoe	
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 25
Supreme, No. 2 1/2	2 40
Supreme, 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 50
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

Quaker, No. 2	1 75
Quaker, No. 2 1/2	2 35

Blackberries	
Premio, No. 10	6 20

Blue Berries	
Eagle, No. 10	8 75

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

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	
Michigan, No. 10	5 35

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

Grape Fruit Juice	
Florida Gold, No. 1	90
Quaker, No. 1	90
Quaker, No. 5	4 50

Loganberries	
Premio, No. 10	6 75

Peaches	
Forest, solid pack, No. 10	5 85
Gibraltar, halves, No. 10	6 65
Supreme, sliced, No. 10	7 50
Supreme, halves, No. 10	7 75
Nile, sliced, No. 10	5 65
Premio, halves, No. 10	5 65
Quaker, sliced or halves, No. 10	7 00
Gibraltar, No. 2 1/2	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, 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 17 1/2
Ukelele Broken, No. 10	7 90
Ukelele Broken, 2 1/2	2 25
Ukelele Broken, No. 2	1 80
Curfew Tid Bits, No. 2	1 80
Quaker, Tid Bits, No. 10	8 25
Quaker, No. 10	8 25
Quaker, No. 2 1/2	2 35
Quaker, No. 2	1 90
Quaker, No. 1	1 10

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

Prepared Prunes	
Supreme, No. 2 1/2	2 35
Supreme, No. 2 1/2	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. 1/2	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. 1/4	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 70
Cut, No. 10	7 25
Cut, No. 2	1 35
Marcellus Cut, No. 10	6 00

Wax Beans	
Choice, Whole, No. 2	1 70
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	1 00
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. 4 1/2	2 25
No. 2	1 80

Squash	
Boston, No. 3	1 35

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

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

CATSUP	
Regal, 14 oz.	1 38
Sniders, 8 oz.	1 30
Sniders, 14 oz.	1 85
Quaker, 10 oz.	1 23
Quaker, 14 oz.	1 50

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

OYSTER COCKTAIL	
Sniders, 11 oz.	2 00

CHEESE	
Roquefort	70
Wisconsin Daisy	14
Wisconsin Twin	13 1/2
New York June, 1932	25
Sap Sago	48
Brick	15
Michigan Flats	13
Michigan Daisies	13 1/2
Wisconsin Longhorn	14
Imported Leyden	28

Currents		JUNKET GOODS		FRESH MEATS		HERRING		SOAP		TEA	
Packages, 11 oz.	14	Junket Powder	1 20	Beef		Holland Herring		Am. Family, 100 box		Japan	
		Junket Tablets	1 35	Top Steers & Heif.	11	Mixed, kegs	75	F. B., 60c.	2 25	Medium	13
Dates		MARGARINE		Good Steers & Heif.	10	Milkers, kegs	80	Fels Naptha, 100 box	4 65	Choice	21@28
Imperial, 12s, pitted	1 90	Wilson & Co.'s Brands		Med. Steers & Heif.	08	Lake Herring		Flake White, 10 box	2 75	Fancy	30@32
Imperial, 12s, regular	1 60	Oleo		Com. Steers & Heif.	07	½ bbl., 100 lbs.	6 20	Jap Rose, 100 box	7 40	No. 1 Nibbs	31
Imperial, 12s, 1 lb.	1 60	Nut		Veal		Mackerel		Fairy, 100 box	3 25	Gunpowder	
Figs		MATCHES		Top	11	Tubs, 60 Count, fy. fat	6 00	Palm Olive, 144 box	6 20	Choice	32
Calif., 24-83, case	1 70	Diamond, No. 5, 144	6 25	Good	10	Pails, 10 lb. Fancy fat	1 50	Lava, 50 box	2 25	Fancy	40
Peaches		Searchlight, 144 box	6 25	Medium	08	White Fish		Camay, 72 box	3 05	Ceylon	
Evap. Choice	13½	Crescent, 144	5 65	Poor	07	Med. Fancy, 100 lb.	13 00	P & G Nap Soap, 100@	2 75	Congou, medium	23
Peel		Diamond, No. 0	5 00	Lamb		Milkers, bbls.	18 50	Sweetheart, 100 box	5 70	Congou, choice	35@36
Lemon, Dromdary,		Safety Matches		Spring Lamb	18	K K K K Norway	19 50	Grandpa Tar, 50 gm.	2 10	Congou, fancy	42@43
4 oz., doz.	1 10	Red Top, 5 gross case	5 25	Good	16	8 lb. pails	1 40	Williams Barber Bar, 9s	50	Oolong	
Orange, Dromdary,		Signal Light, 5 gro. cs.	5 25	Medium	14	Cut Lunch	1 50	Williams Mug, per doz.	48	Medium	39
4 oz., dozen	1 10	Standard, 5 gro. cs.	3 75	Poor	07	Boned, 10 lb. boxes	16	Lux Toilet, 50	3 05	Choice	45
Citron, Dromdary,		MUELLER'S PRODUCTS		Mutton		SHOE BLACKENING		SPICES		Fancy	50
4 oz., dozen	1 10	Macaroni, 9 oz.	2 10	Good	07	2 in 1, Paste, doz.	1 30	Whole Spices		TWINE	
Raisins		Spaghett, 9 oz.	2 10	Medium	05	E. Z. Combination, dz.	1 30	Allspice Jamaica	@24	Cotton, 3 ply cone	40
Seeded, bulk	6½	Elbow Macaroni, 9 oz.	2 10	Poor		Dri-Foot, doz.	2 00	Cloves, Zanzibar	@36	Cotton, 3 ply balls	40
Thompson's S'dless blk.	6½	Egg Noodles, 6 oz.	2 10	Pork		Bixbys, doz.	1 30	Cassia, Canton	@24	VINEGAR	
Quaker s'dless blk.	7½	Egg Vermicelli, 6 oz.	2 10	Loins	12	Shinola, doz.	90	Cassia, 5c pkg., doz.	@40	F. O. B. Grand Rapids	
Quaker Seeded, 15 oz.	7½	Egg Alphabets, 6 oz.	2 10	Butts	12	STOVE POLISH		Ginger, Africa	@19	Cider, 40 grain	18½
		Cooked Spaghett, 24c,	2 20	Shoulders	09	Blackne, per doz.	1 30	Mixed, No. 1	@30	White Wine, 40 grain	19½
California Prunes		17 oz.		Spareribs	07	Black Silk Liquid, doz.	1 30	Mixed, 10c pkgs., doz.	@65	White Wine, 80 grain	24½
90@100, 25 lb. boxes	@07	NUTS		Neck Bones	03	Black Silk Paste, doz.	1 30	Nutmegs, 70@90	@50	WICKING	
80@90, 25 lb. boxes	@07½	Whole		Trimmings	06	Enameline Paste, doz.	1 30	Nutmegs, 105-110	@48	No. 9, per gross	80
70@80, 25 lb. boxes	@08½	Almonds, Peerless	15½	PROVISIONS		Enameline Liquid, doz.	1 30	Pepper, Black	@20	No. 1, per gross	1 25
60@70, 25 lb. boxes	@08½	Brazil, large	14½	Barreled Pork		E. Z. Liquid, per doz.	1 30	Pepper, White	@30	No. 2, per gross	1 50
50@60, 25 lb. boxes	@09½	Fancy Mixed	15	Short Cut, Clear	12 00	Radium, per doz.	1 20	Pepper, Cayenne	@26	No. 3, per gross	2 30
40@50, 25 lb. boxes	@10½	Filberts, Naples	20	Dry Salt Meats		Rising Sun, per doz.	1 30	Paprika, Spanish	@36	Peerless Rolls, per doz.	90
30@40, 25 lb. boxes	@11½	Peanuts, Vir. Roasted	10	D S Belles	20-25 10	654 Stove Enamel, dz.	2 80	Seasoning		Rochester, No. 2, doz.	50
20@30, 25 lb. boxes	@13	Peanuts, Jumbo	11	Lard		Vulcanol, No. 10, doz.	1 30	Chili Powder, 1½ oz.	62	Rochester, No. 3, doz.	2 00
18@24, 25 lb. boxes	@15½	Pecans, 3, star	25	Pure in tierces	07	Stovoil, per doz.	3 00	Celery Salt, 1½ oz.	80	Rayo, per doz.	75
Hominy		Pecans, Jumbo	40	60 lb. tubs	advance ¼	SALT		Sage, 2 oz.	80	WOODENWARE	
Pearl, 100 lb. sacks	3 50	Pecans, Mammoth	50	50 lb. tubs	advance ¼	F. O. B. Grand Rapids		Onion Salt	1 35	Baskets	
Bulk Goods		Walnuts, Cal.	14@20	20 lb. pails	advance ¾	Colonial, 24, 2 lb.	95	Garlic	1 35	Bushels, Wide Band,	
Elb. Macaroni, 20 lb. box	1 35	Hickory	07	10 lb. pails	advance ¾	Colonial, 36-1½	1 24	Ponely, 3½ oz.	3 25	wood handles	2 00
Egg Noodle, 10 lb. box	1 25	Salted Peanuts		5 lb. pails	advance 1	Colonial, Iodized, 24-2	1 35	Kitchen Bouquet	4 25	Market, drop handle	90
Pearl Barley		Fancy, No. 1	10½	3 lb. pails	advance 1	Med. No. 1, bbls.	2 90	Laurel Leaves	26	Market, single handle	95
0000	7 00	12-1 lb. Cellophane case	1 25	Compound, tierces	07½	Med. No. 1, 100 lb. bk.	1 00	Marjoram, 1 oz.	90	Market, extra	1 60
Barley Grits	5 00	Shelled		Compound, tubs	08	Farmer Spec, 70 lb.	1 00	Savory, 1 oz.	65	Splint, large	8 50
Chester	4 50	Almonds	39	Sausages		Packers Meat, 50 lb.	65	Thyme, 1 oz.	90	Splint, medium	7 50
Lentils		Peanuts, Spanish, 12s	7½	Bologna	11	Cream Rock for ice	85	Tumeric, 1½ oz.	35	Splint, small	6 50
Chili	10	lb. bags	32	Liver	15	Butter Salt, 280 lb. bbl.	4 00	STARCH		Churns	
Tapioca		Filberts	35	Frankfort	13	Block, 50 lb.	40	Corn		Barrel, 5 gal., each	2 40
Pearl, 100 lb. sacks	7½	Pecans, salted	45	Pork	15	Baker Salt, 280 lb. bbl	3 80	Kingsford, 24/1	2 10	Barrel, 10 gal., each	2 55
Minute, 3 oz., 3 doz.	4 05	Walnut, California	48	Tongue, Jellied	32	6, 10 lb., per bale	93	Powd., bags, per 100	3 95	3 to 6 gal., per gal.	16
Dromedary Instant	3 50	MINCE MEAT		Headcheese	13	20, 3 lb., per bale	1 00	Argo, 24, 1 lb. pkgs.	1 58	Pails	
Jiffy Punch		None Such, 4 doz.	6 20	Smoked Meats		9 lb. bags, table	45	Cream, 24-1	2 25	10 qt. Galvanized	2 60
3 doz. Carton	2 25	Quaker, 3 doz. case	2 65	Hams, Cert., 14-16 lb.	16	SYRUP		Gloss		12 qt. Galvanized	2 85
Assorted flavors.		Yo Ho, Kegs, wet, lb.	16½	Hams, 16-18 lb.	@16	Blue Karo, No. 1½	2 40	Argo, 24, 1 lb. pkgs.	1 46	14 qt. Galvanized	3 10
EVAPORATED MILK		OLIVES—Plain		Hams, dried beef	@22	Blue Karo, No. 5, 1 dz.	3 30	Argo, 8, 5 lb. pkgs.	2 26	12 qt. Flaring Gal. Jr.	5 00
Quaker, Tall, 10½ oz.	2 85	Quaker, 24 4 oz. cases	1 87	Knuckles	@22	Red Karo, No. 1½	2 62	Silver Gloss, 48, 1s.	11½	10 qt. Tin Dairy	4 00
Quaker, Baby, 4 doz.	1 43	Quaker, 24 7½ oz. cs.	3 55	California Hams	@10	Red Karo, No. 5, 1 dz.	3 59	Elastic, 16 pkgs.	1 38	Traps	
Quaker, Gallon, ¼ dz.	2 85	High Life, 12 22 oz. cs.	3 45	Picnic Boiled Hams	@16	Red Karo, No. 10	3 46	Tiger, 50 lbs.	2 82	Mouse, wood, 4 holes	60
Carnation, Tall, 4 doz.	2 95	1 gal. glass, each	1 30	Boiled Hams	@23	BORAX		Imit. Maple Flavor		Mouse, wood, 6 holes	70
Carnation, Baby, 4 dz.	1 43	OLIVES—Stuffed		Mined Hams	@12	Twenty Mule Team	3 35	Orange, No. 1½, 2 dz.	2 87	Mouse, tin, 5 holes	65
Oatman's D'dee, Tall	2 95	Quaker, 24 2¾ oz. cs.	1 87	Bacon 4/6 Cert.	@17	48, 10 oz. packages	4 40	Orange, No. 3, 20 cans	4 34	Rat, wood	1 00
Oatman's D'dee, Baby	1 48	Quaker, 24 4 oz. cs.	2 75	Beef		96, ¼ lb. packages	4 00	Maple and Cane		Rat, spring	1 00
Pet, Tall	2 95	Quaker, 24 5 oz. cs.	3 55	Boneless rump	@19 00	Washing Powders		Kanuck, per gal.	1 10	Mouse, spring	20
Pet, Baby, 4 dozen	1 45	Quaker, 24 7½ oz. cs.	4 55	Liver		Bon Ami Pd., 18s, box	1 90	Kanuck, 5 gal. can	4 75	Tubs	
Borden's, Tall, 4 doz.	2 95	Quaker, 24 10 oz. cs.	5 95	Beef	10	Bon Ami Cake, 18s.	1 65	Wood Bowls		Large Galvanized	8 75
Borden's, Baby, 4 doz.	1 48	Quaker, 12 32 oz. cs.	7 88	Calf	35	Brillo	85	15 in. Butter	9 00	Medium Galvanized	7 75
FRUIT CANS		1 Gallon glass, each	1 80	Pork	07½	Big 4 Soap Chips 8/5	2 30	17 in. Butter	18 00	Small Galvanized	6 75
Ball Mason		PARIS GREEN		RICE		Chipso, large	3 45	Washboards		Banner, Globe	5 50
F. O. B. Grand Rapids		½s	34	Fancy Blue Rose	5 00	Climaline, 4 doz.	3 60	Brass, single	6 25	Glass, single	6 00
One pint	8 00	1s	32	Fancy Head	6 10	Grandma, 100, 5c.	3 50	Double Peerless	8 50	Single Peerless	7 50
One quart	9 30	2s and 5s	30	RUSKS		Grandma, 24 large	3 50	Northern Queen	5 50	Universal	7 25
Half gallon	12 40	PICKLES		Postma Biscuit Co.		Snowboy, 12 large	1 80	COOKING OIL		WRAPPING PAPER	
Mason Can Tops, gro.	2 55	Sweet Small		18 rolls, per case	2 10	Gold Dust, 12 lb.	1 80	Mazola		Fibre, Manila, white	05
FRUIT CAN RUBBERS		L and C, 7 oz., doz.	92½	12 rolls, per case	1 39	La France Laun, 4 dz.	3 65	Pints, 2 doz.	4 10	No. 1 Fibre	6½
Presto Red Lip, 2 gro.		Paw Paw, quarts, doz.	2 80	18 cartons, per case	2 35	Lux Flakes, 50 small	4 80	Quarts, 1 doz.	3 60	Butchers D F	6½
Presto White Lip, 2		PIPES		12 cartons, per case	1 57	Lux Flakes, 20 large	4 55	Half Gallons, 1 doz.	6 00	Kraft	06
carton	78	Cob, 3 doz. in bx. 1 00@1 20		SALERATUS		Old Dutch Clean, 4 dz.	3 40	TABLE SAUCES		Kraft Stripe	09½
Gelatine		PLAYING CARDS		Arm and Hammer 24s.	1 50	Rinso, 24s	4 80	Lee & Perrin, large	5 75	YEAST CAKE	
Jell-o, 3 doz.	1 80	Blue Ribbon, per doz.	4 50	SAL SODA		Rinso, 40s	2 95	Lee & Perrin, small	3 35	Magic, 3 doz.	2 70
Minute, 3 doz.	4 05	Bicycle, per doz.	4 70	Granulated, 60 lbs. cs.	1 35	Spotless Cleanser, 48,	3 85	Pepper	1 60	Sunlight, 3 doz.	2 70
Knox's, 1 dozen	2 25	Torpedo, per doz.	2 50	Granulated, 18-2½ lb.	1 15	Sani Flush, 1 doz.	2 25	Royal Mint	2 40	Sunlight, 1½ doz.	1 35
Jelsert, 3 doz.	1 40	POP CORN		COD FISH		Sapolio, 3 doz.	3 15	Tobasco, small	3 75	Yeast Foam, 3 doz.	2 70
HONEY		Sure Pop, 25 lb. bags	1 25	Mother Ann, 1 lb. pure	25	Speedee, 3 doz.	7 20	Sho You, 9 oz., doz.	2 00	Yeast Foam, 1½ doz.	1 35
Lake Shore 1 lb. doz.	1 90	Yellow, 25 lb. bags	1 25	JELLY AND PRESERVES		Sunbrite, 50s	2 10	YEAST-COMPRESSED		Flaeschmann, per doz.	
Pure, 30 lb. pails	2 60	JELLY GLASSES		FRUIT CAN RUBBERS		Wyandot, Cleaner, 24s	1 60	Flaeschmann, per doz.		Red Star, per doz.	
Imitation, 30 lb. pails	1 60	½ Pint Tall, per doz.	25	Presto Red Lip, 2 gro.		Washing Powders		Flaeschmann, per doz.		Red Star, per doz.	
Pure Pres., 16 oz., dz.	1 80	JELLY GLASSES		carton	78	Bon Ami Pd., 18s, box	1 90	Flaeschmann, per doz.		Red Star, per doz.	
12 oz. Apple Jelly, dz.	95	½ Pint Tall, per doz.	25	Presto White Lip, 2	83	Bon Ami Cake, 18s.	1 65	Flaeschmann, per doz.		Red Star, per doz.	
13 oz. Mint Jelly, dz.	1 60			gro. carton	83	Brillo	85	Flaeschmann, per doz.		Red Star, per doz.	
7 oz. Cranberry Jelly, dz.	90					Big 4 Soap Chips 8/5	2 30	Flaeschmann, per doz.		Red Star, per doz.	



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.

The Shoe Fitter as a Capitalist

The comments on our editorial, "The Menace of the Minimums," show that there was some alarm as to the possibility of rating the shoe fitter down to the status of being an ordinary clerk who hands out packaged goods and serves a robot function at retail. But along came one letter indicating that there was a dearth of competent help available for shoe stores. This merchant said:

"It is hard to get proficient and professional help. There have been a lot of people out of work for years and I am afraid many trained men have left the shoe business. When we advertised for men two or three years ago, we feared the mob that crashed our doors. To-day we cannot get job seekers who are competent at their craft. We have men getting \$50 and more per week on the floor and they are worth every bit of it to us. There is going to be a genuine scarcity of shoe store salesmen when business picks up. The only solution is the old one of training men from the ground up. Our shoes have to be fitted, not merely merchandised. The problem must be faced now while there is time."

We hope that the latter comment is the inward expression of many a merchant who sees that his future depends upon the type and character of the salesmen he has in his store contacting the public.

Codes are all right as media for business recovery but that limitation of hours and measurement of wages on an hour basis has its faults. The work of the man on the floor, in a professional sale of a pair of shoes, is not to be measured by the same measuring stick as the work of a man at a machine in a shoe factory.

Believe it or not, a so-called expert in personnel administration paid a newspaper man a visit and expounded his work as follows:

"You are now working a 35 hour week and in the total year that represents 1700 hours of work. Divide that into the pay that you are getting and you will see that on an hour basis, you are as well recompensed as the doctor, the lawyer and the professional man in any line. This is a new day and a new deal and if we measure labor on the hour basis, we've got to do the same thing with you."

The rising wrath of the newspaper man, while listening to this scientist of the new robotism, finally broke out and he said: "I am in business for

myself and I have capitalized myself at \$200,000. Good business should clear 10 per cent. on its capital prior to the deductions. It is true that I am not making \$20,000 in cash. Far from it. The modest sum that I take out is my cash profit for the year's work. Out of it I must keep myself and family and must constantly maintain my efficiency through study and mental and physical development.

"The preferred stock that I hold in myself as a company is not paying any cash dividends at the moment. It is my preference to work in this line and live an interesting life and I am compensated in my contacts and the part that I play in national life. I am getting rare dividends in appreciation and in future possibilities.

"My third issue of stock is common, at present not paying any dividends because the craft of newspaper men to which I belong is a trade that must be learned following a long apprenticeship to prove capacity. I belong to the common caste of newspaper men and as such take my recompense in the fellowship of that trade.

"In the last analysis I am getting a return in money as well as in satisfactions on the capital that I have invested in myself. For the moment I am not satisfied with its cash return but that will correct itself. It may be true that I can step into some other field and get all the dividends in cash. Perhaps I wouldn't like its duties, obligations, responsibilities and absence of those things that I think are worthwhile in a well-rounded life.

"So get the hell out of here and carry your price per hour theory back to the mechanical field where the man and machine work together; and as for hours, desk hours are not all that I have put into this work for practically every hour awake has its mental toil and responsibility to the work in hand."

Now, by the same token, when retailing becomes more professional, the man who knows his work and continues to study and continues to learn will be worth more for what he knows in his head and can transmit to the customer than the worker who is measured on the hour basis. The retail shoe fitter who capitalizes his own abilities gets paid off in cash, preferred dividends and common dividends and is a happy man indeed. He transmits that happiness to the store and to the customer and never considers himself a wage slave. That day in shoe selling is fast approaching and we welcome it: for better appreciation of the use and services and fashions of footwear will command a higher price for the article and give to the store profits in cash and prestige and to the customer a profit in pleasure and comfort.—
 Boot and Shoe Recorder.

A new coupling is said to permit joining of straight, plain pipe without grooving, threading or beveling. High tension strength, effective sealing at pressures up to 4,000 pounds is claimed.

Be it ever so humble there's no place like home for hearing what people really think of you.

Hardware Man's Place in Small Appliance Business*.

(Continued from page 14)

easy to tell her more (because there's a lot more to tell) about a deluxe automatic iron and make a \$6.95 sale instead of \$3.95. And that kind of a sale will give you more profit—will put a better product to use—will give you a satisfied customer.

You, above all merchants, must have satisfied customers. As compared to department stores drawing store traffic by the thousands from large areas, a great many hardware stores do almost all their business with old friends "just around the corner." They come back again and again, year in and year out—you must keep them satisfied. You sell them hundreds of net items—replacement parts on the old.

There are some statistics available on community electrical dealers indicating that the average dealer does business with only about 250 families. I imagine that the community hardware retailer has a somewhat larger number of regular customers but he too has some kind of an average figure of these "satisfied customers" that are his bread and butter. Even a small increase in this number of regular customers will mean a lot to such a store. Good selling with clerks that know how will help increase these regular customers. But good selling also includes other things beside the story the clerk tells. It means good promotion as well—and that term "promotion" embraces everything imaginable. It means a clean store—a well-lighted store. It means good displays—not only a better use of the displays that we and other manufacturers are glad to send to you free, but the use of some brain work in displaying related objects. For example, if it's spring cleaning time and you are displaying soaps and brushes, the vacuum cleaner belongs there, too. When you're showing cutlery and other kitchen gadgets, display toasters and percolators just as you'd talk toasters when a woman comes in to buy a bread knife or a percolator.

Direct mail is another way to help increase that 250 or 300 families with whom you do business regularly. The other 200 you want live in the same neighborhood, use the same things, go right past your store. So try to reach them—think about them—their

problems and how your store and your goods will help them.

But I'm getting into a story on advertising which will turn out to be a sermon with a text that says, "Don't Be A Dead Merchant." Because if you are, you shouldn't be in any business—not even the small appliance business. Be like the merchant in Dagenham, England, who, when he died, kept on doing his job. On his tombstone (and this is a true story) there was carved this epitaph:

Here lies John Steere,
 Who, when living, brewed good beer.
 Turn to the right, go down the hill,
 His son keeps up the business still.

Live and die like that merchant—and you will have had a real place in the small appliance business.

Reviving the Blanket Codes

A general revival of NRA blanket codes is reported being considered by Administration officials in connection with their intention to terminate many special industrial codes that offer complicated enforcement problems.

If these codes were permitted to lapse without a substitute, a new wave of wage cutting and lengthening working hours might result, which would wipe out many of the results of the NRA, it is feared.

With the blanket codes revived, however, minimum wage and maximum working hour provisions, and the ban on child labor, could be continued, while enforcement would be greatly simplified for local compliance agencies.

The procedure for such a revival of the blanket codes is still indeterminate. There are many who feel that an appeal to business men to recommit themselves to them voluntarily may not be successful. Another method would be for the President to use his prerogative under the Recovery Act to change codes on his own initiative. The complicated features in many codes could then be supplanted by a standard set of simple rules applicable to all business enterprises not specifically exempted from the NRA and not otherwise under code control.

§ SOUNDNESS TABILITY

are symbolized by

MUTUAL INSURANCE

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

OUT AROUND

(Continued from page 9)

Mr. Widdicomb cleaned up this situation and placed the wholesale grocery business on a stable basis. With him 30 days meant 30 days—not 33 or 36 days. Remittances had to be made by the trade in paper par at the Grand Rapids banks. He went down to New York and got working agreements with Havemeyer, of the American Sugar Refining Co., and John Arbuckle, of the Arbuckle Coffee Co., which gave the grocery jobbers an assured profit on sugar and package coffee. He was the originator of what was known in those days as the equalization plan. The wholesale grocery trade of Michigan has never known a greater diplomat and business organizer than William Widdicomb.

Although a fuller portrait of Mr. Widdicomb would be of unquestioned interest at this time to those who never knew him at all, it would be difficult to make it effective because of the delicacy and the simplicity of his traits. It would call for a hand like his own—so capable of firm and straightforward, yet reserved and decorous, delineation. One may, however, be pardoned for yielding to the impulse to set down, more or less at haphazard, a few of those impressions of his life and character which impressed me during the forty-five years I had the pleasure of his acquaintance.

The first of these is, perhaps, that of his loyalty in the friendships he formed. So aristocratic a spirit would naturally not form such relationships loosely, but he was exclusive mainly in the presence of the commonplace, and some kind of distinction in mind or nature or breeding was a prerequisite to the awakening of an interest which, nevertheless, within the suggested limitation, was conspicuously tolerant. His friends were of as many kinds as the marked individualities they were apt to possess naturally imply. Yet it was always you and not your capacities or acquisitions or achievements which interested him. An intimacy, once formed, he always treated as a positive source of enjoyment, and he cultivated it in this sense. It is quite impossible to associate the idea of sentimentality with him. Effusion was a stranger to his native reserve, and his expressions of all kinds were eminently self-contained. But his friends came to know that in trouble of any sort—from ordinary difficulties, from the depreciation of others, for example, to such sorrows as those of bitter bereavement—his effort to render help was instinctive, sustained and successful. He was himself a veteran in such experiences with which the warfare of human life is so thickly strewn, and mere contact with his fortitude, was automatically, consolation.

All of which implies that his social side was uppermost. No one was ever more companionable, because precisely of this fundamental friendly quality so thoroughly felt as to be independent of specific expression, and constituting thus the ideal basis for the interchange of real views, sentiments and ideas on all sorts of subjects, without danger

of misconception. Conversation on these terms he especially delighted in, probably stimulated by the consciousness that gave at least as much as he got out of it. It needed no excuse of occasion, no buttress of incident or other topic; only, the moment it ceased to be sincere and serious in an intelligent sense, he lost interest in it and his contribution promptly ceased. Naturally, thus, he was not one who "shone" in those excesses of what is called general conversation which really resolve a company into an orator and auditors. His antipathy to the commonplace made him a little restless perhaps, with all varieties of bores. And in this category, also, the facetious man—a type that has become extremely prevalent with us of late years, doubtless through a distorted view of what constitutes humor—eminently belongs. Facetiousness had to have an edge on it, a joke had to be a good joke, a story had to have a real point, to pass muster with him. The flat was in his eyes not so much an aggravation of the low as a variety of it. His own wit was conspicuous—and it was conspicuously wit—rather than humor. Partly this was because of a constitutional indisposition to effusion, to expansiveness, and partly because, as a corollary of this, he was impatient of surplusage.

For artistic expression of all kinds he cared less than for the truth of statements and their value, although he had a cultivated man's appreciation of the imaginative field, and his acute sense and judicial soundness were reliable guides here, as elsewhere, and promptly detected the meretricious on the one hand and appreciated the excellent on the other. He was essentially a business man, and where it was applicable he invariably took the business point of view. His training and proclivities were in his handling of whatever subject he treated. He was a great reader and his talks about letters were personal and penetrating. The classics of his own tongue were familiar friends to him, and what he read of the current product was its substantial part. His taste was sure and based on the standards: but it was catholic and uninterested in heated and superfine discriminations. His only style—and it was very much his own—was the exact envelope of his way of thinking. It sought no external graces and eschewed the figures of speech, although it had great personal savor and a truly idiosyncratic energy, combined with economy. It was the acme of well-bred simplicity, argumentative cogency and as clear as a bell, because he simply never experienced mental confusion. If he reached that point, he stopped thinking and resorted to more knowledge.

Public questions of a fundamental and civic character, notably those relating to government, interested Mr. Widdicomb greatly, but less in a speculative than in an analytic way. Good government for him was what secures justice through order. Beyond that he was too much of a skeptic to be a partisan. Good citizenship was, however, as definite an ideal with him and as rigorously and self-sacrificingly followed

as his social ideals, which were eminently those of the "gentleman," accented now and then with a slight edge of punctilio. Altogether, one always noted a mind and nature impatient of the superficial and the crude, distrustful of ill-regulated enthusiasms, living habitually on a high plane, rather pointedly neglectful of those who did not, and a convinced devotee of simplification in both thought and life. If a thing could not be simplified, he became incurious about it and distrustful of the quality of its attractions for others. Withal a great admirer of law and order and sufficiently schooled in philosophy, as well as in all fields of general culture, but temperamentally an Aristotelian and morally a stoic, the inner spirit that fused these traits and talents into a particularly idiosyncratic individuality, it was impossible to characterize.

The effort I have made to assist my mercantile friends to obtain the reimbursement most of them have coming to them through the illegal action of the Treasury Department in forcing merchants who sold nut oleo to contribute \$6 per year for the privilege without any authority for so doing, has suggested some thoughts which I feel justified in playing up in this department.

The first thought is the unfairness of the Government in compelling the merchant to observe the statute of limitations, which in dealings with Uncle Sam is only four years. When the Government makes a mistake and collects millions of dollars without any authority for so doing there should be, in my opinion, no resort to the statute of limitations to deprive the merchant of the return of the money he paid under coercion, for which there is no justification in either law or equity. I have little respect for any man who withholds paying his obligations until they are outlawed. Why should I have any respect for a Government which collects money illegally and then hides behind the statute of limitations to avoid making restitution for the wrong done under the specter of heavy penalties for non-fulfilment?

Another feature which I feel like condemning in the strongest terms I know is the failure of the Treasury Department to notify its victims that they have been penalized unjustly and invite them to apply for the return of their money with as little red tape and delay as possible. If this had been done—and done right—millions of merchants would now be in possession of the money illegally withheld from them by a government which insists on the enforcement of its demands with a mailed fist.

Those merchants who send an application for reimbursement before June 30 will receive \$6, covering the payment they made to the Department from July 1, 1930, to July 1, 1931.

Hastings, May 5—While working out my sales tax return for this month and after taking off the various exemptions we are entitled to, such as the four cent state and federal tax on gasoline, it has occurred to me that if we

are exempt from paying sales tax on the tax on gasoline that we should be exempt from paying it on the tax of various other items which are taxed by the Government, such as the tax on oleo, cigars, tobacco and cigarettes, which tax amounts to sixty cents on each carton of cigarettes alone. Perhaps this matter has been passed on by the tax board, but if it has I have not heard of it.

It does not seem logical, however, to be exempted on the gas tax and not be on the tax on cigarettes, tobacco, etc., which runs into a lot of money for every dealer.

I would be pleased to have you give me your opinion on the above in your paper or by letter. I thank you for your many kind deeds for the merchants.

Charles H. Hinman.

It is the contention of most merchants that taxes on oleo, cigars, cigarettes, tobacco, etc., are exempt, and they have accordingly deducted them from their reports.

Columbiaville, May 12—I read in the Tradesman to-day the following: Retailers employing less than five people and doing strictly a local business within one community in towns under 2500 population are at present exempt from all provisions of the Code, including fair trade practices and assessments.

We are in a town of about 500, but, in addition to dry goods, groceries and hardware, we also sell coal. We would

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

BUSINESS WANTS DEPARTMENT

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

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

Write, Phone, or Wire

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

FOR SALE—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

INN—FOR SALE—MODERN RUSTIC INN—On junction of main highways from Salt Lake City and Denver to Jackson Hole and Yellowstone Park. Twenty-six-room inn, with cabins, coffee shoppe, and camp cabins. Wonderful scenery, hunting, and fishing. L. W. Sargent, Daniel, Wyoming. 646

There is a real opening for a hardware store, also furniture and house furnishing store in real live city north of Grand Rapids. We have the ideal location. Please do not reply unless you are amply financed. Address No. 647, c/o Michigan Tradesman. 647

Drug Stock—Old, well-established business. Fully stocked. Always kept clean, due to door wall cabinets. On account of death court orders this stock must be sold before May 26. Look it over, at 35 Division Ave., South, Grand Rapids, Michigan, or see S. C. De Groot, 602 Association of Commerce Building. Phone 93371. 648

FOR SALE—18-room brick hotel with beer parlor and pool room, in small town in splendid farming section. Attractive bargain. Terms, cash. Frank L. Thome, Receiver, Middleton, Michigan. 649

like to know whether or not we are liable to the two cent tonnage tax which goes to the District Code Authority. The Code Authority claims that everyone selling coal, regardless of the size of the town or the tonnage, sold must comply with the code authority.

Kindly let us know what you know about it.

Folsom Mercantile Company.

On receipt of above, I referred same to Lee H. Bierce, who has charge of the coal code transactions in Michigan, outside of Wayne county, who kindly furnished me with the following reply:

Grand Rapids, May 14—Referring to our conversation of even date, in which we discussed the question of whether or not retail coal dealers in towns of less than 2,500 population have to comply with the Code of Fair Competition and the Retail Solid Fuel Industry.

The writer took this matter up with the National Code Authority for this industry and the reply was to the effect that every ton of coal in the United States at retail is regulated by this Code, regardless of who sells it or the size of the town. It is a fact that the labor provisions do not call for as high a scale of wage in towns under 2,500 as over that number. So far as the Code being effective in the smaller towns is concerned, there is no question but that it is.

Lee H. Bierce,
Executive Secretary Divisional
Code Authority No. 27.

Sidelights on Business Conditions in Southwestern Michigan

(Continued from page 1)

turners the most of its product from the raw material. It buys silk from Italy and makes the thread used by the vast number of special sewing machines, operating at high speed by expert women and men. It has its own bleaching and dyeing department, also makes the cartons and boxes in which the finished product is shipped. Business was reported increasing and some departments were being expanded. Asked about the NRA code, the superintendent said they had no fault to find with it, believing it a benefit to the textile industry.

Three Oaks has been largely built up through the operations of this company. Although the founder of this large industry is gone, he has left a rich inheritance to the community. About all of the four hundred employees of the company are local residents, and all seemed to be happy and contented. The local bank occupies a part of the factory site and is housed in a beautiful building, a part of which contains the main offices of the company. Branch offices are located in New York, Chicago and San Francisco. Thus from a turkey quill was built up a fortune of millions.

E. B. Stebbins.

Roosevelt Favors Copeland Bill

Pressed by demands of consumers' organizations, President Roosevelt has let it be known that he expects Congressional action upon the revised Copeland bill now on the Senate calendar. This bill supersedes the original "Tugwell bill," and was reported favorably to the Senate on March 15.

Since that time, despite the bar-

rage of objections and proposed amendments already introduced—Sen. Goldsborough of Maryland has already introduced fourteen—the President is said to be insistent that early action be taken, and food and drug officials have been called to the capitol to scan and analyze the objections and amendments already filed.

The Democratic leader of the Senate—Robinson—has been asked by the White House to expedite the bill in every way possible, and Senator Copeland is reported to be heartily in favor of advancing the bill on the calendar.

The revised Copeland bill now has the full approval of the Food and Drugs Administration. Following are the principal provisions of the bill now before the Senate for amendment and passage. These provisions are not included in the present Food and Drugs Act:

Prohibits false advertising.

Permits regulation of cosmetics by requiring them to be truthfully sold and by outlawing those dangerous to health.

Prohibits traffic in foods which are dangerous to health. The present law permits regulation of dangerous foods only in the event that the poison is added. For purposes of effective administration of this requirement, S. 2800 authorizes the establishment of tolerances for, or the total prohibition of, added poisons.

Proscribes the use of poisonous containers for foods.

Requires that food products be prepared and handled under conditions of reasonable cleanliness.

Forbids traffic in confectionery containing metallic trinkets, said to be a menace to the health of children.

Forbids the use in foods of uncertified and impure coal-tar colors and would require the declaration of added colors in all foods where the use is not ordinarily expected by consumers, except that artificial coloring of mature citrus fruits is permitted without label or other declaration.

Proscribes slack-filling and the use of deceptive containers for foods and drugs.

Provides for the promulgation of standards of identity and a reasonable standard of quality for foods. A standard of quality is authorized by the present law for canned food only.

Requires the labeling of unstandardized foods to disclose the ingredients by name except colorings and flavorings which may be declared simply as coloring and flavoring.

Requires the informative labeling of special dietary foods.

Prohibits traffic in drugs which are dangerous to health under the conditions of use prescribed on the labeling.

Sets up special protection to consumers against drugs liable to deterioration.

Requires that antiseptics, disin-

fectants and the like possess a definite germicidal power and fulfill their promises under the indicated conditions of use.

Authorizes control by licensing, but a license can only be required when public health cannot be otherwise protected. Provides for factory inspection and the procurement of records needed to prove Federal jurisdiction.

Authorizes executive seizures of imminently dangerous foods, drugs and cosmetics.

Provides for increased penalties, but exempts publishers from a charge of false advertising when they supply information identifying the advertisers.

Authorizes the Federal courts to enjoin repetitious offenses.

The fourteen amendments to the act introduced by Sen. Goldsborough of Maryland are those sanctioned by the Associated Grocery Manufacturers of America.

Strikes Strengthen Wagner Bill. Prospects

The rapidly increasing number of local strikes and strike threats is overburdening the existing conciliation agencies to such an extent that a breakdown of their work in the near future is clearly foreseen by individuals in touch with the situation.

Should a public statement to that effect be made by leading conciliation officials while Congress is still in session, it is expected that the Administration will urge a quick passage of the Wagner labor disputes bill in a form that will provide greatly increased power over both employers and labor organizations for a rehabilitated National Labor Board.

Leaders in industry and A. F. of L. officials are equally opposed to the creation of a National board strong enough to enforce decisions against both parties. They are reported eager to delay positive action until Congress adjourns.

However, in view of the increasing militancy of law-defying union members and the equally determined opposition of many business men to further concessions to the infamous cohorts of union labor, prospects are that the Administration may yet be voted "full powers" over industrial relations within the very near future.

Temporary Decline in Steel Production

The slight drop in steel operations reflected in this week's advance estimate by the American Iron and Steel Institute does not necessarily indicate that the spring peak in steel production has passed.

The present decline confirms the view of various steel experts that the recent bulge in production was largely artificial, but that the advance buying stimulated by price increases was not sufficient to insure volume operations in the industry throughout the second quarter.

However, the threatened tie-up of ore mining operations may furnish another stimulus and cause advance manufacturing of steel ingots at least to the full extent of the contracts on the companies' books. In addition, heavy specifications early in June are likely to cause another bulge in production, provided the contemplated changes in the steel code do not modify the three months' time limit on contract specifications.

The Recession in Light Industries

After a short spurt of activity in primary textiles markets following NRA approval of production curtailment in the silk industry, the volume of business in many consumers' goods lines has dropped off again and continues subnormal.

Since the drop in prices in these lines thus far has failed to stimulate demand, many mills and factories are shutting down and price quotations are frequently merely nominal, since they are not being tested by substantial buying.

Although production curtailment plans are being considered in many lines of industry, this is not likely to bring more than temporary relief from present conditions. A more normal employment of the industries concerned either could follow a new general price stimulus or it would have to wait until retail prices too have been lowered sufficiently to stimulate a new wave of consumer buying, many believe.

The Building Revival Campaign

Hopes of stimulating a revival of activity in the heavy industries through amendment of the Securities Act so as to permit a large volume of new financing have been severely curtailed by the inadequate character of the Fletcher amendments.

The program to stimulate the building and renovation of homes and other dwellings outlined in the President's message, on the other hand, went considerably beyond earlier expectations.

If the full program is implemented by appropriate legislation in Congress it is held likely that considerable modernization and some new building would start by summer. The full benefit, however, would not be felt until next spring, many feel.

Insurance of shares and possibly deposits in building and loan associations is the provision regarded as most likely to divert funds to home building within the near future.

Don't Risk It

They walk beneath a ladder,
Without becoming sadder;
They sit thirteen at table,
As often as they're able.
They spill the salt—these fellers—
From coffin-shaped saltcellars,
Served by a cross-eyed waiter,
Which makes the risk the greater.
Green tie and peacock's feather
They dare to wear together;
A funeral approaches,
They run between the coaches.
Who do? Who do?
Fools do—maybe you do.
Better not tempt a hoodoo!

THE VEGETABLE HOUSE

FRESH VEGETABLES EXCLUSIVELY

Wholesale Distributors of
HOME GROWN AND SHIPPED-IN VEGETABLES
VAN EERDEN COMPANY

The only exclusive Vegetable House in Western Michigan
201-3 GRANDVILLE AVE. GRAND RAPIDS, MICH.

A Big-Profit Sales Stimulator

Priced at:
20 cents per dozen
delivered

Sells at:
2 cakes for 5c

Brings you:
50% PROFIT ON COST
Fresh Compressed



The
**NEW
LARGE
CAKE**

RED STAR YEAST
Grown from Grain

RED STAR YEAST AND
PRODUCTS COMPANY
Milwaukee, Wisconsin
Strictly Independent — Since 1882

PRINTING THE TRADESMAN COMPANY
operates a complete commercial
printing plant, and would welcome you as a customer. • •

Take a good look at
this **NEW ATTRACTIVE
PACKAGE**



IT means more
money for you. You
sell this Tea by the
package — rather than by
weight. And you can sell it for a
lower per package price.

Large numbers of young customers are going to
take advantage of this opportunity to purchase a
quality Tea at a lower unit cost. Cater to this
demand. Display Tender Leaf Tea. Mark the
price plainly. Push it in every way. You'll do
more business than ever on Tea.



TENDER LEAF TEA

A Product of CHASE & SANBORN Division
STANDARD BRANDS INCORPORATED

GRAND RAPIDS PAPER BOX CO.

Manufacturers of SET UP and FOLDING PAPER BOXES
SPECIAL DIE CUTTING AND MOUNTING
GRAND RAPIDS, MICHIGAN

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

Rademaker-Dooge Grocer Co.

Distributors for

KARAVAN KIRO COFFEE
KARAVAN EL PERCO COFFEE
KARAVAN SIXTY-SIX COFFEE

Phone 8-1431

Grand Rapids, Michigan

Wholesale
Only



Wholesale
Only

SEEDS

FARM SEEDS

INOCULATION

SEMESAN

Bulk GARDEN SEEDS Packet
Vegetables and Flowers

We Specialize in

LAWN GRASS and GOLF COURSE Mixtures

INSTANT SERVICE

Write for our special prices

ALFRED J. BROWN SEED CO.

Telephone 9-4451

25-29 Campau Ave.

GRAND RAPIDS, MICHIGAN

7 GOOD REASONS WHY YOU SHOULD STOCK

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

*The brand
you know*



by **HART!**

A complete line of canned vegetables and fruits.

Putnam's

SPRINGTIME CANDY SUGGESTIONS

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

EVERY ITEM A POPULAR SELLER

Order From Your Jobber

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

BISCUITS

by

Hekman

MAY BE BOUGHT
WITH CONFIDENCE
AND SOLD
WITH PRIDE

Quaker Products

Quality --- Purity --- Flavor

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

CANNED FRUIT

CANNED VEGETABLES

PRESERVES

DRIED FRUIT

PEANUT BUTTER

COFFEE

SPICES

SALAD DRESSING

Sold by Independent Dealers Only.

LEE & CADY