

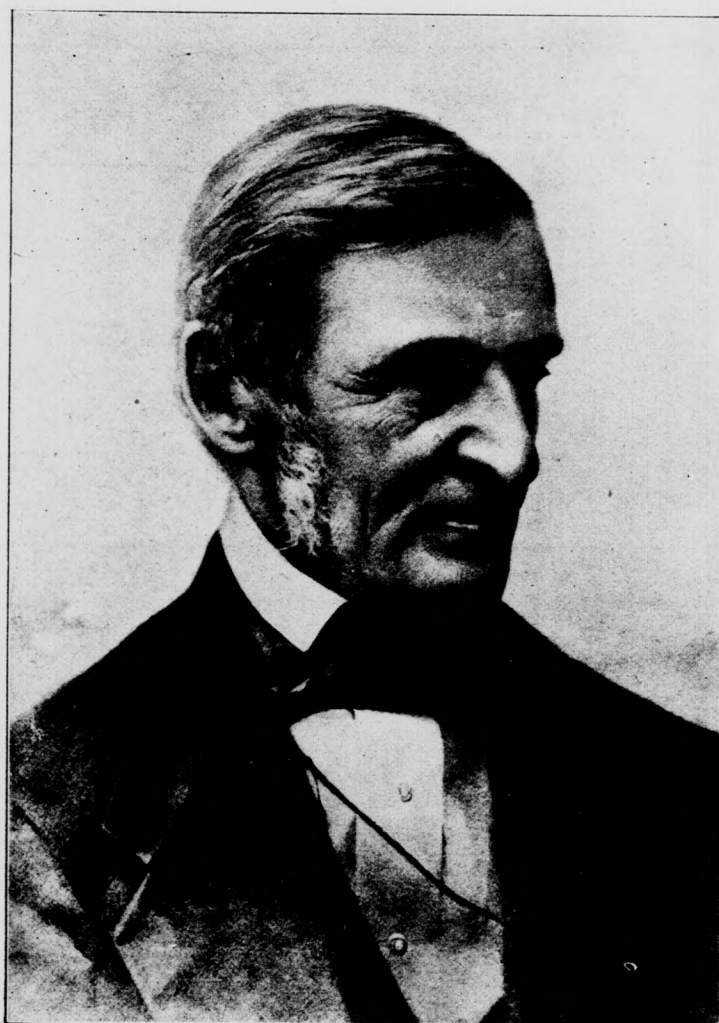
# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, MAY 23, 1934

Number 2644



## A NATION'S STRENGTH

Not gold, but only man can make  
A people great and strong—  
Men who for truth and honor's sake  
Stand fast and suffer long.  
Brave men who work while others sleep  
Who dare while others fly—  
They build a nation's pillars deep  
And lift them to the sky.

RALPH WALDO EMERSON.

*Emerson was born May 25, 1803. He died April 27, 1882.*

## Some Emersonian Maxims

To believe your own thought, to believe that what is true for you in your private heart is true for all men—that is genius.

There is a time in every man's education when he arrives at the conviction that envy is ignorance; that imitation is suicide.

Nothing is at last sacred but the integrity of your own mind.

The great man is he who in the midst of the crowd keeps with perfect sweetness the independence of solitude.

Why drag about this corpse of your memory, lest you contradict something you have stated in this or that public place.

Let a man then know his worth, and keep things under his feet.

Let him not peep or steal, or skulk up and down with the air of a charity-boy, a bastard or an interloper, in the world which exists for him.

Life only avails, not the having lived.

Nothing can bring you peace but yourself. Nothing can bring you peace but the triumph of principles.

# 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  
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## LILY WHITE FLOUR

"The flour the best cooks use"

**VALLEY CITY MILLING COMPANY**

Portland — Grand Rapids — Kalamazoo — Traverse City

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Do You Want To Make a Profit on  
Your Coffee?

LET US SHOW YOU HOW!

### FERRIS COFFEE & NUT CO.

Grand Rapids

Specializing in High Grade Bulks and Private Label Packages

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 your 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

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LANSING MICHIGAN  
DETROIT, SAGINAW,  
GRAND RAPIDS

PRESENT PREMIUM SAVINGS 25%



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GRAND RAPIDS, WEDNESDAY, MAY 23, 1934

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## MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

SUBSCRIPTION RATES are as follows: \$3. per year, if paid strictly in advance. \$4 per year if not paid in advance. Canadian subscription, \$4.56 per year, payable invariably in advance. Sample copies 10 cents 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

### SOME TRENDS IN TRADE

#### Sidelights on the General Business Situation

Taken as a whole, industrial operations and sales volume have increased by more than the usual seasonal percentage—the fifth successive month of improvement. Such a showing with all it signifies in the way of increased employment and satisfactory consumer demand, naturally generates optimism.

As against this we have a decided evidence of pessimism in the decline of common stock prices on the New York Stock Exchange. If the speculative fraternity are to be accepted as oracles, we may interpret the slump as a forerunner of a decline in corporate sales and profits. But Wall Street has been wrong and may be wrong this time.

It wouldn't be the first time that brokers and speculators have staged a "show" for the benefit of Congress and the Administration. The proposed Stock Control Law is expected to take some butter off their bread. What would be more natural than for them to attempt to prove that the enactment of such a law would impair the Nation's confidence?

The Committee for the Nation, and Professors Warren and Pearson, are busily engaged in trying to convince us that the gold price level theory is sound and workable, despite the fact that speculative commodities and common stock have declined. The professors on May 9 went on record as stating that prices in terms of gold had made a bottom, but they admit that business recovery may be needed to bring about a real price rise. "Little prospect remains that a rise in prices expressed in gold will bring about immediate business recovery." What was the cart now seems to be the horse.

A compilation of the statements of

earnings of 166 corporations for the first quarter of the year shows that these companies earned \$153,814,934 as against \$16,180,815 in the same period last year. The largest increases were shown by automobile, oil and chemical companies. Food companies, for example, suffered less from the ravages of the depression, and as a result profited less from the recovery.

The Secretary of Agriculture predicts that the gain in buying power noted in the South during the past year will be apparent in a very large measure in the Middlewest during the coming months. Benefits under the corn-hog adjustment program are going out to producers now, and second instalment payments will soon be made under the wheat program. He says, "It is interesting to note that in terms of gold's worth in trade, cotton is cheaper to-day than it was a year ago. The prosperity of the cotton South therefore is largely due to the action we have taken in this country."

Speaking of farms reminds us that we were gently spoofed by a few readers by "falling for" the long range weather predictions made by the International Economic Research Bureau, and to which we called attention several times during the last few months. Mother Nature has reacted just as the experts said it would, and severe droughts are retarding the growth of grains in the Middlewest. The combination of crop reductions and the arts of God will give us short crops this year—and probably much higher prices.

Under the retail drug code the minimum price at which a druggist may sell a manufactured article is the manufacturer's wholesale price in dozen lots. What will be the effect of this provision on widely advertised drug and cosmetic products? The question is worrying a lot of manufacturers. One sales manager, with whom we were talking this week, says that ordinarily his mail each day brings in scores of newspaper clippings from all over the country in which his products are advertised by retail establishments—but that in the last two weeks he has not received a single clipping. Investigation shows that the same stores which previously had pushed his products at cut prices are now playing up private brands, or less well-advertised products.

In New York, Macy's is making a big play on its own make of drugs and toilet articles, and in newspaper space is driving home the point that prices have not increased on these items. Heretofore, with only a small price differential between the well-advertised national brand and the private brand, the consumer most often felt that only a few cents' saving between the two

was not enough to justify taking a chance. With the spread widened materially by the new code, it is possible that the manufacturer will have to do more advertising than in the past to convince the consumer that the price differential is to her advantage.

The Irving Fisher preliminary Index of Business Conditions for April shows the best gain since December, with business nearer the normal index than any month since last July. Since February, business has gained 16 per cent. as against a 13.3 per cent. gain in the same period last year.

Commodity Prices: The Irving Fisher Index stood at 74 per cent. of the 1926 normal—the high in the last three years was 74.6 per cent. in March.

Steel Output: Schedules reached 60 per cent. of capacity last week, and a slight further gain is anticipated. Scrap steel prices, usually regarded as a barometer in the steel industry, are easier and believers in that index interpret it as and indication that the production spurt will not hold.

Car Loadings: In the week ending April 28 a total of 608,654 cars set a new high for the year.

Automobiles: Production both in the final week of April and the first week of May topped the 100,000 mark for the first time since May, 1930. Production is now expected to taper off.

Electric Output: Production for the week ending May 5 gained 13.7 per cent. over the same week of 1933, but decreased 2.1 per cent. from the figure reported in the preceding week. This is the first decrease from the preceding week since April 7.

Security Prices: Stocks have been sold persistently for the past three weeks and are approaching a crucial point, but bonds remain strong. On April 25 the average price of high-grade rail bonds reached the highest level since April 1, 1902.

Bank Debits: Current weekly figures are running approximately 20 per cent. ahead of last year. For the complete month of April the national figure was a 37.2 per cent. gain over last year, or 34.4 with New York City excluded.

Construction: Residential building continues to run somewhat ahead of a year ago, but the major contribution of building still comes from public works. The dollar volume of engineering contracts in April gained 105 per cent. over last year.

Factory payrolls reached their bottom point in March, 1933, when they were 37.6 per cent. of the 1923-1925 average. They jumped to 52.2 in July, to 53.5 in November, and to 61.4 the first of April. The buying power of factory workers has increased even more rapidly, and now has been re-

stored to a level only 23 per cent. below the 1923-1924 average, whereas a year ago it was 48 per cent. below. The effects of such a rise are cumulative, for after old debts are paid up, an increasing margin of income above necessity expenditures remains for the purchase of semi-luxuries.

New Jersey, for example, reports an increase of 31.1 per cent. in the number of employees over last year in 666 identical manufacturing establishments, and an increase of 42.3 per cent. in total weekly payrolls. In the industrial area of Newark the improvement was still greater—36.5 per cent. in employment; 48.9 per cent. in payrolls.

Hotel business—a good index of business conditions—continues to show progressive improvement and both room and restaurant sales made the best showing in April of any month since the depression set in. Room sales are up 18 per cent. over last year; restaurant sales, 60 per cent. Detroit shows the largest gains, followed by Chicago, New York, Washington and Cleveland.

The Federal Reserve Board estimates that department store sales in April gained 5 per cent. over the same month last year, and that the dollar sales were little changed from March to April. This is an especially good showing, considering the fact that most Easter shopping fell in April last year. The largest gains took place in the Atlanta, Chicago, Dallas, Kansas City and St. Louis Districts.

Retail sales of automobiles in the last ten days of April showed considerable improvement over the preceding ten-day period—especially for Ford, General Motors and Chrysler. The price increases early in April brought about a mild recession followed by a sharp rebound. Wayne County, Michigan, the barometer county of the country, had registrations of 7,631 new cars in April—the biggest month since May, 1930. Ford had 39 per cent. of the total; Chevrolet, 18 per cent.; Plymouth, 11 per cent.

While the percentage of increase in profits has slowed up, according to first quarter earnings statements, reports are nevertheless encouraging. Since April 1 the released earnings statements show 487 companies reporting increases as against 153 decreases.

#### Gabby Gleanings From Grand Rapids

J. W. Van Brunt, manager of the Grande Brick Co., has purchased the residence at 900 Iroquois Drive. The family expect to take possession of their new home about June 15.

Mrs. E. A. Stowe was removed from St. Mary's Hospital to her home May 2, where she has steadily improved. She is now learning to navigate with the assistance of crutches.

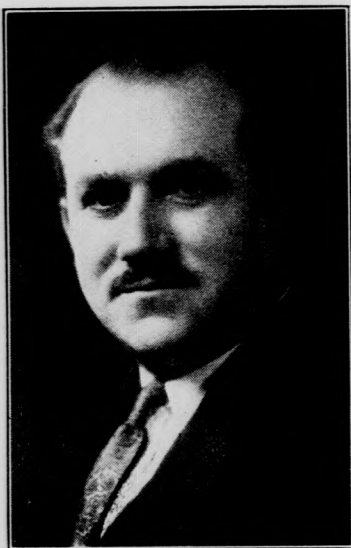


## THE BEST EVER

## Enthusiastic Meeting of Grocers and Meat Dealers

The annual convention of the Retail Grocers and Meat Dealers Association of Michigan, which was held at Manistee, Tuesday, Wednesday and Thursday of last week, was well attended. The opening session was held Tuesday afternoon. The delegates were welcomed by the mayor. The response to the address of welcome was made by Theo. J. Bathke, of Petoskey, as follows:

In behalf of our Association, which is now assembled here to hold its an-



Rudolf Eckert, President

nual convention, I thank you for the warm and hearty welcome you have extended to us. You may be assured that the welcome words you have given make us feel that we are here as honored guests in your city of Manistee.

Allow me to congratulate you upon your fine city, with the beautiful shores of Lake Michigan on one side and an inland lake and river on the other side. This not only helps to make it beautiful, but also makes the climate and the air one hundred per cent. pure.

It is a real treat to many of our members who seldom see the beautiful waters of Lake Michigan. The Manistee river, with its many branches, is outstanding to all fishermen, and I am sure that a great many of our members will enjoy at least part of one day fishing while they are here.

We all know that your city has many big attractions. Only a few years ago Manistee was known as one of Michigan's leading lumbering towns—now you have a huge salt plant that is nationally known. One of the leading food markets of the state is located in your city and we members have been informed by our trade paper that this food market has recently been modernized and that it is now the last word in food merchandising.

We can assure you that your city of Manistee is going to stay in our mind for a long time and many of us will be back this summer as guests of your city.

Again I want to thank you for your hospitable welcome.

The secretary's annual report was published verbatim in last week's issue of the Tradesman.

Tuesday evening the delegates were treated to a six reel motion picture with the compliments of the California Packing Corporation.

Wednesday forenoon and afternoon addresses were made by leading members of the organization, followed in each case by appropriate discussions.

Flint was selected as the next place of meeting in 1935.

Election of officers resulted as follows:

President—Rudolf Eckert, Flint.

First Vice-President—Vincent Miklas, Manistee.

Second Vice-President—O. A. Sabrowski, Lansing.

Secretary—Herman Hansen, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.

Directors—Hodger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; Paul Gezon, Grand Rapids; Lee Lillie, Coopersville; Martin Block, Charlevoix.

The banquet Wednesday evening, which was held at the Chippewa Hotel, was a great success. Garrett VanderHoning, of Grand Rapids, handled



O. H. Bailey, Sr., Treasurer

the gathering wonderfully well as toastmaster. Lee R. Fleming, of Manistee, was the principal speaker. His topic was success. Frank Fitzgerald, Republican candidate for governor, spoke briefly.

Thursday evening the convention closed after the introduction and installation of the new officers and the adoption of the following resolutions:

Whereas—We, the members of the Michigan Retail Grocers and Meat Dealers Association, accompanied by our wives and guests, have been privileged to attend the annual convention in the city of Manistee, May 15, 16 and 17, and

Whereas—The marvelous concern for our comfort, pleasure and generous entertainment, all carefully planned and arranged for by the local committee and

Whereas—We, the members of the Michigan Retail Grocers and Meat Dealers Association, are highly appreciative of the hospitality extended us during our stay in the city of Manistee; therefore be it

Resolved—That our appreciation and gratitude be extended to the Committee under the direction of Chairman Miklas and his genial assistant, Mr. Fuess; and be it further

Resolved—That our expressions of appreciation be further extended to the officials of the city of Manistee, Manistee News Advocate and the Chamber of Commerce, all of whom contributed liberally of their time and resources to our comforts and a most successful convention.

Whereas—The people of the state of Michigan have enacted a law, commonly known as the "Liquor Law" and that approximately 3,000 grocers of the state of Michigan have contracts of license with the state for the sale of wine (with alcoholic content not exceeding 16 per cent.) and beer, and that no provision has been made for a discount from the state for purchases of wine for resale, by said grocers, unlike other commodities, carried in stock; therefore be it

Resolved—That this convention go on record as favoring the immediate adoption of a plan by the Michigan State Liquor Control Commission that will enable the grocers of the state of Michigan, duly licensed to sell wine, to render this public service with a view to encouraging the use of wines in preference to hard liquors, at a fair and just profit for such service. It is the opinion of this convention that a price parallel to that of the state liquor stores should prevail, and that a discount off retail prices could be allowed to grocers and other specially designated merchants licensed to sell wines, without jeopardizing the profits of the state, and at the same time stimulate the wine industry within the state to a considerable degree.

Whereas—At the Grand Rapids Retail Grocers' and Meat Dealers Association, in meeting assembled in the city of Grand Rapids, May 3, motion



Paul Gezon, Director

was presented and unanimously adopted, instructing their President and Secretary to extend an invitation to the National Association of Retail Grocers to hold their 1935 convention in the City of Grand Rapids; and

Whereas—The City of Grand Rapids has a number of modern hotels and reasonable rates to accommodate the delegates of the National Association that ordinarily participate in the annual convention; and

Whereas—The city of Grand Rapids also has a modern Civic Auditorium with spacious exhibition facilities to accommodate our National convention; and

Whereas—The retailers of Grand Rapids have an active Local Association well qualified to sponsor our National convention; therefore be it

Resolved—That we, the Retail Grocers and Meat Dealers Association of

Michigan, in convention assembled this 17th day of May, concur with the Grand Rapids local association's invitation to the National Association of Retail Grocers to hold their 1935 convention in the city of Grand Rapids and state of Michigan and be it further

Resolved—That the Secretary be instructed to present a copy of these resolutions to the National Association of Retail Grocers at their annual convention in the city of Chicago June 18, 19, 20 and 21.

Whereas—The state of Michigan requires ample revenue to conduct the various functions of our state administration; and

Whereas—The system of spreading the tax on real and personal property has failed to supply sufficient revenue to conduct the affairs of our state administrative functions; and

Whereas—A three per cent. retail sales tax has been in force for nearly one year; and

Whereas—The collection of said retail sales tax involves excessive and unnecessary collection cost; and

Whereas—The retailers are required to report monthly their gross sales and to pay tax entails costly administrative detail penalizing the consuming public as well as retailers; therefore be it

Resolved—That we, the retailer members of the Retail Grocers and Meat Dealers Association of Michigan, in convention assembled this 17th day of May, in the city of Manistee, express our disapproval of the 3 per cent. retail sales tax to our state legislative bodies; and be it further

Resolved—That, we petition our state legislative bodies to repeal said three per cent retail sales tax and substitute therefore a two per cent. bulk sales tax; and be it further

Resolved—That our Secretary be instructed to publish this resolution in our official publication and acquaint gubernatorial and legislative aspirants with the provisions of this resolution.

Resolved—That it is our further contention that all property tax should be repealed.

Whereas—The independent retail food dealers of Michigan have relieved the tax payers of Michigan of many millions of dollars by the extension of credit to worthy but unfortunate families, due to the general unemployment conditions; and

Whereas—The corporate chain stores extend no credit and contribute nothing to this form of relief; and

Whereas—The state and Federal emergency relief bodies now provide for this relief by a system of relief orders; and

Whereas—In some Michigan localities the corporate chains are being favored with this relief business to the detriment of the independent retailers who have locally and unselfishly relieved taxpayers; and

Whereas—The state and Federal patronage of corporate chain system contributes to and prolongs our general economic difficulties; therefore be it

Resolved—That we, the independent retail grocers and meat dealers of Michigan in convention assembled this 17th day of May, 1934, respectfully petition the Michigan state and Federal relief bodies to direct the relief business to independent retail channels; and be it further

Resolved—That our secretary be instructed to forward a copy of these resolutions to William Haber, of the State Welfare Administration, at Lansing.

Dress fabric and notion sales are promoted by a Texas department store through a \$25 monthly prize for the best dress made from fabrics purchased during the month.

Nobody hates a reformer any worse than another reformer.



## IN THE REALM OF RASCALITY

## Questionable Schemes Which Are Under Suspicion

Manufacturing a face cream called "Turtle Oil Cream," a cosmetics company agrees to cease using stickers on its products with representations implying that it possesses properties which will rejuvenate or nourish the skin and banish or eradicate wrinkles and keep the skin young. It will no longer be said that this product will permit or cause the skin to revitalize itself by overcoming a functional or glandular deficiency.

Written or printed matter which tends to mislead purchasers into the erroneous belief that its competitors do not deal fairly or honestly with their customers, will no longer be circulated by a corporation engaged in the manufacture of wire rope and cable. The company also agrees to cease circulating among customers and prospective customers of its competitors that competitors propose to furnish rope of foreign manufacture although they had contracted and were expected to furnish domestic rope, or that the competitors were not in a position to make rope or anything complete in this country or did not have the equipment to make rope or that the materials they used in their rope making would be purchased entirely from abroad, when such were not the facts.

Selling and distributing flavoring and other food products, as well as cosmetics and toilet preparations, a corporation doing business in interstate commerce agrees to cease advertising or marking its products with fictitious or exaggerated prices and making fictitious or misleading statements, concerning values or prices at which its goods are sold or are contemplated to be sold in the ordinary course of business.

False and fictitious pricing is charged by the Federal Trade Commission in a formal complaint issued against Preferred Toiletries, Inc., New York City, and Henry Schlactus, its president.

According to the complaint, made public to-day, the firm advertised a set of cosmetics called "Eleven Alluring Beauty Needs" as "\$11.50 worth of toilet requisites" for 98 cents plus postage. Separately, prices for each item were advertised as ranging from 50 cents to \$3. In reality, the Commission said, the combined price of 98 cents, plus postage, for all the articles, affords the company a substantial profit and "is the usual and regular price at which articles of the same grade are sold by competitors of the respondents." The company never sold and never intended to sell separately the articles described, the Commission charged.

Some weeks ago Realm of Rascality received a letter from John Olert, the Holland City grocer, stating that one of his customers had been approached by a concern located at 808 Dearborn street, Chicago, doing business under three different names — Associated

Bonded Adjusters, American Finance Trusts, Associated Protective Agencies, Inc.—to hand over \$300 for the representation of same in a certain territory in Michigan.

Realm replied that some of the officers of the above organization had a bad reputation, covering a long period of years, and advised that any dealings with them would result to their disadvantage.

Despite this advice, which was based on careful investigation of the most detailed character, the Holland City man paid over \$300 and received a large amount of material designed to assist in the collection of past due and doubtful accounts. The recipient was ill at the time he made the deal and died May 11, before he had time to see what could be done with the documents. Realm is undertaking to secure the return of the money to the widow on the return of the outfit, but has little hope of accomplishing anything along that line, based on the reputation of the people at the Chicago end of the transaction.

Ellsworth, May 19—During my absence one day last week the enclosed copy of a chinaware orders was left here for my signature in case I approved of the arrangement of signing same and enclosing \$5 down payment for the company and \$5 for the salesman.

My wife liked the chinaware very much—samples at least—but when it came to the signing on the dotted line and advancing money she refused pointblank and he left the copy for me to sign and send the money, which, of course, I do not intend doing.

His explanatory defense was that according to the NRA code they would not dare send defective goods. I do not trust such people, however, and would appreciate your opinion of same. It reminds me a great deal of the time you adjusted a deal for us with a chinaware company some ten years ago, in which we might have lost considerable if you had not threatened to get after them through the legal machinery of the Government and they returned to us the money we had advanced.

Thanking you for a reply and for all past favors.  
Klooster & Co.  
John Bos.

Realm cannot understand why the men in official positions are now so slow about taking action in matters of this kind. For many years no complaint of the activity of the sharks who solicit orders for chinaware and then send broken dishes which are junk of the worst kind has been permitted to go unpunished, but for the past year Realm has been utterly unable to get any action in the worst cases imaginable from the powers that be in Washington. Even a reply to letters enquiry is deferred for several months. The meanest thief of the kind who has been permitted to operate without let or hindrance is the Frank China Co., of Salisbury, N.C.

Conducting lotteries, gaming devices or gift enterprises in the sale and distribution of candy is prohibited under a cease and desist order just issued by the Federal Trade Commission against DeWitt P. Henry Company, Philadelphia. This action brings the Commis-

(Continued on page 22)

## DOWN ROADS OF MEMORY



Old Shiloh's woods are silent now  
Beneath the blossoming May,  
Where once the grape and shrapnel rained  
On ranks of blue and gray;

And Lookout slumbers peacefully,  
Wound in a misty shroud,  
Where high above the Tennessee  
They battled in the cloud;

While Sherman's host and Morgan's men  
Ride only to the call  
Of moulding bugles, high and thin,  
That men hear not at all;

Yet, still that martyred voice proclaims,  
"With love toward all—"; again,  
"With malice none—", brief simple words  
Now hallowed by all men;

Where Northern groves are spiced with pine,  
Where white magnolias steep  
Their stifling perfume, old men go  
A sacred tryst to keep;

And though we, younger, do not see  
The shadowy host return,  
We feel the faltering line grow taut,  
We see the dim eyes burn—

And know, down roads of memory,  
On each Memorial Day,  
These aged few are companied  
By ranks of blue, and gray.

Jessie Wilmore Murton.



## MOVEMENTS OF MERCHANTS.

Jackson—Levy's Bootery, Inc., has decreased its capital stock from \$35,000 to \$10,000.

Detroit—The A.B.C. Bakeries, Inc., has changed its name to the Quaker Bakeries, Inc.

Harrison—The State Savings Bank has increased its capital stock from \$25,000 to \$41,000.

Tekonsha—The First State Bank has increased its capital stock from \$30,000 to \$45,000.

Gwinn—The Gwinn State Savings Bank has increased its capital from \$25,000 to \$35,000.

Allegan—The Allegan Silver Fox Co. has reduced its capital stock from \$125,000 to \$25,000.

Caseville—The Meyers, Dufty & Hoy Fish Co. has decreased its capital stock from \$10,000 to \$2,000.

Ypsilanti—The Ypsilanti Savings Bank has increased its capital stock from \$100,000 to \$300,000.

Detroit—Miller's Building Service Co., Inc., has decreased its capital stock from \$25,000 to \$7,000.

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

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

Detroit—The Michigan Trading Corporation has increased its capital stock from \$100,000 to \$250,000.

Hart—Arnold Bigler has purchased the meat market of Blackmer Bros. here and will take it over at once.

Detroit—The Tessmer Machine & Tool Co. has been organized with a capital stock of \$1,000 all paid in.

Detroit—The Factory Maintenance Service Corporation, glaziers, has been organized with a capital stock of \$5,000, of which \$1,000 is paid in.

Detroit—The Division Avenue Coal & Lumber Co. has been organized with a capital stock of \$5,000, all paid in.

Detroit—The Morris Co. has been organized to deal in lead pipe with a capital stock of \$5,000, all paid in.

Detroit—The Martin Coal & Coke Co. has been organized with a capital stock of \$10,000 with \$1,000 paid in.

Detroit—Golden's Department Store, Inc., has been organized with a capital stock of \$25,000, of which \$3,000 is paid in.

Detroit—The Detroit Monument Works, Inc., has been organized with a capital stock of \$10,000, with \$6,000 paid in.

Detroit—The Michigan Scrap Iron & Metal Co. has been organized with \$50,000 capital stock, of which \$3,000 is paid in.

Detroit—The Five Eleven Monroe Co. has been organized with a capital stock of \$2,500, all paid in, to handle groceries and meats.

Athens—Dell Bell, of Union City, has opened a bakery in the corner store building which was formerly occupied by the Davis & Jones bakery.

Yorkville—Paris W. & Nina M. Rice have sold their grocery stock and market to James R. Brown, who was formerly engaged in general trade near Ithaca.

Ann Arbor—The Washtenaw Farmers Supply Co., to deal in farm products, has been organized with a capital stock of \$10,000 of which \$1,000 is paid in.

Mt. Pleasant—The Northwood Dairy Co., Inc., dealer in dairy products, has been organized with a capital stock of \$50,000, of which \$14,700 is paid in.

Kalamazoo—Lockshore Farms, Inc., has been organized to engage in the production and sale of dairy products. City headquarters will be at 606 North Park street.

Holland—Hollander, Inc., has been organized by Curtis R. Gray to engage in the fruit and nut business at 131 River avenue. The capital stock is \$2,500, all paid in.

Kalamazoo—Jay H. Kelly, 09 East Water street, has filed a certificate with the county clerk providing for the operation of a business to be known as the Kelly Distributing Co.

Detroit—United Hosiery Shops, Inc., has been organized to engage in the hosiery business at 1265 Griswold street. The authorized capital stock is \$50,000, with \$1,000 paid in.

Freeport—Bergy Bros., well known Alto elevator men, have leased the Freeport elevator from F. E. Brunner and have re-opened the place for business under the management of Earl Rogers.

Climax—Frank Moon, formerly of Battle Creek, has purchased the grocery stock of Oliver Campbell and has taken possession. Mr. Moon conducted a meat market on Capitol avenue Southwest in Battle Creek for a number of years.

Sparta—Sparta is to have a new store. Adolph Bracker of Belding, has leased the space in the McGowan building formerly occupied by the Deter Bazaar. Mr. Bracker plans to open within the next two weeks and will handle sporting goods, garden tools, radios, washing machines, and like equipment.

Detroit—Morris Fabrick is celebrating his first year in the shoe business by opening a second store in the East end of the city, at 13321 East Jefferson avenue. New name taken over for this and the parent store at 8909 Twelfth street is Smartstyl shoe store. The Fabrick stores are specializing in women's novelty shoes.

Kalamazoo—R. Walker Maus, and Mildred P. Maus, operating as a co-partnership, have taken over the stocks formerly conducted by the late Frank J. Maus, the father of the present head of the business. The two concerns, the Kalamazoo Supply Co., and the Kalamazoo Pharmacal Co., are located at 317 North Church street.

Menominee—Walter M. Gander, of Menominee, sales manager for the Carpenter-Cook Co., was seriously injured last Friday afternoon in an accident at his cottage in Marinette, Wis. He had been hunting crows with an automatic .22 calibre rifle, when he stumbled on the step of his cottage and a bullet entered the front of his head and affected the optic nerve of one eye. Physicians are hopeful that the accident will not destroy his sight.

Bear Lake—Sanford Anderson has come from Morley and will be associated with Mrs. Gus Schrader in their new company store which will be known as Schrader & Anderson. They will handle a full line of fancy and staple groceries and expect later to add fresh, salt and smoked meats. Mr. Anderson was in the feed business and later in the shoe business at Morley some years ago. Mrs. Schrader is well known to Bear Lakers.

Watervliet—At a special meeting of the stockholders of the Watervliet Milling Co., May 16, the resignations of Charles Sterner as manager, and that of Preston Dodd, assistant, were accepted. J. B. Spencer, a miller of Kalamazoo, was elected to take charge. In the meantime J. W. Griffin, Coloma, will be temporary executive. Sterner has been with the company fifteen years, prior, to which time he was in charge of the Allegan waterworks.

Detroit—Two new shoe stores have been opened on East Jefferson avenue, in the Southeast part of Detroit. Ralph L. Cross, who formerly had a store on Fenkell avenue, and for the past year a women's shoe store in Saginaw, has opened the Cross Boot Shop at 14518 East Jefferson avenue. Not quite so far out, B. F. Stark has opened Stark's Shoes at No. 11408. Stark has been out of the shoe business since he closed his West Warren avenue store in 1930.

Detroit—An illness of several months resulted in the death at his home Friday of Joseph T. Webber, 2475 Iroquois avenue, for many years associated with the J. L. Hudson Co. Born in Monterey, N.Y., 83 years ago, Mr. Webber came to Michigan when a young man and settled in Ionia, where he established a retail clothing store. He came to Detroit thirty years ago and was associated with the J. L. Hudson Co. until his retirement fifteen years ago.

Mendon—William J. Hickmott, 76, one of the oldest of St. Joseph county's merchants, died at his home last Thursday. He came to this country from England, where he was born on Feb. 10, 1858, in Staplehurst. At the age of 27, he came to Michigan and three years later established a department store in Mendon. In 1916, his store was destroyed in the fire which swept the greater portion of the town but he immediately built a modern store building.

Muskegon—Operations of the Quality Bakery on Pine street at Walton avenue have been taken over by A. M. Boyden, 407 Erickson street, for more than twenty years an employee of the Muskegon Baking Co., now the Michigan Bakeries, Inc., makers of Holsum bread. The Quality Bakery formerly was operated by Herman J. Vander-ven and George DeYoung. Associated with Mr. Boyden is John Peterson, former proprietor of the Danish Pastry shop and fancy baker.

Lansing—Fred C. Wilder, 71, formerly a prominent local grocer, died Monday at the home, 723 North Walnut street, following a long illness. Mr. Wilder came to Lansing in 1906 from Springport and in 1910 opened the gro-

cery store at Main and Logan streets which he operated until about eight years ago. He later became president of the Lansing Grocers and Meat Dealers Association and took active interest in local politics. He once was a candidate for alderman from the third ward.

Detroit—Frank W. Droelle, one of the city's oldest druggists, died Friday at his home at 1559 Virginia Park. Mr. Droelle, who was 74 years old, was graduated from the Girard College of Pharmacy of Philadelphia, and conducted a drug store at Gratiot avenue and Hastings street forty years. He was a member of Detroit Commandery No. 1, Knights Templar, Detroit Athletic Club, Detroit Yacht Club, Harmonie, Kilwinning Lodge, Moslem Shrine, King Cyrus Chapter and the Consistory.

Detroit—Kern's Department store has opened a new shoe department in the Gratiot building. This is the seventh Kern shoe department under the immediate supervision of H. G. Solomon, shoe merchandising manager. Angus MacLennan is in charge of this new selling section, under Mr. Solomon. Women's shoes at \$2 and men's shoes at \$3 are featured. So far as the entire shoe selling of the store is concerned, reports show a 75 per cent. increase in sales over 1932, and a gain of 35 per cent. when comparing this year with last year's sales.

Constantine—Levi Kennard Bell, 68, traveling salesman of Charleston, Ill., injured Tuesday afternoon in an automobile collision on U. S. 112 three mile West of White Pigeon, died in the local hospital Thursday afternoon. A son and daughter were with him. He leaves his widow, two sons, two daughters. Mr. Bell's automobile collided head-on with a car driven by Howard Mann, Chicago, as the drivers were attempting to pass a truck. Mann is in the hospital in a critical condition. William Foss, 15, Detroit, a hitch-hiker riding with Bell, is also in the hospital. He suffered cuts and bruises.

Jackson—Bradley M. Delamter, former president of the Peoples National Bank and a business and civic leader here for many years, died at his home here early Sunday morning. He was associated with the late W. A. Foote and others many years ago in the formation of companies that later became the Consumers Power Co. At one time he was president of the Jackson Cushion Spring Co., now the Reynolds Spring Co., was a director with the Hayes Wheel Co., and was a former president of the Ann Arbor Light & Power Co. He had retired from active business during the past year. He is survived by the widow and a daughter, Mrs. Edward R. Nash, of Brookline, Mass.

## Manufacturing Matters

Jackson—The Manufacturers Development Corporation has been organized with a capital stock of \$25,000, with \$1,000 paid in.

Detroit—The Tondryk Washer & Radio Shop, Inc., has been organized with a capital stock of \$2,000, all paid in, to manufacture and sell bakery, confectionery and meat market appliances.



### 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 tea market in this country since the last report. Demand from first hands is light. Prices steady.

**Coffee**—Future Rio and Santos coffee during the week moved both down and up and ends the week not materially different from a week ago. Actual Rio and Santos, green and in a large way, is just about the same as a week ago. Demand has been quiet and it looks as if it would continue so for some time. Milds are unchanged. The jobbing market on roasted coffee is also about unchanged for the week. Consumptive demand for coffee good.

**Canned Fruits**—California spot fruits are holding well, with cling peaches reported down to some 2,500,000 cases, of which 1,516,243 cases are halves of all sizes and grades and 927,322 cases are sliced peaches, all sizes and grades. Apricots are considerably firmer and Bartlett pears sold out in most sizes.

**Canned Vegetables**—Prices on spot goods show little change. Southern tomatoes are pretty well stabilized at present levels, and both spots and futures are only active in a small way. The new California asparagus pack has reached the 1,291,000-case market, with three factors holding the large percentage of stocks. Of the amount packed, only slightly more than 500,000 cases are all green.

**Canned Fish**—No new prices have come in as yet on new pack fancy Columbia River salmon, as packers are very wisely engaged in determining just about what it is going to cost them to pack under the present day work system and the higher prices on raw stock. Then, too, it is just as well to let the old pack situation clear up first. Red Alaska salmon is unchanged at \$1.75, Coast, but one of the two large advertised brand packers will advance to \$1.80, Coast.

**Dried Fruit**—The dried fruit market on the Coast is being very well maintained. California prunes ought to do better now that the latest growers' campaign has been a success and the pool arrangement will be continued for another year. This control, together with the fact that the new crop looks as though it will not be any larger than last year's relatively short production, should serve to keep prunes stronger. First hands have been having some difficulty in turning their activity in prunes into profitable marketing, but an improvement in world business, together with better domestic conditions, will continue to work in their favor. Spot apricots continue firm to somewhat higher, and, in view of the very short crop, there is no pressure to sell fruit now. Dried peaches were not quite so firm. Raisins continue to show to better advantage, particularly Thompsons, which heretofore have been inclined to sag. Government approval of the seedless marketing agreement is expected almost daily and this should be the signal for a firmer trend. New York State dried apples showed a mixed trend, shops, cores and skins being higher on dearth of stocks, while fancy grades declined from their high

peaks because of lack of foreign demand.

**Beans and Peas**—Demand for dried beans is still very dull with prices easy. The same is to be said of dried peas.

**Cheese**—Cheese has shown a little advance for the week, but with only a moderate demand.

**Nuts**—The nut market is slow here and there is a marked delay in demand from the ice cream trade. This is probably due to the cold spring so far. Some interest has been shown in walnut pieces but not enough to put any real snap into the market. Imported filberts and almonds continue to drag likewise, and domestic nuts are also slow.

**Pickles**—Pickles continue to do only a small business. The price situation is firm. In another month the crop is due to be planted. Current indications are for a great increase in acreage over last year.

**Rice**—The rice market shows very little change. There is not much business being done just at the present time but stocks in the hands of the grocery trade are generally light and some replacement business is looked for soon. Prices are generally steady under the code and stocks held down here for various reasons, not the least of which is the very high warehouse charges. The situation in the South shows little change. The new administrator is working on a much more drastic enforcement scheme now and will plug up any leaks which have developed in the past.

**Salt Fish**—Demand for mackerel and other salt fish is poor, but stocks are well cleaned up and the situation is about steady.

**Syrup and Molasses**—Sugar syrup in fair demand; prices steady. Compound syrup dull and unchanged. Better grades of molasses steady and unchanged.

### 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**—50c per doz. for home grown.

**Bananas**—4½c per lb.

**Butter**—Creamery, 24½c for cartons, and 24c for tubs.

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

**Carrots**—50c per dozen bunches of Calif. or \$2.50 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.....\$1.95

Light Red Kidney from farmer... 3.75

Dark Red Kidney from farmer... 4.50

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

Fancy, fresh white.....17c

Candled, fresh.....16c

Candled, large pullets.....14c

**Checks**.....12c

**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**—20c per dozen.

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

**Green Peppers**—40c per dozen.

**Lemons**—The price is as follows:

360 Sunkist.....\$7.00

300 Sunkist.....7.00

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.....1.00

**Mangoes**—Florida, \$2.25 per dozen.

**Mushrooms**—30c per one lb. carton

**Onions**—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**—10c per dozen bunches for home grown.

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

**Rhubarb**—50c per bu. of 30 lbs. for home grown.

**Spinach**—50c per bushel for home 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, \$1.35 for 10 lb. carton.

**Turnips**—75c per bushel.

**Veal Calves**—Wilson & Company pay as follows:

Fancy.....8@9c

Good.....6@7c

**Wax Beans**—\$1.75 per hamper for Louisiana grown.

A new dual-purpose radio operates either on household current or automobile battery. It can be placed in front or back seat of the car, disconnects easily for use as a second set in the home.

### Death of William P. Conklin

W. P. Conklin died at his late home at 144 Auburn avenue, Grand Rapids, May 21. The funeral was held at the family residence Wednesday afternoon.

Mr. Conklin came when a child with his parents to Michigan from a farm near Watertown, N. Y. With our older brothers and one sister the trip with his parents was made by boat, and landing at Grand Haven the family settled on a small farm in Crockery township, Muskegon county.

The country was new and the privations and hardships attending pioneer life were many. The discouragement of sickness, which resulted in the loss of the mother during the second season, so disheartened the father that he and the children returned to their former home in New York.

But the lure of the new country and the thrill of adventure had cast its appeal on the whole family, for they had hardly arrived back at their old home until they decided to return again to Michigan, taking up their home again in Muskegon county, but near the village of Ravenna and there he engaged in the general merchandise business for nearly thirty years.

The country was new at the time and undeveloped, and the Conklin brothers extended their efforts in helping to build up and promote the welfare of the community.

The clearing of land, logging and lumbering was the work of the times, and this, in connection with draining swamps and marshes, building and improving roads, as well as encouraging settlers to establish homes in the new country, all entered into the work of the pioneer and early settler.

The Conklin Bros. not only gave their attention to the general merchandise business, but carried on a small banking business in connection with their store.

They were also interested in the exchange of farm lands, as well as soliciting and securing new enterprises for the neighborhood. They donated a tract of land adjoining the village for a park.

When the Muskegon, Grand Rapids & Indiana Railroad, now a part of the Pennsylvania system, was wanting to establish a branch line between the two cities, the Conklin Bros. were particularly anxious to secure this new enterprise, giving much of their time and effort to promoting this project. The village of Conklin received its name as a compliment from the railroad officials for their services. The older brother securing the entire right of way between the two cities where farm lands were involved.

Mr. Conklin moved to Grand Rapids from Ravenna about forty years ago.

He had been a reader of the Michigan Tradesman from the beginning.

Mr. Conklin was 94 years of age and attributed his long life and freedom from serious sickness to his being able to avoid worry, also adhering to a simple diet and regular habits.

A leather-covered photograph album on the fishing-tackle counter of a New Jersey sporting goods store aids tackle sales; it's titled "Caught by our customers with our tackle," contains photos of big ones that didn't get away.



## MUTUAL INSURANCE (Fire and Life)

### Important Point Which Business Men Often Forget

The case books will support me in the statement that a systematic practice of a considerable number of stock fire insurance companies is to stall along a business man who has had a fire until the period for filing formal proofs of loss has passed and then thumb their noses at him and say "we don't owe you anything—you didn't comply with the terms of your policy as to filing proofs of loss."

If the claim of the policy holder is a just one, the courts will defeat this scheme of the insurance company if they can find a way to do it. Often, however, they can't find a way to do it, and the policy holder loses his insurance. The object of this article is to bring the point to the attention of business men generally so they will remember it in case of fire.

I think I am conservative in saying that the average business man who carries fire insurance knows nothing or thinks nothing about the time limit for filing proofs of loss until in some way it is called to his attention. All fire insurance policies provide that a fire policyholders must file formal proofs of losses within a certain period after a fire or lose his insurance. Usually this period is sixty days. The courts uphold the companies' right to do this.

Certainly the period is long enough if the policy holder is on the job.

The way in which this thing works out is shown by a case that is before me now (Stallard vs. Globe & Rutgers Fire Insurance Co., 68 Fed. Rep. (2d) 237). Stallard had fire insurance on a property used as a warehouse in connection with his business. There was a fire, which partly consumed it. The policy contained the 60-day clause as to filing proofs of loss. Evidently Stallard forgot about it or didn't know about it. Within the 60-day period he got in touch with the insurance company's adjuster and tried to get a settlement of the claim. In order to do this he gave the adjuster data regarding the loss. The adjuster said "he was satisfied as to the claim on the building if the company was liable." He also made the somewhat mysterious statement that he "expected Stallard to comply with his policy." That apparently meant nothing to Stallard, for in spite of it he still filed no formal proofs of loss.

Later an agent which Stallard employed to help him get a settlement prepared an itemized statement of the loss, but for some reason didn't file it with the insurance company. There was some stalling correspondence between Stallard and the company, and meanwhile the 60-day period expired. Then the company, feeling safe, took the position that since no formal proofs had been filed it was not liable. After the 60-day period expired Stallard filed his proofs.

Stallard sued and the question for trial was not whether he had filed formal

proofs within the time—it was clear he had not—but whether the company had waived its right to demand them. It is a familiar principle of law that an insurance company, by its conduct, can waive the 60-day requirement. The court held that in this case the company had waived, and if that had been the only point in the case Stallard would have won out. He lost on another point which has nothing to do with the point I am discussing. The following extract from the decision shows the reasoning on the 60-day question:

(1) We think that the judge below was unquestionably right in refusing to direct a verdict for the insurance company on the ground of failure to furnish proofs of loss within the time required by the policy; for it clearly appeared that a detailed statement of loss had been furnished the company's adjuster and that the facts were such as to make the question as to whether further proofs were waived a question for the jury to decide. The adjuster had been on the ground and investigated the loss; he presumably knew all about the ownership of the property and the lien upon it; he was furnished with an itemized statement of the loss upon which settlement with the other company had been made, to which he made no objection; he was thoroughly satisfied with the loss as so determined; and his language and conduct might well have been interpreted as meaning that the statements furnished with respect to the building loss were sufficient and that no further proofs with regard thereto were required. Neither the statement of the adjuster as Stallard was leaving his office, nor the general statements contained in the subsequent letters of the company were sufficient, we think, to absolutely negative the assurance given Stallard with respect to the building loss; for he had been given to understand that the adjustment of that loss was refused, not because the proofs which he had furnished were not sufficient, but because he would not agree on the furniture loss. Under these circumstances, the question as to whether there was waiver of further proofs was one for the jury.

The company entered into negotiations with Stallard looking to an adjustment of the loss. In the course of the negotiations they were furnished by Stallard with plans and specifications of the burned building and other information usually contained in proofs of loss. By their investigation of the fire and through their dealings with Stallard, they secured all the information which the proofs were designed to furnish; and the negotiations for an adjustment were, in the absence of notice to the contrary, sufficient ground for Stallard's assuming that no further or more formal proofs of loss were necessary. Stallard's delay in furnishing the proofs of loss was in a very real sense, therefore, the result of the conduct of the company, and it would be unconscionable to allow them to take advantage of the delay. If the provision of the policy requiring proofs of loss within 60 days were a condition of release waived it by their conduct,

covery, the company would be held to Elton J. Buckley.  
(Copyright, 1934.)

### Items From the Cloverland of Michigan

Sault Ste. Marie, May 21—Clean-up week here has been quite a success. The forces, aided by the strong alchemy of spring, make the old Sault look like a transformation to a beautiful city, and our Chamber of Commerce expressed themselves highly gratified with the co-operation and spirit put into the work thus far. The paint-up and fix-up week will continue until finished. Fort Brady is also doing its part at the fort, planting flower gardens. The landscapers are surely doing good work for Uncle Sam. In addition to beautifying the city, over \$17,000 worth of new buildings, residences and repairs have been asked for in permits. Practically all the building permits on file last week are for homes or improvements. We are also to have a new gas station to cost \$3,000 to be built on the corner of Spruce and Osborn boulevard by Adam McGregor, who also conducts a gas station at St. Ignace. The new gas station, when completed, will add to the beauty of the city in the West end. The Hotel Ojibway has also been geared to the program and has a large number of decorators and painters at work. New drapes have been placed in the private and main dining rooms and the guest rooms are regaining their bright, snappy appearance, so that when tourists reach here they will have something to talk about and make their stay at the Ojibway an outstanding pleasure.

Floyd Woodgate has moved back in the building at 221 Portage avenue, West, formerly occupied by J. Dougan, where he is redecorating and putting in new fixtures. Mr. Woodgate will conduct an up-to-date restaurant and beer garden.

The international ferry, Agoming, plying Sault, Mich., and Sault, Ontario, has been in dry dock for a few days undergoing the quadrennial inspection by Canadian officers. It will again be in service within a few days. The Agoming is one of the very few ships on the Great Lakes chain which is subject to both Canadian and American inspection.

Love not only makes the world go 'round, but it also turns a lot of people's heads.

Word was received here last week of the death of N. C. Morgan, who died May 11 in Grand Rapids. Mr. Morgan was in the grocery business here for thirty years. It was 42 years ago that Mr. Morgan moved to the Sault from Northport. He began business as a grocer in the then Whalen block on Ashmun street. After several years he discontinued this store and for about six months was connected with the

grocery department of the Prenzlaue department store. Then he opened a store on South Ashmun street, now occupied by C. O. Brown. He also worked for Swift & Co., Chicago, selling fertilizer in Lower Michigan for a time. He also was elected to the office of alderman in the second ward and served with honor. Mr. Morgan also took a great interest in the Anchor Mission, of which Miss Emma Nason was the founder, and served on its board of trustees. He was a member of the I. O. O. F. and of the Knights of Pythias while here and belonged to the Congregational church. He was one of the best known merchants in this city and county. His word was as good as his bond and his many good deeds of charity will always be remembered by his many friends. From the Sault Mr. and Mrs. Morgan moved to Omena, which has been their home since.

The Dewar gas station, located on the highway six miles North of Cedarville, on the junction leading to Hessel, has opened again for the season. They have added confectionary and cigars to their stock this year. They expect to get a nice increase in business now that the scenic highway will be built, which will make heavier traffic in that neighborhood.

As we go along in life we notice a lot of fast men are slow pay.

Mrs. Nina McPhee has opened her store at Cedarville for the season, which has been closed since last fall. Mrs. McPhee has a large stock of new merchandise and makes a specialty of the tourist business. The store is one of the best of its kind at the Les Che-neaux Island and popular with the many tourists who spend the summer at the Islands.

J. Dorgan, who has been conducting a cafe and beer parlor at 311 East Portage avenue, has moved to the highway, six miles out of Rudyard, where he will conduct a similar business.

Dillinger must be slipping. He has not caught a cop or over a week.

John Merrifield, Jr., has taken the agency of the New Era Life Association, of Grand Rapids, for the four Eastern Upper Peninsula counties—Chippewa, Mackinaw, Luce and Schoolcraft. Mr. Merrifield will have his home office in the Sault and expects to establish branch offices at Newberry, St. Ignace and Manistique. Mr. Merrifield has been with the Metropolitan Life Insurance Co. here for the past year. He has many friends here who wish him every success in his new venture.

William G. Tapert.

Capital is still hopeful that the day will come when it can sit up and take interest.

Useful knowledge acquired to-day makes every succeeding day more productive.

**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

During the kaiser's war we read of the poisonous gases used by Germany which were far more destructive than bullets over the same area. After gas masks were provided there was little danger from the poisonous vapors. The allies were reluctant to resort to such measures but toward the close of the war they, too, were preparing to fight poison with poison. When the war ended the United States was manufacturing a deadly vapor known as G-34 or methyl. The invention was an amber liquid, oily, with a pleasant geranium odor. It was found to evaporate quickly, causing fumes seventy times as deadly as mustard gas. A single whiff was enough to cause strangulation and heart failure. A drop spattered on the hand would penetrate into the blood, attack heart and lungs. Death was accompanied by agony. This deadly poison was made in a plant in Willoughby near Cleveland. Before the first shipment could be made over seas the armistice was signed. The entire output of the plant was shipped to an Eastern port and loaded on a steamer and carried out to sea and dumped into three miles of water. The formula now lies in the Government vault. The old saying, "He who is slow to anger may be the most terrible in his wrath," applies to Uncle Sam in this instance. Don't forget that terrible disaster and destruction will lie at every angle should there develop another world war. Our young men will not be cannon fodder but will be victims of the merciless productions of laboratories.

Teacher: "Why was Solomon the wisest man in the world?"

Johnny: "Because he had so many wives to advise him."

Some of you big-hearted fellows who pick up thumb jerkers had better give a thought or two to the position in which you are placing yourselves. If you have an accident in which your pick-up is injured, you may have to foot the bill, and it may prove to be a whopper. He may sue you for real or faked injuries and get a nice fat verdict. When you see a thumb jerker trying to halt traffic, figure him out as a possible thug, in which case you may be robbed of your valuables, your car, and possibly your life. Hold-ups by hitch-hikers are extremely common and not infrequently they have committed murder. It is all right to be big-hearted, and doubtless a friendly lift is a great help, but the trouble is that the milk of human kindness isn't always appreciated. The safe way is to ignore hitch-hikers, for by their actions they have killed the goose that laid the golden egg.

Fred Martini, who made many friends among the U. C. T. boys while manager of the Elks cafeteria, has been selected to manage the Cascade Country club cafe and dining room. Fred is an expert caterer and no doubt will make many friends in his new connec-

tion. While manager of the Elks Cafeteria he gave particularly good service to the members of the Council at their Saturday noon luncheons.

Howard W. Carstens and wife have moved to Toledo, Ohio. Howard is connected with the Massachusetts Mutual Life Insurance Co. They will reside at the Aragon Hotel.

Gil Ohlman has been doing double duty as a traveler for the past two weeks. He has been covering accounts which are serviced by his brother-in-law, Clarence Van den Berg. Incidentally, we might mention again, Clare has been honeymooning in the East for the past two weeks.

We have the finest bunch of fellows in the world that belong to the Council and we also have as awkward a squad as you might find anywhere. The boys are peppy and playful and love to kick up their heels in play, but they forget they are just ordinary human beings and endowed not with the charm and grace of movement that is possessed by the swallow or eagle. They do not realize their grace and charm of movement might even make a cub bear grin. What we were trying to express was that Frank Holman got two or three ribs cracked a few days ago, all because he imagined he was Frank Gotch in person. Asking no favors and fearing no odds he naturally took on more weight than he could up-end and when Charlie Ghysels had unloaded from Frank's anatomy it was found that the "Turrible Turk" had cracked Frank's frame-work. Our sincere advice is that most of our boys should confine their efforts in play to skipping the rope, chasing the bright hued butterfly—or else. We are informed the broken young man is mending satisfactorily and will soon take his place among those who labor to live.

Jacob Van den Berg, owner of the Van den Berg Cigar Co., is slowly recovering from injuries suffered about three weeks ago. He was attempting to close a window in the coal bin when coal rolled from under his footing and he was thrown heavily on the coal pile. Mr. Van den Berg was formerly a member of the Council.

Charles Ghysels and family will entertain friends at their country home during the week of Decoration day. The men expect to play golf during the holiday and it is expected the ladies will be kept busy preparing eats for the hungry males.

Don't forget that Grand Rapids Council is going to give a picnic during the month of June and what they will do will be history after the doings are over. The date has not been set, but you can start figuring out what preparations you want to make to attend and then stand ready for the announcement. Watch these columns for that date announcement.

Past Counselor R. W. Radcliffe had a little excitement Friday evening on his way home from Lansing. He was bowling along at a comfortable speed when the right rear tire on his car let go. Rad did some tall hustling to keep the car in the road. Due to a small amount of traffic at that hour he had plenty of room to tame the old buss down. We understand he is quite proficient in changing tires, also in han-

dling the English language when the occasion arises.

The boys who make the resort section of Michigan report that there is a very good outlook for a busy season. In some sections all reservations have been sold out for the season.

Good news for the members of No. 131 who are willing to do a little constructive work for the benefit of their friends and No. 131. Here it is. The Executive Committee have decided to offer two dollars for each now application for membership accepted and initiated from now until January 10th next. To this offer can be added another dollar to be paid by the Supreme Office. So "Hop to it," brothers, bring in the "apps" for the good of old "131" and make three bucks for yourself.

Notgniklip.

### U. C. T. Grand Council Meeting at Battle Creek

Thursday, June 7

- 1 p.m.—Reception and registration of delegates and members at headquarters in main lobby, Post Tavern.
- 3 p.m.—Trip through Battle Creek Sanitarium.
- 5 p.m.—Band concert at Post Tavern. Band escorts delegates to Kellogg Hotel for team work banquet.
- 6 p.m.—"Team Work" banquet at Kellogg Hotel. All members and ladies invited. Entertainment and speaker of national prominence.
- 8:30 p.m.—Ladies Grand Auxiliary meeting on the bridge, Post Tavern, immediately following the banquet and entertainment.
- 8:30 p.m.—Meeting of the Grand Executive and Grand Finance Committees, convention hall, Post Tavern.

Friday, June 8

- 8 a.m.—Early Risers—Band concert by the Postum Band.
- 8 a.m.—Junior Counselor roll call breakfast at Post Tavern.
- 8 a.m.—Reception and registration of delegates and members at convention headquarters in main lobby, Post Tavern.
- 9 a.m.—Address of welcome by Mayor J. W. Murphy; Remarks by Rudolph Habermann, secretary Chamber of Commerce; Response by Grand Senior Counselor in convention hall at Post Tavern.
- 9:30 a.m.—Executive session of forty-first annual grand council in convention hall at Post Tavern.
- 9 a.m.—Ladies' Grand Auxiliary business meeting in the bridge room, Post Tavern. All of the ladies are invited.
- 1 p.m.—Complimentary bridge luncheon for the ladies at Postum club house. All ladies are requested to register for this as soon as possible.
- 2 p.m.—Trip through Postum factory.
- 7 p.m.—Banquet at the Kellogg social hall at the Kellogg Co. plant. Senior Counselor C. M. Godfrey, toastmaster. Judge Paul Schafer, speaker. Music by Kellogg's band and sextet.
- 9 p.m.—Grand informal ball in social hall at the Kellogg Co. plant. Music by Kellogg's famous orchestra. Chinese auction during intermission.

Saturday, June 9

- 9:30 a.m.—Sight-seeing trip.

12 m.—"Jim Daley" Luncheon at the Post Tavern. All are invited.

3 p.m.—Trip through the Kellogg Co. plant.

### Business Likely To Remain in Uncertain Position

No outstanding development occurred in the business situation last week. There were further evidences of decline in business activity with some indices showing greater than seasonal declines. Apparently the lack of balance known to exist in the business structure even during the period of greater optimism, seems to have reasserted itself as soon as government spending was relaxed to some extent. Private business has not taken hold as was expected by the Administration. There is hope it will occur this Fall but there is no assurance that this expectation will be rewarded the same as this Spring. Anyway, it accounts for many of the political moves such as the repairs and betterments to Houses projects, industrial loans and silver legislation. The effect of the first two will likely be delayed due to the necessary red tape. Silver legislation likely will increase permissive powers rather than being definitely mandatory.

The present criticism of many government policies and the lack of confidence now existing as to their recovery possibilities, can be attributed to over-promising and the periodic injection of reform measures. However, this state of mind exists and is not conducive to recovery even though a fundamental basis may have been laid. Although the adoption of a more conservative attitude by the Administration might easily create a more confident state of mind, political expediency hardly favors such a development. Further Government aid seems to be the logical expectation. Therefore, business is likely to remain in an uncertain position during the Summer.

J. H. Petter.

### Meeting of Druggists at Traverse City

Frankfort, May 19 — A very fine meeting of the Northwestern Druggist Association was held last evening at the Park Place Hotel, Traverse City. Druggists as far North and East as Cheboygan and Mackinaw City, as far South as McBain and as far West as Frankfort were in attendance. The meeting totaled about seventy-five, including their wives. All drug stores in Traverse City closed at 7 o'clock, so everyone could attend. After a wonderful banquet an orchestra of high school boys with four high school girls entertained with music and dance numbers. The ladies were then entertained by the ladies of Traverse City. The business meeting was called to order by Albert Clement, who introduced Prof. E. J. Parr, Director of Drugs and Drug Stores, who spoke to us on the need of proper legislation to protect public health. R. Trunk of McKesson, Farrand & Williams, gave us the code outlay from the wholesalers and manufacturing side. Dr. E. B. Miner, of Traverse City, discussed mutual health service. All officers of the Association were re-elected for the coming year. President—Albert Clement, Traverse City; Vice-President—Rex Bostick, Manton; Secretary and Treasurer—Milford Porter, Frankfort.

Milford G. Porter,  
Secretary N. W. D. A.

Every life should have some kick in it, but not the kick of alcohol.



### DRY GOODS CONDITIONS

Retail reports continue more cheerful, but there is still a very spotty appearance to the improvement. The country as a whole seems to be moving ahead of the April gains. Locally the stores did not do so well except toward the close of the week. Ready-to-wear, with cotton apparel stressed, led in the activity, along with accessories. Summer home furnishings enjoyed better demand.

For the half month it was difficult to obtain definite estimates either for the country or this area. Chain organizations reported larger increases than last month. Some of the larger stores do not appear to be doing as well as the smaller units. Similarly, the larger cities continue to fall behind smaller communities.

For the first time in nearly a year, retail prices last month showed a small decline, according to the Fairchild index. The decrease for May 1 was seven-tenths of 1 per cent. and the index stood 28.8 per cent. above the corresponding date last year. The price trend for the month was mixed. Piece goods and women's clothing were fractionally higher, while men's clothing, infants' wear and home furnishings showed losses.

The spotty condition at retail was reflected in the wholesale merchandise markets during the week. While some producers held that there was fair activity for this time in the year, others were candid enough to admit that demand was quite slow. Easing in prices seemed to supply the best means of judging the situation. This price weakness continues and acts, of course, to hold up retail buying.

### GAINS NOW REDUCED

For the present hesitation in trade and industry, which was accentuated during the week, Congress and restrictive legislation offer the best excuse and, therefore, the one most frequently offered. A closer analysis of conditions, however, will more often show the existence of particular conditions for which business itself is to blame.

These range from excessive price advances and overproduction to restrictive trade regulations adopted in codes which far exceed some of the national legislation which is criticized. Then, of course, there is the labor unrest, for which industrial chicanery can be blamed.

In most instances, however, it is the failure of business to maintain its former large increases, rather than any real setback, that is giving cause for anxiety. The reason for this is not hard to find, since from May onward last year there was a very sharp upturn and comparison of present figures with those of a year ago are bound to suffer.

Trade reports are better, but continue spotty. In industry the chief feature of the week was the downturn reported in automobile production. The peak season has probably been passed. The slackening in sales, however, is not yet pronounced. Steel operations are also subsiding. Textile curtailment has been made necessary by surpluses.

Employment figures for the country, issued in the week, showed gains in

April, when decreases are usual. Secretary Perkins pointed to larger increases in payrolls than in employment as indicative of a gain in per capita income.

### REFORMS PUT OFF

In line with informal assurances understood to have been given recently to business interests that the Government would refrain from further important measures in order to provide a "breathing spell" and see how recovery progressed, the program for the remainder of the Congress session was definitely indicated during the past week. It was also announced that President Roosevelt would offer a far-reaching plan of social and economic reform, but only for consideration and not for action by Congress until the next session.

The latter move has some obvious meanings. It may serve to choke off radical labor and relief proposals which might prolong the present session. At the same time it will give the country a chance at the elections next November to register its opinion of the reform program.

Just what the effect upon business may be in the meantime is another question. The usual desire to see Congress wind up is manifest. If that end is hastened by promises of further action, business interests may not care so much what those promises are. On the other hand, they cannot help being disturbed by prospects of the further radical changes in the economic system implied in unemployment insurance, a permanent labor board, old age and sickness benefits, Federal housing and minimum wage legislation.

It may be, however, that, to offset the possibility of these measures, business and financial interests may make exceptional efforts to push recovery so that by next Fall there will be a degree of prosperity sufficient to discourage such reforms.

### BACK TO BASIC FACTS

The Harriman case and others like it demonstrate clearly enough that, in the pressure of detail, some of the fundamental reasons for the Recovery Act have been obscured. While policies must be clarified, there is still a crying need for a thoroughgoing educational campaign.

The basic effort of the recovery program is to lift the purchasing power of the masses, thereby expanding markets. A small community may decide to give lip-service to Blue Eagle and ignore the standards which it is supposed to represent. Its local industries will operate at an advantage over those which carry out faithfully the provisions of the Recovery Act.

That community, therefore, lives off other communities; its industries are parasite industries. The only reason why they thrive is because other manufacturing centers pay enough wages to permit the workers to buy the products of the substandard producers. Before the Recovery Act, large areas of the South fell largely into this category. There was a market for little beyond subsistence living in many sections. That has been changed to an

astounding degree within only a few months.

Such a demonstration should be enough to convince the most skeptical. Business men carrying on national operations may consult their books for the results in the South. Others who sell to them reap indirect benefit. When public and retailers alike support Blue Eagle products they can be sure of attaining similar advantages.

### CAN'T REGULATE CONSUMER

In a discussion of price policies under codes, Dr. Paul H. Nystrom, Professor of Marketing at Columbia University and president of the Limited Price Variety Stores, had the following to say at a conference last week. He had described the advance in wholesale prices and the slowing up in retail sales.

"These trends in sales," he remarked, "point to an important fact that seriously needs the consideration of the code makers of this country; namely, that while it is possible through association under the NRA to raise prices or to fix prices at any desired point, there is nothing that can be set down in a code of fair competition that will make the consumer buy."

His statement put the present business situation into nutshell. To raise mass purchasing power, the labor provisions were given first place in the Recovery Act. Industry was granted what were considered necessary compensating advantages. The labor provisions have been flouted in a number of major industries, which have nevertheless, pressed their new rights to extremes which are endangering the entire recovery movement.

Dr. Nystrom drew particular attention to the codes in the construction industry, which obviously offer little encouragement for expanding operations in this key line. He might have multiplied his examples many times. In their price-fixing and similar control devices industrialists vision a utopia which just is not there. Their ideal lies rather in the huge market which can be developed through fair wages, and prices.

### OUTLOOK CLOUDED

The immediate outlook for business is not always so important when the long-range trend is favorable. Just now, however, there is reason to believe that developments within the next six months may have a major bearing upon the distant future. If the recovery program does not succeed, then the changes seen so far may prove very small indeed to what is in store for the country.

A reaction to the NRA has undoubtedly set in during this period, when the attempt is being made to transfer the recovery activities from the Government to private interests. Business men find that many of their rules will not work. Union labor is dissatisfied over broken promises, obtained under duress. Consumers find that they have received scant or no attention.

The plan announced, therefore, is to go back to first principles. Codes will be reduced to some forty in the major industries. Others will be limited to the basic labor provisions. Perhaps all

of them may be out down to the labor clauses, which fix the only sound basis for price competition.

Already there is protest growing against any such elimination of codes from the very quarters which only a short while ago could say nothing too critical of these very instruments. Possibly the threatened withdrawal of codes may put support behind them that has been lacking and at the same time convert them into more practical agreements.

Something of the sort is needed to prevent a real collapse.

### GROCERY SALES DECLINE

Completing the second week of exceptionally slack business, manufacturers and jobbers in the grocery industry admit that they are bewildered by the sharp decline which has occurred in the primary and wholesale markets. From a peak variously estimated at 25 and 50 per cent. above the April, 1933, sales averages, the wholesale demand for grocery products has slumped since May 1 until sales are below the low levels of early May a year ago.

Uncertainty over the effect which pending legislation in Congress may have upon business, and excessive buying early in the year, are two reasons most generally ascribed to account for the slump. Manufacturers contend that a general fear of Congressional action has spread to all branches of industry and disrupted buyers' plans. Wholesalers view the sudden recession in grocery buying as the natural outcome of the high-pressure sales methods adopted by grocery producers who for the last six months have offered "last-minute bargains" in anticipation of the approval of the grocery industry's master code. The document is still waiting approval in Washington, they add, but the stocks sold on terms which the code is intended to outlaw still remain to be disposed of by distributors.

### ANALYZES TAX CUTS

The revenue act recently signed by President Roosevelt will free a number of merchandise items from the levies previously imposed and "since a number of the old excise taxes were part of the manufacturer's or importer's costs, the wholesale prices should reflect the changes made," according to a survey just completed by the Controllers Congress of the National Retail Dry Goods Association.

The merchandise affected by the changes comprises furs, jewelry, candy, soft drinks and matches. In the case of furs, the tax has been removed on merchandise sold by the manufacturer, producer or importer for less than \$75. In the absence of official interpretation, the survey assumes that the \$75 refers to the price after cash discount. The new jewelry tax exempts articles selling for less than \$25. The tax of 2 cents per pound on candy and soft drinks has been terminated. The levy on matches has been increased to 5 cents per thousand on fancy or stained wooden matches.

On account of next Wednesday being a legal holiday the Tradesman for next week will be published Thursday, instead of Wednesday, the usual publication day.



## OUT AROUND

Things Seen and Heard on a Week  
End Trip

A baker in a live city in the Upper Peninsula writes me as follows:

I am writing to you to get your opinion of what has bothered me. There are very few articles in your paper from bakeries, but I would be pleased to see what you have to say about the following:

Our local grocery stores handle about 90 per cent. out of town bread, despite the fact that there are two bakeries here. I just started June 10, 1933. The other man has been here about seven years. I told our grocers that if they didn't trade at home, as they preached to everyone else to do, I would add a stock of groceries to my bakery. The stores still continued to take just a few loaves from me whenever they ran short. I gave a fair sized order (canned goods) to a grocery salesman. I have been buying my raisins and such articles for baking from him and I have been prompt in payment, paying him each week for the last week's invoice. I did not get the groceries; in fact, that salesman has never been in my store since and he is in town every week. Two other salesmen of wholesale grocery houses have been asked by the other stores not to sell me anything either. Salesmen say this: "If I sell you anything in the way of canned goods, I lose the other stores." Did the President mean that in his NRA plan? I know he didn't.

I might tell you that I have groceries in now, but I go to Milwaukee and vicinity, where the wholesale houses are very willing to sell you, especially as I have the cash. I am not handling a cheap line of canned goods and am giving the people a fair price. Since then I have also started a house-to-house route (have not even covered half the city as yet) and I would not take the store back unless I was given one hundred cent. of their bread business. If my goods were not well liked I surely would not do well on the route. The stores just did not care to handle bread from one who believes in keeping home money at home. I donate as much as possible to local charities and churches, but would be able to do more if I had the co-operation of the local stores.

This may seem quite long to you, but I would deeply appreciate your opinion. If we are to help this country get out of depression, it is up to all of us to help business, not hinder it.

Another thing: Doing my baking at night and having my living quarters at the bakery, I am able to keep the store open evenings and Sundays. This, too, the stores think is terrible. My customers think it is a fine idea, because it is such a help-out, especially if company happens to drop in unexpectedly and without previous notice.

I read with great interest most of the articles in the Tradesman and find the Guide to Market the first thing on receiving the paper.

The above described situation is certainly one to be greatly deplored. Never having visited the city in which this division of opinion and action has developed, I am not prepared to hand out an opinion which would tend to lessen the friction which appears to have developed along unbusinesslike lines. If I am permitted to visit the city during this summer I will undertake to interview the gentlemen who appear to be most active in fomenting the difference of opinion and keeping it alive by resorting to methods which are not in keeping with the best traditions of the mercantile business. Legitimate competition in trade is a healthy and de-

sirable condition, but strife for business based on a misunderstanding of motive, bitterness, personal dislike or penalization is always detrimental and greatly to be deplored.

Battle Creek, May 21—I have been interested in your last two issues, particularly the articles by Mr. Stebbins concerning his visit to Battle Creek.

I have already sought to be of help to our Independent Food Council, not only by speaking at one of their regular meetings but in accepting a broadcast from them which permitted them to become identified through some 20,000 radio sets in this locality just before their first annual food show.

For years I have recommended and directed the buying of all products used by the church and its associate groups from local independent business citizens. However, I heartily disapprove of the policy of a church or pulpit promoting or defending secular causes. Of course, the economic plight of any citizen has deep moral aspects and, as such, I am always glad to speak openly and frankly. But to take the battle of the independent merchant against the chains into the public would, in my opinion, react very unfavorably to the merchants whose cause was espoused. And my psychology of audiences teaches me that such a subject, no matter how tactfully handled, would go against the grain of the great majority.

If you wish to take this as my reply to Mr. Stebbins' letter, you are perfectly free to use it. The people will buy where they please, and I don't think that editorials and sermons are so influential in this matter as courtesy, cleanliness and fair prices. After all, service survives; and the independent merchant will win back his following after the readjustments have been made which enabled his competitor to come in and so firmly oppose him.

Carleton Brooks Miller,  
Pastor First Congregational Church.

One of the liveliest wires Michigan ever possessed in the traveling salesmanship line was Fred J. Hanifin, of Owosso. He covered Central Michigan twenty-three years for the National Biscuit Co. and was generally regarded as one of the hardest working men in his line. His ability to book orders was very exceptional. Unfortunately, he suffered an attack some years ago which rendered locomotion impossible. Since that time he has been confined to the activities of a wheel chair, but his mind has suffered no eclipse, judging by the following letter received from him:

Owosso, May 19—Your very kind letter of recent date at hand and it surely has done me good to hear from you. I certainly am enjoying the Tradesman, for which please accept my sincere thanks. I am sure the Old Timers enjoy you as of old. I will recall the first round-up that I attended as a salesman for the National Biscuit Co. You were guest speaker and what a hit you made with all of us boys, especially me, as at that time I had the pleasure of meeting you personally and it was an event, for I had been reading the Tradesman for over ten years then and had always wanted to meet the editor who had helped me so much in my work as a retail clerk. I know the Tradesman was what made me achieve the reputation of being a good clerk and later on helped me to obtain a position as a commercial salesman. Then I recall the annual sales meetings you did not attend and it just did not seem to go over without your being there and they never were just the same to me after that. I was with the

National Biscuit Co. for twenty-three years and helped to put their line in Michigan such as no other company had. When I went with them we had very few items to sell. We had crackers in barrels and cookies in boxes and about ten kinds altogether. We boys were like one big family and we worked early and late to keep the old factory humming. And we did it, too. The result was that they grew so rapidly that they became selfish. I am told that to-day one can hardly buy any of their goods outside of a chain store and in many instances even the detested chain stores have stopped handling them. Some day I may write a story on how the Mighty has Fallen. I do hope that when you come this way you will call on me. If I don't answer the doorbell, walk right in, for I will be here, unless I have checked out in the meantime. Please convey to your charming wife my best wishes for a speedy recovery. Kindest regards and best wishes to the Tradesman and your own good self. Fred J. Hanifin.

East Jordan, May 21—There is little use of us harping and beeling about the chain stores, as this is the most advertising they can get. When Mr. Henderson started his campaign against the chain stores over the radio, hardly anyone knew much about them, so they went there to find out if they were really as bad as they were painted. Now, when there is an everlasting "beef" in each issue of the Tradesman, the dentists, druggists and all those who read the Tradesman go there to find out if it really is all true. Even though these same druggists trade at the chain, they lead other people with that same impression that if Mr. Smith, the druggist deals there it must be o.k., and when the druggist also sends out to a mail order house for a suit, instead of buying it locally or patronizes the chain clothing store, he at once "outs himself" on the spot by the home town merchant, who says he will send out for his medicines also. The same is true of any other line of business. We have several in every town who do this and they set an example for the remainder of the people.

Now that we have had the grocery code signed, it is just as I expected and said a few months ago in the Tradesman that we were not to expect too much from it. Here is a case which came to my attention this week under code conditions: I requested a price on oleo from Swift and from Armour. Both these companies are manufacturers of this product. If I buy direct I find I must add 8 per cent. to my cost price, so 8½¢ per pound for three pounds would cost me 25½¢ and just this week all this happened. The chain store came out with a price of three pounds for 23¢. Now then to show you how the code is helping out the little fellow: If I paid 25½¢ for oleo in three pound lots, and sold it for 23¢ for 3 pounds, how much profit would I have at the end of the day? Before the code was put into effect I was able to say the chain store is selling it for 23 cents. To-day the manufacturer will not give me a break less than the code says the price would be. But in the old days we got a concession where we could sell at the same price. I would say that the code is helping monopoly and not the small retailer. Of course, I can go over a few other items which they have and quote a similar instance and also can go over their list and show where mine is lower in price on several items than they are even during their sale. But the code surely is a joke when it comes out like they claim to do to help small enterprises, and instead of helping retards them from even buying as cheaply as they sell it for. An item in last week's Tradesman, page 12, asks a question like this, "Shall I pay the same price for fifty cases of peas as the little squirt down the street pays for one?"

Now there is no answer to that in that issue, so if I can have the room, I reply "Yes." And the reason is that if the little squirt expects to make a profit and can make expenses on selling one case, may I ask if you should not pay as much as he does, when you sell fifty? If I sold fifty cases of peas, while my competitor sold one, why couldn't I meet my expenses easier than any smaller competitor? Surely if the price was the same to me as to him, I could undersell him and still make a neat amount for profit. Therefore there is no excuse why I should not pay the same amount as he does.

The grocery code is a joke. If they would have had it made like the drug code we may have had something. The drug code basis is set down as the wholesale per dozen. The big shot may get a rebate, but he cannot cut the per dozen wholesale price. We do not care how much rebate the chain stores get, but we do not like to have them show they can buy and sell for less than we can buy for. That is a black eye for independents.

Even though the independent may have a lower general price than the chain he does not get any credit for it, because he does not stand on the corner and crow about it. If there is going to be anything done about helping the small retailer, we want something like the drug code. There is no use of us going up in the pulpits and hollering our heads off about how sick we are. If we are sick we must get at the trouble and stop it. We cannot get better by hollering to deaf ears. Where we should holler we are lame. If we cannot get any help where and when we need it, there is little use of our saying anything. We now have our grocery code and we got it just the way the big chains wanted it—not the way the little fellow wanted it. The chains were jealous that the little fellow was meeting his competition, so they fixed it now so he cannot buy as cheaply as he can sell it. I was just talking to the Cherryland Cheese Co. man who handles Best Foods and he said the A. & P. has just agreed to take his merchandise, but there is only a 15 per cent. rebate to the chain. O. K. Let us see what Mr. Chain can do with this small rebate. Fifteen per cent. from the manufacturer means they must raise eight per cent. to cover cost of labor, according to the code. This leaves a balance of seven per cent. below the independent merchant's price. If the chain wanted to run a special, he could sell Best Foods merchandise at seven per cent. less than the independent merchant could buy it for. This, of course, is open price to all independents, too, providing they can use 1000 cases or so a month. I said, you do not mean to say that this A. & P. store here is going to sell that much worth of your merchandise in a month? The answer came back, "No, of course not, but all their stores will." Well, why not base me along with all the independent merchants and give me a price like that? He said, "No, I cannot do that." Of course, he could not, but if there is a chain of chains, why not a chain of independents? I wish some wise guy would come along and have a signer of every fellow groceryman in the state of Michigan and ask that all their sales in the state be averaged and that he represents the chain of independent merchants in the state and that we want a rebate for everything that we bought on a quantity basis, as he represents approximately 5,000 stores in the state and is entitled, according to the code, to a rebate and price concession. I would be a signer for one, if I never got a cent rebate, so long as the manufacturer would have to recognize us as a chain and make rebate accordingly. Now, then, I do not know of one day where the price on oleo to me in the past three

(Continued on page 23)



## FINANCIAL

### Exploded Idea That Official Fiat Can Restore Prosperity

An attempted shift from public initiative to private initiative is definitely under way in the Government's policies and programs of recovery.

Discarded, for the time being at least, is the theory that the Nation's industry can be revived completely by Government fiat.

Accepted is the thesis that something more than shorter hours of work and higher wages or even huge Federal outlays of money, is needed to bring jobs for 10,000,000 unemployed.

#### Some Barometers

Signs of the change that is occurring are numerous. They include:

The coming amendment of the Securities Regulation Act of 1933 in an effort to remove some of the barriers to private investment.

Plans for direct Government loans to industry and for encouraging private loans to industry by what amounts to a partial Government guarantee of those loans.

An easing of NRA restrictions with a sharp projected contraction of its whole code program which some people had said was interfering with recovery.

A plan for insuring loans for home repair and home building in an effort to attract private capital to the construction industry, now dormant.

The careful paring of the program of "must" legislation so that Congress can adjourn early in June to avoid a new fight for inflation of the currency and for drastic labor legislation, including a 30 hour week.

All of these moves represent part of the Government strategy to shift the load of recovery from the shoulders of the Federal Government to the shoulders of industry.

They tie in with the plans of President Roosevelt to hold strictly to the budget he has outlined. This budget calls for a balance of Federal income and outgo during the fiscal year that starts July 1, 1935. The President this past week reiterated his determination to follow out that plan. This means a refusal to accept the argument of those who urge increased Government activity and greatly increased governmental expenditures as the way out of the depression.

The hard fact confronting officials is that a mass of about 10,000,000 employable persons in this country still lack jobs. The problems of these people are increasing and their care is a growing burden on the Federal Treasury.

How to get jobs for these unemployed? That is the question.

Private industry and private finance say in answer:

The biggest trouble lies in the field of mining, and construction and machinery making and transportation. Concentrated there are about one-half of the total workless. Break that jam and the whole problem would vanish.

But, to break the jam the way must be opened for investment, business

men must have assurance of stability, and there must be means to encourage private building. By placing added burdens on employers through wage and hour requirements the Government fosters higher prices and smaller turnover, which may cause a slowing up in business. Also, it is not in the field of distribution that the unemployment problem lies.

To this, the Federal Government now is replying, in effect:

We do not entirely agree with this. It is our belief that real activity in the industries such as mining, construction and machinery, as well as transportation, normally follows the pick-up in general trade. But we know that the banks are bursting with money that should be put to real use. We want to do what we can to get that money working. Certainly the Federal Government cannot go on forever carrying the load of unemployment when private business and finance are in a position to take over an increasing part of that load.

It is at that point that the various plans now being projected really fit in.

The securities act is being amended so that corporation needing money to meet obligations coming due, or to finance needed projects, will be less hesitant about offering their stocks and bonds to the public. At the same time the public with money to invest, would be assured of full facts concerning the securities offered, and would be given a chance not enjoyed very often during the past year, to invest in new securities.

As Government officials see it, the loosening of restrictions on public financing will depend for success as a stimulant to industry upon several factors. Among them is whether or not there is a real public interest in corporation securities, and another, whether or not the corporations themselves desire any extensive financing.

Financiers said this past week that there is a need and a demand. They said that they knew of from one to two billions of financing that needs immediate attention. This, however, is old financing, and would involve a mere transfer and not new expenditures.

But, say officials, the test of the theory that the rigid securities act tended to hold back business during the past year, will come when corporations decide whether they will offer new security issues to raise money for expenditure on purchases of new machinery, or new buildings, or new expansion. Only in that way will jobs be created and activity stimulated.

The securities act amendment touches just one field. Another, broader and more urgent, lies in the field of credit for business operation. Thousands of small concerns are reported to be hard pressed for money with which to continue activity, although possessing sound security and offering a good risk.

Legislation to meet this situation awaits an agreement between House and Senate conferees to be speeded to the White House for signature. It is sponsored in the Senate by Senator Glass (Dem.), of Virginia.

When the present bills become law, there will be available to small businessmen from \$440,000,000 to \$530,000,000 of Government funds. Loans against these funds will be available through the Reconstruction Finance Corporation and through the Federal Reserve Banks. The estimate is that billions may be applied for.

But there is another part of the forthcoming law that will fit in more neatly with the present Government urge to pull gradually away from the field of industrial paternalism. This follows the line of credit insurance.

Thus, the Government will permit banks to make loans to private business for operating purposes, and then, if needed, it can discount those loans up to 80 per cent. of their face value with the Federal Reserve system. This is Senator Glass' system, and he feels that it will be widely used to release bank credit to the industries that need it.

Judged by the expressions of Senators, there are large number of business enterprises that need working capital to forge ahead. The new plan would meet that situation in this way:

A businessman, with orders on his books, may find that NRA wage and hour requirements would mean the exhaustion of his funds before he could fill the orders. His bank, once burned, refuses to lend him money. Now, if he desires, he will be permitted, after the law takes effect, to make application for a loan from the Federal Reserve Bank or from the Reconstruction Finance Corporation office in his area.

But, if that application is not approved, he still can go back to his banker with a better chance of success. The banker will be able to make a loan, backed by adequate collateral, and then, by agreeing to accept 20 per cent. of the risk, can take that loan to the Federal Reserve bank, if need be, and turn it into hard cash. Loans may be made for as long as five years. The plan really calls for the creation of an intermediate credit system but without adding to the present banking machinery of the country.

That is meeting the credit jam on one front.

But there is another even bigger front. It is in the field of mortgage lending, a credit field that now is frozen tighter than a drum.

For several months past the Farm Credit Administration and the Home Owners Loan corporation have been attempting to melt some of the frozen mortgages on farms and on homes by giving mortgage holders Government bonds in exchange for the mortgages. But that has not meant new jobs or new capital flowing out of the banks and into use.

Now, through the plans for home repair and home building pending in Congress, it is proposed to use the powers and the resources of the Federal Government to insure mortgages and to insure loans, in an effort to attract private capital back to the building field.

The obligations of the Government would be limited, but through its of-

fices, deepseated reforms would be worked in the field of real estate financing, which is by far the largest field of financing in the Nation. Its stagnation is credited by officials with causing a large volume of unemployment.

Success for this ambitious program, if enacted, may depend on two things, in the view of its sponsors. One is the readiness of building trade labor and of the building material industry to offer bargains in price. The other is the willingness of persons with jobs and with resources to borrow in order to improve or build homes. After being burned in recent years the readiness of individuals to go into debt may have been checked.


It is being noted in Washington that with these new moves to encourage

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private capital, there has gone a change in the official attitude toward the NRA. No longer is business being urged to reduce the hours of work or to raise wages in blanket fashion.

Neither is there further White House encouragement for those who believe that the Government must spend its way out of the depression. The earlier plans for a new public works fund of from three to 10 billions of dollars have given way to a program that calls under the budget for less than one billion. Part of that, too, may be used for direct relief purposes.

The urge at this time is for a shift of recovery burden, so far as possible now, from Government shoulders to the shoulders of private industry. If this doesn't work, then the next Congress may have different ideas.

### Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Ralph L. Burrell and Frank J. Goodenow, copartners as Burrell & Goodenow, Debtors No. 5171, final hearing was held April 30, 1934. Fred G. Timmer, receiver, was present only. The receiver's final report and account was approved and allowed. It appearing that creditors whose claims have been proved and allowed have heretofore received 100 per cent. dividend on their claims, and there being no objection to the discharge of said debtors from the Referee's jurisdiction, final distribution will be made covering balance of administration expenses and the files will be returned to the United States District Court for final dismissal of said proceedings.

May 9. On this day the schedules, reference, and adjudication in the matter of Henry J. Koning, bankrupt No. 5705, were received. The bankrupt is a celery shipper of Kalamazoo, Michigan. The schedules show total assets of \$50.00, (all of which are claimed exempt), and total liabilities of \$8,487.20, listing the following creditors:

City Treasurer, Kalamazoo, taxes	\$70.00
Otis H. Boylan, Inc., Kalamazoo	142.19
Claus K. Laning, Oshkosh	300.00
Kalamazoo Industrial Bank	475.00
C. K. Laning, Oshkosh	500.00
Kalamazoo Industrial Bank	225.00
Frank J. Godders, Kalamazoo	5.10
Kalamazoo Special Auto E. Vine St.	15.35
H. C. Fleckenstein, Kalamazoo	4.50
R. H. Ralston, Kalamazoo	20.44
Nells Auto Service, Kalamazoo	64.36
Rose Tire Co., Kalamazoo	6.23
Kalamazoo Glass Works	6.50
N. J. Bauman, Kalamazoo	27.47
Neiwanders Battery Shop, Kalamazoo	4.05
O. L. Ball, Kalamazoo	5.00
H. W. Johnson, Kalamazoo	5.60
Miller Coal Co., Kalamazoo	40.00
Halpert Tire Co., Kalamazoo	883.48
Schuring Bros., Portage Center	441.42
Alexander Forbes, Newark	51.00
John Rauschenberger, Milwaukee	95.82
Federal Motor Truck, Detroit	18.58
Holland Furnace Co.	27.50
S. Side Lumber Co., Kalamazoo	18.42
Jim Resh, Kalamazoo	219.77
United Growers, Inc., Portage Center	47.70
Millview Lumber Co., Kalamazoo	14.10
Ed. Oosterling, Kalamazoo	47.65
Dr. Van Urk, Kalamazoo	32.50
Steele Garage, Detroit	80.00
Rufus Schuur, Kalamazoo	94.30
Central Florida Fruit Co., Apopka	37.20
Christianson & Neal McIntosh, Fla.	10.50
Travelers Ins. Co., Hartford	79.99
Albert Schuur, Decatur	318.75
David Kool, Kalamazoo	143.09
Chan Belles, Decatur	174.65
Neil King, Decatur	69.44
Lee Zerbe, Decatur	50.83
Earl Ickes, Decatur	35.60
Decatur Cold Storage	258.00
John Stam, Dorr	8.95
Van Zolkema, Byron Center	6.70
DeKraker, Dorr	25.30
Upfield, Decatur	76.20
Jesse Adams, Decatur	50.92
Fred DeYoung, Kalamazoo	12.00
Wm. Oakes, Kalamazoo	61.19
Stoffer Oakes, Kalamazoo	428.25
Jay DeWolf, Kalamazoo	288.11
Wm. Nuyens, Kalamazoo	282.53
J. Newmeyer, Kalamazoo	96.20
H. Kroeze, Kalamazoo	25.25
H. Sportel, Kalamazoo	326.20
Enno Haan, Kalamazoo	630.87
Peter Drenth, Kalamazoo	81.15
Garrett Meijer, Kalamazoo	72.70
Menno Haan, Kalamazoo	189.52
A. DeBoer, Kalamazoo	135.95
E. DeBoer, Kalamazoo	48.53
T. Boven, Kalamazoo	97.00
S. Nap Schippers, Lane, Kalamazoo	20.56

C. Van Ballegooyen, Kalamazoo	35.50
J. Van Laff, Kalamazoo	21.60
Fred Kool, Kalamazoo	24.45
A. DeRuyscher, Kalamazoo	124.48
P. Ickes, Decatur	28.15
DeLew, Kalamazoo	90.00
Dr. Roelof, Kalamazoo	32.00

May 10. On this day the schedules, reference, and adjudication in the matter of James E. Spindle, bankrupt No. 5706, were received. The bankrupt is a utility engineer of Grand Rapids. The schedules show total assets of \$17,950.60, (of which \$550.00 as claimed exempt), and total liabilities of \$31,214.57, listing the following creditors:

G. R. Nat. Bk., and Nat. Bk. of G. R.	\$17,550.00
Cascade Realty Co., G. R.	7,800.00
Edwards Iron Works, South Bend	4,064.57
Harmon-Ness Co., South Bend	unknown
James Ness, James Young, H. Ness, B. Stahley, H. L. Keith, Joe Voekers, Clarence Witte, c/o Alexis J. Rogoski, atty., H. H. Kley Union Nat'l Bank Bldg., Muskegon.—Disputed question as to legal liability for labor debts	unknown

Robert E. Daniels, Alma, unknown  
General Electric Co., Chicago—300.00  
Ald Kent Bank, G. R.—1,500.00  
In the matter of J. F. Eesley Milling Co., bankrupt No. 5070. The final meeting of creditors has been called for May 25, 1934, at 2 p. m. The trustee's final report will be approved at such meeting. There may be a small dividend for creditors.

April 28, 1934. On this day the schedules in the matter of the Compound & Pyrono Door Co., a corporation, bankrupt No. 5667, were received. The bankrupt is located in St. Joseph. The schedules show total assets of \$1,333.41, and total liabilities of \$285,987.90, listing the following creditors:

Collection of Internal Revenue, Detroit	\$ 306.30
State of Michigan, Lansing	6,874.70
City of St. Joseph, St. Joseph	2,756.33
H. M. McConnell, St. Joseph	25.00
Cadillac Soo Lumber Co., Saulte Ste. Marie	3,032.47

Evans Retting Lumber Co., G. R. 516.04  
Swisshelm Veneer Co., Mound City 710.21  
Indiana Veneer & Lumber Co., Indianapolis 2,489.36

Consumers Coal Co., Benton Harbor 958.03  
First National Bank of Chicago 10,000.00  
First National Bank of Chicago 700.00  
Ferdinand Alexander, New York 1,689.21  
L. B. Cadaro & Sons, Boston 611.00  
J. Johnson Construction Co., Buffalo 989.82

A. A. Lane Construction Co., Cleveland 333.94  
M. J. McElligott, Chicago 185.00  
J. McWilliams Inc., New York 1,078.87  
Nachtgall Manufacturing Co., G. R. 108.03

H. W. Palens Sons, Kingston 3,600.00  
Paschen Bros., Chicago 18,600.00  
Pease Company, Cincinnati 774.02  
C. Peterson Construction Co., Cleveland 75.00

Seneoa Lumber & Millwork Co., Fostoria 6,413.45  
Smith & Rumery, Portland, Me. 125.00  
Middlestates Construction Co., Columbus 221.51

LaPorte Sash & Door Co., Cleveland 41.00  
First National Bank of Chicago 5,788.19  
Frank Neuman, St. Joseph 16.18  
Local Union No. 2141 W. B. of C. & J., St. Joseph 4.04

Edmund Grewe, St. Joseph 10.96  
Herman Ludwig, St. Joseph 49.15  
Carl Riemland, St. Joseph 14.65  
Eric Kesterke, St. Joseph 16.70

Herman Marutz, St. Joseph 10.00  
Richard Marutz, St. Joseph 16.97  
Ernest Bischoff, St. Joseph 13.10  
Albert Lockwitz, St. Joseph 24.16

Chas. Domes, St. Joseph 45.21  
Arthur Schaefer, St. Joseph 72.60  
Paul Troike, St. Joseph 90.24  
Carl Huelberg, Sodus 74.63

Joseph Littkes, St. Joseph 10.80  
Emil Jetzke, St. Joseph 28.13  
Gottlieb Littke, St. Joseph 12.44  
Gus Schacht, St. Joseph 7.20

Clarence Troike, St. Joseph 12.81  
Lawrence Schlutt, St. Joseph 15.43  
Wm. Schram, St. Joseph 52.80  
Walter Radde, St. Joseph 25.50

Albert Addler, St. Joseph 50.05  
Al Rybarczyk, St. Joseph 28.45  
Herman Schroeder, St. Joseph 108.50  
Joseph Teske, Benton Harbor 63.34

Elmer Olson, St. Joseph 89.39  
Wm. Dorow, St. Joseph 60.15  
Lyman Brineys, St. Joseph 70.60  
Jake Skory, St. Joseph 82.10

Arnold Bissell, Benton Harbor 75.20  
Harry Bultema, St. Joseph 44.77  
Theo. L. Rickers, St. Joseph 27.75  
C. V. Timberg, St. Joseph 27.92

Frank Oles, St. Joseph 68.90  
Carl Damaske, St. Joseph 5.65  
Ed. Grewe, St. Joseph 43.02  
Aaron Burditsky, Benton Harbor 71.47

Gottlieb Tillman, St. Joseph 71.99  
Casper Mahke, Benton Harbor 38.24  
August Gast, St. Joseph 88.20  
Oscar Olson, St. Joseph 115.91

Joe Roloff, St. Joseph 71.50  
Joe Roloff, St. Joseph 20.37  
Joe Roloff, St. Joseph 7.73

Clarence Knuth, Benton Harbor 83.01  
Frank Swikoski, St. Joseph 55.25  
Carl Ost, St. Joseph 63.14  
E. W. Schramm, St. Joseph 79.94

Carl Hingst, St. Joseph 89.49  
Ed. Tollas, St. Joseph 79.54  
Geo. Brown, St. Joseph 65.80  
A. J. Thomas, St. Joseph 114.89

Frank Dornsbach, St. Joseph 72.64  
Ernest Dorow, St. Joseph 100.77  
Clarence Heyn, St. Joseph 71.61  
Gilbert Schaefer, St. Joseph 76.80

Frank Nemethy, St. Joseph 36.94  
Albert Perlick, St. Joseph 90.94  
Chas. Dahlstrom, St. Joseph 40.25  
John Wesner, St. Joseph 26.24

Wm. Brown, St. Joseph 71.55  
Chas. Mussil, St. Joseph 31.37  
Ed. Grau, St. Joseph 108.29  
Clifford Peterson, St. Joseph 1.20

Wm. Sampson, Benton Harbor 137.08  
Wm. Sampson, Benton Harbor 5.00  
Fred Lockwitz, St. Joseph 129.30  
Louis Heibner, St. Joseph 132.64

Leroy Mathewson, St. Joseph 137.60  
A. P. Yost, Benton Harbor 6.80  
F. A. Schaefer, St. Joseph 445.08  
Fred Ladwig, St. Joseph 97.02

W. H. Richards, St. Joseph 142.56  
J. A. Watkins, Parker Ave., Benton Harbor 55.00  
T. H. Rickers, St. Joseph 157.41  
B. A. Peterson, St. Joseph 288.75

Jean Braid, Chicago 148.00  
Jean Braid, Benton Harbor 32.00  
Florence M. Baldwin, Benton Harbor 214.98  
E. C. Dixon, Benton Harbor 275.00

H. M. McConnell, St. Joseph 412.50  
R. D. Scamehorn, Benton Harbor 916.63  
Commercial National Bank, St. Joseph 178,437.50  
W. L. Jacob Zalkind Anderson, Chicago 1,663.88

Algoma Plywood & Veneer Co., Algoma, Wis. 97.57  
Ashby Veneer & Lumber Co., Jackson, Tenn. 339.60  
Behr-Manning Corp., Troy, N. Y. 249.48  
E. L. Bruce Co., Memphis 699.33

Casein Mfg. Co., of America, N.Y. 1,383.70  
Crossman Lumber Co., G. R. 2,605.69  
Chamberlin Metal Weatherstrip Co., Detroit 253.81  
P. & F. Corbin, Chicago 43.60

Walter Clark Veneer Co., G. R. 112.23  
J. C. Deacon Co., Chicago 25.80  
Dean Co., Chicago 274.38  
Dictaphone Sales Co., Chicago 49.53

R. G. Dun Co., Detroit 100.00  
Eveleth Mfg. Co., River Forest 44.04  
Hollister-French Lumber Co., South Bend 350.00  
Cincinnati 95.71

Johns-Manville, Chicago 445.94  
Kane Manufacturing Co., Chicago 137.04  
Fred Knight, Falconer, N.Y. 336.64  
Lord & Bushnell Co., Chicago 75.15

Lumbermens Credit Ass'n, Chicago 35.00  
Lusky White & Coolidge, Chicago 66.70  
B. Maher Co., New York 58.22  
Marquette Lumber Co., South Bend 382.75

Mengel Co., Inc., Louisville 247.76  
Michigan Central Railroad Co., St. Joseph 517.57  
Mid-West Abrasive Co., Detroit 25.95  
National Lead Co., Chicago 1,333.42

Northwest Paper Co., Cloquet, Minn. 1,046.54  
Peltz-Kaufer Co., South Bend 47.46  
Perkins Glue Co., Lansdale, Pa. 44.80  
Peterson, A. D., Elton, Chicago 25.25

Postal Telegraph Cable Co., St. Joseph 40.81  
Red River Lumber Co., Westwood, Calif. 758.89  
Rinn, Philip Co., Chicago 1,036.69  
W. M. Ritter Lumber Co., Columbus 2,945.70

Oscar C. Rixson, Chicago 175.00  
Richaster-Germicide Co., Chicago 49.50  
Sanders Lumber Co., South Bend 744.86  
Sawyer-Goodman Co., Marinette, Wis. 1,010.64

South Bend Dowel Works 136.59  
Standard Oil Co., G. R. 66.89  
I. Stephenson Co., Wells 459.11  
Swift & Company, Chicago 620.50

Underwood Veneer Co., Wausau 2,404.61  
Webster Veneer Co., Chicago 203.01  
Western Chemical Co., Kansas City 45.00  
Western Felt Works, Chicago 126.36

Western Union Telegraph Co., St. Joseph 75.02  
C. L. Wiley, Chicago 25.75  
Wirfs Corporation, Chicago 313.50  
Columbia University, New York 119.50

Electro Sun Co., New York 9.37  
I. Fieldman, New Jersey 28.00  
Edward Hines Lumber Co., Chicago 67.64  
Hollow Center Packing Co., Cleveland 12.57

Horders Stationery Stores, Chicago 1.40  
Michigan Fuel & Light, St. Joseph 5.93  
Protexol Corporation, Kenilworth 100.75  
Midway Transit Co., Benton Harbor 25.00

Sweets Catalog Service, N. Y. 250.00  
Slater & Sampson Transfer Co., St. Joseph 8.24  
St. Joe—B. H. Clean Towel Service 2.50  
Twin City Typewriter Co., St. Joseph 1.03

Wilhelms Construction Co., Elizabeth, N. Y. 39.40  
C. E. Trulock, Larchmont, N.Y. 396.13  
Manufacturers Freight & Forwarding Co., Benton Harbor 4.98

Ross D. Scamehorn, Benton Harbor 253.01  
Indiana & Mich. Elec. Co., St. Joseph 405.21  
Michigan Bell Tel. Co., St. Joseph 585.18  
Lumbermens Mutual Gas Co., Chicago 459.46

Boston Accustical Engineering Co., Boston 263.02  
Mer-Mac Company, Lockport, N.Y. 9.89  
J. H. Phinney, Detroit 36.27  
J. A. Will, Boston .38

Northern Indiana Ry., Inc., St. Joseph 14.95  
VonPlaten-Fox, Iron Mountain 545.94  
VonPlaten-Fox, Iron Mountain 388.05  
Levisse Lumber Co., Oshkosh 1,791.66

Indiana Veneer & Lumber Co., Indianapolis 450.00  
J. H. O'Melia Lbr. Co., Rhineclander, Wis. 175.00  
J. H. O'Melia, Rhineclander, Wis. 175.00  
Sweet's Catalogue Service, N. Y. 350.00

May 1. On this day the schedules, reference, and adjudication in the matter of John H. Teusink, bankrupt No. 5694, were received. The bankrupt is a grocer located in Zeeland. The schedules show total assets of \$7,207.94, (of which \$850 is claimed exempt), and total liabilities of \$6,485.74, listing the following creditors:

State of Michigan, Lansing \$212.64  
City of Zeeland 35.00  
Henry Looker, Zeeland 46.03  
State Com. & Sav. Bank, Zeeland 2,750.16

Wichers Lumber Co., Zeeland 129.49  
Abe, the Printer, Zeeland 6.61  
Jake Andringa, Holland 140.00  
George Bashara, G. R. 99.09

Consumers Power Co., Zeeland 11.25  
De Bruyn Co., Zeeland 29.46  
DePree Hardware Co., Zeeland 7.47  
Jake DePree, Holland 100.00

Datema & Huizenga, Grandville 28.00  
Eckrich Co., Kalamazoo 7.12  
John O. Eddy, Plainwell 6.37  
Foster Fry Co., G. R. 3.00

Federal Baking Co., Holland 1.97  
G. R. Paper Co., G. R. 18.00  
Ferry Seed Co., Detroit 10.00  
G. R. Packing Co. 36.00

Hill Bros. Coffee, Chicago 11.16  
Herrud & Co., G. R. 28.95  
Hd-Am. Foods Co., G. R. 3.38  
Hulst & Sons, Holland 16.00

I. L. Machine Co., Holland 28.25  
Robert Johnson Co., Milwaukee 8.62  
Lee & Cady Co., G. R. 841.30  
Lang Bros., G. R. 23.18

Harry Meyer Co., G. R. 6.43  
Muskegon Candy Co., Muskegon 5.31  
Mich. Bell Telephone, Zeeland 4.40  
C. W. Mills Paper Co., G. R. 32.10

Reed, Murdoch & Co., Chicago 20.01  
State Comm. Bank, Zeeland 188.00  
Tradesman Co., G. R. 4.75  
Lottie Teusink, G. R. 100.00

Tom Vande Pels, Zeeland 18.67  
Vande Pels & Madden, Zeeland 3.54  
VandeBrink & Sons, G. R. 4.63  
Mrs. John Valien, Holland 400.00

D. Vereeke, Zeeland 40.00  
Wilson & Co., Chicago 80.70  
Zeeland State Bank, Zeeland 850.94  
Zuiderhoek Co., G. R. 24.00

In the matter of Grand Rapids Cut Stone Co., bankrupt No. 5433, final meeting of creditors was held under date of April 27, 1934. Fred G. Timmer, trustee, was present in person. Bankrupt was represented by James H. Fox, one of the officers of said Bankrupt. Creditors and account bidders present in person. Trustee's final report and account was approved and allowed. Certain attorney's bills, notes and accounts receivable was bills approved and allowed. Balance of sold to Cecil Norris for the sum of \$110.00. Order was made for the payment of expenses of administration as far as funds on hand would permit. No objection to discharge. No dividend to creditors. Files will be returned to U. S. District Court.

In the matter of George N. Edwards, bankrupt No. 5428, final meeting of creditors was held under date of April 27, 1934. Claude J. Huff, trustee, was present. One creditor present. One account bidder present. Trustee's final report and account was approved and allowed. Balance of accounts and notes receivable, chattel mortgages and judgments involved, together with title retaining notes, was sold to Thomas E. Cain, conservator, of Niles, Michigan, for the sum of \$100.00. One claim was allowed. Order was made for the payment of expenses of administration and for a first and final dividend on the one claim proved and allowed of one-half of one percent.

In the matter of Metzgar Co., Inc., a corporation, bankrupt, final meeting of creditors was held April 23. The trustee was present in person and represented by Benn M. Corwin, attorney. Arthur N. Branson also present for trustee. Certain creditors were present in person. Trustee's final report and account approved and allowed. Bills of attorneys for trustee approved and allowed. Certain property sold at auction. An order was made for the payment of expenses of administration, final dividend of 50 per cent. on preferred labor claims, preferred tax claims and a first and final dividend to general creditors of 5.2 per cent. No objection to bankrupt's discharging.

(Continued on Page 12)



## RETAIL GROCER

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### Grocer-Philosopher Writes After Two-Year Silence

After two years, my Western Canada grocer-friend writes me his usual gossip letter which conveys such a lot of homely philosophy about his business, his church, his family affairs and life generally that I quote him freely. Evidently, it helps him to stand aside from time to time and watch the world go by, even in his tiny settlement—including his own world in the procession. It will help us to get back our balance to follow him in this. He is a wholesome example.

So don't expect pure brass tacks in what follows; but also, don't get the impression that here is worthless talk. For in truth, "Thar's gold in them thar hills"—gold worth digging out.

"Tis Saturday evening," he begins. "All is quiet in the village because the neighboring village boys are playing hockey with ours; others are curling" (the date is February 10) "and there is a dance, so I shall procrastinate no longer.

"In one respect—only one—there is no change. That is in the management of the store. That is still strictly a one-man affair. Business has dropped off the last two years, 1933 being \$100 below 1932; but I am glad to say this January more than doubles January, 1933."

"Two sharpers have invaded this territory since I wrote. That caused a decline in business. Then, with dropping prices and the depression, I have found it keenly interesting and at times disappointing, but we still keep smiling, though we have our off days as of yore, and still there is the old customer who takes the joy out of life for the balance of the day—not often, I am pleased to say.

"Here's an instance. Came lately an audit of the church books. These have been kept by one who knew nothing about book-keeping, so I found it necessary to call on him for a little assistance. Unfortunately, his wife butted in and took me up wrongly. She said the books were all right, for she had checked the figures twice and Wilmer three times, so all I had to do was sign the dotted line for okeh. Because I would not do that, she got in a huff, refused to attend the meeting—so did he and, of course, so did I—and thus both for the time being have dropped going to church; and I, of course, have lost a customer at least for the time being, too.

"To return to business: I have just altered completely my counter arrangement and fixtures. Thus I bring customers farther into the store. Wonderful how you can make folks walk farther towards the rear if you set your mind to it.

"Seems to me the crop failures have proved a boon to the sharpers men-

tioned, for by some combination they're able to buy bankrupt stocks—then go bankrupt themselves—so being able to undersell the rest of us. Then they buy back the stock at further reduction, start up in friend wife's name. Other sharpers buy the complete outfit of distressed manufacturers and make it still tougher for us. All this makes me think we need a Hitler to nazy these chaps a bit, for believe me, they are getting into the West."

"There is hardly a village without its sharper now and farmers, being so hard hit, are compelled to make their dollars go farthest. Perhaps we old-fashioned merchants are to blame; maybe we have the fault—if it be a fault—of preferring to go home at six and spend the time with our families, whereas the sharper gets warmed up for business about that time.

"It was through one of these gentry that I came near being burned out last Fall. He started a fire—or at least some one did—placing a quantity of kerosene saturated rubbish in an onion basket on the stoop of his wareroom door and lighting it. But for a card party breaking up at that time and a home-goer seeing the blaze, our entire block would have gone.

"This chap who saved us had to think fast. Should he chase the running guy or turn to on the fire? He decided on the latter, so we do not absolutely know who set the fire, but we have a good idea. But it amused me that the following afternoon I saw a chap crawling on his hands and knees, singing Pentecostal hymns. Thus this one was trying to avoid the heat while the other did his best to make things warmer.

"But back to business. The farmers are seeing red these days and have been for some time. They are themselves largely to blame for their condition, for when times were good they did not clean up their debts, but rather spread out further. Result of their plight to-day, however, is that the Provincial Government has enacted stringent legislation making it impossible to collect a farmer's bill or secure himself. The farmer can laugh in a storekeeper's face if anything is hinted about paying on an old bill.

"Yet it is most remarkable that with all these favorable circumstances the farmer still drones his DeProfundis, even on the brightest June day he can't alter his tune, though everything is lovely and all around Nature sings her Jubilate. Sometimes I get out of patience with the farmer. Then I think that they are indeed like children and have to be led somewhat. Reminds me of the old lady who said that in her day there had been no divorces—they were taught that passage in the Bible: 'Grin an bear it.' That is what storekeepers must do now."

"Did you ever make a sale and lose it—all at the same time? I did yesterday. A lady came for a 25 pound box of bar sugar, asking me to order it for her, which I promised to do. Unfortunately, I told her I had a few pounds on hand. Then she said: 'O, never mind; do not order it until I tell you.' She has not come back since and I am wondering what I said to upset her mind. One has to be tactful these days, for the least little thing sends them off

at a tangent. Most folks seem to have a chip on the shoulder.

"The times have produced a new party, nicknamed the Cocofeds, from Co-operative Commonwealth Federation, largely sponsored by and managed by college professors and ministers. They claim that doctors, lawyers and capitalists have had their try at government and made a fizzle of it, so now let's have the professors and ministers take a turn.

"This reminds me of what the big interests said about Woodrow Wilson when he issued his fourteen points. They said: 'No more professors running our government, no more idealists—and look what happened when Warren Harding got into the chair. Well, I am just a little afraid of the communists and reds running the government if this Cocofed gets into power—plus other disgruntled people who never make good on this earth. So I shall vote for the old party, which is bad enough."

From all of which we may see that there is little practical difference on which side of the "Invisible Line" we live. The world is upset everywhere. It surely behooves every business man to walk with exceeding circumspection, taking the least chances possible.

Paul Findlay.

### Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 11)

charge. The meeting adjourned without date and the files will be returned to the U. S. District Court.

In the matter of William G. Schaubel and Clarence Eybneck, co-partners doing business under the trade name of Grand Rapids Rosette & Carving Co., final meeting of creditors was held under date of April 27. Fred G. Timmer, trustee, was present in person. Bankrupt was present by two co-partners and represented by attorneys Steketee & Steketee. Certain creditors were present in person. Account bidders present in person. Trustee's final report and account was approved and allowed. Trustee's right, title and interest and equity in certain real estate was sold to Peter Engel for the sum of \$70.00. Order was made for the payment of expenses of administration, preferred claims and a first and final dividend to creditors of 12 per cent. No objection to discharge. Files will be returned to U. S. District Court.

In the matter of the Compound and Pyrono Door Co., bankrupt No. 5667. The first meeting of creditors has been called for May 15.

In the matter of L & B Cartage Corp., bankrupt No. 5633. The first meeting of creditors has been called for May 14.

In the matter of Edith H. Fletcher, bankrupt No. 5672. The first meeting of creditors has been called for May 14.

In the matter of John A. Grubinger, doing business as the Style Shop, bankrupt, final meeting of creditors was held April 23. The trustee was present in person and represented by Louis H. Osterhaus, attorney. Warner, Norcross & Judd, attorneys, were present on behalf of bankrupt. Trustee's final report and account was approved and allowed. Receiver's final report and account was approved and allowed. Bills of attorneys for trustee, for creditors in opposing composition offer and for the bankrupt were approved and allowed. Petition of certain creditors for trustee to oppose bankrupt's discharge was considered and order made in harmony therewith; fees of attorney for trustee for opposing such discharge set at \$100. Balance account receivable and claim against John A. Grubinger transferred to Fred G. Timmer as trustee for benefit of creditors whose Consumers Power Co., G. R. 47.94

Coffee Ranch, G. R.	300.00
Charles Reeves, G. R.	8.00
City of G. R. Waterworks Dept.	70.97
Eli Cross, G. R.	2.96
G. R. Coat & Apron Co.	285.13
G. R. Awning & Tent Co.	3.00
G. R. Gas Light Co.	112.85
G. R. Fuel & Material Co.	240.23
G. R. Creamery Co.	231.99
G. H. P. Cigar Co., Detroit	1.93
Herald, G. R.	5.80
Labor News, G. R.	7.60
Holland Cigar Co., G. R.	26.75
Kent Storage Co., G. R.	44.75
Lee & Cady, G. R.	160.11
A. Meneghini, Allendale	20.00
Masonic Country Club, G. R.	105.00
Peter D. Mohrhardt, G. R.	606.21
Michigan Tradesman, G. R.	9.90
Oceana Herald Co., Shelby	6.70
Postal Telegraph Co., G. R.	6.00
L. E. Phillips, G. R.	1.35
Pulte Plumbing Co., G. R.	2.25
Rolfe Sign Service, G. R.	10.00
Ruffe Battery Service, G. R.	29.36
Restaurant Management, N.Y.	3.00
H. Rosendall, G. R.	3.75
Swift & Co., G. R.	2.50
E. D. Shankwiller, G. R.	251.22
Capt. Ray Sprague, G. R.	5.00
Jacob Tuinstra, G. R.	31.78
H. W. Ten Brook & Sons, G. R.	50.00
Variety Food Store, G. R.	19.30
Western Union Telegraph Co., G. R.	7.50

May 4. On this day the schedules, reference, and adjudication in the matter of Ramon Byron Platt, bankrupt No. claims have been proved and allowed. Made order for payment of expenses of administration and of a fourth and final dividend to creditors of 9.66 per cent. Final meeting then adjourned without date. Files will be returned to U. S. District Court.

May 4. On this day the schedules, in the matter of the Quaker Restaurant, were received. The schedules show total assets of \$6,111.06, and total liabilities of \$15,219.95, listing the following creditors:

City of Grand Rapids	\$ 900.00
Alice Devitt, G. R.	300.00
Harry Devitt, G. R.	34.00
State of Michigan, Lansing	201.48
Fred Hammond, G. R.	1,600.00
Ed. Doherty, G. R.	5.00
Monty Miller, G. R.	2.63
Claud Miller, G. R.	130.00
Charles Marshall, G. R.	17.00
Lucille Watzen, G. R.	2.70
Ethel Cecil, G. R.	1.00
Edna Lyle, G. R.	3.00
Nellie McLamore, G. R.	208.00
Marie Thompson, G. R.	264.00
Walter Courtwright, G. R.	8.50
Anna McCulloch, G. R.	1,461.00
Blue Valley Creamery Co., G. R.	191.86
Walter Tusch Estate, G. R.	7,000.00
Albert Abjby, G. R.	6.15
Aetna Window Cleaning Co., G. R.	87.50
Cotton Electric Co., G. R.	3.04
Central Michigan Paper Co., G. R.	72.48
5696, were received. The bankrupt is an insurance and real estate agent, of Benton Harbor. The schedules show total assets of \$290.00, (of which \$90.00 are claimed exempt), and total liabilities of \$10,035.00, listing the following creditors:	
Citizens Finance Co., Benton Harbor	\$ 400.00
Producers Creamery, Benton Harbor	10.00
Gleaner Store, Hartford	50.00
Gleaner Elevator, Hartford	15.00
Hartford Lumber & Coal Co.	20.00
B. L. Platt, Oneonta, N. Y.	1,500.00
Carl Curtiss, Saline	1,000.00
Frank Ward Service Station, Benton Harbor	10.00
George Humphrey, Benton Harbor	30.00
Jessie Moore Grocery, Benton Harbor	12.00
Hill Top Nursery, Hartford	750.00
John Grosse, Hartford	400.00
Prentice Hall, Hartford	18.00
McGuire Bros. Tea Co., South Bend	15.00
Julius Barendt, St. Joseph	60.00
Lyon Bros. Bakery, Benton Harbor	25.00
J. W. Lucas Coal Co., Benton Harbor	80.00
M. O. Oppenheim, Hartford	250.00
J. A. Bassford Estate, G. R.	475.00
Firemens Ins. Co., Chicago	250.00
Universal Auto Ins. Co., Dallas	250.00
Almiron Robinson, Hartford	400.00
Fred Klavitor, St. Joseph	50.00
O. Baumeister, Benton Harbor	15.00
B. M. Nowlen Co., Benton Harbor	400.00
James Dewey, Benton Harbor	150.00
Dan T. Bash, Benton Harbor	1,500.00
Francis Phares, Benton Harbor	400.00
Wm. H. Howe, Kalamazoo	200.00
Benton Harbor State Bank	700.00
Mary Macholtz, St. Joseph	600.00

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## MEAT DEALER

### Meat Program Is Reaching the Generation of To-morrow

The significance of meat as a source of the food elements necessary for health and efficiency; a better understanding of the important place meat occupies in the food budget; how to use the less-demanded, as well as the more popular, cuts of beef, pork and lamb; the latest revelations in meat cookery—these and other facts about meat are being brought to high-school and college students throughout the Nation as the result of an intensive educational program, according to a report just issued by the National Live Stock and Meat Board.

This type of information reaching those who will buy, prepare, and serve the country's meat supply in the future has been receiving more and more attention, the Board points out. A new record was set in this phase of the Board's activities in the first four months of 1934. In this period 152 lectures and demonstrations were presented before 70,208 students in fifty-seven cities of eighteen states.

The interest and hearty co-operation of college presidents, high school superintendents, principals and teachers made it possible to conduct meetings from Pennsylvania on the East to Kansas on the West and South into Georgia and Mississippi. It has not been unusual for the Board's specialists to be greeted by 2,000 students and teachers in a single assembly. At the sixty-eight high school assemblies given over to the meat program, from January to April inclusive, the average attendance has been 805.

Teachers are unanimous in stating that these meat programs have been among the most interesting and instructive ever brought to their students. In city after city educational institutions have requested further programs of this sort.

Aside from the meetings featuring meat lectures and demonstrations, educational material about meat is made available for high school and college classroom instruction. The Board's textbook, "Ten Lessons on Meat," has been placed in the home economics department of every high school and college in the country. Food value charts showing meat's high nutritive value and meat identification charts on beef, pork, veal and lamb have been furnished to more than 12,000 teachers. Each month during the school year, teachers are kept informed on all that is new in meat and meat cookery through a special publication issued by the Board.

Approximately 125,000 high school home economic students have taken part in the Board's meat story contest since its inception. Hundreds of thousands of vocational agriculture students and 4-H club boys and girls compete annually for places on teams entered in meat identification contests sponsored by the Board at leading livestock shows. Hundreds of college and university students try out each year for places on the intercollegiate meat judging contest teams which compete at the international and American royal live stock expositions.

Reaching young America with information relative to meat—the finished product of one of our leading industries—should bring definite and far-reaching future results, according to opinion expressed by leaders of the industry. It is building a firm foundation for future effectiveness.

### Gains Shown in U. S. Meat Consumption

Meat consumption in the United States is more than keeping pace with population increases, according to a statement just issued by the National Live Stock and Meat Board. In the decade 1913-1922 inclusive, the total estimated meat consumption averaged 13,509,100,000 pounds annually, and per capita consumption was 131.1 pounds. In the next ten years beginning with 1923 and ending with 1932, the average annual meat consumption was 16,636,800,000 pounds, and the per capita consumption advanced to 140.0 pounds. For the year 1933 the estimated consumption was 17,960,000,000 pounds and the estimated per capita consumption 142.9 pounds.

The per capita consumption of 142.9 pounds in 1933 was divided as follows, according to estimates:

Beef	54.1 lbs.
Veal	7.9 lbs.
Lamb	6.9 lbs.
Pork	74.0 lbs.

The estimated figures show that more meat was consumed in 1933 than in any previous year in the history of this country. The significance of the 1933 consumption figures may be better understood when it is considered that meat moved into consumptive channels at the average rate of 17 tons per minute.

Despite this upward trend in meat consumption, the United States still lags behind four other countries in the per capita consumption of meat. These four countries and their per capita consumption figures are as follows:

Argentina	273.2 pounds per capita
New Zealand	252.2 pounds per capita
Australia	188.5 pounds per capita
Canada	154.8 pounds per capita

The Board calls attention to the fact that meat is the finished product of one of the Nation's leading industries. Live stock is produced on more than six million farms. Approximately 85,500,000 cattle, hogs, and sheep were received at the sixty-two principal livestock markets in 1933. Meat is processed in more than 1,400 packing plants and approximately 160,000 retail meat dealers merchandise it to 125,000,000 food consumers.

### Reorder Electrical Appliances

Reorders for small electrical household appliances increased this week as a result of special promotions held by retail stores. The gain, the first noted in more than a month, was limited to popular price percolators, toasters, irons and table grills. Contrary to seasonal trends, medium and better grade goods were inactive. The higher-price articles usually are in fair demand at this time for wedding gifts. Sales volume on larger appliances, such as mechanical refrigerators, washing machines and vacuum cleaners, continues to show sharp gains over last year's figures.

### Corporations Wound Up

The following Michigan corporations have recently filed notices of dissolution.

Coveyou Farm and Lumber Company, Limited, Petoskey.

Martin & Schwartz, Inc., Detroit.

Fordson Oil Company, Incorporated, Detroit.

Hotel Garage Company, Detroit.

Silver Creek Fuel & Feed Co., Grand Rapids.

Rottschaefer Bros., Inc., Grand Rapids.

Commonwealth Home Builders Company, Detroit.

Suare Deal Products, Inc., Detroit.

Rockwood Sprinkler Company, Detroit.

General Cold Storage Warehouse, Inc., Detroit.

Houghton Copper Company, Detroit.

Detroit Fountain Supply and Candy Company, Detroit.

Albert V. Mitchell Company, Incorporated, Detroit.

E. W. Voigt Brewery Company, Detroit.

Western Michigan Holding Company, Grand Rapids.

Atlas Products Company, Kalamazoo.

Jochen and Aker Hardware Company, Saginaw.

Schaldenbrand Pen Co., Detroit.

Fred C. Schaldenbrand, Inc., Detroit.

### Higher Wages During Summer Recession

The demand of the NRA Labor Advisory Board for a renewal of the so-called 10 plus 10 program, or a ten per cent. reduction in working hours without a corresponding cut in pay rolls, is characterized by industrial spokesmen as a political move of little practical significance sponsored by the venal and unscrupulous union labor leaders.

Since current prospects are that new labor legislation will not be enacted before Congress adjourns, National leaders of the American federation of labor need some new move to strengthen their own position before the coming general convention of the organization.

Responsible NRA officials realize, it is believed, that it is impossible for industry to avoid cuts in pay rolls as production recedes. That profits in the first quarter were satisfactory in many lines does not change the situation. The first quarter profits reflected in part merely appreciation of inventory values caused by the rise in prices. To spend them on pay rolls would materially weaken the working capital position of many concerns, therefore.

### Price Index at New High

Continued drought in large sections of the Middle West, effects of the Bankhead Cotton control act and the tax program combined last week to stimulate a further rise in prices of basic commodities.

On the other hand, prices of various lines of consumers goods, notably textiles, continued a gradual downward movement, with quotations largely nominal in the absence of material demand.

This conflict in price trends is not expected to continue, however. Prospects are that prices of manufactured goods will soon cease declining and, in fact, may advance again moderately when pending production curtailment plans are approved in Washington.

The weekly index of commodity prices, reflecting this situation, advanced at the end of last week to a new peak for the year of 75.4, as compared with 74.9 in each of the two preceding weeks.

Be careful how you fire hot shots. They may rebound and hit you.

### Shift to Low-Priced Cars

The active demand for used cars which has materialized in recent weeks in many sections of the country, which has exceeded dealers' expectations by a wide margin, has encouraged automobile manufacturers to postpone for the time being projected radical curtailment of their production schedules. However, substantial shifts in types of cars produced are being effected.

This unexpected preference for used cars shows, in the opinion of motor sales executives, that available purchasing power in the hands of the public remains limited. Consequently, a general shift in manufacturing has been ordered. Output of de luxe models is being curtailed, while schedules on standard cars, especially in the lowest price class, are being speeded.

If the public responds to the coming general sales drive, as it is hoped, prospects are that automobile production will be continued far from peak levels for another month or six weeks. This would help to sustain business for many auxiliary manufacturers and the steel industry. It might also help improve strained relations with the vicious representatives of union labor through maintaining pay rolls.

A frame bronze fly screen for double hung windows has been developed. Screws at top and bottom secure it, tension is adjusted by devices at the bottom.

It's the gentle quiver in a girl's voice that may hold her beau.



## Beech-Nut

### GUM & CANDIES

COFFEE · PEANUT BUTTER  
CATSUP · BUTTER WAFERS  
*and other foods*  
*of exceptionally fine flavor*

BEECH-NUT PACKING CO., CANADIAN BROS., N.Y.



## HARDWARE

Michigan Retail Hardware Association.

President — Henry A. Schantz, Grand Rapids.

Secretary—Harold W. Bervig, Lansing.

Treasurer—William Moore, Detroit.

Field Secretary — L. S. Swinehart, Lansing.

### The Partnership of Government and Industry

In other days a business address before a business body could with propriety make but scant reference to governmental policies or projects, without seeming interjection of partisan motive. But the other days are gone, perhaps forever, and in the new "partnership," industry, agriculture and every phase of social relations are so interwoven with Government that reference to one must include the other.

As individuals we may or may not be in accord with all that has transpired in our country during the past twelve months. But even those who dissent in principle are none the less fervent well-wishers for the ultimate success of most of the undertakings, startling as they may have appeared. For, in the words of the President, "We Are on Our Way," committed for the present, at least, to projects from which there can be no abrupt deviation without disaster. Plans originally advanced as but temporary now emerge as permanent policies, affecting in one phase or another the life of every individual.

In the foreword of his new book President Roosevelt himself says of his Administration:

"Some people have called our new policy 'Fascism.' It is not Fascism because its inspiration springs from the mass of the people themselves rather than from a class or a group or a marching army. Moreover, it is being achieved without a change in fundamental republican method. We have kept the faith with, and in, our traditional political institutions.

"Some people have called it 'Communism'; it is not that either. It is not a driving regimentation founded upon plans of a perpetuating directorate which subordinates the making of laws and the processes of the courts to the orders of the executive. Neither does it manifest itself in the total elimination of any class or in the abolition of private property.

"If it is a revolution, it is a peaceful one, achieved without violence, without the overthrow of the purposes of established law and without the denial of just treatment to any individual or class."

As manufacturers, our most immediate concern is with the success or failure of NRA and the realization that a turning point is being reached in its relation to the recovery program. Fundamentally, the trouble under the NRA is that it attempts to increase consumption through a rise in money—instead of products. Wage earners with shorter hours and high wage scales, the theory runs, will have more money to spend on goods and commodities, although individually they will produce less. The hitch comes in the difficulty in finding the money. It was the Government's idea that indus-

try could advance the funds, as wages, and later recoup on increased sales.

Actually, the NRA has raised costs of production, and is attempting to raise them further, while at the same time it is striving to prevent price increases. That is smothering profits, and industry cannot go much further along that line. A primary oversight of the NRA was the failure to make a clean-cut outline of its policy on price-fixing. Another was the failure to state its stand unequivocally on collective bargaining; whether the national unions were to rule or whether company unions could be spokesmen for labor.

It began with the vague idea of handing the whole problem over to the A. F. of L. But that meant the closed shop, restriction of output, the craft union form, enormous union treasuries disbursed by unregulated officials, elected by political machines within the unions and with exactly the same sort of opportunities for the misuse of absolute power as have been utilized to the full by unscrupulous politicians in control of party organizations.

Confronted by the labor crisis in the motor industry, the Administration has now deflected its policy into a new direction. The open shop will be legalized instead of the closed shop, but with safeguards against coercion and provisions to maintain rival unions within any given industry. One cannot help thinking of the bright hopes once pinned on the direct primary as a device for the overthrow of bosses, the revival of two-party government and the attainment of other blessings. The analogy is not exact, but that is only because "industrial democracy" is so vastly more complicated than the political kind and even more resistant to constitutional devices.

It is generally recognized, even by those directing NRA, that it has entered the most critical period of its existence. Preceding and following the conference of code authorities in early March, operations within NRA have been slowing down, reflecting recognized necessity for changes in organization set-up and policy to a system less centralized and more co-operative. What the Administration apparently now has in mind is the ultimate transformation of NRA into a machine to administer code industries.

Important in the changes ordered for greater speed was the creation of a litigation division to handle all court cases in the name of the Department of Justice; the making of all Deputy Administrators responsible for quick disposal of all non-enforcement complaints on codes under their jurisdiction. Each equipped with legal, economic, labor, industrial and consumer advisers, it will now be their responsibility to get action from the compliance and litigation divisions. Previously their main function has been to get codes through the mill.

Having passed through this period of criticism, introspection and renovation, it is to be hoped that NRA will later more effectively perform its part in the recovery program.

Business continues relatively good, with a probable index of approximately 90 for April and a present prospect for

continued slow and irregular improvement thereafter. Estimates of improvement in the immediate future must take account of current anxieties, in particular industries, with respect to further legislative intentions of the Administration, notably in connection with the tariff, which threatens extinction or serious detriment to many local industries.

But, on the other hand, there is the newly announced nationwide renovation and housing program, a billion and a half modernization project, which is described as the missing link in the President's recovery program. It has been conceived as the instrument for breaking through the wall which now stands between the stagnant heavy industries and the tremendous potential demand for improved housing. Broadly, it involves, first, the immediate release of low-cost credits up to five years in length for home renovation and modernization. It is estimated that there is a potential demand of from \$1,000,000,000 to \$2,000,000,000 for home renovation and modernization which can be satisfied before the end of the present year if the proper co-operation is obtained from labor, industry and finance.

Second, the resuscitation and reorganization of the mortgage market, in which a national mutual mortgage insurance corporation will be used as an instrument for forcing down interest rates, and eliminating second and third mortgages and short-term first mortgages on which no amortization is required.

Third, the coordination of all Federal and State agencies dealing with housing, including subsistence homesteads in the rural areas, and slum elimination in the urban areas.

But above all and beyond all, we have abiding faith in the spirit of the American people to ultimately conquer any combination of circumstances or forces which stand between them and complete return to peace and prosperity. Discouragements may intervene, but in the end we shall win.

A. P. Van Schaick.

### Flat Glass Prices Lower

Sales of flat glass, especially to the jobbing trade, continue slow and the effect of the present price reductions on window glass and certain sizes of plate glass is as yet indefinite. Factories producing stemware and glassware for home and table use are facing conditions soundly improved over 1933 and the majority of these plants are on a profitable basis of operation. Spring sales have accounted for a good amount of the ware moving out of retailers' shelves, and the record of the first quarter of the year was held to encourage the building up of a better selection of stocks.

The "new leisure" under NRA has been capitalized by a New York department store through a three-weeks "Hobby Show." More than fifty booths offered more than fifty suggestions for improving idle hours. They ranged from bob sledding to soap sculpture.

## JUST A KID---

The Michigan Tradesman rounding out fifty-one active years, under the able direction of E. A. Stowe, is just a kid compared with Leonard's now in their 90th successful year.

**BOTH HAVE STOOD THE TEST OF YEARS.  
THERE MUST BE A REASON.**

THE ANSWER IS

**— KEEPING A STRIDE AHEAD —  
RIGHT SERVICE AND SQUARE DEALING.**



### EVERY DAY IS THE RIGHT DAY

To Sell Dishes. Every Woman Uses Dishes Three Times a Day. Harvest Time Will Soon Be Here. Every Home a Prospect. Be Ready To Take Your Profit on Dishes. Ask About Our Special Deals, or Better Still, Come in and See Our Big Display at

**GRAND RAPIDS — THE WHOLESALE CENTER  
PLENTY OF PARKING SPACE**

**H. LEONARD & SONS**

Since 1844

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## DRY GOODS

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

### Leaf Tones Lead Fall Silk Hues

New leaf tones, designated "faded leaves," feature the Fall color card for silks, is was announced yesterday by Margaret Hayden Rorke, managing director of the Textile Color Card Association. The leaf tones are expected to have high style and merchandising significance in relation to the new luxury fabrics to be brought out for Fall. Included are twelve shades, comprising leafgold, treemoss, leafrust, tawny leaf, russet leaf, wineleaf, leaf beige and scarlet leaf. Also outstanding are "cocktail hour" hues, a tone-on-tone group harmonizing dark basic and medium shades and "stepping stones," which stress darker base tones and light complementary tones.

### Confident on Straw Hat Outlook

Although the rain made the opening of the straw hat season in New York an inauspicious one, manufacturers and retailers continued to express the conviction that they were in for a profitable season. With very satisfactory reports on retail hat sales coming in from the South, the volume running anywhere from 10 to 30 per cent. over last year, it was felt that Northern sections would show corresponding gains. Manufacturers insist that the hatless vogue is on the wane and that this will combine with improved economic conditions to lift hat volume. Sales of lightweight felts are also expected to improve substantially.

### Discuss Linoleum Price Rise

Price advances on linoleum floor coverings are under discussion among manufacturers. The producers feel encouraged by the improved demand for both felt base and soft surface rugs which followed announcements of impending price increases in those markets, and believe the sale of linoleums can be stimulated in a similar way. In the soft-surface rug industry, buying by retailers, anxious to complete their stocks before the 5 to 10 per cent. price increases become effective Monday of this week, was in full swing last week. Sales offices here reported business in the first two days of this week higher in volume than in any similar period since March 1.

### Lawn Mower Price Rise Curbed

Heavy stocks of lawn mowers purchased by jobbers early in the season proved a stumbling block to manufacturers who attempted to enforce a 10 per cent. price rise last week. The old merchandise purchased in anticipation of the advance was offered by many wholesalers in competition with the higher price mowers purchased by less fortunate jobbers. Dealers estimated that it would take two weeks to work the old stocks into consumption.

### Premium Contracts Are Placed

A sharp improvement in the demand for premiums was noted in the market last week as producers of cake flour, tea, coffee and specialty grocery

products started placing contracts for Summer requirements. Most of the contracts were from producers of foodstuffs, but there was a limited call also from soap and tobacco companies. The grocery manufacturers called for kitchen tools available at 3 to 6 cents each in volume lots. The premiums, they insist, must be of a type and design not on sale in regular retail stores. Biscuit cutters, mixing and coffee measuring spoons were in demand.

### Stores Seeking Concessions

The unexpected slowness with which re-orders on Summer garment and accessory lines have developed in the wholesale markets, coupled with the weakness in textile prices, has led to a search of the market by retailers here for concessions on Summer lines. Manufacturers, however, so far are standing firm in the belief that an active consumer demand will bring a heavy volume of re-orders into the market shortly. Indications are that if the re-orders do not materialize, the market will have a test of its current price structure. In many cases the lower textile prices are already permitting better fabrics to be used in garments.

### Summer Hat Gains Up to 70 Per Cent

Detailed reports from retailers received by the Millinery Code Authority regarding results of the Summer hat opening last week showed gains ranging from 20 to 70 per cent. in sales, it was reported yesterday at the offices of the code authority. The largest percentage gains were noted from stores in the Southwest, but substantial increases were also reported by many large and small stores throughout the East and Middle West. Re-orders on the merchandise in the wholesale markets here yesterday were described as fairly good, with additional fill-in volume expected during the week.

### Plan Boys' Golf Hose at \$1.60

Reports that a large hosiery mill is ready to market a boys' golf stocking to sell at \$1.60 per dozen wholesale have attracted wide attention in the market. The new number, it is said, is offered in conformity with the suggestion made recently by a committee of manufacturers that a minimum of \$1.55 cents per dozen for 24 ounce boys' golf hosiery be established by the industry. Children's and boys' lines of Fall hosiery have been open for several weeks. Most of the mills have featured a low price of \$2 and \$2.10 for a stocking of much higher quality than that suggested by the committee.

### To Extend Swim Suit Season

A movement to extend the bathing suit season this year was started this week by a special committee of the National Knitted Outerwear Association. An appeal is being made to manufacturers and jobbers not to close out stocks before July 15, and to retailers to maintain regular prices up to August 1. In previous seasons close-outs were offered by jobbers and producers early in July and retailers frequently started marking down prices after July 4.

Even the wrong kind of a tree planted in the wrong place is a hundred times better than no tree planted no place.

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**\$2.50 A MONTH**

That is all it costs to enjoy the convenience... the protection... the social and business advantages a telephone offers. With a telephone of your own, friends and relatives are within constant reach... shopping without leaving the house becomes possible... prospective employers can reach you easily... and you can summon doctor, firemen, police or other aid instantly, should emergencies occur.

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



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**THE MICHIGAN RETAIL DRY GOODS ASSOCIATION**  
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Manufacturers of SET UP and FOLDING PAPER BOXES  
 SPECIAL DIE CUTTING AND MOUNTING

GRAND RAPIDS, MICHIGAN



## HOTEL DEPARTMENT

### Why Rural Landlord Cannot Charge City Prices

Salt Lake City, May 19—My visit to St. Paul, the recentest week-end, was certainly fraught with much pleasure, in that I held a virtual reunion with friends of a half-century ago. Just fifty years ago, Barnhart Bros. & Spindler, for whom I served as a salesman for twenty-four years, placed me in charge of their St. Paul branch (known as the Minnesota Type Foundry) in 1884, and during my recent visit there I met up with what will be known henceforth as the "Three Musketeers." The trio consisted of Elmer H. Dearth, whom I will speak of later on, Chas. I. Johnson, at the head of the C. I. Johnson Manufacturing Co., and John Brantjen, manufacturer of automatic printing presses. Mr. Johnson was at that time superintendent of the manufacturing department of the institution under my charge. At the St. Paul Athletic Club we had a dinner and talked over old times, during which period Mr. Brantjen was a friendly competitor. These two gentlemen have been wonderfully successful in their lines, are both the picture of health notwithstanding the wear and tear of fifty years. While it has been many years since I visited the Northern city, I have been more nearly in touch with Elmer H. Dearth, who for twenty years or more, up to last year, when he was a resident of Detroit, but retired recently to his former home city. For a long term of years he was Insurance Commissioner for Minnesota, but my first meeting with him was soon after my removal to St. Paul—I should say in 1885, when he established a country newspaper in Minnesota and purchased his printing outfit from the writer. Afterward he became the owner of a more important paper in a larger city, having in the meantime developed rare political tendencies which led him far. In 1912 he removed to Detroit, where he organized and became secretary and general manager of the Michigan Workmen's Compensation Mutual Insurance Co., with which he was actively connected for three years. In 1915 he organized the General Casualty & Surety Insurance Co., becoming its president. He shaped and directed its policy and made it one of the strong insurance organizations of the country, continuing as its chief executive until his retirement from active life in 1924. Mr. Dearth, also of a literary and analytical turn of mind, is the author of several accepted treatises on insurance, which have helped to make him famous nationally. Naturally the quartette, at the meeting before alluded to, had much to do in the reminiscence line, and told several stories on the writer, one of which I will speak of briefly, to-wit: At the time of the dedication of the Minnesota building at the St. Louis Fair, 1903, Governor Van Zandt was to be accompanied by his official staff headed, I believe, by Col. Dearth. One of the members, a major, was missing at the function, and the Governor did me the honor of asking me to don his regimentals. All went well so long as the activities were encompassed by the Minnesota building, but later on a meeting with the West Point cadets, with their code of salutations and other salutations, made him wish for the speedy end of an otherwise "perfect day." Mr. Dearth is well situated in St. Paul, his home life, with an interesting wife, children and grandchildren, is ideal. In addition to this he is a regular reader of the Tradesman, claiming that the perusal of the hotel page is almost equivalent to a weekly reunion with the author thereof. His friendship for me figures in the "A" class.

When leaving Grand Rapids on my return trip to California I had intended making the bus trip from St. Paul to Los Angeles via Seattle and San Francisco, but the limited operation of busses made this impractical, so I compromised with a brief visit to Yellowstone Park. It was a little early for "big" hotel service, but I found the scenery all in place and attempted to make an inventory of same. The traveler through the Pacific Northwest does himself an injustice if he fails to arrange a visit to this wonderful territory. Entering through the gloriously scenic Gallatin gateway, motor busses carry the sight-seer up through the Gallatin Canyon for eighty miles before the park proper is reached—eighty miles of scenic beauty unsurpassed in America. Thrilling, spectacular, sublime, and then the supreme wonder of all the world, Yellowstone Park. Here in the comparative small area of 3,426 square miles are more geysers than in all the remainder of the world. At the confluence of the Firehole and Gibbons rivers, which form the Madison, the coach turns Southward along the Firehole and in a few moments things begin to happen—over at the right is Riverside Geyser belching a huge volume of steaming water diagonally across the Firehole, and all around are to be found more evidences of steam and water issuing from ivory-white craters. This is your first thrill in Yellowstone Park, but it is only a taste. The coach proceeds to Old Faithful Inn in the Upper Geyser Basin. Old Faithful Geyser, which, for uncounted years, has never failed to perform every hour, is but a hundred yards away. Winter and summer, Old Faithful shoots an immense volume of boiling water 160 to 180 feet into the air. Near by are other geysers, larger ones and smaller, each with its own peculiarities. There's one that whistles, another one that only growls and then with a masterful grunt spills a few tons of water over its brim; there are emerald pools, blue pools, and Morning Glory Pool—a beautiful thing that looks for all the world like the blossom of a gigantic morning glory. Besides these you will see more geysers and mighty waterfalls and beautiful Yellowstone Lake, the second highest navigable lake in the entire world. Even in Yellowstone Lake, whose waters are said to be icy-cold in mid-summer, rises the crater of a boiling hot pool, and at the same time you can try your luck successfully on trout, which, instead of being cooked, are like coming from your frigidarium. Leaving the Lake you leave a lot of the freaks of nature's circus behind, but even referring to them briefly would fill a gazetteer. Now here is the Yellowstone River and the Falls and Canyon of the Yellowstone, 1,200 feet deep and splashed with every color, shade and tint imaginable. Everywhere are rock spires hundreds of feet high on which eagles make their nests. After the Canyon you are wafted to the peak of Mount Washington, thousands of feet in the air, where one has a wonderful view of the mountain ranges for a hundred miles roundabout. The bus stops here and there for more intimate sight seeing—at Tower Falls—for a close-up of a begging bear—herds of buffalo, elk and deer—then the Mammoth Hot Springs Hotel, noted for its highly colored terraces, hot springs, hot caves and bizarre formations. Leaving Mammoth through the "Hoodoos" and Golden Gate, we pass a mountain of volcanic glass and later enter Norris Geyser Basin, probably the most unforgettable area in the entire park. Here the ground sputters and hisses and everywhere geysers erupt their columns of steam and spray. Over all hangs a constant odor of brimstone. Verily, this region has been well named "Hell's Half Acre!" Leaving Norris Geyser Basin we again dash alongside the clattering cas-

codes of the Gibbon river to the exit and end of the trip. All made in two days, to which at least six should be devoted. I have made several visits to Yellowstone Park, but not in recent years, but its beauties never grow less fascinating, and the visitor a month hence will agree with me that a visit to this mystic spot is well worth while.

In a recent report of proceedings at an Eastern hotel convention a chain operator was carried away with the notion that all institutions, in all the various towns and cities, should charge uniform prices for similar accommodations. That is, the hotel at Bird Center, providing rooms with running water, should exact the same toll as one similarly equipped in the metropolitan cities. While the idea may be Utopian, it has not, in actual experience worked out satisfactorily. I know a lot of Michigan hotel men who have argued that if a certain big hotel charged \$1.50 for a room with running water, they were equitably entitled to the same compensation for room occupancy, but it never worked out. The country hotel man must always remember that environment has a great deal to do with hotel charges. The metropolis supplies, outside of the hotel, certain entertainments not offered in the smaller towns, but deemed essential to patrons, and is the keenest kind of competition, for the small

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400 ROOMS EACH  
WITH BATH

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Grand Rapids' Friendly Hotel  
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300 ROOMS — SHOWERS  
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\$2.00 up with bath.

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

## Park Place Hotel

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

## New Hotel Elliott

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50 Baths 50 Running Water  
European  
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FIRE PROOF  
CENTRALLY LOCATED  
Rates \$2.00 and up

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Good Place To Tie To



operator. This was the experience of a friend of mine in one of the suburbs of Los Angeles, who made a considerable investment in a quite pretentious suburban hotel on the theory that, with transportation leading to the business center, his hotel ought to get its share of patronage. He offered first-class accommodations, a real and satisfactory service, but immediately after he opened his establishment, his room occupancy fell off to the extent that he was facing a very serious money deficit. At first he did not take kindly to my suggestion, being filled up with the efficiency talk of his city friends, but finally made a uniform reduction of one-third from his original schedule of rates and recently was good enough to acknowledge that he was wrong in the first instance. He has more recently eliminated the red ink feature from his routine. There is still another and very significant reason why the rural landlord may not charge city prices. No matter how willing and anxious he is to please he cannot supply the service which his big town competitor offers. This means efficient help and other little services which are not obtainable in the small town. There will also be a substantial reason why the small town operator ought not to expect city compensation. It is in the matter of his real estate investment and taxes. Just at present the operator who essays to make charges based on the property investments in the years just prior to depression will have a sorry job on his hands. Recently, while on my recent visit to Michigan, a very close friend of mine insisted that his hotel charges must be based on the expanded investment, though he is decidedly on the verge of a maelstrom which will be likely to submerge all his plans for the future. His hotel, a good one, was built at a high cost, something which will not be approached in years to come. Not all the money invested in the institution came out of his pocket. Interested friends invested in same. And then came the "flood." I argued with him that his best procedure was to lay the matter before his stockholders and face the loss in depreciation, instead of carrying it on for years to his own embarrassment. He cannot see it, though as the matter stands there is no one living to-day who will be alive when he pays a single dollar to his investing friends. It is pitiful to be sure, but the hotel rates must be based on present day values or else bitter disappointment will follow. I am not claiming to be a financial wizard, but with present conditions which are not, to say the least, rapidly improving, there is going to be a lack of funds for paying dividends. Cheaper hotels will be built, lower prices will be offered and the operator who refuses to read the writing on the wall will have a sorry time of it. Even now corporations are being formed to operate chain hotels on a bargain counter basis and the patron who does not drift in that direction is not enrolled in the march of progress. Frank S. Verbeck.

#### Two Problems Which Face Retail Druggists

Crosswell, May 22—You will find in the press this morning a tentative plan suggested by the Liquor Commission for the sale of liquors by merchants. You will notice that there is no mention of alcohol. This tentative plan was one submitted by the Druggists Association about three months ago or at least the main facts of the plan were suggested by us. We have been having the devil's own time trying to get this matter of grain alcohol straightened out and it seems as if Mr. Picard, who appears to be a czar, simply will not see things right.

The sales tax business is another bad feature in our business, particularly where a soda fountain is operated in connection with the store. It is absolutely impossible to collect sales tax

greater than about 1½ per cent. I mean that when the day's cash is counted that about one-half of the tax has been collected. The bracket for collecting the tax in the retail drug store should start at .11 in order for the dealer to come out even.

The Eastern part of Michigan is very hard hit this year, owing to the Michigan Sugar Co. refusing to run, lease or even sell their plant in Crosswell. They took 8,000 acres of contracts for this mill and then cancelled them and re-wrote approximately one-half for the Caro plant, forcing the farmers to pay a freight rate of 65c per ton or about \$7 per acre. This is the last straw. It means the difference between profit and loss. Much of our territory is suitable for sugar beets and not suitable for beans. It is the same old story—the Eastern capitalist owning, as he does, a large block of Cuban sugar stock, will prostitute his obligation to the grower and sacrifice him on the altar of greed. R. A. Turrel, Sec'y Mich. State Pharm. Ass'n.

#### Retail Sales in Further Drop

A further drop in retail sales in the past week is reported by store executives of nation-wide organizations.

Merchants are particularly disappointed with this showing because prices had been marked down sharply in many instances to stimulate consumer demand. Retail volume, both in dollars and in units, is now substantially below last year, which is held doubly unfavorable because May, 1933, was not a good month for retailers.

Current higher prices are not the only deterrent to retail sales, it is pointed out. Merchants feel that the faith in the security of employment is being undermined again by the seasonal decline in production and the strike threats in many industries, while consumers have been stocking up more liberally and so are in position to curtail buying easily.

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

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

Wm. Kaplan, Decatur  
W. E. Fitch, Decatur  
Jas. Pollock, Lawton  
Samuel L. Levin, Lawton  
E. J. Terrill, Marcellus  
H. W. Chesebrough, Marcellus  
C. M. Cross, Schoolcraft  
C. J. Alexander, Three Rivers  
F. L. Bloomer, Three Rivers  
Erwin Toblen, Three Rivers  
DalPonte Bros., Three Rivers  
Don E. Langton, Three Rivers  
A. C. Berry, Three Rivers  
A. E. Barnhart, Three Rivers  
Clifford J. Maystead, Three Rivers  
H. G. Phillips, Three Rivers  
Carl Didato, Three Rivers  
Read & Merl, Constantine  
P. L. Vail, Constantine  
W. E. Wilson, Constantine  
Allen Roy, White Pigeon  
E. N. Gortner, White Pigeon  
H. W. Bossard, Sturgis  
J. W. Kropf, Sturgis  
A. Gerardo, Sturgis  
T. M. Lipkey, Sturgis.

The most critical period in a man's life is between the shattering of his first ideal and the construction of his second.

#### PERPETUAL INJUNCTION

##### Secured by Lee & Cady Against the A. & P. Co.

Lee & Cady, Plaintiff,  
vs.

The Great Atlantic & Pacific Tea Co.,  
Defendant.

This cause coming on to be heard on the report of William S. Sayres, Standing Master in Chancery in this Court, to whom as Special Master this cause was referred with instructions to take and report the testimony with the Master's findings of fact and conclusions of law thereon, and the parties hereto having elected not to file objections or exceptions to the Master's report, and both parties having acquiesced therein, and in the master's findings and conclusions, which said findings and conclusions are adopted and embodied herein by reference as though herein fully set forth, and are to be regarded as findings of fact and conclusions of law under Rule 70½, it is thereupon by consent of the parties hereto ordered, adjudged and decreed as follows:

That the defendant, Great Atlantic & Pacific Tea Co., its officers, agents, servants, employees and subsidiaries be and the same hereby each and all are perpetually enjoined and restrained as follows:

1. From using the words "Quaker" or "Quaker Maid" as the name or part of the name of food products, spices and condiments, or like goods, sold or distributed by it, or in the advertising, manufacturing, offering for sale, or sale of such goods; and from in any way using, counterfeiting, imitating or simulating plaintiff's trade mark "Quaker," upon or in connection with food products, spices and condiments, or like goods, sold or distributed by it, and otherwise from infringing plaintiff's said trade mark or competing unfairly with plaintiff.

2. From using the corporate name "Quaker Maid Co., Inc.," except in small type as shown in the ketchup label hereto attached.

3. From advertising or otherwise holding out to the trade any such product (except by the presence of the corporate name Quaker Maid Co., Inc., on its label as above provided) as the product of said Quaker Maid Co., Inc.

That a writ of perpetual injunction issue accordingly. Said injunction shall

extend throughout the State of Michigan and not elsewhere, and shall become operative ninety days from the entry of this decree. That until the effective date of the injunctive relief decreed herein said defendant shall in no wise advertise food products as or bearing the name "Quaker Maid" or the name "Quaker" alone or in conjunction with any other word or words.

Plaintiff waives its prayer for an accounting.

April 9, 1934.

Arthur J. Tuttle,  
Judge United States District Court.

#### See Many New Issues

Those who are seeking strict regulation of the securities exchanges and the issuance of securities anticipate a virtual flood of new issues into the securities markets following the enactment of the pending Fletcher-Rayburn bill.

It is explained that they consider that issues have been delayed while the strongest possible case was being made for the revision and liberalization of the Securities Act of 1933. It will be found, of course, that the slight liberalization, if that is what it is, in the pending stock market bill, is all that can be had at this time, and that the flood gates will be lifted.

In other words, the so-called "young liberals" have indicated to the Senators the belief that the withholding of new issues was "window dressing" to support the charges that the securities law is so drastic that no one wants to take chances of running afoul of the law made possible through additional flotations.

Legislators and others not in sympathy with these contentions are unwilling to yield further, preferring to gamble on the possibility that business is crying "wolf, wolf" and to give the law another year of operation before undertaking revision.

Typewriter feeding attachments for use with continuous forms which both insert and remove carbon paper are now offered. They are said to cut carbon-paper costs, speed typing, give accurate registration, allow typewriters to be used as billing machines.

#### GET BOTH SIDES OF THE STORY . . . . .

Too often you get a one-sided argument in favor of one type of insurance carrier. Wouldn't it be better to get both sides of the story and weigh the evidence? The Finnish Mutual Fire Insurance Co., invite a frank discussion of FACTS at any time. Hear both sides of the story

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Specializing low cost of insurance  
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## DRUGS

**Michigan Board of Pharmacy**  
 President—Earl Durham, Corunna.  
 Vice-President—M. N. Henry, Lowell.  
 Other members of the Board—Norman Weess, Ewart; Frank T. Gillespie, St. Joseph; Victor C. Plaskowski, 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 Open View Prescription Department

A first-hand study of American Pharmacy throughout the United States and Canada reveals that many changes are taking place. Pharmacists throughout the entire United States and Canada are devoting more time and thought to the professional aspects of their daily activities, for it has been realized perhaps more than ever before that the prescription department is after all the foundation stone of a drug store.

Among the many changes that are taking place is the one dealing with the change from the old style, closed view type of prescription department to that of the open view type. Up to the present time it has been the policy of the pharmacist in general, to place the prescription department to the rear of the store, thus shutting from view the many fine features embodied in the fine art of the apothecary.

Many pharmacists have made this change and have learned that the fine art of the apothecary constitutes one of the greatest drawing cards that we have at our command as pharmacists.

There are a number of things that one must take into consideration in this change from the old style prescription department to that of the open view type. For example, the customer should never be permitted to note the names of the ingredients being either weighed or measured in the filing of the prescription. The customer should, however, be permitted a full view of the care and exactness that you as a pharmacist exert in weighing. It must always be borne in mind, that a prescription written by a physician should be looked upon as a series of professional instructions to his colleague, the pharmacist, and that we, as pharmacists, should, at all times, make the prescription a matter of strict confidence.

The cost involved in remodelling a prescription department depends, of course, in a large measure, upon the type of fixture between the prescription department and the so-called front of the store. One pharmacist made the change at a very small expense. In this certain store there was a large mirror facing the front of the store. The pharmacist simply removed the silver coating and in so doing made a beau-

tiful plate glass window out of the mirror. Others have been able to simply remove the upper part of a fixture and by the addition of a few neatly designed posts and sections of plate glass were able to develop an attractive partition.

In case it becomes necessary to remove the entire fixture to the floor level and to replace same with a new partition an attractive and rather unique type of partition can be installed at a comparatively small expense.

The lower part of the type of partition I have in mind should be of a panelled character, constructed of either wood or a good grade composition board. In order to enable the observer to secure a full view of the procedures within a prescription department it will be found that a forty inch partition serves very well. One could arrange a swinging door, of similar height at each end of the partition, thus permitting ready access to the prescription department from either side of the store.

The ledge above this partition should be from 20 to 24 inches in width, so as to allow for an interior display space as well as for a work counter. Sections of plate glass, approximately 12 inches in height should be installed, receding back to a depth of inches at each end, the sections of plate glass to be placed between neatly designed wooden posts. By recessing back to a depth of 12 inches, one brings into being an attractive and unique type of interior display counter, which if properly decorated from a professional point of view adds much to the picture that you wish to create. One should provide for a receiving section in the middle of the counter, from 20 to 24 inches in width. To provide for the receiving section, simply leave out one section of plate glass in the center of the partition.

The 12 inches of depth of counter behind the plate glass allows for a serviceable work counter, on which to place the typewriter, etc. By introducing a series of shelves, approximately 4 inches in width beneath this work counter it will be found that such a set of shelves will accommodate a considerable portion of stock and which will be out of view. One can arrange to have the rolls of wrapping paper placed beneath the counter if one so desires, as well as the prescription files.

The color scheme of this partition should of course be in complete harmony with the color scheme of the prescription department in general. It will be found that a light gray will be very serviceable, with the stripping between the panels of a slightly darker shade of gray. The interior display and the work counter can be covered with battleship linoleum, or some other serviceable material.

It must be borne in mind that the picture you wish to bring into being should be complete in every detail. Therefore, it becomes necessary to look unto the floor covering, walls and ceiling. The floor covering should be bright and attractive, preferably of in-laid linoleum if the expense account will not permit tile. The linoleum

should, of course, be kept in the best condition at all times, a procedure with which you are no doubt well acquainted.

Before applying the first coat of paint to the walls and ceiling it may be necessary to have the plasterer touch up a few spots. As much of the plumbing as possible should be removed from the picture. Perhaps there is an open fuse box as well as an exposed electric meter on the walls. These should be boxed in by wooden boxes of light construction, so protected (in the case of the fuse box) by a layer of asbestos. When thus hidden from view they are not very noticeable after the boxes are painted.

As to the color scheme for the walls and ceiling, would say that this is rather difficult to answer, for individual preference plays an important role. I strongly advocate a color scheme that is different from the remainder of the store, yet in harmony with same, so as to make the prescription department stand out with considerable prominence. Many pharmacists have selected a light buff color for the walls and ceiling which has proven to be both attractive and serviceable.

If the prescription department is properly planned and a careful study made of the stock, it will not be necessary to have shelves on the walls as one notes in the average prescription department. The walls should be kept free from shelves so as to permit the hanging of framed portraits of famous physicians, pharmacists, chemists and allied workers, as well as for framed pictures of medical, pharmaceutical, and chemical scenes.

One should make it a rule that the only containers in view of the public should be of a uniform character. It is extremely difficult, in fact, next to impossible, to arrange a miscellaneous lot of containers of every description

so as to present an attractive appearance. In time these containers become soiled. Perhaps some of the syrup has run down over the label. Perhaps you attempted to remove the glassine wrapper and found that a portion of the wrapper stuck to the label. It is very easy indeed to arrange for sufficient shelf space within a prescription department that removes the miscellaneous lot of containers from public view. Why allow a container valuable shelf space in the prescription department if you have, we will say, but one call per year for said item? Many pharmacists have removed such slow moving items to proper quarters in the basement of the store.

Anton Hogstad, Jr.

### Gum, Agar, Pectin Replace Gelatin

People who object to the use of gelatine desserts because gelatine is a material of animal origin may be interested in a new food product patented by Arthur W. Thomas of New York, and Morris Mattikow of Brooklyn, N.Y., in which agar-agar, pectin and gum karaya take the place of gelatine. To make a strawberry dessert, for example, the inventors proceed as follows: 15 parts of sugar are mixed with 1 part of agar-agar, 1 part of gum karaya, 3/40 parts of certified strawberry flavor, 3/80 parts of dry certified strawberry color, and 4/10 parts of tartaric acid. The mixture described in this example is dissolved in about 100 parts of hot water. After about an hour at room temperature, the solution will set to a stiff and elastic jelly-like mass. The gelatine which is replaced in these products is ordinarily made from animal skins, and other animal waste products.

Knees are saved by a new clamp which allows any long wooden handle to be attached to an ordinary scrub brush.

## SPRING SPECIALTIES

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

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

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



## WHOLESALE DRUG PRICE CURRENT

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

<b>ACID</b>			<b>FLOWER</b>		
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			
<b>ALCOHOL</b>			<b>FORMALDEHYDE, BULK</b>		
Denatured, No. 5, gal.	44 @	55	Pound	09 @	20
Grain, gal.	4 00 @	5 00			
Wood, gal.	50 @	60			
<b>ALUM-POTASH, USP</b>			<b>FULLER'S EARTH</b>		
Lump, lb.	04 @	13	Powder, lb.	05 @	10
Powd. or Gra., lb.	04 1/2 @	13			
<b>AMMONIA</b>			<b>GELATIN</b>		
Concentrated, lb.	06 @	18	Pound	55 @	65
4-F, lb.	05 1/2 @	13			
3-F, lb.	05 1/2 @	13	<b>GLUE</b>		
Carbonate, lb.	20 @	25	Brok., Bro., lb.	20 @	30
Muriate, Lp., lb.	18 @	30	Gro'd, Dark, lb.	16 @	22
Muriate, Gra., lb.	07 1/2 @	13	Whi. Flake, lb.	27 1/2 @	35
Muriate, Po., lb.	22 @	35	White G'd., lb.	25 @	35
			White AXX light, lb.	@ 40	
			Ribbon	42 1/2 @	50
<b>ARSENIC</b>			<b>GLYCERINE</b>		
Pound	07 @	20	Pound	16 1/2 @	45
<b>BALSAMS</b>			<b>GUM</b>		
Copaiba, lb.	60 @	1 40	Aloes, Barbadoes,		
Fir, Cana., lb.	2 00 @	2 40	so called, lb. gourds	@ 60	
Fir, Oreg., lb.	50 @	1 00	Powd., lb.	35 @	45
Peru, lb.	3 00 @	3 60	Aloes, Socotrine, lb.	@ 75	
Tolu, lb.	1 50 @	1 80	Powd., lb.	@ 80	
<b>BARKS</b>			Arabic, first, lb.	@ 40	
Cassia			Arabic, sec., lb.	@ 30	
Ordinary, lb.	@ 30		Arabic, sorts, lb.	15 @	25
Ordinary, Po., lb.	25 @	35	Arabic, Gran., lb.	@ 35	
Saigon, lb.	@ 40		Arabic, P'd, lb.	25 @	35
Saigon, Po., lb.	50 @	60	Asafoetida, lb.	47 @	50
Elm, lb.	40 @	50	Asafoetida, Po., lb.	75 @	82
Elm, Powd., lb.	38 @	45	Guaiac, lb.	@ 60	
Elm, G'd, lb.	38 @	45	Guaiac, powd.	@ 65	
Sassafras (P'd lb. 50)	@ 45		Kino, lb.	@ 90	
Soapstree, cut, lb.	20 @	30	Kino, powd., lb.	@ 1 00	
Soapstree, Po., lb.	35 @	40	Myrrh, lb.	@ 60	
			Myrrh, Pow., lb.	@ 75	
<b>BERRIES</b>			Shellac, Orange, lb.	35 @	45
Cubeb, lb.	@ 65		Ground, lb.	35 @	45
Cubeb, Po., lb.	@ 75		Shellac, white (bone dr'd) lb.	45 @	55
Juniper, lb.	10 @	20	Tragacanth		
<b>BLUE VITRIOL</b>			No. 1, bbls.	1 50 @	1 75
Pound	06 @	15	No. 2, lbs.	1 35 @	1 50
			Pow., lb.	1 25 @	1 50
<b>BORAX</b>			<b>HONEY</b>		
P'd or Xtal, lb.	06 @	13	Pound	25 @	40
<b>BRIMSTONE</b>			<b>HOPS</b>		
Pound	04 @	10	1/2s Loose, Pressed, lb.	@ 1 00	
<b>CAMPHOR</b>			<b>HYDROGEN PEROXIDE</b>		
Pound	80 @	1 00	Pound, gross	27 00 @	29 00
			1/2 lb., gross	17 00 @	18 00
<b>CANTHARIDES</b>			1/4 lb., gross	11 00 @	11 50
Russian, Powd.	@ 4 50				
Chinese, Powd.	@ 2 00				
<b>CHALK</b>			<b>INDIGO</b>		
Crayons			Madras, lb.	2 00 @	2 25
White, dozen	@ 3 60				
Dustless, dozen	@ 6 00				
French Powder, Coml., lb.	03 1/2 @	10	<b>INSECT POWDER</b>		
Precipitated, lb.	12 @	15	Pure, lb.	31 @	41
Prepared, lb.	14 @	16			
White, lump, lb.	03 @	10	<b>LEAD ACETATE</b>		
<b>CAPSICUM</b>			Xtal, lb.	17 @	25
Pods, lb.	60 @	70	Powd. and Gran.	25 @	35
Powder, lb.	62 @	75			
<b>CLOVES</b>			<b>LICORICE</b>		
Whole, lb.	30 @	40	Extracts, sticks, per box	1 50 @	2 00
Powdered, lb.	35 @	45	Lozenges, lb.	40 @	50
			Wafers, (24s) box	@ 1 50	
<b>COCAINE</b>			<b>LEAVES</b>		
Ounce	14 75 @	15 40	Buchu, lb., short	@ 60	
			Buchu, lb., long	@ 70	
<b>COPPERAS</b>			Buchu, P'd, lb.	25 @	30
Xtal, lb.	03 1/2 @	10	Sage, bulk, lb.	@ 40	
Powdered, lb.	04 @	15	Sage, loose pressed, 1/2s, lb.	@ 40	
			Sage, ounces	@ 85	
<b>CREAM TARTAR</b>			Sage, P'd and Grd.	@ 35	
Pound	25 @	38	Senna		
			Alexandria, lb.	35 @	40
<b>CUTTLEBONE</b>			Tinneveilla, lb.	25 @	40
Pound	40 @	50	Powd., lb.	25 @	35
			Uva Ursi, lb.	@ 31	
<b>DEXTRINE</b>			Uva Ursi, P'd, lb.	@ 45	
Yellow Corn, lb.	06 1/2 @	15			
White Corn, lb.	07 @	15	<b>LIME</b>		
			Chloride, med., dz.	@ 85	
<b>EXTRACT</b>			Chloride, large, dz.	@ 1 45	
Witch Hazel, Yellow Lab.	1 10 @	1 70			
gal.	50 @	60	<b>LYCOPodium</b>		
Licorice, P'd, lb.	50 @	60	Pound	45 @	60
<b>MAGNESIA</b>			<b>MENTHOL</b>		
Carb., 1/2s, lb.	@ 30		Pound	4 54 @	4 88
Carb., 1/4s, lb.	@ 32				
Carb., Powd., lb.	15 @	25			
Oxide, Hea., lb.	@ 75				
Oxide, light, lb.	@ 75				
<b>MERCURY</b>					
Pound	1 50 @	1 75			

Ounces ----- @ 13 65  
 1/8s ----- @ 14 40

**MORPHINE**  
 Bulk, Powd.  
 Select, lb. ----- 45 @ 50  
 No. 1, lb. ----- 25 @ 35

**MUSTARD**  
 Balls, lb. ----- 08 1/2 @ 15  
 Flake, lb. ----- 08 1/2 @ 15

**NAPHTHALINE**  
 Pound ----- @ 40  
 Powdered, lb. ----- @ 50

**NUTMEG**  
 Pound ----- @ 25  
 Powdered, lb. ----- @ 25

**NUX VOMICA**  
 Pound ----- @ 25  
 Powdered, lb. ----- @ 25

**OIL ESSENTIAL**  
 Almond

Bit., true, ozs. ----- @ 50  
 Bit., art., ozs. ----- @ 30  
 Sweet, true, lbs. ----- 1 40 @ 2 00  
 Sweet, art., lbs. ----- 75 @ 1 20  
 Amber, crude, lb. ----- 71 @ 1 40  
 Amber, rect., lb. ----- 1 30 @ 2 00  
 Anise, lb. ----- 1 00 @ 1 60  
 Bay, lb. ----- 4 00 @ 4 25  
 Bergamot, lb. ----- 3 25 @ 3 75  
 Cajeput, lb. ----- 1 50 @ 2 00  
 Caraway S'd, lb. ----- 2 30 @ 3 40  
 Cassia, USP, lb. ----- 2 10 @ 2 60  
 Cedar Leaf, lb. ----- 1 70 @ 2 20  
 Cedar Leaf, Coml., lb. ----- 1 00 @ 1 25  
 Citronella, lb. ----- 1 00 @ 1 40  
 Cloves, lb. ----- 1 75 @ 2 25  
 Croton, lbs. ----- 4 00 @ 4 60  
 Cubeb, lb. ----- 4 25 @ 4 80  
 Erigeron, lb. ----- 2 70 @ 3 35  
 Eucalytus, lb. ----- 85 @ 1 20  
 Fennel ----- 2 25 @ 2 60  
 Hemlock, Pu., lb. ----- 1 70 @ 2 20  
 Hemlock Com., lb. ----- 1 00 @ 1 25  
 Juniper Ber., lb. ----- 3 00 @ 3 20  
 Juniper W'd, lb. ----- 1 50 @ 1 75  
 Lav. Flow., lb. ----- 4 50 @ 5 00  
 Lav. Gard., lb. ----- 1 25 @ 1 50  
 Lemon, lb. ----- 2 00 @ 2 40  
 Mustard, true, ozs. ----- @ 1 25  
 Mustard, art., ozs. ----- @ 30  
 Orange, Sw., lb. ----- 3 00 @ 3 25  
 Origanum, art., lb. ----- 1 00 @ 1 20  
 Pennyroyal, lb. ----- 2 75 @ 3 20  
 Peppermint, lb. ----- 4 25 @ 4 80  
 Rose, dr. ----- @ 2 50  
 Rose, Geran., ozs. ----- @ 1 00  
 Rosemary Flowers, lb. ----- 1 00 @ 1 50  
 Sandalwood  
 E. 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

**POTASSIUM**  
 Acetate, lb. ----- 60 @ 96  
 Bicarbonate, lb. ----- 30 @ 35  
 Bichromate, lb. ----- 15 @ 25  
 Bromide, lb. ----- 66 @ 98  
 Carbonate, lb. ----- 30 @ 35  
 Chlorate  
 Xtal., lb. ----- 17 @ 23  
 Powd., lb. ----- 17 @ 23  
 Gran., lb. ----- 21 @ 28  
 Iodide, lb. ----- 2 71 @ 2 90  
 Permanganate, lb. ----- 25 @ 40  
 Prussiate  
 Red, lb. ----- 80 @ 90  
 Yellow, lb. ----- 50 @ 60

**QUASSIA CHIPS**  
 Pound ----- 25 @ 30  
 Powd., lb. ----- 35 @ 40

**QUININE**  
 5 oz. cans, ozs. ----- @ 77

**ROSIN**  
 Pound ----- 04 @ 15

**ROOT**  
 Aconite, Powd., lb. ----- @ 90  
 Alkanet, lb. ----- 35 @ 40  
 Alkanet, Powd., lb. ----- @ 50  
 Belladonna, Powd., lb. ----- @ 75  
 Blood, Powd., lb. ----- 35 @ 45  
 Burdock, Powd., lb. ----- @ 60  
 Calamus, Bleached, Split and  
 Peeled, lb. ----- @ 65  
 Calamus, Ordinary, lb. ----- @ 25  
 Calamus, Powd., lb. ----- @ 50  
 Elecampane, lb. ----- 25 @ 30  
 Gentian, Powd., lb. ----- 27 1/2 @ 40  
 Ginger, African, Powd., lb. ----- 15 @ 25  
 Ginger, Jamaica, Lined, lb. ----- 30 @ 40  
 Ginger, Jamaica, Powd., lb. ----- 25 @ 35  
 Goldenseal, Powd., lb. ----- 1 75 @ 2 00  
 Hellebore, White, Powd., lb. ----- 20 @ 30  
 Indian Turnip, Powd., lb. ----- @ 50  
 Ipecac, Powd., lb. ----- 3 00 @ 3 60  
 Licorice, lb. ----- 30 @ 35  
 Licorice, Powd., lb. ----- 15 @ 25  
 Mandrake, Powd., lb. ----- @ 35  
 Marshmallow, Cut., lb. ----- @ 50  
 Marshmallow, Powd., lb. ----- @ 60  
 Orris, lb. ----- @ 35  
 Orris, Powd., lb. ----- 40 @ 45  
 Orris, Fingers, lb. ----- @ 1 75  
 Pink, Powd., lb. ----- 1 50 @ 2 25  
 Poke, Powd., lb. ----- @ 30  
 Rhubarb, lb. ----- @ 80  
 Rhubarb, Powd., lb. ----- @ 60  
 Sarsaparilla (Honduras, cut) 1 30 @ 1 40  
 Sarsaparilla, Med., Cut, lb. ----- @ 50  
 Squills, Powd., lb. ----- 42 @ 80  
 Tumeric, Powd., lb. ----- 15 @ 25  
 Valerian, Powd., lb. ----- @ 50

**SAL**  
 Epsom, lb. ----- 03 1/4 @ 10  
 Glaubers  
 Lump, lb. ----- 03 @ 10  
 Gran., lb. ----- 03 1/2 @ 10  
 Nitre  
 Xtal. or Powd. ----- 10 @ 16  
 Gran., lb. ----- 09 @ 16  
 Rochelle, lb. ----- 17 @ 30  
 Soda, lb. ----- 02 1/2 @ 08

**SEED**  
 Anise, lb. ----- 40 @ 45  
 Canary, Recleaned, lb. ----- 10 @ 15  
 Cardamon, Bleached, lb. ----- @ 1 75  
 Caraway, Dutch, lb. ----- 25 @ 30  
 Celery, lb. ----- 90 @ 1 00  
 Colchicum, Powd., lb. ----- @ 2 00  
 Coriander, lb. ----- 15 @ 25  
 Fennel, lb. ----- 30 @ 40  
 Flax, Whole, lb. ----- 06 1/2 @ 15  
 Flax, Ground, lb. ----- 06 1/2 @ 15  
 Hemp, Recleaned, lb. ----- 08 @ 15  
 Lobelia, Powd., lb. ----- @ 35  
 Mustard, Black, lb. ----- 15 @ 25  
 Mustard, White, lb. ----- 15 @ 25  
 Poppy, Blue, lb. ----- 20 @ 25  
 Quince, lb. ----- 1 00 @ 1 25  
 Rape, lb. ----- 10 @ 15  
 Sabadilla, Powd., lb. ----- 58 @ 75  
 Sunflower, lb. ----- 11 @ 20  
 Worm, Levant, lb. ----- @ 4 50  
 Worm, Levant, Powd. ----- @ 4 75

**SOAP**  
 Castile, Conti, White  
 Box ----- @ 15 75  
 Bar ----- @ 1 60  
 Powd. ----- 50 @ 55

**SODA**  
 Ash ----- 03 @ 10  
 Bicarbonate, lb. ----- 03 1/2 @ 10  
 Caustic, Co'l., lb. ----- 08 @ 15  
 Hyposulphite, lb. ----- 05 @ 10  
 Phosphate, lb. ----- 23 @ 28  
 Sulphite  
 Xtal., lb. ----- 07 @ 12  
 Dry, Powd., lb. ----- 12 1/2 @ 20  
 Silicate, Sol., gal. ----- 40 @ 50

**SULPHUR**  
 Light, lb. ----- 04 1/2 @ 10

**SYRUP**  
 Rock Candy, Gals. ----- 70 @ 85

**TAR**  
 1/2 Pints, dozen ----- @ 1 00  
 Pints, dozen ----- @ 1 50  
 Quarts, dozen ----- @ 2 75

**TURPENTINE**  
 Gallons ----- 66 @ 81



# 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

Jello

### 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 3 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

## DECLINED

### 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 65  
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, 4 oz. 1 16  
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. 2 2 25  
Post Toasties, 36s 2 90  
Post Toasties, 24s 2 90  
Post Bran, PBF 24 3 15  
Post Bran, PBF 36 3 15  
Sanka 6-lb. 2 57

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

### BROOMS

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

### BRUSHES

Scrub  
Progress, dozen 90  
Stove  
Shaker, dozen 90  
Shoe  
Topcen, dozen 90

### BUTTER COLOR

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

### CANDLES

Electric Light, 40 lbs. 12.1  
Plumber, 40 lbs. 12.8  
Paraffine, 6s 14.4  
Paraffine, 12s 14.4  
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 90  
Superior, No. 2 2 25  
Supreme, No. 2 2 40  
Supreme, No. 2 1 80

Pineapple Juice  
Imperial, No. 10 7 50  
Honey Dew, No. 2 2 45  
Honey Dew, No. 2 1 85  
Quaker, No. 2 2 35  
Quaker, No. 2 1 80  
Quaker, No. 1 1 10

Pineapple, Crushed  
Imperial, No. 10 7 50  
Honey Dew, No. 2 2 45  
Honey Dew, No. 2 1 85  
Quaker, No. 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

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

Cherries—Royal Ann  
Supreme, No. 2 1/2 2 75  
Supreme, No. 2 2 10  
Gibraltar, No. 10 8 25  
Gibraltar, No. 2 1/2 2 50

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

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

Goosberries  
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 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 2 30  
Quaker, Bartlett, No.  
2 1 80

Pineapple Juice  
Dols, Diamond Head,  
No. 2 1 60  
Dols, Honey Dew,  
No. 10 7 00

Pineapple, Crushed  
Imperial, No. 10 7 50  
Honey Dew, No. 2 2 45  
Honey Dew, No. 2 1 85  
Quaker, No. 2 2 35  
Quaker, No. 2 1 80  
Quaker, No. 1 1 10

Pineapple, Sliced  
Honey Dew, sliced,  
No. 10 9 00  
Honey Dew, tid bits,  
No. 10 8 75  
Honey Dew, No. 2 1/2 2 50  
Honey Dew, No. 2 2 00  
Honey Dew, No. 1 1 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 70  
Primo, No. 2, 40%  
syrup 1 00

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

Raspberries, Black  
Premio, No. 10 8 50  
Hart, 8-ounce 80

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

Strawberries  
Hunt, Superior, No. 2 2 35

Canned Fish  
Clam Ch'der, 10 1/2 oz. 1 35  
Clam Chowder, No. 2 2 75  
Clams, Steamed No. 1 2 75  
Clams, Minced, No. 1 2 40  
Finnan Haddie, 10 oz. 3 30  
Clam Bouillon, 7 oz. 2 50  
Chicken Haddie, No. 1 2 75  
Fish Flakes, small 1 35  
Cod Fish Cake, 10 oz. 1 55  
Cove Oysters, 5 oz. 1 35  
Lobster, No. 1/4 2 25  
Shrimp, 1, wet 1 45  
Sard's, 1/4 Oil, k'less 3 75  
Sardines, 1/4 Oil, k'less 3 35  
Salmon, Red Alaska 2 25  
Salmon, Med. Alaska 1 85  
Salmon, Pink, Alaska 1 50  
Sardines, Im. 1/4, ea. 6 @ 13 1/2  
Sardines, Cal 1 00  
Tuna, 1/2 Van Camps,  
doz. 1 75  
Tuna, 1/4s, Van Camps,  
doz. 1 15  
Tuna, 1s, Van Camps,  
doz. 3 45  
Tuna, 1/4s, Chicken Sea,  
doz. 1 80

Canned Meat  
Bacon, med., Beechnut 1 71  
Bacon, lge., Beechnut 2 43  
Beef, lge., Beechnut 3 61  
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 48  
Potted Meat, 1/2 Libby 75  
Potted Meat, 1/4 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. Saco, 36s, ca. 1 75  
No. 2 1/2 Size, doz. 1 05  
No. 10 Sauce 4 00

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 6 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 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 Brosby, No. 2 1 35  
Fancy Crosby, No. 10 6 75  
Whole Grain, 6 Ban-  
tam No. 2 1 45

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

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

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

Spinach  
No. 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 10  
No. 2 1 55  
Pride of Mich., No. 2 1 35  
Pride of Mich., No. 2 1 10

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

Cheese  
Roquefort 70  
Wisconsin Daisy 15  
Wisconsin Twin 14 1/2  
New York June, 1932 25  
Sap Sago 48  
Brick 16  
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Michigan Daisies 14  
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1 lb. Limberger 18  
Imported Swiss 56  
Kraft, Pimento Loaf 24  
Kraft, American Loaf 22  
Kraft, Brick Loaf 22  
Kraft, Swiss Loaf 21  
Kraft, Old End Loaf 31  
Kraft, Pimento, 1/4 lb. 1 60  
Kraft, American, 1/4 lb. 1 30  
Kraft, Brick, 1/4 lb. 1 30  
Kraft, Limburger, 1/4 lb. 1 30

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

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<b>Currents</b> <b>Imperial, 12s, pitted</b> 1 90 <b>Imperial, 12s, regular</b> 1 60 <b>Imperial, 12s, 2 lb.</b> 1 60 <b>Imperial, 12s, 1 lb.</b> 1 60 <b>Figs</b> <b>Calif., 24-33, case</b> 1 70 <b>Peaches</b> <b>Evap. Choice</b> 1 3 1/2 <b>Peel</b> <b>Lemon, Dromedary, 4 oz., doz.</b> 1 10 <b>Orange, Dromedary, 4 oz., dozen</b> 1 10 <b>Citron, Dromedary, 4 oz., dozen</b> 1 10 <b>Raisins</b> <b>Seeded, bulk</b> 6 1/2 <b>Thompson's S'dless blk.</b> 6 1/2 <b>Quaker s'dless blk.</b> 7 1/2 <b>15 oz., doz.</b> 7 1/2 <b>Quaker Seeded, 15 oz.</b> 7 1/2 <b>California Prunes</b> <b>90@100, 25 lb. boxes</b> @07 <b>80@ 90, 25 lb. boxes</b> @07 1/2 <b>70@ 80, 25 lb. boxes</b> @08 1/2 <b>60@ 70, 25 lb. boxes</b> @09 1/2 <b>50@ 60, 25 lb. boxes</b> @10 1/2 <b>40@ 50, 25 lb. boxes</b> @11 1/2 <b>30@ 40, 25 lb. boxes</b> @12 1/2 <b>20@ 30, 25 lb. boxes</b> @13 1/2 <b>18@ 24, 25 lb. boxes</b> @15 1/2 <b>Hominy</b> <b>Pearl, 100 lb. sacks</b> 3 50 <b>Bulk Goods</b> <b>Elb. Macaroni, 20 lb. bx.</b> 1 35 <b>Egg Noodle, 10 lb. box</b> 1 25 <b>Pearl Barley</b> <b>0000</b> 7 00 <b>Barley Grits</b> 5 00 <b>Chester</b> 4 50 <b>Lentils</b> <b>Chili</b> 10 <b>Tapioca</b> <b>Pearl, 100 lb. sacks</b> 7 1/2 <b>Minute, 3 oz., 3 doz.</b> 4 05 <b>Dromedary Instant</b> 3 50 <b>Jiffy Punch</b> <b>3 doz. Carton</b> 2 25 <b>Assorted flavors.</b> <b>EVAPORATED MILK</b> <b>Quaker, Tall, 10 1/2 oz.</b> 2 85 <b>Quaker, Baby, 4 doz.</b> 1 43 <b>Quaker, Gallon, 1/2 dz.</b> 2 85 <b>Garnation, Tall, 4 doz.</b> 2 95 <b>Carnation, Baby, 4 dz.</b> 1 43 <b>Oatman's D'dee, Tall</b> 2 95 <b>Oatman's D'dee, Baby</b> 1 43 <b>Pet, Tall</b> 2 95 <b>Pet, Baby, 4 dozen</b> 1 45 <b>Borden's, Tall, 4 doz.</b> 2 95 <b>Borden's, Baby, 4 doz.</b> 1 43 <b>FRUIT CANS</b> <b>Ball Mason</b> <b>F. O. B. Grand Rapids</b> 8 00 <b>One pint</b> 9 30 <b>One quart</b> 9 30 <b>Half gallon</b> 12 40 <b>Mason Can Tops, gro.</b> 2 55 <b>FRUIT CAN RUBBERS</b> <b>Presto Red Lip, 2 gro. carton</b> 78 <b>Presto White Lip, 2 gro. carton</b> 83 <b>GELATINE</b> <b>Jell-o, 3 doz.</b> 1 90 <b>Minute, 3 doz.</b> 4 05 <b>Knox's, 1 dozen</b> 2 25 <b>Jelsett, 3 doz.</b> 1 40 <b>HONEY</b> <b>Lake Shore 1 lb. doz.</b> 1 90 <b>JELLY AND PRESERVES</b> <b>Pure, 30 lb. pails</b> 2 60 <b>Imitation, 30 lb. pails</b> 1 60 <b>Pure Pres., 16 oz., dz.</b> 1 80 <b>12 oz. Apple Jelly, dz.</b> 95 <b>13 oz. Mint Jelly, dz.</b> 1 60 <b>7 oz. Cranberry Jelly, dz</b> 90 <b>JELLY GLASSES</b> <b>1/4 Pint Tall per doz.</b> 35 <b>JUNKET GOODS</b> <b>Junket Powder</b> 1 20 <b>Junket Tablets</b> 1 35 <b>MARGARINE</b> <b>Wilson &amp; Co.'s Brands</b> <b>Oleo</b> <b>Nut</b> 11 <b>Cut A F Oleo</b> 09 <b>MATCHES</b> <b>Diamond, No. 5, 144</b> 6 25 <b>Searchlight, 144 box</b> 6 25 <b>Crescent, 144</b> 5 65 <b>Diamond, No. 0</b> 5 00 <b>Safety Matches</b> <b>Red Top, 5 gross case</b> 5 25 <b>Signal Light, 5 gro. cs.</b> 5 25 <b>Standard, 5 gro. cs.</b> 3 75 <b>MUELLER'S PRODUCTS</b> <b>Macaroni, 9 oz.</b> 2 10 <b>Spaghetti, 9 oz.</b> 2 10 <b>Elbow Macaroni, 9 oz.</b> 2 10 <b>Egg Noodles, 6 oz.</b> 2 10 <b>Egg Vermicelli, 6 oz.</b> 2 10 <b>Egg Alphabets, 6 oz.</b> 2 10 <b>Cooked Spaghetti, 24c, 17 oz.</b> 2 20 <b>NUTS</b> <b>Whole</b> <b>Almonds, Peerless</b> 15 1/2 <b>Brazil, large</b> 14 1/2 <b>Franci Mixed</b> 15 <b>Filberts, Naples</b> 20 <b>Peanuts, Vir. Roasted</b> 10 <b>Peanuts, Jumbo</b> 11 <b>Pecans, 3, star</b> 25 <b>Pecans, Jumbo</b> 40 <b>Pecans, Mammoth</b> 50 <b>Walnuts, Cal.</b> 14@20 <b>Hickory</b> 07 <b>Shelled</b> <b>Almonds</b> 39 <b>Peanuts, Spanish, 125 lb. bags</b> 7 1/2 <b>Filberts</b> 32 <b>Pecans, salted</b> 45 <b>Walnut, California</b> 48 <b>MINCE MEAT</b> <b>None Such, 4 doz.</b> 6 20 <b>Quaker, 3 doz. case</b> 2 65 <b>Yo Ho, Kegs, wet, lb.</b> 16 1/2 <b>OLIVES—Plain</b> <b>Quaker, 24 4 oz. cases</b> 1 87 <b>Quaker, 24 7 1/2 oz. cs.</b> 3 55 <b>High Life, 12 22 oz. cs.</b> 3 45 <b>1 gal. glass, each</b> 1 30 <b>OLIVES—Stuffed</b> <b>Quaker, 24 2 1/2 oz. cs.</b> 1 87 <b>Quaker, 24 4 oz. cs.</b> 2 75 <b>Quaker, 24 5 oz. cs.</b> 3 55 <b>Quaker, 24 7 1/2 oz. cs.</b> 4 55 <b>Quaker, 24 10 oz. cs.</b> 5 95 <b>Quaker, 12 32 oz. cs.</b> 7 88 <b>1 Gallon glass, each</b> 1 80 <b>PARIS GREEN</b> <b>1/2s</b> 34 <b>1s</b> 32 <b>2s and 5s</b> 30 <b>PICKLES</b> <b>Sweet Small</b> <b>L and C, 7 oz., doz.</b> 92 1/2 <b>Paw Paw, quarts, doz.</b> 2 80 <b>Dill Pickles</b> <b>Gal., 40 to Tin, doz.</b> 8 20 <b>32 oz. Glass Thrown</b> 1 50 <b>PIPES</b> <b>Cob, 3 doz. in bx.</b> 1 00@1 20 <b>PLAYING CARDS</b> <b>Blue Ribbon, per doz.</b> 4 50 <b>Bicycle, per doz.</b> 4 70 <b>Torpedo, per doz.</b> 2 50 <b>POP CORN</b> <b>Sure Pop, 25 lb. bags</b> 1 25 <b>Yellow, 25 lb. bags</b> 1 25 <b>COD FISH</b> <b>Mother Ann, 1 lb. pure</b> 25 <b>FRESH MEATS</b> <b>Beef</b> <b>Top Steers &amp; Helf.</b> 11 <b>Good Steers &amp; Helf.</b> 10 <b>Med. Steers &amp; Helf.</b> 08 <b>Com. Steers &amp; Helf.</b> 07 <b>Veal</b> <b>Top</b> 11 <b>Good</b> 10 <b>Medium</b> 08 <b>Lamb</b> <b>Spring Lamb</b> 18 <b>Good</b> 16 <b>Medium</b> 14 <b>Poor</b> 07 <b>Mutton</b> <b>Good</b> 07 <b>Medium</b> 06 <b>Poor</b> 05 <b>Pork</b> <b>Loins</b> 12 <b>Butts</b> 12 <b>Shoulders</b> 09 <b>Spareribs</b> 07 <b>Neck Bones</b> 03 <b>Trimnings</b> 06 <b>PROVISIONS</b> <b>Barreled Pork</b> <b>Clear Back, 16 00@18 00</b> <b>Short Cut, Clear</b> 12 00 <b>Dry Salt Meats</b> <b>D S Belles</b> 20-25 10 <b>Lard</b> <b>Pure in tierces</b> 07 1/2 <b>60 lb. tubs</b> advance 1/4 <b>50 lb. tubs</b> advance 1/4 <b>20 lb. pails</b> advance 1/4 <b>10 lb. pails</b> advance 1/4 <b>5 lb. pails</b> advance 1 <b>3 lb. pails</b> advance 1 <b>Compound, tierces</b> 07 1/2 <b>Compound, tubs</b> 08 <b>Sausages</b> <b>Bologna</b> 11 <b>Liver</b> 15 <b>Frankfort</b> 13 <b>Pork</b> 15 <b>Tongue, Jellied</b> 32 <b>Headcheese</b> 13 <b>Smoked Meats</b> <b>Hams, Cert., 14-16 lb.</b> 17 <b>Hams, Cert., Skinned</b> 16-18 lb. @17 <b>Ham, dried beef</b> <b>Knuckles</b> @23 <b>California Hams</b> @10 <b>Picnic Boiled Hams</b> @16 <b>Boiled Hams</b> @23 <b>Minced Hams</b> @11 <b>Bacon 4/6 Cert.</b> @18 <b>Beef</b> <b>Boneless rump</b> @19 00 <b>Liver</b> <b>Beef</b> 10 <b>Calf</b> 35 <b>Pork</b> 07 1/2 <b>RICE</b> <b>Fancy Blue Rose</b> 5 00 <b>Fancy Head</b> 6 10 <b>RUSKS</b> <b>Postma Biscuit Co.</b> <b>18 rolls, per case</b>
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## SHOE MARKET

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

### What Will Shoe and Leather Pay for "Recovery"?

Recovery dollars are sweeping into retail stores. Midwest farmers have received \$66,000,000 in wheat reduction benefits. More than \$30,000,000 went out as a bonus to reduce the pork surplus. Cotton growers have received over \$50,000,000. The famous check-writing machines in Washington are geared up to turn out 40,000 drafts on the Government between 9 a. m. and 4:30 p. m. every day. The corn-hog program is going full tilt. More than 1,200,000 corn and hog raisers will receive approximately \$365,000,000 by March, 1935. Seven hundred and ninety-eight thousand wheat growers stand to benefit in this largest commodity relief enterprise ever attempted by any government, anywhere.

The field of Federal Finance is to be extended. There is a possibility of direct loans to industry. Certainly government is doing its part to "prime the pump." The President has asked for \$1,500,000,000 to run the emergency agencies during the Congressional adjournment. What a burden taxation will be forced to bear from this continuous outgo of money! The power to tax may also be the power to destroy.

We have every hope that the acceleration of business will ultimately reduce the necessity for these high government expenditures. It is true that values of business, as represented by stock certificates, have increased many times the amount of money being expended by government. But there is a vast difference between the appreciation of capital and the cost of relief. Capital continues to live as a working force while every dollar expended in commodity and human relief is a dollar on the expense side for current living.

The National Industrial Conference Board says:

"Federal, state, and local government disbursed in 1932 in the form of salaries, wages and interest \$6.8 billion, or about \$900 million more than the total income of \$5.9 billion produced by all the manufacturing industry of the country.

"Government disbursements in 1932 were \$340 million larger than in 1929, while income produced by manufacturing in 1932 was \$13.5 billion less than in 1929.

"The actual payments of government to labor and capital employed by it represent income produced by govern-

ment. Income originating in the field of government activity is thus made up of the payments to employees plus interest on governmental debt. Payments to employees increased from \$4,984 million in 1929 to \$5,277 million in 1932, and during the same period interest payments on public debt rose from \$1,472 million to \$1,520 million."

The public and industry accept, up to this point, most of the remedies as being necessary under the extreme emergency of the depression. But now, with business showing definite recovery, comes the time for cautions. The United States has bought "recovery" and though the price has been high, there evidently was no other way out. The thing to watch at the moment is the possibility of tariff manipulations.

Congress has been asked to permit the Administration to go shopping in foreign capitals, with manufactured products as a principal basis for negotiation. Congress strenuously objects to the inclusion of such basic commodities as wheat, cotton, corn, hogs, rice and sugar in bartering with foreign nations on tariff. In all probability, the President will be prohibited from cutting tariff rates on any agricultural products.

Shoes and leather, now protected by tariff, may be one of the items tinkered with by international tariff agreement. For example, a foreign country may accept automobiles, rails, wire, machine tools, etc., and in exchange may ask for the lowering of our tariff on shoes and leather and other manufactured commodity goods so that they can ship to our shores an immense tonnage of retail goods. In this way, the shoe and leather industries, in their manufacturing divisions, may be paying "through the nose" for the exportation of heavy and capital goods.

Tinkering with the tariff is a real menace therefore to the shoe and leather industry. Bartering with foreign nations, with shoes and leather as one of the pawns, will have a direct effect on manufacturing and making and through comparisons with domestic prices tend to lower all values at retail.

Shoe and leather is certainly in jeopardy in the big game for if the Administration can make a bargain with some foreign country to buy \$50,000,000 worth of heavy commodities, they certainly are going to make an opening for that foreign country to dump in a few million dollars worth of shoes and leather. It may seem to be a good bargain in the intercourse of business between nations but what will it do to the comparatively small business of the shoe and leather field?—Boot and Shoe Recorder.

Monogramming is being actively promoted by a New York store, the service being offered on a wide range of merchandise—aluminum ware, bath mats, hampers, shower curtains, liqueur sets, cocktail shakers, linens, towels, etc. It adds customer interest and, equally important, eliminates returned goods, customers being informed that the monogrammed goods are non-returnable.

## IN THE REALM OF RASCALITY

(Continued from page 3)

sion's recent issuance of cease and desist orders on the same count to fifty-two candy companies. Commission action in all these cases followed the Supreme Court decision of Feb. 5, upholding the Commission in a similar case against R. F. Keppel & Brother, Lancaster, Pa., candy manufacturers. Lotteries in the candy trade are carried on in various ways, some by placing in an assortment of chocolate candy of uniform sizes and shapes a few pieces which have different colored centers. The purchaser drawing a different colored center is given a prize consisting of larger pieces of candy or articles of merchandise.

Advertising "herb tea" as a competent remedy for several diseases when it is not such a remedy, is charged by the Federal Trade Commission in a complaint just issued against A. G. Ashley, of New Brunswick, N.J., trading as Chic-American Distributing Co. Ashley sold a preparation called "Chic Herb Tea" which, he advertised, would cure or remedy constipation, indigestion, kidney afflictions, or liver and gall bladder trouble as well as auto-intoxication and obesity. According to the Commission's complaint, the herb tea has no therapeutic value nor properties which will produce beneficial results in treating human ailments.

Labeling cigars as "factory throw-outs" when they are not "throw-outs," is banned by the Federal Trade Commission under a cease and desist order

just issued against J. Oliver Snyder, Hamstead, Md., cigar dealer trading as E. Snyder & Son.

Snyder is not to represent his cigars as "throw-outs" or factory left-overs unless they have been thrown out, left over, or discarded, during or after manufacture, from certain factory lots of cigars manufactured for sale as higher priced or higher grade cigars and with the same quality of tobacco as used in higher grade cigars, according to the order.

Use of the words "manufacturer," "producer" or "maker" to imply that Snyder is a manufacturer and not a middleman or that by reason of being a manufacturer selling directly to the purchaser he thereby excludes the costs and profits of a middleman, is prohibited under the Commission's order unless a factory for production of the cigars is actually owned.

Charging misrepresentations of medicinal products, the Federal Trade Commission has just issued a formal complaint against American Drug Corporation, St. Louis, manufacturers of preparations described as "Sinasiptec" such as "Sinasiptec Inhalant" and "Sinasiptec Ointment" designed for treatment of sinus trouble, hay fever and other ailments.

According to the Commission's complaint, the company's representations of its products as remedies or effective treatments for these diseases as false and misleading.

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## MICHIGAN SHOE DEALERS

### MUTUAL FIRE INSURANCE COMPANY

LANSING MUTUAL BUILDING

GRAND RAPIDS . . .

DETROIT . . .



## Awaits Administration Views on Labor Bills

Labor leaders in the House of Representatives soon are to hear from the Administration how far it will go in the acceptance of additional hours of work legislation, it is said.

They assert responsibility lies with the President and his Secretary of Labor to make a proposition by the way of a compromise if the present movement is to be sidetracked for the discharge of the House Labor Committee from further jurisdiction over proposed thirty-hour bills. The next move of the House labor bloc will be for action upon the Black bill which already has passed the Senate but which has been kept dormant in the House.

Administration leaders, annoyed by petitions for the discharge of various committees from further jurisdiction over various pieces of legislation, are contemplating seeking a revision of the rules which make this action possible.

## NRA Worried by Consumer Resistance

Consumer resistance to advancing retail prices is being recognized by the National Recovery Administration and the present situation may lead to a public statement on the subject by Recovery Administrator Johnson.

It is believed that the matter has been brought to a head by the compulsory advances in tire prices under the code of the tire industry. A chain store took advantage of the situation to publicize its own low prices by apologizing to the public for having to bow to the demand of the Administration, and for being compelled to take toll from its customers that it did not want.

Officials are annoyed by the fact that advancing automobile prices brought a tremendous number of cancellations; that the cotton textile industry is facing great accumulations because of higher prices, attributable in no small part to the processing taxes; the rayon industry has had to go into a curtailment program, and other industries are being embarrassed, it is asserted, by lessened consumption.

## Interesting Incident of Early Lumbering Days

In the course of my business I was accustomed to make many trips to Manistee when nearly all of the old-time lumbermen were still alive and doing business. My particular friend up there was E. Golden Filer, who had lived there since he was a boy. Coming from Racine, Wisconsin, with his father long before the civil war, he had become one of the outstanding lumbermen of Michigan.

One day I spoke to him about a certain well-known citizen up there who had likewise lived there all his life and asked why he had not been successful in the lumber business and he stated, "It might be conceited for

me to say it, but a lumberman has to be on his feet once in a while and Oren does not like to get on his feet very often." He then told me the following interesting story of a very early date.

At the time a large part of the forest lands were owned by the United States Government and subject to purchase at \$1.25 per acre and this story had to do therewith.

It was in 1866 and there was no railroad North of the old Detroit, Grand Haven & Milwaukee, now the Grand Trunk, running from Detroit to Grand Haven. Manistee was isolated from the outside world except by boat. Mr. Filer had his timber lookers out on a certain section estimating timber and late one Saturday afternoon they came in and reported that they had run across the cruisers of another lumberman in Manistee and had made a hurried trip to advise him of that fact.

This meant to Mr. Filer that he should get busy to purchase the land at once from the United States Government, otherwise his competitor would get it. The United States Government land office for this district was in Ionia and the only way of getting out of town was, as stated above, by boat. There was a boat leaving Manistee that Saturday evening for Milwaukee, stopping at Ludington, and Mr. Filer got his money together for the purchase and went down and took the boat. He did not see his rival on the boat, but all the time going to Ludington he had a feeling he was there. When the boat docked at Ludington, it was dark and Mr. Filer got off the boat. As he walked down the gang plank he looked back and, sure enough, on the upper deck he saw his rival looking down at him.

Here was the strategy of the two: Mr. Filer was endeavoring to go down through the wilderness to Grand Haven to take the train to Ionia Monday morning. His rival figured that the best way for him to do was to go to Milwaukee and take a chance of getting across to Grand Haven, evidently for the same train.

It was very late when Mr. Filer got off the boat and almost pitch dark, but he hired a horse and started on a mere horseback trail through the woods to Pentwater, where he arrived very early Sunday morning, expecting that he might find a tug to take him down to Grand Haven, but there was either none or else the weather was such that they declined to take the boat out, but suggested that possibly some of the fishermen on the shore might be willing to sail down, so Mr. Filer went down and offered two fishermen \$50 to start at once and get him in Grand Haven Monday morning by 6 o'clock.

The lake was rough, with heavy weather, but Mr. Filer was somewhat of a sailorman himself and they sailed all Sunday and that night and Filer arrived in Grand Haven Monday morning in time to take the train for Ionia. Arriving there, he went to the land office and sat on the steps until it opened up.

Enquiring for the plat books of the lands which he was desirous of purchasing he found that they were all

marked up as sold and asked if they had been paid for. The clerk informed him that they had not, that they had marked them up by request of a timber broker in Ionia on telegraphic instructions from someone in Milwaukee.

Colonel James H. Kidd was Government agent of the land office at Ionia and Mr. Filer at once stated, "I know what the law is. I am here with the money to pay for these lands and the law is that anyone that first tenders the money is entitled to the lands."

The clerk began to demur, but Mr. Filer finally stated that "unless I get these lands, as I am entitled to by law, there will be trouble in this land office." After communicating with Colonel Kidd, Mr. Filer was allowed to purchase the lands and thereby added to his standing timber for subsequent manufacture in the years to come.

Mr. Filer told me this story as an example of the fact that it was necessary for a lumberman to be on his feet once in a while and that while later people generally thought the lumbering business must have been easy to make money in, that it was like any other business—sometimes very necessary to undergo severe hardship in order to succeed.

Claude T. Hamilton.

## OUT AROUND

(Continued from page 9)

months was less than eight cents per pound from no matter what source. Yet the code means nothing to the chain, because they are not based on quantity discount for each store but every store they have. Why doesn't a good smart fellow pick this up and line up the independents? There are a lot of products sold direct to the merchant without going through a wholesaler. The funny part of all is there is very little reason for oleo to go up at present, yet during the time the A. & P. has a sale and until people get all loaded down for two or three weeks the price will stay up, then it will drop, and the chain will buy a big bunch to last them for another three weeks and the price will go back up while the chain puts up a big front that they can sell cheaper. So far as I personally am concerned I do not care what they do.

R. K. Gunther.

I have learned through sources which I consider reliable that the Frank China Co., of Salisbury, N.C., is owned by a man named R. C. Yancey, who must be a very crooked individual, judging by the junk he ships out to merchants who have been so foolish as to pay in advance for what is represented to be good saleable stock. The Government officials at Washington have been so busy of late they have not been able to give this matter consideration, but when they do get around to give his offenses the attention they deserve Yancey will possibly change his postoffice address from Salisbury to Fort Leavenworth.

A well posted and progressive merchant from a neighboring city writes me: "I take all the papers I can find money to pay for in order to keep in close touch with the NRA and the mess it has gotten us merchants into, but I obtain more real and authentic information from the Tradesman than all the other papers I take. I have decided to cut out the other publications

as fast as my subscriptions expire and depend entirely on the trustworthy information I receive from the Tradesman, which has never yet failed to guide me rightly in my dealings with Uncle Sam, my customers and my creditors."

In his talks over the radio Sunday evening, Arthur Sears Henning, dean of the Washington correspondents of the Chicago Tribune, misquoted the suggested epitaph for Charles II. The author of the epitaph was the Earl of Shaftsbury and the entire suggestion was as follows:

Here lies our mutton eating king  
Whose words no man relies on  
He never said a witty thing  
And never did a wise one.

It is exceedingly fortunate for the retail grocery trade of the United States that the Goodwin plan petered out before it was ever put into execution. Its success would have precipitated a bad situation which might have made much trouble for the trade.

E. A. Stowe.

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### Sidelights on Some Southern Michigan Towns

**Lawton**—Some frost around Lawton, but no damage reported. Never saw so many acres of vineyards. While grapes have been a money making crop many years, the past three have not been profitable. It looks as though this section needs more diversified crops.

**Marcellus**—Marcellus has a very wide main street nicely paved. I was surprised to learn that the one chain food store had left here. A few years ago the A & P chain leased a store from C. C. Long, for a term of years at \$55 per month. After the first year the manager said they would not pay over \$35 a month, and if not acceptable they would move out. At the close of the second year, the owner of the store was told the rental would be only \$25 per month, so he told them to get out, which they did. Then he stocked up the store and has since conducted it. This is another case of a deceptive lease, which has fooled many an owner of store property, who has supposed he had a perfectly good lease, but finds later the chain has put one over on him.

**Schoolcraft**—Schoolcraft has seven food merchants, which is more than usually found in a village of this size. I was attracted by a street corner sign, with arrow pointing to an old-time store building located on that corner. The sign stated that Cooper once lived in the old building, now a hardware store. I went in to enquire the history, and was told that J. Fenimore Cooper, the author of the Leather Stockings tales, was an early resident of Schoolcraft and wrote several books when he lived in this old store building with living apartment attached. This was all news to me, so I pass it on to you.

**Three Rivers**—Every food merchant called upon to-day, who was selling oleo in 1930-31, was entitled to a refund, but none of them knew it. Some old subscribers did not read the Tradesman carefully, so lost over seven dollars to which they were entitled. It is just too bad that some subscribers do not keep posted on matters of importance to their business success. The merchants who read the Tradesman carefully are well posted business men. I met dozens of merchants who never watch the market and advance their prices in step with a rising market. As a result, they make little if any profit, then wonder why. Some merchants think they are fortunate in buying merchandise before the price raised and they tell customers they can undersell others, so they go ahead and sell out their supply at the first price, thinking they have made a profit. When they replace the goods at the higher market, they do not seem to realize it takes away most of their profits in addition to the first cost to get the same amount of goods back on their shelves. The merchant who does not step his prices up with a rising market loses many dollars at the time of a rising market, such as prevails now. In my travels I am undertaking to show food merchants the science of

merchandising. There is a science in operating a store, just as there is a science in farming, and the merchant who uses his head is going to make greater success.

This city has a full quota of big and little chain stores, which are sending away a large percent of the profits on trade of the community. Were it not for this fact prosperity would be much nearer than it is. Every home merchant was glad to sign the petition to President Roosevelt, urging him to carry out his promise to enforce the anti-trust laws against monopoly. Met two bright young men here who recently opened food stores of their own. I refer to Erwin Toblen, located at 6 North Main and C. J. Alexander at 115 West Hoffman street. Both were formerly clerks in local chain stores, where they acquired training in salesmanship. As no clerk can learn anything about buying who clerks in a chain store, they are both taking the Tradesman as a silent partner. These young men have small but complete stocks of choice foods, all neatly displayed and they are worthy of patronage of the home people. It is men like these, who keep the profits on trade at home, that built up this city. Outside chains impoverish it, as they send all profits away, never to return.

Took me all day to finish up Three Rivers, which is a beautiful little city at the junction of the Rocky and Portage rivers, where they empty into the St. Joseph river. The D.A.R. has erected suitable bronze tablets recording early history. The early French explorers paddled their canoes up the St. Joseph river and established a fur trade with the Indians in 1680. Early pioneers under Cassaway and Gibson established a trading post here in 1836 and the first village surveyed was called Moab. The big paper mill here of the Eddy Paper Co. employs a good force of men and women. Report was received to-day that the working force will be increased at once to care for recent large orders for corrugated shipping cases. In the yards are vast heaps of baled waste paper, brought in by trucks and trains.

**Constantine**—Arrived in Constantine this evening and stopped at Hotel Harvey, a neat little hostelry. While at dinner my attention was attracted to three young women, the younger about sixteen and the older about twenty. They were each sipping a large glass of beer, which they had had refilled for the fourth time while I was present. I wish some of the deacons, who are members of the Legislature and assisted in installing the State of Michigan in the liquor business could have been present and witnessed this degradation of young womanhood. They appeared to think the law had made liquor drinking respectable and that they had all the rights of the old-time toper of former saloon days. If the people would wake up and withdraw their patronage from the big greedy chain store corporations, which are bleeding the state by sending to Wall street the profits on trade, they would not need to assume the role of saloon-keeper and help degrade young

men and women to raise the tax money to support public schools and state institutions. If the state was not robbed by monopolies, there would be no difficulty in raising needed tax money.

The numerous shade trees of the beautiful village of Constantine impress one with the cozy setting it has upon the banks of the St. Joseph river. Founded in an early day, its trees have grown to maturity and among its business blocks is found the architecture of colonial times. From the dining room of Hotel Harvey, located upon the bank of the river, is a beautiful view of trees reflected in the waters, and in the background is the large power house of the Southern Michigan Power Co. Two large casket factories are located here, also a big paper mill and a large co-operative creamery, said to produce more butter than any other of the state.

**White Pigeon**—Upon entering the village of White Pigeon, I stopped to view the grave and memorial of Wahbememe, known as Chief White Pigeon, who was murdered by his tribesmen and buried here in 1830. History says, Chief White Pigeon, was friendly to the early white settlers. At a pow-wow of the Indians, he learned a massacre of the whites was being planned. Knowing there were no soldiers nearer than the army post at Detroit, he ran there and notified the commander of the fort, who sent an expedition post haste for their relief. Upon learning that Chief White Pigeon had betrayed their plans, the Indians took his life. The white man remembered him by the erection of a suitable memorial. White Pigeon seems to be holding its own. It has a number of good stores, among them that of E. N. Gortner, whom I learned is a candidate for postmaster. As he conducts a good store and has made a success of his business, there is no doubt he will hand out the mail so as to please each patron, should he receive the appointment. Among the early structures erected here, I was attracted to the old Baptist church, built in 1867.

**Centerville**—At Centerville, the county seat, E. C. Sholl informed me he had received his refund on the oleo tax, as he is a constant reader of the Tradesman. Another merchant said he had been a subscriber, but since the big national chain stores came, it had made him so short of cash he had to drop it, so he lost \$7.50 on the oleo refund, to which he did not know he was entitled. Having been a resident of this county and an occasional visitor to the county seat reminds me of an incident which happened here years ago. At the annual fair, a balloon ascension was advertised. A farmer and his wife from the back country attended. While the balloon was being inflated with hot air, the farmer left his wife in the rear of the crowd and pushed his way in so he could get a better view. He did not notice he was standing on the ropes, so when the call came to "let her go," the balloon shot up with the balloonist on the trapeze and the farmer dangling from the ropes in which he got entangled.

The balloonist called to him to hang on and slowly he drew him up beside him. The balloon being overloaded did not reach a high altitude, but landed safely in a field a mile away. When the farmer hastened back to find his wife, she asked him if he saw that old farmer fool who got caught in the ropes and went up with the balloon. He replied, "Why ma, that was me."

E. B. Stebbins.

### The Future NRA Price Policy

What degree of price control will be permitted by the NRA in the future will depend upon whether "normal" or "emergency" conditions exist in the industry under consideration.

Under "normal" conditions, price control will be relaxed and free competition will prevail within the limits of a properly functioning and standardized cost accounting system. Rules on the inclusion of transportation and similar charges in prices will be carefully studied again, and may in many cases be modified considerably.

Under "emergency" conditions, the code authority will be permitted to fix prices and, if necessary, to institute strict production control in addition. However, "emergencies" may be proclaimed only for a limited period and are to be terminated quickly.

Indications are that the official acknowledgment that normal and "emergency" conditions require different treatment, may play an increasingly important role in the NRA of the future.

### An Interlude of Suspense

The state of suspended animation displayed in the security markets this week reflects an attitude of watchful waiting, induced by the number of vital developments expected from Washington during the next fortnight.

The silver message, stock control legislation, tariff changes, the war debts pronouncements, housing legislation, NRA changes—these are only some of the major pending issues. In the face of so many fundamental questions to be clarified within the near future, unwillingness to make future commitments at this stage is naturally marked.

It is likely that the present state of profound uncertainty may continue until the adjournment of Congress next month.

### My Garden

I walked within a garden fair  
Midst bowers  
Of flowers;  
With golden sunbeams dancing where  
For hours  
The showers  
Had watered swelling bud and blade  
Till, coming like a cavalcade  
In varied dress,  
Their loveliness  
Bedecked the spot which ran a rune  
And thrilled my soul that day in June.  
There too aglow  
Above, below  
Ranged lovely ramblers 'long the wall  
Where larkspur stood like guardsmen tall  
The truth did seem  
More like a dream  
For planted gardens grow so fair  
The planters are but dreamers there.  
Charles A. Heath.

Excesses to-day exact to-morrow.



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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

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