

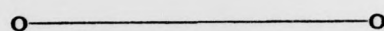
THE BRIGHT SWORD OF MEMORY

I who have walked with beauty will not falter
Though drear may stretch the road ahead, and long,
For I have seen on Time's eternal altar
Love's candle burning like some flaming song.

I who have walked with wonder shall not waver
Though many be the miseries I see;
I shall go forward fortified and braver
Who hold the jeweled sword of Memory.

I who have walked with gladness will not tarry
Again with sorrow, though she press me sore;
A cross of Joy shall be the cross I carry
Up through the years and on forevermore.

ELIZABETH SCOLLARD.



IF I HAD KNOWN

If I had known what trouble you were bearing,
What griefs were in the silence of your face;
I would have been more gentle, and more caring,
And tried to give you gladness for a space.
I would have brought more warmth into the place,
If I had known.

If I had known what thoughts despairing drew you;
(Why do we never try to understand?)
I would have lent a little friendship to you,
And slipped my hand within your hand,
And made your stay more pleasant in the land,
If I had known.

MARY CAROLYN DAVIES.

Sales Jump 30% to 50%



...when you install
this custom-built
display

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

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

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

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

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

NATIONAL BISCUIT COMPANY



"Uneeda Bakers"

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

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LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

Rademaker-Dooge Grocer Co.

Distributors for

KARAVAN KIRO COFFEE

KARAVAN EL PERCO COFFEE

KARAVAN SIXTY-SIX COFFEE

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Grand Rapids, Michigan

Take a good look at
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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.



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Wholesale
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Wholesale
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SEEDS

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Packet

Vegetables and Flowers

We Specialize in

LAWN GRASS and GOLF COURSE Mixtures

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GRAND RAPIDS, MICHIGAN

MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, MAY 30, 1934

Number 2645

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

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NRA Conditions

Impressions Received in Southern Michigan Towns

Sturgis—Sturgis is one of the most progressive little cities I have found in my travels throughout this state. Although it was my home many years ago and I had a part in its development at that time, I believe that I judge its merits fairly. Very few citizens have the co-operative spirit that you will find among its citizens. It has had an unusual list of outstanding business men who gave freely of their time to the community and, as a result, the city made rapid strides ahead. One of its outstanding accomplishments is the building of a large hydro-electric plant, sixteen miles away, upon the St. Joseph river. Power and light was supplied to this and other communities, thus producing an income for the city, which has enabled the municipality to pave its streets and create and maintain its modern sewer system. Many years there has been no levy of city taxes, the municipal plant income being sufficient to pay all operating expenses. For its size Sturgis has many industries, which are well diversified, so that labor is usually well employed. It claims ninety-two per cent. home-owned residences. A year ago a new postoffice building was completed by the Federal Government, located upon a beautiful site adjoining the business section. Like all other cities Sturgis was hit severely by the depression and its citizens shared in the severe losses which swept the Nation. However, she has the ability and will be among the first of the cities of the state to reach normal recovery. When Sturgis achieved fame for her enterprise and her rapid advancement, her industries were home owned, as well as her business places. All the merchants had their homes here and the profits on trade were deposited in local banks and used to build factories, schools, churches and many beautiful homes. What a change has come. Like in other cities, formerly prosperous, have come the

greedy chain store corporations, which through tempting rentals have caused local owners of store buildings to lease them their property, then they opened warfare upon the home merchant with a view of forcing him out of trade. These greedy invaders have no interest in the city, outside of what they can get out of it. They come for but one purpose—the profit on trade, which is the lifeblood of every town and city. The community must have the profit on trade if it is to continue in a healthy condition. To-day, the profit on trade, which formerly stayed in Sturgis is transferred daily to Wall street and other financial centers. The chain store owners have no interest but to exploit the city. They have no school, church, or welfare problem. They leave this to be cared for by the home people. As long as this condition continues I see little chance for a return of prosperity. In my contact with the home merchants I find none are making a reasonable profit, while many are fighting to save their business. While calling upon a food merchant I was confronted with a pathetic case of distress. A mother of six children came in with a welfare order, which was much less than actual needs. The family had been living upon scant rations for months. The father of the family, a world war veteran, afflicted with T.B., was unable to work. This made the life of the mother a nightmare, as she brooded over her troubles. The merchant had often helped them and waited for his pay. The distress of this mother pleading for more welfare aid for her family prompted me to open my purse and purchase what she most needed and she thanked me with tears in her eyes. In my travels I have heard many similar tales of distress. These widespread conditions are a disgrace to the Nation. We have here the garden spot of the world. We have had no famine or pestilence, but have always been blessed with abundance. It is clear to see that our National distress is man-made. The greedy National chains are seeking control of the food-supply. All through this depression they have declared their regular dividends and frequently special ones. They have driven thousands of smaller merchants out of business, leaving them destitute. In my talks with leading citizens of Sturgis, I find they begin to realize how their city is being impoverished. Knowing their spirit for fair play and a chance to "live and let live," I believe they will eventually rise in revolt and refuse to patronize these blood-suckers. If they will do this, it will not be long until the profits on trade will remain here and prosperity will return.

Burr Oak—At Burr Oak I had a very pleasant chat with Wm. Deno and wife. Both had warm words of praise for the Tradesman and the valuable advice it gives. Mr. Deno received

a two-year refund on the oleo tax, which he said he would not have received had it not been for the Tradesman giving him notice. Other merchants of Burr Oak will be reading the Tradesman carefully from now on, as it has helped them to get their application or claim filed with the revenue department.

Bronson—Bronson is a fine town of 1600 population. Has four good factories, which employ many people. The big chain stores are here and what profit they get on trade is sent out of town next mail, instead of remaining here as do the profits received by the home merchants. This town needs an active campaign of enlightenment of its own people, who give their trade to these greedy intruders. If the profits on trade could remain in Bronson, instead of much of it being sent away, never to return, the town would soon see the return of prosperity. I find many food merchants indignant when they learn that the Federal Government took their money unlawfully, under the guise of taxes, then failed to notify them of its mistake. Some kind of a protest should be lodged with the Treasury Department at Washington, urging the withdrawal of the statute of limitation, owing to the fact it did not honestly notify the merchants of the error, then if they did not apply for the refund it would be their own fault for not getting their money back. The Tradesman has been the only source of information I have found that has brought refunds to wholesalers, jobbers and merchants. This service alone has returned many thousands of dollars which otherwise Michigan business men would not have received.

Coldwater—Coldwater is named after the river which flows through the city. Three miles of new pavement is being built Westward from the city limits the old pavement having been removed. This is on No. 112 state highway, which has unusually heavy traffic, so the new pavement is made much stronger and will eventually replace much of the old cement pavement, which is in bad condition in many sections. I heard more complaint in this beautiful city among the food merchants than I have heard for some time. There seemed to be a warfare and strife among the home merchants, which several merchants said was worse than the competition of the chain stores. Prices are cut so there is no profit for anyone. What should be neighborly co-operation in business turns to commercial warfare. It is too bad to see such a demoralized situation and it shows clearly the need of an efficient organization of the home business interests of the city. No business is carried on without profit, there are no surplus funds for expansion and such a community will soon be slipping backward. It is a well-known fact that chain stores impover-

ish every town and city where they locate. They do not spend their profits in the community, but immediately send them away daily to the big financial centers. When home merchants fight one another in a price war they hurt their community almost as much as do the greedy chain stores. There is a real need of a new gospel—the gospel of "live and let live." There is a need in the business world of more converts to the religion of the Golden Rule. Local business men should take an active interest in promoting "brotherhood" and "goodwill" among themselves. They should do this in the interests of their own business, as well as the interests of the community. The day is near when the local press and pulpits will espouse the cause of the home community and will preach the gospel of how to live here in this world. They will show the blighting effect of selfishness and greed. They will enlighten the people by showing them the necessity of profits on trade remaining at home, so as to keep the community in a healthful condition. Material prosperity is the foundation of successful living. Poverty and distress bring increased crime and make religious progress impossible. The church and all other societies suffer, therefore the gospel of "live and let live," will appeal to every citizen.

Marshall—Marshall is a beautiful little city, being noted as a center of mail-order medical and health appliance companies, some of whom have made fortunes. I was told this industry has felt the effect of the depression, same as other lines. The Federal Government recently completed a new postoffice building, which is a credit to the city. B. A. Bliss, who has a fine food store and is a reader of the Tradesman, received a two year refund on the oleo tax, also he informed a neighbor grocer, and thereby helped him to the oleo refund for a two-year period. I found every grocer who sold nut oleo in 1930-31 was entitled to this refund. The greedy chain stores are here, as elsewhere, gathering in the profits on trade and sending it away daily to the financial centers, thus impoverishing the city.

Olivet—Olivet College is much improved by the erection of several new buildings in recent years. I was told the student body are favorably impressed with the new system of training introduced by President Brewer, who recently came to the institution. Educators throughout the country are watching with interest the new system introduced by this forward thinking young president.

Bellevue—Wm. A. Pruden did not read the Tradesman as carefully as he should, so he lost one year on the oleo refund, for which I prepared his claim. He said the Tradesman saved him \$75 some years ago, when he got stung by a traveling crook.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Misrepresentation of the powers of a cleaning fluid for fabrics is charged by the Federal Trade Commission in a formal complaint just issued against the New York firm of Nacto Cleaner Corporation, which advertised that "Nacto Fabric Cleaner" works equally well on heavy and fine fabrics and that it will not injure material or color. These assertions are misleading, it is charged by the Commission. It is also charged that "Nacto Fabric Cleaner," when used on garments and fabrics dyed with "fugitive" colors, will cause them to "bleed" and will dissolve materials such as celanese, crepes and silk cloths when they are "weighted" to give them body.

An alleged remedy for epilepsy will no longer be described in terms conveying the idea that it has therapeutic value for treating that disease in excess of what is actually the fact. Also, it will not be advertised as the "first treatment" which stops and relieves epileptic attacks or as a "new remedy" containing a "new ingredient." The company selling this preparation will cease using the word "laboratory" to erroneously imply ownership and control of a laboratory wherein its article is compounded.

Hardware and tools sold by mail order will no longer be erroneously described by an individual dealer so that his galvanized cloth is advertised as "100 per cent better" than other galvanized cloths.

"Made in our dress shoe factory" and "direct from factory" as advertising statements will no longer be used by a retail shoe dealer so as to erroneously imply that he owns or operates a factory in which the products he sells are made.

A corporation manufacturing shirts will cease using on its labels the words "fast color" to designate products not dyed with "fast" dyes.

An individual manufacturing food flavors and spices agrees to cease and desist from using the word "extracts" to imply erroneously that its products are extracts. He also agrees to cease employing the word "vanilla" to describe products not made from the capsule or bean of the vanilla plant, unless, when these products have a flavor simulating vanilla flavor and the word "vanilla" is used to describe them, it shall be accompanied by the word "imitation" in type equally conspicuous.

The respondent also agreed to stop using in advertising matter the word "president" in connection with his name and the trade name "Cremo Folks," so as to imply or tend to confuse purchasers into believing they are dealing with a corporation, when this is not true.

An individual manufacturing flavoring and other food products, cosmetics and toilet preparations, will cease using the words "extract" and "president" in the same manner as outlined above.

Insecticides and pest exterminators, including a "raticide," manufactured by a corporation, will no longer be

described for sale as "endorsed and recommended by the Department of Agriculture."

Fountain, May 26—A slick salesman purporting to be a representative of a well-known company of soap makers, came through this community this week, selling large boxes of washing powder, two boxes for 39 cents plus one cent tax.

He told housewives this brand would be offered in the groceries next week at 25 cents per box.

Grasping the opportunity to save a dime, as the firm was reliable, and taking it for granted the salesman was an advance advertising man, several women fell for his smooth line.

On enquiring at their grocery, it was revealed the same washing powder was sold at 13 cents per same package or two for a quarter.

This salesman would need a body-guard should he show up in this community again.

In the following cases orders were issued directing respondents to discontinue the distribution of candy or gum assembled in such a manner as to suggest and make feasible its sale by means of a lottery, gaming device or gift enterprise:

Voneiff-Drayer Company, Baltimore.

R. E. Rodda Candy Company, Lancaster, Pa.

Lewis Brothers, Inc., Newark, N.J. Heidelberg Confectionery Company, Philadelphia.

Quaker City Chocolate and Confectionery Company, Philadelphia.

Minter Brothers, Philadelphia.

Hardie Bros. Company, Pittsburgh.

Elmer Candy Co., New Orleans.

Luden's, Inc., Reading, Pa.

Pasquale Margarella, New York City.

Pasquale Margarella, New York City.

Blackhawk Candy Company, Davenport, Ia.

Advance Candy Company, Inc., New York City.

Schwarz and Son, Inc., Newark, N.J.

Euclid Candy Company, Brooklyn.

Shotwell Manufacturing Company, Chicago.

D. L. Clark Company, Pittsburgh.

Pecher Lozenge Company, Brooklyn.

International Gum Corporation, Watertown, Mass.

Charms Company, Newark, N.J.

Schutter-Johnson Candy Company, Chicago.

American Caramel Company, Inc., Lancaster, Pa.

American Candy Co., Milwaukee.

Metro Chocolate Co., Inc., Brooklyn.

Rudy Chewing Gum Co., Toledo.

D. Goldenberg, Inc., Philadelphia.

Bunte Brothers, Inc., Chicago.

Charles F. Adams, Inc., Lancaster, Pa.

Edgar P. Lewis & Sons, Inc., Boston.

DeWitt P. Henry Co., Philadelphia.

Overland Candy Company, Chicago.

Johnson-Fluker Company, Atlanta.

Frank H. Fleer Corporation, Philadelphia.

A. Karcher Candy Co., Little Rock.

Curtiss Candy Company, Chicago, and others.

Cosmopolitan Candy Co., Chicago.

Rubay Candy Company, Cleveland.

Elbee Chocolate Company, Inc., Brooklyn.

Dilling and Company, Indianapolis.

George H. Ruth Candy Company, Inc., Brooklyn.

Mells Manufacturing Co., Brooklyn.

Gutman Brothers, New York City, and others.

J. N. Collins Co., Philadelphia.

Rosemary Candy Co., San Francisco.

Brux Candyp Company, Newark, Ohio, and others.

D. Arnould Co., New York City.

Blue Hills Candy Co., St. Louis.

Shapiro Candy Manufacturing Co., Brooklyn.

Walter A. Vellguth Company, San Francisco.

Block Candy Company, Atlanta.

Fishback Candies, Inc., Indianapolis.

Rittenhouse Candy Co., Philadelphia, mpany

Two more volumes of the reports on the chain stores inquiry are now available to the public. "Chain-Store Advertising" deals with the extent of such advertising, total advertising expenditures and ratio to sales, uses of different kinds of advertising, amounts spent on advertising and ratio to sales, and chains versus independent retail advertising. "Chain-Store Price Policies" deals in part with the bases of chain store prices, control of pricing operations, extent of price variability, reasons for variations in selling prices, competitive prices of chain store competition and other pertinent matters. Copies of these reports may be obtained upon application to the Commission.

That it advertised as a scientific cure for diabetes a treatment claimed to be not only ineffective but positively dangerous, is charged in a formal complaint just issued by the Federal Trade Commission against the Battle Creek Appliance Co., Ltd., Battle Creek, trading also as Sanborn Laboratories. W. Thompson Bobo, principal owner, is also named as a respondent. This company sells a so-called "Sanborn Treatment" for diabetes, advertising in magazines and circulars, and using testimonials. It is charged that when a prospective patient answers an advertisement, he is mailed a booklet called "Back to Health from Diabetes" and also a "clinical history sheet." It is also charged that a physical examination of the patient is never made by the company or its representatives before prescribing treatment. If the company notifies the patient that he is afflicted with diabetes, a form of contract is sent to him whereby he may receive the treatment for \$15 a month, the treatment requiring six to eight months. The Commission notes that sale of medicine is the respondent's principal business, and that advice as to diet and exercise is merely incidental. The company's advertising is alleged by the Commission to be false and misleading, not constituting a scientific, efficacious or proper treatment. "Diabetes is a dangerous disease and there are more than a million people in the United States afflicted with it," the Commission said. "Without correct and efficacious treatment, it is insidious and may prove fatal. There is a correct, scientific and efficacious treatment for diabetes. The afore-said use of the said 'Sanborn Treatment' is dangerous to the health of those who receive it and there are more than three hundred taking it each year."



Lines of Interest to Grand Rapids Council

We are not so sure that everything will be orderly and precise in these columns this week, due to the fact that we have become a Walk-a-thon fan. Wouldn't exactly call ourselves a fan, but just a curious individual seeking out some crazy place to go for excitement. Night clubs have ceased to lend any atmosphere to one who doesn't get any "kick" out of the pale brew, etc. We have read and re-read the stories of Nero and the entertainments he put on for his subjects and wondered how anyone could have an appetite for such a thing. Now we have some sort of an idea why the crowds flocked to the arenas to see the savage instincts of an unscrupulous ruler sated. An inane desire to see some one suffer. Don't know that a Walk-a-thon introduces savagery, but it sure puts out plenty of monotony and fatigue to both visitors and participants. After securing a comfortable place on a hard circus seat, we started to look the gang over that had been competing for the past 1200 hours. Divide 1200 by 24 and you get some idea how long it has been since the boys and girls in the competition have been out of bed. After finding out the number of days that 1200 hours make, take 15 minutes out of each hour for rest and you have the total time that each contestant has been walking or on his feet. Since being there we do not know whose feet are the worse off—the folks who have been walking or those of the visitors who sit around and watch them walk. Not only have the walkers developed a technic in walking but they have developed a science in the art of sleeping while walking. We have often heard the expression "asleep on his feet" but really never witnessed such a thing until our visit to the coliseum. The process must be somewhat tiresome for the partner who is toting the "hanging weight" of the sleeper but the stunt must get results because those birds are still possessed of plenty of pep. Their physical stamina must be extremely high or the lure of the \$1,000 prize must be sort of anesthesia to those people because they are hanging on like puppies to roots. The contest has promoted one romance which resulted in a marriage on the floor. Unfortunately the bride and groom have been separated already. She was forced to withdraw from the competition shortly after the ceremony but the groom wends his solitary way around with plenty of time to reflect upon his adventure. The entertainment provided by the contestants is fair and about all that might be expected. It is different. As near as we can figure the thing out, it is an excellent money maker for the promoters and a place for people to go where they may satiate that savage instinct by seeing some one carried out who has exhausted his

stamina and cannot carry on because the lure of rest and comfort is greater than the lure of gold. We believe there are easier ways, and honest ways too, where one can make as much money and not jeopardize one's future health in doing it.

Before marriage a man yearns for a woman. After marriage the "Y" is silent.

Another traffic chiseler is the fellow who adjusts the signal code to suit himself. Upon approaching a light that is changing to or showing amber, the motorist is supposed to slow down and stop but the smart chiseler interprets it to speed up and beat the change of lights. Doesn't make any difference whether there might be another dumb cluck doing the same thing from another direction until they happen to try it on the same light and then someone pays the fiddler.

Drive safely, give the lights a chance to regulate traffic properly.

A reckless driver is seldom wreckless long.

The directors of the Grand Rapids Traveling Men's Benefit Association held a meeting Saturday noon at the Elk's cafeteria to confer on proposed changes of the by-laws of the organization. These changes will be submitted to the members of the association at some future meeting.

June first will witness a hard fought golf battle that may go down in history as one of the hardest fought grudge games ever staged on any golf link. Clyde Laraway and H. W. Stienbrecker are going to cross clubs with Gordon "Bill" Bailey and R. W. Bentley. Leo Sanders has been appointed water boy to assist in keeping the participants cool during the heat of battle and it is rumored that H. R. Bradfield may be selected as official scorer—he doesn't know anything about the game either—other officials have not been decided upon as yet. We hasten to congratulate the winners now because it may be too late in the next issue. Some people never live to enjoy the fruits of their triumphs.

Norman Schwartz, president of the Bernard-Schwartz Corporation, manufacturers of the R. G. Dun cigar, visited Grand Rapids the past week for a conference with his salesmen.

Rufus Boer, old war horse in the commercial field, was seen in old familiar haunts, Ludington and Manistee, last week. He reports that conditions are improving and that he is securing a satisfactory volume of business. Rufus is proprietor of an investment banking business.

General Johnson can back down more aggressively than any man in the country.

Charles Ghysels attended a sales meeting of the Salada Tea Company in Detroit last week. The meeting and dinner was held in the Statler hotel.

J. C. Laraway, Michigan representative for the Chocolate Sales Corporation, has been spending the past several weeks in Northern Michigan territory. He has been accompanied by H. L. Pugh, his district sales manager. They report a very fine business.

Joseph Robinson has recovered from a severe injury to his hand and has sent in his final claim papers.

Word has been received of the unexpected death of Dr. Roussin, in Detroit where he practiced dentistry for several years. His brother, Harold Roussin, conducts a drug store in Cadillac, which is one of the most up-to-date pharmacies in Northern Michigan.

Mrs. Zilla Croninger, widow of Fred Croninger, a former member of the Council, passed away last week after a long illness at the home of her niece in Battle Creek. Funeral services were conducted from the Dreaden funeral home in Battle Creek and interment made in Big Rapids.

Grand Rapids Council will call its June meeting to order Saturday evening at 7:30 sharp. This is the last regular meeting until September. Several important details will be discussed and every member should be present. Everybody come and bring a candidate.

Here is important news for the Council!

The Council picnic will be held at Townsend Park, Saturday afternoon, June 23. The games will start promptly at 2:30.

This picnic is for the members and their friends and the committee expects a big crowd to participate in the various contests. There will be prizes by the gobs and plenty of exercise for everyone.

Everyone must bring his own eats, but coffee and ice cream will be served on the grounds. We will spread our eats on the big tables at 6:30 and have one grand family reunion. More data will be given out later as to the meeting place and time of parade. Be ready to participate in the best picnic that the Council has ever given.

Notgniklip.

Items From the Cloverland of Michigan

Sault Ste. Marie, May 28 — As part of the entertainment program for governors of the United States during their convention at Mackinac Island and Sault Ste. Marie, July 26, 27 and 28, the St. Ignace Chamber of Commerce officials are planning a tour of scenic and historic points there for the group. Col. Roger M. Andrews, president of the Mackinac Island State Park Commission, states that St. Ignace expects to have the governors and other prominent members of the party for a few hours on July 28 or 29. It was through the efforts of Col. Andrews that the association chose Mackinac Island as the place for the convention.

P. A. Dulan, formerly of Chicago, who made visits to the Sault for twelve years for a chewing gum company, has decided to move to the Sault and open a cigar and tobacco store at 208 Ashmun street. The new store will be called Pat's Smoke Shop and it will handle all kinds of cigarettes, cigars, smoking tobacco and magazines. The shop is being redecorated and remodeled. The Sault is to be complimented, as Mr. Dulan has decided that the Sault is the best location, with better opportunities than any of the other cities he visited, with less depression and more business.

The Crawford confectionary store at 1807 Ashmun street has added beer to the stock of ice cream, soft drinks and shelf groceries.

The dedication of the new R. G. Ferguson state hospital at Newberry last

Wednesday was quite an event. A large Sault delegation attended, as well as many distinguished persons from Lower Michigan, St. Ignace and other places, including Gov. Comstock. The new hospital cost \$260,000 and is the last word in design and construction. It is fitted throughout with all modern equipment and stands as a monument for our fellow citizen, R. G. Ferguson, who has been chairman of the various hospital boards in Michigan for many years, devoting much of his time and service to the institutions. A portrait of Mr. Ferguson by N. A. Moses, noted New York City portrait painter, was hung in the lobby of the new receiving hospital. Mr. Sayles, one of the speakers, also paid a high tribute to Dr. E. H. Campbell, who has devoted twenty-nine years of his service to the Newberry state hospital. As Dr. Campbell expressed it, the opening of this new hospital is the realizing of his dream coming true. A banquet was served to the invited guests at noon and a fine programme, with music and speeches, was carried out during the afternoon.

Virtue is held to be its own reward, yet some people seem to think it requires a lot of advertising.

The Soo Co-op. Mercantile Association has been making some changes in re-arranging stock and installing new equipment. Two new Tyler automatic fruit and vegetable sprinklers have been installed, one in the main store, and the other in the cash and carry store, both on Ashmun street. A new refrigerator and counter have been added in their Ridge store. Their sales room and the bakery have also been redecorated. Mr. LeLievre, the manager, announces that their Easterday avenue and their Algonquin store will also be re-equipped.

The Soo Line Railway has put on a daily sleeper to Chicago, starting May 26, in anticipation of increased business during the world fair. The sleeper will leave the Sault each day, including Sunday at 4:15 p.m., Sault time, arriving at Chicago at 7:45 the next morning. It leaves Chicago at 9:45 p.m., central standard time, and arrives at the Sault at 1:35 p.m. Four special ticket offers are being announced by the railroad companies. Tour rates in effect last year will be in effect again this year. These include a number of entrances to the fair, hotel accommodations, taxi fares and a tour of Chicago.

Experience is the greatest of teachers, we are told, but you have to be mighty careful what you let her teach you.

Donald McInnis, 61, of the Sault, died last Thursday at the War memorial hospital, after an illness of five years, from bronchial asthma. Mr. McInnis lived at Pickford for more than forty years. He was a contractor and for a number of years conducted a general store at Pickford. He moved to the Sault about ten years ago and had resided here ever since. He is survived by his widow and seven children. He was well known and highly respected by the community.

Dr. F. P. Bohn, president of the Newberry State Bank, at Newberry, announces that the bank, closed since the state and Federal banking holiday, will open under authority of the state banking commission July 9. Dr. Bohn said that two plans for re-organizing are being worked out by the banking commissioner.

"People determine your character," says a famous psychologist, "by what you stand for." Also, if we may add, by what you fall for and what you lie for.

The Best Lunch, at 109 Portage avenue, which has been closed for several months, has re-opened after being redecorated and re-furnished for the summer season. New booths have also been installed. Leo Gariepy has taken

in Jay Hanna in partnership. This lunch room has been doing business for the past three years previous to its closing last fall.

Castle Rock Resort, near St. Ignace, will re-open again for the season about June 1, under the management of C. A. Simmons. The resort on U.S. 2, about three miles North of St. Ignace, was conducted last year by Vaughn Norton. It has recently been purchased by Helen K. Eby, of St. Ignace. It is easier to acquire a bad reputation than it is to lose it.

William G. Tapert.

Another Incident of Early Lumber Days at Manistee

Last week I wrote of an experience which my friend, E. Golden Filer, had in the rush for purchase of timber from the Government, and he afterward told me the following additional incident.

In those days there were certain timber lookers that went out and estimated timber still for sale by the Government and would then bring in their minutes and estimates and, if possible, dispose of them.

There was such a timber looker in Manistee by the name of McGinnis. He was not looked upon as very reliable, because of the fact that he would shop around with his estimates, endeavoring to get one lumberman to bid against the other.

He had been to Mr. Filer with estimates on a certain group of lands and Mr. Filer had knowledge of the fact that he had offered them to other parties and was at that time negotiating for the sale of the figures to another party, when he was at the same time offering them to Mr. Filer. Mr. Filer had his own estimates on these particular lands and had been considering them for some little time previously. In a day or two Mr. Filer decided that he had better purchase the same. He had in his employ at that time a man by the name of Antoine Cartier, who was afterwards a successful lumberman in Ludington. The Government land office for that particular group of lands was in Traverse City, and as in the other incident mentioned, there was hardly any other way of getting about except by boat or horseback trails through the forest.

One afternoon Mr. Filer dispatched Mr. Cartier with descriptions of the lands and money with instructions to go to Traverse City and purchase the lands. Mr. Cartier started on his way.

The man, McGinnis, previously mentioned, was a believer in spirits, and he had a little farm some miles North of Manistee. The very afternoon that Cartier had started out, Mr. McGinnis claimed that he was hoeing potatoes and a spirit came to him and told him that unless he started at once Filer would get the lands. McGinnis evidently had instructions to purchase them for the other customer. McGinnis dropped his hoe in the field and saddled his horse and started out immediately. When he came to the first cabin on the trail, he asked the occupant if anyone had passed by that afternoon and was informed that Tony Cartier had gone by two hours before, so that McGinnis rode on as rapidly as possible.

Cartier went on his way and by nightfall reached a little settlement which is now the town of Benzonia, (Continued on page 23)

MOVEMENTS OF MERCHANTS.

Olivet—The Olivet State Bank has increased its capital stock from \$25,000 to \$40,000.

Detroit—The Cadillac Chemical Co. has increased its capital stock from \$5,000 to \$50,000.

Detroit—The Food Dispensers, Inc., has been organized with \$4,000 capital stock, all paid in.

Hamtramck — The Bell Furniture Co. has reduced its capital stock from \$75,000 to \$25,000.

Laingsburg—The Union State Bank has increased its capital stock from \$20,000 to \$30,000.

Detroit—Harry Disner, Tailor, Inc., has been organized with a capital stock of \$1,000, all paid in.

Ontonagon — The Citizens State Bank has increased its capital stock from \$25,000 to \$35,000.

Ludington—The Rotary Air Cleaner Co. has been organized with a capital stock of \$10,000, all paid in.

Detroit—The Modern Pattern Wash, Inc., has been organized with a capital stock of \$1,000, all paid in.

Detroit—The Golden Valley Dairy Co. has been incorporated with a capital stock of \$5,000 all paid in.

Bay City—The Wenonah Distributing Corporation has increased its capital stock from \$2,500 to \$10,000.

Dearborn—Pioneer Meat and Groceries, Inc., has been organized with a capital stock of \$5,000, all paid in.

Detroit—The Frank Paper Products Co. has been organized with \$200,000 capital stock, of which \$2,500 is paid in.

Detroit—Coon & Wilkins, Inc., has been organized to handle bottled beer. The capital stock is \$5,000, with \$2,000 paid in.

Detroit—The Michigan Ice Cream Co. has been organized with a capital stock of \$25,000, of which \$1,000 is paid in.

Ithaca—The Gratiot Farmers Supply Co. has been incorporated with a capital stock of \$50,000, with \$1,000 paid in.

Detroit—The West End Baking Co., Inc., has been organized with \$100,000 capital stock, of which \$18,000 is paid in.

Detroit—The T.A.R. Surgical Supply Co. has been organized with \$50,000 capital stock, of which \$1,000 is paid in.

St. Clair Shores—The Singelyn Brewing Co. has been organized with \$200,000 capital stock, of which \$12,500 is paid in.

Lansing—The Michigan Oxygen Sales Corporation has been organized with a capital stock of \$10,000 of which \$2,500 is paid in.

Detroit — The Original Sample Shops, Inc., has been incorporated with a capital stock of \$5,000, of which \$2,250 is paid in.

Detroit—The Century Weather Strip Corporation has been organized with a capital stock of \$5,000, of which \$2,800 is paid in.

Fennville—The Fennville Fruit Exchange, Inc., has been organized with a capital stock of \$80,000 of which \$1,000 is paid in.

Detroit—G. & R. Market, Inc., has been organized to handle groceries,

produce and meats. The capital stock is \$5,000, all paid in.

Detroit—Miller's Appetizers, Inc., has been organized to handle groceries and fish. The capital stock is \$5,000, with \$2,000 paid in.

Grand Rapids—The Riverside Sand and Gravel Co. has been incorporated with a capital stock of \$50,000, of which \$2,500 is paid in.

Detroit—The National Hat Co. has been organized to sell millinery and ready-to-wear at wholesale. The capital stock is \$5,000, all paid in.

Detroit — Charles Diamond and Charles Bolane have formed the Five Eleven Monroe Co. to operate a food business at 511 Monroe street.

Detroit—The Capital Stores, Inc., men's furnishings and jewelry, 7730 Harper avenue, has increased its capital stock from \$10,000 to \$25,000.

Detroit—J. M. Mudie, Inc., dealer in general merchandise, has been organized with an authorized capital stock of \$10,000, of which \$1,000 is paid in.

Flat Rock — Bunte's Community Cash and Carry Stores, Inc., has been incorporated to handle groceries and meats. The capital stock is \$6,000, all paid in.

Roseville—The Jackson Coal & Lumber Co., Inc., has been organized to handle fuel and building material. The capital stock is \$5,000 with \$3,000 paid in.

Detroit — The Thermo-O-Lectric Corporation has been organized to deal in electrical and mechanical appliances. The capital stock is \$24,000, of which \$6,000 is paid in.

Cheboygan—The Lakeland Creamery Co., Inc., has engaged in the manufacture of ice cream and other dairy products. The capital stock is \$50,000, with \$11,500 paid in.

Detroit—The Checker Stores chain of Lee & Cady will hold their annual picnic at Bell Isle Park this summer. Abner Wolf, vice president, says that 15,000 attended last year.

Petoskey—William J. Barney, after installing several new fixtures and making new decorations, has opened his linen store at 305 Lake Street, with a new line of imported linens and gift selections.

Bloomington — William Harrison, 83, who conducted a drug store here for many years, is seriously ill at his home. He was recently brought back from a Kalamazoo hospital where he had been taken for treatment.

Detroit—The downtown store of Norman's Shoes, at 201 State street, has been renamed the Rogers shoe store, stocking models under the new Rogers brand. N. Watterstone and N. Rosenberg are the proprietors.

Port Sanilac—Mr. and Mrs. Clayton W. Newberry have purchased the Owen Hotel and held an opening on May 29. The hotel has been closed for the past three years, and Mr. and Mrs. Newberry are making extensive improvements, remodeling and redecorating the interior and re-landscaping the grounds.

Muskegon—Harry Sanford, who recently purchased the two George McDonald drug stocks at Kalamazoo, has

moved one of the stocks to this city and installed it in the store formerly occupied by the Brundage drug stock. He continues the long-established McDonald drug business located on the main street of Kalamazoo.

Lapeer—The Aircraft Specialty Co., of Philadelphia, is moving to Lapeer in the near future and expects to be operating within 30 days, according to local business men who are advancing a loan for moving expenses. The factory will be on Howard St. in the building formerly occupied by the Lapeer Engineering Co. About 25 men will be employed.

Detroit—William Regan was elected president of the Michigan Bakers' Association at its annual convention here last week. William Taggart was elected treasurer and H. J. Balkema secretary. Edward Shields, Michigan N.R.A. director; Thomas Smith, secretary of the American Bakers' Association, and Victor Marx were the principal speakers at the meetings.

Lansing—A tenant of many years was forced to vacate and a wall is being erected in the center of the building at 112 North Grand avenue because the property is owned by two parties who are unable to reach an agreement. The store building was only fourteen feet wide to start with and after the wall is built there will be two separate quarter store with room enough in each for a peanut stand.

Newberry—The Horner Lumber Co. will probably be sold this month. Several are making bids for the company. J. Hill, agent for the Kerry & Hanson Co., of Grayling, has been here and inspected the plant preparatory to making a bid. Mr. Hill said that all bidders must send their bids to Judge Fred M. Raymond, of the United States District Court, who will send the low bid, if approved by him, to the creditors of the Horner Lumber Co. Judge Raymond is expected to make a decision within thirty days. In all probability the plant will resume operations again this summer.

The property line between the Hotel Kerns, owned by William G. Kerns, and the Hotel Wentworth, owned by Leo Burke, went through the center of the store and several hotel rooms located on the upper floors. For a number of years the store has been leased jointly and income has been divided. However, Mr. Kerns and Mr. Burke were unable to reach an agreement recently and as a result the Reniger Construction company was engaged by Mr. Kerns to build a wall on the property line after Hotel Kerns Pressing shop had been forced to vacate. Cost of the construction work is estimated at \$2,000.

Ludington—The Edgewater Hotel at Upper Hamlin lake, purchased this spring by F. A. Anderson, of this city, will be operated this summer under management of Henry J. Potts. Due to the present lease arrangements with Mr. Potts, previous plans for using the site as a boys' summer camp have been abandoned, at least for the current season, Mr. Anderson said. The boys' camp, he stated, will be set up at some other suitable Hamlin lake location if

enrollment is sufficient. Mr. and Mrs. Potts, the new lessees, are widely known in the hotel and catering field, having been connected with some of the leading clubs and hotels in the country.

Kalamazoo—As provided by the NRA regulation, the business of the Wagner Plumbing & Heating Supply Company has been separated. The move was indicated in the filing of certificates with the county clerk this week. The business of the concern as jobbers and wholesalers of new material will be conducted from the store and warehouse at 409 East Kalamazoo avenue. The Trading Post, at which used material is handled, will be operated in the rear of 511 East Michigan avenue. The two men, John C. Wagner, 315 North Prospect street, and Ralph Wagner, Route 3, have been in business in Kalamazoo for twenty-five years.

Petoskey—Henry P. Boehm, enthusiastic sportsman and leader in civic, business and club activities in Petoskey for many years, died May 28. Born in Saginaw, December 28, 1885, Mr. Boehm attended public schools there and made his home in that city until coming to Petoskey. After leaving school he was employed by Morley Brothers, wholesale hardware, and was one of their star salesmen until leaving the company to enter business in Petoskey. Mr. Boehm formed a partnership with George W. McCabe and operated the McCabe & Boehm hardware for about two years. Leaving the company he sold stocks and bonds in Petoskey for three years. In March, 1923, Mr. Boehm purchased the Harner book store and conducted it as Henry's book store. He continued an active interest in the business until his death.

Lansing—Mrs. Charles Wood is the newly elected president of the Lansing Druggists' Auxiliary which ended its formal meetings for the year this month. She was elected at the April meeting of the Auxiliary, together with Mrs. Robert Anderson, who was chosen vice president, Mrs. Harold Probst, secretary, and Mrs. Albert Rumsey, treasurer. They will take office in September. The Auxiliary, which holds luncheon meetings the third Wednesday of each month during the winter season, has suspended them for the summer, holding informal picnics once a month instead. The June picnic will be at the summer home of Mrs. Alfred Kraft on Reed's Lake near Grand Rapids. In July, the Auxiliary will be entertained at the Miller Ice Cream Co. farm in Eaton Rapids, and the August picnic for members of the Auxiliary and of the Lansing Druggists' Association will be held at the cottage of Mr. and Mrs. Lloyd Bryant at Pleasant Lake.

Battle Creek—Inventory has been started at the Clifton Hotel, oldest hostelry in Battle Creek and probably the oldest hotel in point of continuous accommodations under the same roof in Michigan, and which has been leased to the Milner Hotel Co., of Detroit. The firm operates a chain of twenty-

(Continued on page 24)

Essential Features of the Grocery Staples

Sugar—Local jobbers hold cane granulated at 4.69c and beet granulated at 4.47c.

Tea—The first hands tea market has had another quiet week. No changes in price in this country and none of importance in the primary markets. The summer demand for tea for icing has not yet set in. Consumptive demand for tea is therefore about as usual.

Coffee—The market for future Rio and Santos coffee, green and in a large way, has shown a little strength during the week, some of which was lost by small fractional declines about the middle of the week. Actual Rio and Santos coffee has shown a better demand since the last report and prices are perhaps a little stronger. Milds have been firm during the week with slight advances here and there. The jobbing market on roasted coffee is not materially advanced from a week ago. Consumptive demand for coffee continues pretty good.

Canned Fruit—California fruit prices will be along soon. The indications are for considerable advances over spot goods, so if this is true the trade will wait.

Canned Vegetables—This week will start the 1934 pea pack off in Virginia, to be followed a week or two later by Maryland. Not in recent years has so much interest been shown in peas. Spot goods have been well cleaned up in all packing sections, and peas happens to be one of the few items which sold well for future delivery. In the Tri-states, packers and operators have reported booking substantial business. The situation in Wisconsin is still one of considerable doubt, and many packers are content to remain out of the picture until a clearer idea of what the new crop is going to do becomes available. It has been reported that the northern part and the north central part of the State have suffered considerably more from the drouth than the southern part of the State, where local showers have relieved conditions. The crop even there is inclined to be spotty, as some sections have benefitted more than others. It is still pretty much of a gamble, but there is not the pressure to sell peas in Wisconsin which characterized other years. Distributors, also, are not pressing for offerings just now, as experience has shown that many large packs of peas have come out of discouraging looking seasons. Tomatoes are being held generally steady in the South. Both spots and futures are being well maintained, and the only exceptions are occasional small offerings of spot tomatoes at a bargain price. Corn is also unchanged, with not much trade interest being shown. Even in Maine fancy corn, which ordinarily sells well in advance of the packing season, has done little so far this year.

Canned Fish—This week in canned fish has been featured by the increasingly serious labor strike in the Pacific Northwest and its effect on the salmon industry. At a time when packers of Alaska salmon in the Bristol Bay region were making ready their supply steamers at Seattle, containing items of necessity like cans and, more impor-

tant, of foodstuffs, for their workers some 3,000 miles to the north, the refusal of the striking longshoremen to load these vessels has made it doubtful if any more than one or two packers will be able to operate in that region. Some of the larger canners have come out with the flat statement that unless they can get their steamers off by Monday of the coming week, they will abandon plans to pack Red Alaska salmon in the Bristol Bay region. Further than that, the industry is facing demands from fishermen for raw stock and from factory workers for higher wage rates which are classics in field of self-expression, or something. The factory workers want \$1 an hour, while the fishermen are demanding 30c each for red salmon and 15c each for pink salmon in the Ketchikan district of Alaska. So from this point it appears that there may not be much red salmon packed, and if there is, it will be considerably higher than spot prices. All this in a way might indicate that the salmon factors, if we can mix a few metaphors here, are painting the kettle black to give the spot salmon market the gun. However, most of what they say is borne out in news service dispatches.

Dried Fruits—Demand for dried fruits continued to reflect the reluctance shown by the trade regarding sizable buying. There was a fair demand for fruits, but buyers on the whole continued to cover their needs closely and the market was routine. There is evidence that stocks in the hands of the trade, both here and in the interior, are light, as orders usually are accompanied by instructions for immediate shipment. Sellers here are included to look for increased demand for California prunes soon because of the maintenance by the California prune pool of its prices on the latest offering. This will establish the replacement market from the Coast on a higher basis, as packers have been cutting prices below profitable levels to get distribution. The raisin marketing pack from last reports was still in the hands of the packers, who were to decide its fate one way or another. This pact would stabilize the seedless raisin market for both spot and new crop goods, and as a result spot Thompsons have been inclined to work into higher ground in anticipation of favorable action on the marketing agreement. The market in California otherwise continued in good shape. There was a steady tone to apricots, peaches and dried pears and remaining figs were held well.

Beans and Peas—Demand for dried beans is quite poor and the undertone is weak. Red kidneys are showing the only firmness that is apparent and that is not very great. Split peas unchanged and quiet.

Nuts—The nut market continues rather slow, with buyers taking requirements in very small lots. Prices are holding in a narrow range and generally show little margin above replacement levels. Primary markets abroad are holding firm, and there is small demand for walnuts or filberts for shipment, because of the difficulty in moving these goods here. California shelled walnuts are understood to be fairly well cleaned up.

Olives—The olive situation remains very firm, reflecting the high prices asked for ordinary and stuffed queens in Seville. Consumers are taking on fair quantities here. Prices on the spot are unchanged from last week, but continue their tendency to edge higher.

Pickles—Prices for dill, salt and sweet pickles unchanged. Currently the demand is light. On June 6 the proposed code for the pickle packing industry will have its public hearing in the Mayflower Hotel, Washington, D. C. It will be in charge of NRA Deputy Administrator Walter White. Selection of a temporary code authority is suggested, which would be required to submit a plan for selecting a permanent administrative body within 90 days. The industry, which is scattered over the entire country, represents a capital investment of \$35,000,000, and in 1931 provided 8,500 people with employment.

Rice—The rice market is slightly more active this week, a little better demand being noted by some sellers for Blue Rose rice. This seems to indicate that stocks in the hands of the trade have reached pretty low levels and that a better replacement business is indicated for the future. However, no one expects much volume to the market, because of the lack of speculative incentive and adequate supplies of Blue Rose. Other grains are generally scarce. The South reports no special developments, but there is a routine movement of milled rice to domestic distributing centers.

Syrup and Molasses—Sugar syrup continues steady to firm without change. Production is still limited. Demand enough to take care of it. Compound syrup has not changed in five months. Business is small and stocks in buyers' hands still so substantial that they do not need to come into the market. Better grades of molasses are unchanged, but the demand is no more than fair owing to the summer season.

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 Mississippi, \$2 per crate of 85 lbs.

Cantaloupes—\$3.25 for standards and \$3.50 for jumbos.

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 50¢@60¢, according to size.

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

C. H. P. from farmer.....\$2.05
Light Red Kidney from farmer... 3.75
Dark Red Kidney from farmer... 4.50

Eggs—Jobbers pay 8c per lb. for all clean receipts. They sell as follows: Fancy, fresh white.....16c
Candled, fresh.....15c
Candled, large pullets.....13c
Checks.....11c

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—\$1.50 per hamper for Louisiana grown.

Green Onions—20c per dozen.

Green Peas—\$1.75 per hamper.

Green Peppers—40c per dozen.

Honey Dew Melons—\$2.50 per case.

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......80

Mangoes—Florida, \$2.25 per dozen.

Mushrooms—30c per one lb. carton.

Onions—Texas Bermudas, \$1.40 for Yellow, and \$1.50 for White.

Onions Sets—\$5 per bu.

Oranges—Fancy Sunkist California Navels are now sold as follows:

126.....\$5.00
176.....5.00
200.....5.00
216.....4.75
252.....4.75
288.....4.75
324.....4.50

Red Ball, 50c per box less.

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

76.....\$2.00
126.....2.00
150.....2.00

Parsley—30c per doz. for hot house.

Potatoes—75c per bu.; Idahos \$2 per 100 lb. bag; new from Florida, \$2.25 per 100 lbs.

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, \$3.00, 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—60c per doz.

Veal Calves—Wilson & Company pay as follows:

Fancy.....8@9c
Good.....6@7c

Wax Beans—\$1.50 per hamper for Louisiana grown.

MUTUAL INSURANCE (Fire and Life)

Some Things For Fire Commissioners To Consider

Is fire prevention education needed? Just about two weeks ago a distillery in Kentucky suffered a fire loss estimated at the time to be five million dollars in buildings and contents alone. It is impossible to estimate the economic loss in production time. Especially since whisky is in such great demand at the present time, the amount of business lost by the firm must be staggering. In addition, men have been thrown out of work.

Perhaps you read newspaper accounts of the fire. It started from just one little action by the night watchman. He was chilly, and in starting a fire threw gasoline on it. Before he died, a few hours later, he stated that he thought the liquid was kerosene, and newspapers seemed to consider the excuse adequate.

No one can say definitely how many lives have been lost as a result of using volatiles to speed up fire building. That they amount to several thousands is hard to dispute.

This and other dangerous practices result from either ignorance, carelessness, or a combination of both. It is vitally necessary, if the fire loss is ever to be brought within reasonable limits, that the citizens—men, women, and children—be told and told and told, vocally and in print, that trifling with fire is risking life.

The task is not impossible, although it is a tremendous one. However, it can be accomplished only by constant hammering. Too few people fear and respect fire—until they can actually see it or smell the smoke. Fear and respect must be instilled into their minds, so that they are at all times careful to avoid doing anything that is apt to cause fire.

Surely if it is possible for commercial interests to inspire the American public with a dread of becoming unpopular because of unpleasant breath, under-arm and body odors, or smelly underthings, it is also possible to make them realize that if they trifle with fire they are very likely to lose their worldly goods and their lives. Certainly it is harder for a woman to find a husband, or a man to find a wife, if her face and body is horribly disfigured by fire, than if it smells of perspiration.

Perhaps that is where fire prevention education is falling down. Are we failing because we do not teach the public to fear fire?

We are now standing at the edge of the convention and fire college season, when firemen assemble in every state to meet and learn and enjoy themselves in general.

At this time, a tribute to the men who work all year that their particular organizations may have successful meetings is not at all out of order. We refer to those few aggressive workers found in every group, without whom the group would probably not last long.

The organization secretaries are such men. All year, they work and plan,

writing letters, attending meetings, keeping in touch. Perhaps of all the officers and members of the associations, the secretaries are the hardest-working. More power to them!

A survey conducted in Cleveland shows the slum district there costs the city several times as much as any corresponding area for fire protection. It was found that the slums, with 2.47 per cent. of the total city population, required 14.4 per cent. of the city's fire department cost. The actual cost of maintaining fire protection in the slum district is \$406,159 annually, compared with \$70,000 annually in a district of like size.

In New York City, there has been a wave of public reaction because during a comparatively short period at the beginning of the year, more than forty persons were burned alive in buildings pronounced fire traps by persons who are qualified to judge. By this time, the indignation has practically subsided—at least the press does not carry as many accounts of the situations as formerly.

Probably there are no large cities without slum districts and tenement dwellings that endanger human life and waste municipal money. There is a movement on foot to abolish slums, by erecting model apartment and dwelling houses for the poorer classes, in several cities. The initial cost, naturally, would be tremendous.

Yet, if Cleveland could save the \$330,000 extra it is paying for fire protection alone in its slums, and the hundreds of thousands of dollars it pays for police protection, to make no mention of the loss from crime and disease bred by slum conditions, who can say that a model tenement project would not result profitably for Cleveland? Further, who can say that such a project will not be to the advantage of New York and all other cities with slum districts?

Improved small department fire fighting performance has already begun to prove the value of fire school training. Chief Engineer L. A. Barley of the Mountain States Inspection Bureau cites the work of the Clayton, N. M., volunteer department as an example. At a residence fire recently, the department covered the furniture and contents of a five-room house before water thrown on the burning roof came through the ceiling. Although the high wind helped to run the fire loss on the building high, not a cent's worth of contents was damaged. The salvage crew mopped the floor dry, drained water pipes because the weather was freezing, and installed gas stoves to dry out the house.

A few years ago volunteer departments rendering such service could be counted on one's fingers. To-day, while such efficiency is by no means universal, hundreds of small paid and volunteer departments are fighting fires better and doing salvage work that formerly many large departments could not handle.

Indisputably, state and regional fire schools are one of the major factors in the improvement of our fire service. While not even those at the head of the fire school movement can say definitely where it will end, at present it

seems to be pointing to regional schools.

This would appear to be a logical, efficient method of handling the fire school project. Certainly the development of the school will not be slow—not many years ago they were unknown; to-day a majority of the volunteer and small paid departments can obtain training if they want it.

Price Tickets Little Giants of Sales Making

Price tickets are counter police, the traffic cops of chain store counters. They keep merchandise on the move, they keep it flowing.

Price tickets! The mighty little giants of sales making. The misunderstood, little appreciated selling dynamite of the big stores. As soon as a customer enters the store, they give information; they answer questions, they serve the public.

Price tickets! The most valuable selling aid at the lowest cost. The biggest selling punch in the smallest space. Price tickets never sleep. They never tell the story in two different ways.

Price tickets! Silent salesmen who never, never apologize for the prices they name. Builders of confidence. Breeders of belief in the store and its prices. Workers who wear a smile if the boss so instructs!

Price tickets! Boon to volume. Priceless for profit making. The mightiest sales wallop at the most modest cost!

Why?—are there still retailers who assume they have a right to business and a real means of profit making, when they neglect price tickets?

The chain store would no more think of operating without price tickets than without merchandise. The chain store penalizes the manager severely who permits even a few items to go without price tickets. The chain store keeps price tickets on everything, all the time. Nice, neat, clean price tickets, too.

Mr. Individual Retailer—you with your profit disappointments, you who still have ambition and ideals—why do you buck this basic bed-rock fundamental of good storekeeping?

Why do you let display after display idly rest in your store without offering itself?

Why do you maintain an indifferent warehouse for stacked merchandise, in-

stead of an urging, surging, selling store?

Why do you assume in the face of the facts—why do you presume in the presence of the practice on the part of the profit makers—that you don't have to have price tickets everywhere? Neat ones, clean ones, plain ones, on every display?

The easiest way to increase sales in any store which has neglected price tickets is to get them out, get them up, show them plainly.

If you are not yet sold—if you still believe all the merchandising specialists of the country are wrong, and you are right—you are probably hopeless, but there is one more way to try to convert you.

Try them out.

Take any row of tables—or any long section of counters. Have merchandise of several different kinds or departments involved. Plainly, neatly price-ticket every display. Keep detailed track of sales for the day. Next day have all the tickets off. Next day on. Next day off. It may take only one week, it may take two—but you'll find out the truth in your own store.

Above is comprised of excerpts from "The Seven Keys to Retail Profit Making" by Bedell. L. V. Eberhard.

New Bill to Aid Home Owners

The Administration has in preparation a new bill to substitute for the very elaborate measure recently sent to Congress by the President designed to aid home owners in new building operations and in the modernization of existing residences.

Any housing legislation to pass the gauntlet of Congress, it is indicated, must be vastly different from the measure now pending before the Senate and House.

The bill is said to be so loosely drawn as to invite sustainable objections from many sources, it being not quite what the President wanted in the first instance.

It is learned authoritatively that the President wanted a short "permissive" bill with broad powers enabling practical experimentation with the problem, using all existing facilities in the Government for the purpose, co-ordinated through a small central administrative agency.

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FREMONT, MICHIGAN

EARLY DAYS IN MUSKEGON

Personality of the Masters of Lumbering Operations*

I came to Muskegon in April, 1878, a youngster just out of school, and went to work in the mill office of Tillotson & Blodgett at Lakeside. At that time Muskegon had a population of about 23,000 people. It was purely a one industry town. Its industrial, mill and financial life was built solely on the lumber industry. There were twenty-three sawmills and two shingle mills, all located on Muskegon Lake, and most of them without any rail connections whatever. As a necessary adjunct to all the sawmills there were machine shops and foundries, a boiler shop which also built refuse burners, and a saw manufacturing shop.

The product of the sawmills was all shipped by water, chiefly to Chicago, but some lumber was shipped to Milwaukee, Racine, Kenosha and Michigan City. An occasional cargo of high-grade pine was shipped to Buffalo or Tonawanda, New York. The logs which supplied all the sawmills were all put into the Muskegon River at various points and then were driven to Muskegon and sorted by ownerships into rafts. These ownerships were identified by brands on the ends of the logs, the brands being registered in the office of the county clerk in the name of the owner. After the logs were rafted, they were towed to the various mills and put into the mill booms. This work was all done by the Muskegon Booming Co., which had a charter giving it practically the sole right to drive and raft logs on the river. I do not recall that there was any statutory limit of fixing the rates which could be charged for driving and rafting logs. Neither was there any supervisory agency with rate making powers. I believe, however, that the Booming Company was restricted to an annual profit of 10 per cent. Notwithstanding these facts, the work was extremely well done at unparalleled low costs and every log owner got the benefit of these costs, regardless of the fact as to whether or not he was a stockholder in the booming company. What would now be thought of an attempt to get a monopolistic charter for a public service corporation with such slight restrictions regarding the prices the corporation might charge for its services?

I do not want to convey the idea that the Muskegon lumbermen of that day were an unusually co-operative set of men. On the contrary, they were, with few exceptions, "rugged individualists" of the most rugged type, but they devoted themselves almost exclusively to their own business without any thought of trying to get the better of their fellowmen.

Muskegon at that time was the leading lumber manufacturing city of the United States and the Muskegon Booming Co. handled more logs than any other corporation of its kind.

In 1878 the sawmills ran eleven hours per day—from six to six with an

hour out for dinner or lunch, as it is now called. A few minutes was taken each day from the dinner hour, so that the mill could shut down at 5 p. m. on Saturdays. In 1881 the ten-hour day was instituted, with the mills starting at 7 a. m., and this continued to be the practice so long as the sawmill business lasted. Sawmilling in Muskegon was a seasonal operation and the mills averaged to run about seven to seven-and-a-half months per year. They were practically forced to close as soon as their log booms froze over solidly. Many of the mill operatives worked during the Winters in logging camps, but more than a majority stayed in Muskegon and waited for the ice to go out in the Spring.

and buggy or even to hire one frequently, although a very decent turn-out cost at that time much less than the cheapest automobile does to-day. People didn't say, "I see that Jim Jones has a new Cadillac 12." They said instead, "Did you see that new sorrel mare that Jim Jones is driving? Acts to me as if she were a trifle sore forward." I could tell you Muskegon horse stories of those days for an hour, if time permitted. Muskegon had in 1878 a few blocks of plank pavement, mostly on Western avenue from Pine street to Fourth or Fifth street. All other streets were sand, covered with sawdust and bark. The one great thing about those sawdust pavements was they were noiseless and that is more

other mill owners were just as early and just as punctual.

John Torrent's partner in the lumber business was Patrick A. Ducey, whom many of you probably remember. Mr. Ducey was the ideal, high-grade, loyal, patriotic Irishman. During all his active business years in Muskegon I do not recall ever hearing a word against his character or any of his acts.

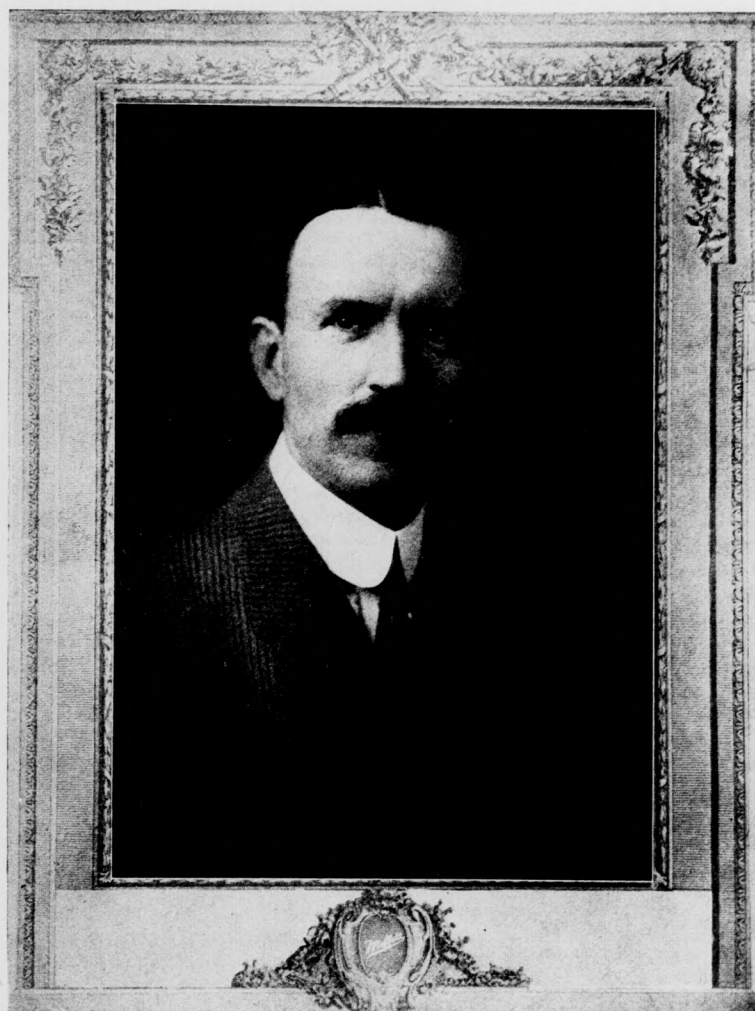
The oldest and wealthiest mill company in Muskegon in 1878 was Ryerson, Hills & Co., composed of Martin Ryerson, who lived in Chicago, and Charles T. Hills and H. H. Getty, both of whom lived at that time in Muskegon. It is rather a melancholy fact that there is to-day no male descendant living of any of these three men. Mr. Ryerson had one son, Martin A. Ryerson, who died last year, leaving only his widow. Mr. Hills had one son, Hubbell Hills, who many of you probably knew, and who, I understand, left no son. Henry H. Getty had one child, a daughter, who has lived for many years in France.

The names of Charles H. Hackley and Thomas Hume are, of course, best known to you, and they were then as always noted not only for their ability but for their fair dealing, as well as their high ideals of citizenship.

The Tillotson-Blodgett mill at Lakeside was immediately adjoining the mill of A. V. Mann & Co., or Mann & Moon, as it was always called. Consequently, I at first saw more of these men than possibly any other mill owners in Muskegon. Like all the others, they were helpful and gave me unselfish advice on the problems with which I was confronted and which I was at that time unequipped to meet. John W. Moon has a unique distinction in my mind. He is the only man I ever knew who, after being once infected by the political office bug, made a complete recovery. Mr. Moon was elected to Congress. The first few weeks in Washington completely disillusioned him. Being accustomed to putting things through in his robust straightforward way, he could not endure the delays and wire pulling, and in a short time announced that he would never again be a candidate for any political office. Thomas D. Stimson was, as always, one of the leading figures. He was forceful, far-seeing and in every way a big man. Matthew Wilson was a quiet, rather reserved, industrious man, who devoted himself to his own business, except when called upon by his fellow citizens, as he frequently was, for some kind of public service, and then he gave freely the best that was in him.

There are a number of others in this list whom I would like to name, but, unfortunately, time does not permit. They were all friends of my father and friends of mine, and to most of them I have always felt greatly indebted for the kindness and consideration they showed me when as a mere boy I was confronted with unusual responsibilities. As I have before said, they were, with hardly an exception, very active, energetic men, and, except when they were in the banks interviewing C. C. Billingshurst or Frank Wood about re-

(Continued on page 22)



John W. Blodgett

That was the era of the horse. The gas buggy had not been invented. All the hauling of lumber from the mills and the moving of heavy mill machinery was done by heavy draft horses on huge lorries. The sawmills being scattered all around Muskegon Lake, driving horses were abnormally plenty in Muskegon and livery stables flourished. The owners of these livery stables were men of extremely wide acquaintance in every walk of life. The stables were bureaus of information about roads, business, politics and gossip. In Muskegon, at any rate, they outranked the saloon and the barber shops in these respects. Buggy riding was a favorite pastime for young people—as popular as motoring is to-day. There was, however, one great difference. The majority could not afford a horse

than can be said of most modern ones. The up-keep cost was slight. All that was necessary was to dump on a few more carloads of sawdust, level it off and the job was done.

It is impossible in the usual Rotary hour, to speak fittingly of the Muskegon lumbermen and mill owners of that time. Almost without exception they were men who had fought their way up from the bottom. I told you that the mills ran from 6 a. m. to 6 p. m. With few exceptions these men were at their mills when the whistle blew in the morning and stayed until it blew at night. Torrent & Arms had a mill at North Muskegon. For years you could set your watch by John Torrent as he turned the corner of First street into Western avenue, at 5:45 a. m., rain or shine, snow or hail. Many

* Talk to Muskegon Rotary Club, May 10, 1934.

EFFICIENCY UNDER THE CODE

The prospect of reduced retail profit margins during the months directly ahead, and possibly during the Fall season as well, will inevitably lead to renewal of a drive against wasteful practices in retailing which have been overlooked during the operation of the retail code, according to views expressed in store circles during the past week.

Thus far during the progress of the NRA, and particularly since the retail code became effective last October, the view has been generally held by retail executives that the increase in dollar volume brought by recovery would take care of the added NRA expenses of 1 to 2 per cent. on sales and in fact would yield a substantially improved profit showing, with the rise in prices a major profit factor. This has actually proved the case as store reports for last year show and also as far as trade during the first four months of this year is concerned.

However, the ratio of sales increase over a year ago is now decreasing and prices are no longer rising, putting individual store efficiency in merchandising to the test. In February, for example, the increase in dollar volume was 16 per cent., in March 44 per cent. and in April 5 per cent. For May and June the indications are that dollar sales volume will not be much better than the showing for April, while it would not prove surprising to retail executives if declines in dollar volume as compared with 1933 were registered in July and August.

Analysis of the local Federal Reserve departmental sales report for April reveals that of sixty-five reporting departments, thirty-one showed decreases in sales for the month, giving a bare lead of three to the sections showing a gain. This, it was held, may be a warning signal of a substantial increase in the number of lagging departments, which mean non-profitable departments. In other words, a new survey of the profit or loss trends by departments appears likely to be needed.

This, it was added, is but one phase of a new technique that would attack waste, not from the standpoint of general and often meaningless drives to cut expenses on a store-wide basis. It is not the opinion of store executives, for example, that the drive should take the form of a change in the wage or hour provisions now set up in the code or of cuts in the number of retail employees.

The indicated approach, it was pointed out, should center on curbing of returns, now estimated to run around 15 to 16 per cent. on sales and productive of a heavy burden of expense; a reduction in mark-down, which could easily add 1 to 2 per cent. to net profit; more effective utilization of selling space so as to return a greater profit per square foot and a better balance in promotions between style merchandise and goods having a low price appeal.

Comment was also made that under the more competitive conditions now looming up the buyer will inevitably have to play a more responsible role than when his departmental figures were swelled by rising dollar volume.

This will be particularly the case for the coming Fall season, when the critical start of the season will demand most careful initial buying, to provide both style and value appeal to consumers and to forestall mark-downs on merchandise which cannot be returned to producers because of the restrictions upon returns in producers' codes.

A slight foretaste of more difficult merchandising has been afforded during the last four weeks, when bad weather, increased consumer sales resistance and the rise of NRA uncertainty combined to affect trade. To push volume totals higher, mark-downs have been resorted to on a variety of merchandise, particularly men's clothing, and initial mark-ups have been lowered, due both to store policy and the lower wholesale prices prevailing in textile and allied merchandise.

It is, moreover, frankly admitted that as far as transactions are concerned many retail establishments, with the notable exceptions of the chains, mail order houses and a comparatively few department stores operating in certain industrial and agricultural areas, are now "up against a stone wall" in seeking to increase the number of unit sales. Prices are up some 29 per cent. over a year ago. If there is an 8 to 10 per cent. gain in May dollar volume, this would indicate a decrease in units sold of from 15 to 19 per cent.

Unquestionably, stores because of the price rise have been obtaining a larger profit per unit of merchandise than a year ago, but taking in more dollars because of a price rise and not because of a gain in units sold is held an unhealthy situation. The further rise in dollar volume is not as certain as it was during the last twelve months, stressing both the need of more unit sales through pushing new items and of cutting wastes attendant upon the sales volume now and likely to be received.

INDUSTRY MARKS TIME

Marking time in industry has become more pronounced as the end of Congress is awaited and business drifts into the usual dull Summer period. The inspiration from inflation and the radical Recovery Act of last year will not again send markets and operations whirling upward as they did last year, thereby setting an activity peak for what are normally the slowest months.

So far the slackening that has developed does not exhibit any highly unfavorable portents, although privately some leading business interests consider the outlook "very black." President Roosevelt has demonstrated again in his silver negotiations that he is just as definitely set as ever against real inflation.

If anything, labor developments are the darkest cloud, and for the simple reason that many large industrialists are determined not to concede the rights which the Recovery Act accords to the workers. Before a crisis is reached here, however, it is assumed that the President will once more step into the breach and perhaps the Wagner bill will become a "must" at this session.

While some purchases of industrial products have been induced by fears of future labor tie-ups, the amount of this buying is small. Supplies are ample for the time being and prices are showing weakness. It is pointed out that only inflation or widespread labor trouble would bring about renewed demand.

During the week the Durable Goods Committee endorsed the administration housing program, even though it had previously demanded an end to further legislation in order "to restore confidence." But the possible benefits of this plan seem to be rendered almost nil by the big rise in construction costs which has been fastened on the country by the codes in these lines.

NEW LABOR BILL

Violent labor conflicts in several centers, precipitated by unscrupulous union leaders, appear to have brought a change of heart in the administration regarding labor legislation at this session of Congress. The Wagner bill was not included several weeks ago in "must" legislation, but at the close of the week an amended substitute was presented with the approval of a large majority of a Senate committee.

The new bill would create a National industrial adjustment board with limited powers to deal with cases affecting interstate commerce only. Its orders might be brought before the courts. Four unfair labor practices are named. They would free employees from restraints in organizing, permit employers to deal co-operatively, forbid company domination of employee organizations though allowing normal relations and ban the closed shop.

According to its supporters, this measure meets many of the objections which were raised to the original proposals, although, of course, it means union recognition, which is the real enemy which the embattled industrialists are fighting and which they are denying, despite the provisions of the Recovery Act and the direct threat to further gains in business.

It is understood that the chief fear of those opposing union recognition now is that such a step would have particularly damaging effects because of code regulations. Formerly the unions could not cripple a plant through a strike except when the majority of the workers responded to the call. With the code provisions limiting hours, however, a much smaller number of workers who quit are able to tie up operations.

RETAIL BUYING SEASON

As their Fall buying season approaches, retailers are faced with several major difficulties. Prices have been softening in many of the wholesale merchandise markets since Easter. This would counsel delay on Fall commitments until it is certain that the full decline has been accomplished.

On the other hand, the stores have to consider the longer manufacturing periods required under code restrictions. Some of them lost sales before Easter because they had failed to make proper allowance for this factor and did not have the merchandise on hand when it was required.

The solution of this problem of

prices and of getting deliveries at the right time would seem to mean a division of purchases into those where the style element is most important and those where price is paramount. Price would be subordinated in style goods and plenty of time accorded for deliveries. Purchases of staples and other lines more affected by price influences could be delayed somewhat.

In addition to these considerations, retailers will also be careful to check the outlook for labor unsettlement in their areas. Unless means are found to divert present threats, there may be some major strikes within the near future. Such developments would be in distinct contrast to the sharp climb in industrial operations and purchasing power last year in the pre-code period which ushered in the Fall season.

DRY GOODS CONDITIONS

While favorable reports concerning retail trade have been received during the week from some sections of the country, particularly the South, results elsewhere are described as rather indifferent. The approach of the vacation period, as signalized by Decoration day, has not yet brought out the usual buying in real volume.

Unofficial reports from store organizations indicate that business for the second ten days of the month did not show up as well as in the first ten days. This bears out the opinion that there has been a general slackening in trade in recent weeks during the various national uncertainties.

On the other hand, figures on trade in the smaller communities continue to show exceptional increases. The report prepared by the Bureau of Foreign and Domestic Commerce shows that for the first four months of the year sales of stores in towns of less than 30,000 population ran 40½ per cent. ahead of volume in the corresponding period of 1933.

In the wholesale merchandise markets some filling-in order were received as a result of the recent gain in retail trade. Manufacturers, however, are showing a disposition to "work with" their customers in providing values calculated to attract larger sales. Price weakness continues and a feature of the week was the reduction in rayon prices by leading producers.

TRADE BOOM IN FALL?

Business and association executives who have been in Washington in the last few weeks comment on the general conviction among NRA and other Government officials that business is in for a sharp rise, approaching boom proportions during the Fall.

The Washington officials would not give any definite reason, outside of pointing to developments now under way. Level headed business men expect reasonable Fall gains, but can see no basis for a boom. They estimate that accelerated public works, Government loans to industry, Federal aid to home owners and for home building and other favorable developments will bring about a gain of perhaps more than seasonal proportions, but they do not share the optimism apparently rampant at the Capital.

To overcome, keep going.

OUT AROUND

Things Seen and Heard on a Week End Trip

Through some manipulation which few of the organization happen to understand, the Michigan State Pharmaceutical Association, which will hold its fiftieth annual meeting at Pontiac next month, has decided to pull away from the organization of drug travelers which has attended to the entertainment features presented at each annual convention for the past twenty-four years. This action was taken at a meeting of the Executive Committee, held at Pontiac some weeks ago.

The travelers assumed the duties of entertainers — at no cost to the members of the mercantile association — in 1910. Walter Lawton was elected secretary of the travelers organization at that time and continued to hold the office for twenty-two consecutive years, apparently to the satisfaction of all concerned.

R. A. Turrel, of Crosswell, who has served the M. S. P. A. for many years as secretary, writes me that he will under no circumstances continue to act in that capacity after the close of the annual convention to be held in Pontiac in June. It is understood that his reason for this action is that he has received no compensation for performing the arduous duties of the office for the past three years, owing to the inability of so many of the members to pay their dues. An organization which has so many accomplishments to its credit for the benefits of the drug trade, covering a period of fifty years, should not be permitted to languish at this stage of the game.

I am frequently asked as to the schedule of prices provided in the present state chain store taxing law. It is as follows:

1 Store.....	\$ 0.00
2 Stores.....	10.00
3 Stores.....	20.00
4 Stores.....	45.00
5 Stores.....	70.00
6 Stores.....	120.00
7 Stores.....	170.00
8 Stores.....	220.00
9 Stores.....	270.00
10 Stores.....	320.00
11 Stores.....	420.00
12 Stores.....	520.00
13 Stores.....	620.00
14 Stores.....	720.00
15 Stores.....	820.00
16 Stores.....	970.00
17 Stores.....	1,120.00
18 Stores.....	1,270.00
19 Stores.....	1,420.00
20 Stores.....	1,570.00
21 Stores.....	1,770.00
22 Stores.....	1,970.00
23 Stores.....	2,170.00
24 Stores.....	2,370.00
25 Stores.....	2,570.00

For each additional store add to \$2,570 the sum of \$250.

Reference is frequently made in this department to the unfair and one-sided leases insisted upon by the chain store

organizations in negotiating the rental of store properties. No landlord should permit the use of the crooked form used in most cases by the chain store shyster lawyers. Whenever a landlord stands on his rights and refuses to sign the document prepared by the shark lawyers of the chain organization, the legal representatives almost invariably accept the regular form, after much bluffing and protestation. Such acceptance depends, of course, largely on the anxiety of the chain store representative to secure the location it aims to control.

Benton Harbor, May 24—Your letter of May 11 received, and also the three copies of the Michigan Tradesman of the issue of May 9.

In reading your article entitled "Impressions received from Several Western Michigan Towns," we note your favorable comment on Benton Harbor and the House of David. I note only one error, and that is in the paragraph, reading as follows:

"In a chat with an old member he informed me there were about 250 of them, although only 144 would enter paradise or heaven, according to scriptural teaching."

The House of David teaches the same as all Christendom, that although people die, yet there is the resurrection of the soul. This is the class spoken of in the Book of Revelations, wherein John says he saw a great host that no man could number of all kindreds, classes and people, coming up in the resurrection. Then there is another class spoken of by John, wherein he says he saw the number of those redeemed from among men (not after death) but "from among men," and he said the number was 144,000.

This was what our member was trying to explain to you, and not merely 144, as set forth in your article.

However, in the main, your article was very good, and Bible students generally would even catch the error in the paragraph above quoted.

H. T. Dewhirst, Sec'y.

The attitude of the administration toward the closed shop and the recognition of the union is exceedingly unfortunate, because if it is persisted in it will result in the ruination of the country, the destruction of individualism, the beggary of the honest worker who refuses to bend his neck to the yoke of the most servile condition of the worker ever created and the domination of the worst tyranny which ever cursed a people who have been betrayed by their rulers. The effort now being made by the President, Gen. Johnson and other badly advised officials to force the vicious recognition of the union on the American people is a violation of the rules of common sense, common honesty and the rights of the individual. They are also violating the laws they have themselves put on the statute books. In proof of this statement, read the following law, which is Section 7a of the N. I. R. A.:

A closed-shop labor-union contract compels an employer to cause his employes to join the union as a condition of employment. Such a contract therefore obliges the employer to exercise interference, restraint or coercion against employes who may choose to represent themselves or to be represented in any other way than by the union.

The President's full endorsement of the proposed Industrial Adjustment Act, as the infamous Wagner labor disputes bill is now to be called, and the gravity of the strike situation in many parts of the country, make it extremely likely that a permanent National Labor Board with far-reaching judicial and enforcement powers will be set up before Congress adjourns, industrial observers believe.

Although revision of the bill is not completed, indications are that many original objections from both industry and labor will be met. The new bill abstains from unduly favoring either side, reports indicate, but proposes rather the creation of an independent body solely dedicated to uphold the National interest in industrial peace.

It is expected that many industrial as well as union labor leaders will co-operate in speeding the passage of this bill, which will permit the President to refrain from active participation in industrial conflicts, thereby preserving his time, energy and prestige for less partisan issues.

Although the termination of the so-called service industry codes now appears to be a foregone conclusion, individuals prominently identified with some of the lines affected still hope that the Administration will not permit itself to be swayed by purely political considerations in this matter.

For many of the service industries, which are badly overcrowded, the N. R. A. represented the first serious attempt at co-operation. Some of these codes, such as the restaurant code, have established a beginning, from which progress can be made. The practical procedure for the Government to follow would be to reduce burdens imposed upon code subscribers to a level where honest operators can both comply and live, it is urged by some in such industries.

Once industry has been educated in co-operation, requirements can be gradually tightened to conform with advanced social standards, it is pointed out. Summary termination of these service codes would leave the industries concerned in a hopeless state of disorganization, it is said.

Dr. Glenn Frank, president of the University of Wisconsin, a man who has always in the past been at the front of radical, social-minded revolts, attended the meeting of a group of economists, scientists and statesmen held in Chicago last week as an antidote for the defeatist philosophy that has come out of the New Deal. As a physician places his finger upon the pulse to find the indicator of human physical disorders, Dr. Frank singled out the fundamental disorder of the New Deal philosophy—low production to be sold at high prices instead of full production, employing all of American ingenuity, to be sold at prices within the reach of all. He said:

To restrict production and to raise prices as a general policy is, to me, not liberalism but reaction,

not statesmanship but surrender, not creative advance but cowardly retreat. That way lies the subsidizing of inefficiency. That way lies the sabotage of superior management that knows how to bring the cost of production and the price of products down. That way lies a permanent and perilous lowering of living standards for the swarming millions. It was not for this that the pioneers built their blood and sacrifice into the foundations of this nation. More goods at lower prices is the logical goal of an age of science and technology.

One immediately recalls a reprinted editorial from the Vancouver, B. C., Financial News, on this page some months ago, which said, among other matters of vital prophecy:

Sooner or later the American people, having still many shrewd and independent leaders amongst them, will listen to voices that at present are drowned by the scream of the Blue Eagle.

An Illinois banker who is an occasional contributor to the Tradesman writes me as follows:

"Some way I cannot get away from the opinion the NRA is approaching a crisis from which she will emerge with some of her wings clipped, but placed in a position of greater usefulness.

"Did you ever hear of the advice an old judge gave to a young lawyer? He said: 'If you will pluck some of the feathers from the wings of your imagination and stick them in the tail of your judgment you will fly higher and better.'

"The McLeod bill would do more to restore confidence than any law yet proposed and in the end (say ten years) be less expensive to the Government than any measure already in force. You cannot bring back confidence and shirk the responsibility of state or Nation in granting charter and assuming an oversight which in so many cases was poorly done—so poorly that sound banks suffered alongside.

"Illinois bankers discussed banking from the standpoint of my recent article in the Tradesman, namely — that bankers should be experienced men who know the business of banking practice."

Brutus, May 25—We have followed with considerable interest the series of articles written by Paul Findlay. As comparative youngsters in this business of keeping a general store, we appreciate his discussion on merchandising, make-up and relating subjects. Recently Mr. Findlay mentioned a book he has written on the subject. We would very much like to have the book and if you can have it sent to us c.o.d., we will be under great obligations to you.

D. H. Evans.

I am pleased that my Brutus friend enjoys Mr. Findlay's articles. He is one of the oldest and most experienced merchandisers of whom I have any knowledge. The family originally came from Glasgow, Scotland, where merchants are conceded to be very proficient through long training.

(Continued on page 23)

FINANCIAL

The Survival of the Small Town

I came to this little town in the early days when it was just beginning and established my bank. It was a good farming country and my bank prospered and I did a good deal for the building of the town. I contributed liberally to its churches, am responsible for our having a fine large high school a little bigger and better than we needed, but an advertisement for the town even if the sinking fund and interest are a little burdensome on our citizens. I own the two-story brick building on Main Street occupied by our leading dry goods merchant on one side and our principal hardware man on the other with the commercial club rooms and the Mason's lodge upstairs with room enough out for our leading dentist to have an office and reception room; and I have a pretty good farm about a mile and a half from town, adjoining the country club—valuable as a farm and further valuable as potential real estate. I have a lot of friends whom I like because they appreciate me and I appreciate them. It's a nice clean town, no slums, no graft, and only enough scandal to keep conversation going—an ideal American situation. Incidentally, our town is a chicken, butter and egg center, and ships a lot of cattle and hogs to market, all of which I am proud of because my bank, with a liberal policy of financing based on the real value of farms in our neighborhood, has helped build up this business.

One day I had some business to transact at the county seat, eighteen miles from our town, and my wife went over with me. While I was in the court house she did a little window shopping and as she got into the car to come home she remarked on what a good looking dress she had seen in one of the store windows and how reasonably it was priced, but remarked that as the banker's wife it was probably her duty to buy in the home town. "Oh," I said, "I guess that's all right. I don't owe the town anything. I and my bank have done more for the town than they can ever do for us," and we got the dress. The style was rather snappy, but on close examination the price was about what we would have paid at home. When we came out I noticed a big pile of barbed wire out in front of a neighboring store with a special price on it. I knew it was low because I had received a memorandum from the man on the farm of what it would take to re-fence the two large pastures and had priced them at the hardware store in the morning before leaving home, and here was a considerably lower price and for "heavy cattle," the kind we always bought. The hardware man was standing out in front and as a matter of fact I knew him and remarked if it wasn't so far to haul he would have made a sale to me. "Far to haul," he said, "I'll make this price any place in the county for cash." Well he took my check and the deal was closed.

A few days later I drove out to the farm on my regular weekly visit and

on my way I met one of my farm neighbors who was driving into town. He owed the bank a little. I wasn't worried about that, but thought it good policy to be friendly and we stopped long enough to say hello and he mentioned in the course of the conversation that he was going in town to get some barbed wire as he had to do some fencing, and I naturally told him of the bargain I got at the county seat and he went on and I didn't think anything more about it until I got out to the place. The first thing my man mentioned to me was about the fencing. He thought I got it, as usual, from the hardware dealer in our town and said he must have sent us the wrong wire, as it was lighter than I usually got and seemed to be a poorer job of galvanizing, but he wasn't sure about that. Well I didn't like to admit I had been stung, so I just said I thought the lighter weight would do as it saved considerable money, though my man knew that wasn't my policy.

Well, that evening my wife told me her dress had made quite a hit at the bridge party the day before and that Mrs. Barnes—the hardware man's wife, by the way—liked it so well she asked her where she got it and went over to the same store and got one as nearly like it as she could. I said it seemed to me if Mr. Barnes expected the trade of his fellow townsmen his wife would buy her clothes of a home merchant, but didn't think anything about the matter until a few days later when I was over at the county seat. Among other things I dropped in to the First National Bank, partly to see my old friend, John Willis, the president, and partly to see if he had any good commercial paper to sell because we had some surplus cash on hand which I hated to see idle and he often helped me out in this way, as he had larger contacts with the markets than I had. "Sure," he said, "I can take care of you, but if you have so much extra cash why did you turn down a loan to Barnes—your hardware man—isn't he all right?" "Why, yes," I said, "he's gilt edged and carried quite a nice balance with me and hasn't asked for a loan." "Well," said John, "he opened an account with us a few days ago and got a small loan yesterday. I just supposed you couldn't take care of him." And right that I had my first uneasy feeling. When I got home I found Barnes had closed out his account, or rather drawn it down to a few dollars to take care of local checks. Well, I hated to talk to Barnes about it, but thought I'd better, and he was plain enough about it. My wife and I, he said, were buying out of town and recommending others to do so—there was a little saving on the rate of interest he paid at the county seat bank and he thought he might as well make the saving, and I got mad and told him to go to hell if that's all he appreciated what my bank had done for him. Well, to make a long story short, I found our dry goods man had closed out his account in the bank, too. Then first one and then another of our farmers followed the lead of myself and my farm neighbor and went to the county seat

for fencing, and their wives saw other things they wanted and they went to a show and brought their groceries back with them because it was so handy and they felt they had saved some money and quite a few of the women got in the fashion of buying their clothes at the county seat and telling each other how much they saved until finally the dry goods man couldn't make it off needles and thread and hooks and eyes and cheap yard goods, and had to quit. He tried to sell out and one of the chains looked the place over and made some enquiries around town and never came back—so I had an empty store room and no immediate hopes of renting. That left an empty house in town, too, but that didn't worry me, as the dry goods man had rented his house from our leading grocer and not from me.

The next bad news was that our leading grocer found the bulk of his business was going to the county seat and he was going to move over there to take care of it, and he did, and the hardware man, whose business was falling off, moved into the grocer's old location at cheaper rent. The grocer owned his own building and had said to a friend over in the county seat that he saw the town was running down and could afford to take most any rent that would get him a good tenant.

Well, that took another good account out of the bank, left my other store room empty and two empty houses in town. It made Main street look kind of bad to have two empty store rooms in such a prominent place, especially now that they were empty and didn't have any night bright window displays in them. I thought of painting them up fresh and cleaning the windows, but I didn't feel like putting any money in them when they weren't bringing me in anything. I was a little alarmed now at the way our bank deposits were going down, but that wasn't so very serious as we would call in some of our loans or sell a mortgage or two—and that reminded me we had a mortgage on the house our grocer had owned. He wasn't on the mortgage himself, but had bought the house subject to mortgage and we had neglected to get his name on the note and we had relied on the value of the house for security, as the original maker of the mortgage was gone and no one knew where.

The interest was just past due on the mortgage and investigation showed the taxes hadn't been paid and that the grocer had very evidently abandoned the property to us. Before foreclosing I thought it might be better to find a buyer who would assume the mortgage or, if we foreclosed, buy the property from us for enough to pay the loan and taxes.


But no buyer was to be had. It wasn't a new house—there was another empty house in town where the dry goods man had lived and two empty store buildings, and nobody wanted to buy real estate in a town that was beginning to go down. It made me question the value of all real estate, including my own, and especially those pieces of property on which the bank or I

personally held mortgages. The bank wasn't supposed to lend money on real estate, but there were a few farms and a few pieces of property in town, which anyone, even a bank examiner, would recognize as gilt edged. What I found was not encouraging but I still had confidence in the moral risks on the paper. Just about this time I concluded my big farm was too expensive a luxury and that perhaps anyway I'd be better off with a little more cash than so much real estate and I remembered I had had two good offers for half of it not so very long ago and thought now would be a good time to accept them before things got any worse. However, one of these offers had been from the hardware man, so I had to count that out, and the other had been from a neighboring farmer who wanted more land to add to his own place. Next time he came in the bank I mentioned it to him (as I knew he had plenty of money to pay for the place and could borrow the balance from the bank). Well, he hemmed and

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hauled a good deal and then told me he was really trying to sell his own place and move nearer a good town. That I didn't have the stores we used to have in our town and he would do better at the county seat and that the produce buyer was on his last legs (I hadn't heard about that) and was going to have to quit because so many farmers took their stuff to the county seat when they went there to trade. Apparently, his farm and mine, two of the best improved farms in the neighborhood, were unsalable. The next blow was when the lumber yard moved out and left a hundred foot gap on our main street. Main street was certainly beginning to look ragged. And then one merchant after another left. Real estate was not worth even farm prices and I lost my own tenant on my farm.

Well, the bank didn't bust. We paid every one out in full, but the stockholders, and we gave them real estate and mortgages on town and farm property and I have a few deeds myself covering my store building and some residence property—not worth anything in cash now, but I am making it all right, as I have a job in the county seat bank. What I think I miss most is not the better income I had, but all my old friends—my church and lodge connections and the people to whom I was useful or important in the old days.

James F. Goodman.

Two Billions to Keep the Dollar Stabilized

The Treasury Department last week revealed itself as ready to repel all raiders on the Government's credit.

For the first time the Treasury disclosed that it had set up ready for active use the \$2,000,000,000 stabilization fund with which it is to defend the American dollar and Government securities against excessive price fluctuations.

The fund was appropriated by Congress more than three months ago. It was to be set up out of the \$2,810,000,000 profit which the Treasury realized when the dollar was devalued. Since its creation, mystery had surrounded the fund until the Treasury last week disclosed the first few facts.

The stabilization fund, the Treasury disclosed, has been divided into two accounts, an active account and an inactive or reserve account. In the active account, with which trading is being done thus far, the Treasury has put \$200,000,000. The remaining \$1,800,000,000 is being held back in the reserve account for the time being.

Chief reason behind mobilization of the stabilization fund for action was the fact that the Treasury last week had virtually exhausted all the money with which it previously had been steadying the Government bond market.

For 18 weeks the Treasury had actually been operating a stabilization fund in the field of Government bonds without using stabilization fund money. What had happened was this: The Treasury had at its disposal \$339,000,000 turned over to it for investment by the Federal Deposit Insurance Corporation and a \$52,000,000 excess in its sinking fund appropriation. With this money it had been buying

Government bonds whenever the price of Government issues threatened to go down.

Last week the Treasury had left only about \$50,000,000 out of the \$391,000,000. If it was to continue its operations in Government bonds it had to have more money. Therefore, it set up the stabilization fund.

The stabilization fund is to protect the American dollar from excessive price movements up or down on foreign exchanges and to steady the value of Government bonds at home.

The dollar has shown little threatening variation, having clung close to its new gold value ever since it was devalued. The fund's chief function in the immediate future appeared, therefore, to be in the field of supporting Government bond prices just as they have been supported during the last 18 weeks by the purchasing which the Treasury had been doing with its original \$391,000,000.

Possibility of a Revival in the Fall

The uncertainty which has registered for several weeks by declining stock price is being spread throughout the business world. Recovery is not going as well as the Administration would like and there seems to be a general prediction that business decline will exceed the usual seasonal proportions. Lower demand from the automobile trade and other demand for second quarter delivery has caused a slight decline in steel operations. Also, production of motor cars has declined in excess of seasonal production. The increase in electric power output was slightly lower. This let down, however, is not at all unusual. This sentiment cannot be attributed to other than the many uncertainties still existing.

The net result of the new silver plan is just another element of uncertainty. The apparent attitude of employers to have a show-down with labor which may reach a crisis in mid-June in the steel industry along with present labor difficulties, has to be faced by business. Also, the consumer is beginning to feel the effect of higher prices caused, undoubtedly, by the policy of higher wages, higher prices and lower production which has been contrary to the past practices of the United States which raised the high standard of living of our population to the highest in the world.

There is a good possibility that there will be a revival towards the end of the year. It is well to keep in mind that these uncertainties, after a long depression, are typical of past history and that this decline in business should be viewed as a result of our satisfactory spring business. J. H. Petter.

Help for Salesmen

Over-statement of the probable earnings to be made by prospective salesmen is one of the unfair advertising methods banned by the Federal Trade Commission. Other forms of misrepresentation, according to the Commission, concern advertisements for fat reducers and form developers, cures for stomach ulcers, and imitation stones which "cannot be told from genuine diamonds."

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Vosler & DeLoof Company, a corporation, bankrupt No. 5072, final meeting of creditors was held April 6, at which time M. N. Kennedy, trustee, was present and represented by Fred G. Stanley and H. Clair Jackson, attys. Certain creditors present in person and one creditor represented by Harry C. Howard, atty. Martin H. DeLoof, an officer of the bankrupt corporation, was present in person. Trustee's final report and account was approved and allowed. Bills of attorneys approved and allowed. Certain property sold at auction. An order was made for payment of administration expenses, preferred claims and a first and final dividend to creditors of 8.52 per cent. No objection to bankrupt's discharge. Final meeting then adjourned without date and files will be returned to the U. S. District Court.

In the matter of John Vanden Bogert, bankrupt No. 5704. The first meeting of creditors has been called for June 4, 1934, at 10 a. m.

In the matter of Raymond Byron Platt, bankrupt No. 5696. The first meeting of creditors has been called for June 1, at 2 p. m.

In the matter of Gerrit Benjamin Meyers, bankrupt No. 5693. The first meeting of creditors has been called for June 1, at 11 a. m.

In the matter of Joseph M. Hayes, bankrupt No. 5679. The first meeting of creditors has been called for June 1, at 11 a. m.

In the matter of James E. Spindle, bankrupt No. 5706. The first meeting of creditors has been called for June 1, 1934, at 10 a. m.

In the matter of William B. Doyle, bankrupt No. 5701. The first meeting of creditors has been called for June 1, at 10 a. m.

In the matter of Sydney C. Erickson, bankrupt No. 5689. The first meeting of creditors has been called for May 28 at 2 p. m.

In the matter of Quaker Restaurant, bankrupt No. 5673. The first meeting of creditors has been called for May 28, at 10 a. m.

In the matter of Borgman Stores, Inc., bankrupt No. 5404, final meeting of creditors was held April 9, 1934. The trustee was present and represented by Clare J. Hall, atty. Certain creditors were represented by G. R. Ass'n of Credit Men. The bankrupt was represented by Warner, Norcross & Judd, attys. Trustee's final report and account was considered and allowed. Bills of attorneys for bankrupt and for trustee were approved and allowed. Final report of receiver in bankruptcy was approved and allowed. An order was made for the payment of administration expenses, preferred claim and a first and final dividend to creditors of 6.8 per cent. No objection made to bankrupt's discharge. The meeting adjourned without date and the files will be returned to the U. S. District Court.

May 15. On this day first meeting of creditors in the matter of The Compound & Pyrono Door Company, a Michigan corporation, bankrupt No. 5667, was held. The bankrupt was present by Ross D. Scamehorn, its president and Elmer W. Cress, its secretary, and represented by Gore, Harvey & Fisher, attys. Ross H. Lamb, a member of the Bondholders' Protective Committee, present in person and Judge John McDonald was present on behalf of one bondholder. Certain creditors were present in person and represented by Fred G. Stanley and Warner, Norcross & Judd, attys. Claims filed only. Fred G. Timmer, Grand Rapids, Michigan, was elected trustee and his bond fixed at \$5,000.00. Ross D. Scamehorn was sworn and examined before a reporter. The meeting adjourned without date.

May 17. On this day the schedules, reference, and adjudication in the matter of Muskegon Brewing Co., bankrupt No. 5684, were received. The bankrupt is located in Muskegon, Michigan. This is an involuntary case and the schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

In the matter of Henry J. Koning, bankrupt No. 5705. The first meeting of creditors has been called for June 7, at 2 p. m.

In the matter of Bridgman Golf Club, bankrupt No. 5577. The final meeting of creditors has been called for June 11 at 2 p. m. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Don S. Smith, bankrupt No. 5520. The final meeting of creditors has been called for June 11, at 2 p. m. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Cedar Springs Creamery Co., bankrupt No. 5517. The final meeting of creditors has been called for June 11, at 11 a. m. The trustee's final report will be approved at such meeting. There will be a dividend for creditors.

In the matter of Majestic Book Shop,

Inc., bankrupt No. 5555. The final meeting of creditors has been called for June 11, at 11 a. m. There will be no dividend for creditors.

In the matter of Adolph E. Melrose, bankrupt No. 5539. The final meeting of creditors has been called for June 11, at 10 a. m. There will be no dividend for creditors.

In the matter of Hesse's Inc., bankrupt No. 5364. The final meeting of creditors has been called for June 11, at 10 a. m. The trustee's final report will be approved at such meeting. There may be a small dividend for creditors.

In the matter of DeVaux-Hall Motors Corporation, bankrupt No. 4786, final meeting of creditors was held April 16. George R. Scott and Frank G. Deane, Trustee's were present in person and represented by Butterfield, Keeney & Amberg, attorneys. Certain creditors were present in person and represented by Glenwood C. Fuller, Hilding & Baker and Norris, McPherson, Harrington & Waer, attorneys. The trustee's final report and account was approved and allowed, as were reports and records of their operation. Bills of attorneys approved and allowed. Certain items of real estate and personal property were sold at auction. An order was made for the payment of expenses of administration and a final dividend to creditors of 1.52 per cent. (first dividend of 5 per cent, and second dividend of 2 per cent, having heretofore been declared and paid). No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to U. S. District Court.

In the matter of Wagg Motor Co., Inc., bankrupt No. 5461, final meeting of creditors was held under date of May 11. Fred G. Timmer, trustee, was present. Bankrupt was represented by Warner, Norcross & Judd, attorneys. Certain account bidders were present in person. Trustee's final report and account was approved and allowed. Bill of Warner, Norcross & Judd, attorneys for bankrupt, and bill of Earl W. Munshaw, attorney for trustee, approved and allowed. Balance of bills, notes and accounts receivable, the reserve accounts in the Union Bank of Michigan, and certificates of Associates Investment Co. were sold as one item to Robert Wilson, of Grand Rapids, Mich., for the sum of \$50.00. Order was made for the payment of expenses of administration and for a first and final dividend to labor claimants of 46 per cent. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

In the matter of Edward C. W. Geisbert, doing business as Hermitage Battery Co., and Majestic Battery Shoppe, bankrupt No. 5464, final meeting of creditors was held under date of May 11. Fred G. Timmer, trustee, was present in person. Bankrupt present in person and represented by Warner, Norcross & Judd, attorneys. One account bidder present. Trustee's final report and account approved and allowed. Bill of Warner, Norcross & Judd, attorneys for bankrupt, was approved and allowed. Balance bills, notes and accounts receivable was sold to Robert Wilson for the sum of \$25.00. Order was made for the payment of expenses of administration as far as funds on hand will permit including balance bankrupt's exemptions under the stipulation heretofore filed. No dividend for general creditors. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

Greater Seasonal Fluctuations

Wider seasonal fluctuations in several lines, such as automobile sales, are expected in some quarters as a result of the application of codes of fair competition.

Formerly, it is pointed out, special trade-in allowances and similar concessions to buyers were made in order to induce purchases during otherwise dull seasons. Now, such practices are curbed or eliminated entirely, as a result of code provisions. Buyers will thus have less incentive for spreading their purchases.

Efforts to impart greater flexibility to code provisions so as to help stimulation of sales in dull seasons are planned in several lines affected by the change.

A new automatic separator for compressed air lines is said to remove all dirt, oil, water: to deliver only clean, dry air. It operates only when air is being used, thus minimizing air waste.

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

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

My Statement on Old Time Jobbers' Margins Protested

Referring to my recent article on Why Old-Time Jobber Fails as Voluntary Sponsor, a Western Canada wholesaler protests that grocery jobbers who operate on 20 per cent. margin must be in the United States because, having been in that line all his life, he never heard of any such margin. He gives 6 per cent. as about the average in his line at this writing, and urges that my statement be corrected because detrimental to the business—especially as my stuff is widely read and frequently commented on by his customers.

That is a pleasing communication for many reasons. First, because protests always show interest. Nothing is so deadly as silence to a writer and it happens to be human nature not to say much so long as we approve; so it is good to say things that are actually mistakes at times. A famous business writer says that one of the best things he makes is mistakes. But here we have the second cause for pleasure: the report that Canadian grocers frequently comment on my stuff.

Now, I hope you will believe me when I say that not a word of this is flippant. I write it in good faith. I really do welcome criticism as helpful all 'round, affording opportunity to clarify whatever may be obscure.

Let us note, then, that my article attempted to account for a condition, for facts clearly established. Old-time jobbers are failing as voluntary sponsors and one acknowledged authority tabulates some reasons. I review those reasons and add a few items from my own experience. My aim is not to cast aspersions on anyone, but to indicate what practices are pernicious, due for elimination in any event, certainly must be discarded if any jobber is to become a successful voluntary sponsor.

If my story be re-read, I believe this will appear; and it will also appear that quite early in the article I said there were "jobbers and grocers, just as there are grocers and grocers." This, it seems to me, furnishes a way out for those whom my strictures do not fit and my own experience goes far back. The type of jobber I have in mind dates from 1900, when already I had twenty-two years' grocery background and when expense—in Chicago—was 5 per cent., as against a recent ratio of 11 to 13 per cent.; and he made margins incredible to-day; but that he persists, at least in modified form, seems established by the recent survey and his failure to change with the times.

But not all jobbers are like that. Neither are all grocers failures. In

fact, the ratio of success in the food business is about the most constant in any line of business. My aim always is to point out where many seem to be weak that others may avoid such elements of weakness. That okeh?

And my correspondent is right about my reference. I talked altogether about United States conditions—just as the survey I quoted had to do with U.S. conditions. I can go much farther than that, for I can say that my impression of Canadian jobbers is that they are on a plane of efficiency and sound practice similar to that of Canadian retailers, and they go back in traditions of training and practice to those of Great Britain and Ireland. That means a seriousness of purpose and a grounding in fundamentals far more exact and thorough than what we can show.

Let me go still farther. I know the grocery business from personal contact, intermittent for fifty years, with Glasgow and London; and I know the careful training those men undergo, with results in a completeness of have enjoyed and which can be acquired knowledge and skill which we never have enjoyed and which can be acquired only through centuries of consistent practice. This is why one Detroit high grade grocer I knew, continuously in business since about 1844, made it regular practice to get his clerks from Windsor, across the river; and he preferred Irishmen. Our mixed races and consequent nebulous traditions preclude consistent rules and practices as yet.

That is worth a word or two. Canada is far more sparsely settled than the United States; but she enjoys a single racial background, with traditions of all kinds reaching back into the Dark Ages, even into prehistoric times. Our governmental and legalistic rules and customs date similarly, our political and social framework being founded on that of Britain; but there has been such tremendous admixture of other peoples, customs and traditions with us that the crucible has not yet produced a settled amalgam.

Now, therefore, it is not only likely, it is virtually certain that Canadian wholesale grocers have operated on much more conservative lines than ours have done and for longer time. There has been far less of the get-rich-quick in Canadian business. That it, like British commerce, has been surer while slower is pure benefit to Canada—a benefit we shall enjoy as our affairs are settled down into greater stability.

And yet the grocery business presents the same character of picture everywhere, varying little in degree but greatly in proportionate quantities. In Glasgow and Dundee, in London and Edinburgh, just as in Toronto and Calgary, Moose Jaw and Vancouver, grocers are plentiful who figure margins on cost and call them "profits"; but there are less of those than in the United States.

The same is true of jobbers. And jobbers, in our country, have often specialized closely and peculiarly. One handles nothing but hard staples, works on the narrowest margin and makes good money right beside another who goes in for the fullest range in assortment and values. One of the greatest coffee importers on the West

Coast is a wholesale grocer who never has roasted coffee, never has had his own brand, sells no coffee to his own grocer customers. So the picture is infinitely various.

My correspondent speaks of 6 per cent. margin. It is all of twenty years to my knowledge that some of our enduring grocer-owned wholesalers have operated on around 3½ per cent. without delivery and 4½ per cent. with delivery—gross. Cash-carry wholesalers operate on a margin unbelievably narrow—then distribute rebate checks end of each year from surplus earnings, about as British "co-ops" distribute dividends to their members. London wholesalers continue to handle vast quantities of unbranded merchandise purely on a competitive-value basis, the system essentially unchanged since the word "grosser" originated.

Does it not appear, now, that conditions I analyzed so briefly are like a No. 10 shoe? They fit some people and not others? What I sought to bring into the open was that men accustomed to roomy footwear perhaps may have to pinch their toes a bit to get into the business boots of to-day and to-morrow. I said the good old days of old and gold were gone. I believe that close examination will show that is true, but also it will be found—now as always in the past—that there are ample opportunities for him who seeks honestly and fairly to serve.

There are plenty of jobbers who continue to serve grocers generally. They are successful in proportion as they conform to the times. My talk was on jobbers who sponsor voluntaries. They will endure, too, in proportion as they do their part in the bargain.

I thank my correspondent for his letter.
Paul Findlay.

Preference for Grocer With Strict Credit Policy

Approximately 96 per cent. of the housewives who bought their groceries on credit, reporting in a recent survey, said that they would rather trade with a grocer who is strict in his collections and insists that customers pay at regular intervals. In addition, nearly 90 per cent. of those buying on credit who replied to the questionnaire indicated that they preferred to have the grocer remind them when bills are due.

Based on the replies of 300 housewives selected as being representative of various sections of the country,

large and small towns, and farm and city areas, this study was made to secure a cross-section of housewives' opinions and reactions on the credit problem of food stores. Each housewife was asked to answer five questions and give her general comments, and the report contains the answers to these questions and some sixty pages of general comments.

From the answers given, the report concludes that it is apparent that women are rapidly losing confidence in the grocer who lets customers pay at will, and that women are coming to have the opinion that where the merchant is lax in getting his accounts paid the customer had to pay more to offset losses for bad accounts.

On the subject of a reminder when bills are due, the housewives are shown to have indicated that it depends on how it is done as to whether they object to it, but they want to be reminded in some way so as to keep the bills from becoming too large.

Of 300 replying, 221 said they preferred to pay cash when buying their groceries if possible, while twenty-three expressed a preference for paying weekly, twenty-six "on pay days," seventy-three monthly, and four had no specific preference. In expressing their opinions as to whether the stores in their communities were too lax in the matter of credit, 121 said that the grocers were too lax, fifty-two answered "no," fifty-nine did not know, and 68 expressed no opinion as they traded at cash stores.

The opinion is expressed in the report that this information should help the retail food store manager to better evaluate his story policy in relation to consumer preferences, and that the comments made suggest many advertising and sales promotion possibilities.

An architect, a lumber dealer, a building supplies dealer, a contractor, a sub-division owner, a steel man and the inventor of a new low-cost home construction method are co-operating in building a "subsistence home" near Middletown, Ohio. Co-operators will receive pay and profit for their contributions when the house is sold, thus eliminating pyramiding of profit and further reducing cost of the home, already low due to the construction method which combines use of steel, wood and concrete.

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MEAT DEALER

Doctors Told Meat's Value in Reducing

The advantages of a diet built around lean meat, as a safe and effective menu for reducing were brought out in a talk given April 20 at the annual convention of the American College of Physicians in Chicago. The speaker was Miss Anna E. Boller, head of the department of nutrition of the National Live Stock and Meat Board.

The speaker based her remarks upon the results secured in successive trials with reducing patients at the dispensary of Rush Medical College. These trials proved two things; first that the every-day foods can be used successfully in bringing about satisfactory weight losses; second, that increasing the protein of the meals through larger servings of meat increased the weight losses.

In the first study, twenty-two cases were under observation. The average meat consumption per day per person was from one-fourth to one-third of a pound. Over a period of 12 weeks, the weight losses averaged 1.1 pounds per person weekly. In a later study the calories of the menu were kept the same but the protein intake increased 27 per cent. These patients received more than half a pound of meat daily per person. They lost an average of 1.7 pounds weekly per person. The increased weight loss is proof of the advantages of a diet high in protein.

Miss Boller emphasized the fact that reducing need no longer be associated with an unbalanced diet. Instead, it should be a normal diet except for lessened calories. She referred to certain "fad" diets by stating that the very fact that they are recommended only for certain periods was proof of their limitations. Mention was made of one so-called reducing diet which has a bare minimum of phosphorus, only two-thirds the normal iron requirement, and a protein content below the basal requirements for a person weighing 80 pounds.

The value of a "stick-to-the-ribs" diet containing meat was shown by the statement that the patients not only reduced comfortably but actually improved in health.

The lecture was illustrated with lantern slides. These slides showed foods used in the recommended diet as well as those used in various "fad" diets. Pictures of patients previous to and following the dieting period were presented, as well as charts showing weight losses.

The Board is constantly driving home this message of meat for reducing. Its effort is bringing inquiries from all parts of the United States. Thus meat is being given more prominence in a new field.

Farmers' Income from Live Stock Sales

Chicago, Ill., May 27 — American farmers' income from live stock sales to the packing industry gained \$13,000,000 in April, as compared with the preceding April, and \$73,000,000 in the first four months of the year, as compared with the corresponding period last year, Thos. E. Wilson, chairman

of the Committee to Confer with Live Stock Producers of the Institute of American Meat Packers, and Chairman of the Board of Wilson & Co., Inc., Chicago, announces. His figures are estimates compiled from United States Department of Agriculture reports on Federally inspected slaughter through April, and on prices and live weights through March, with supplemental estimates for April.

Mr. Wilson's statement follows: "Live stock sellers' income from April marketings is estimated as \$85,928,000, a gain of 18 per cent. over the figure for the preceding April. The four-month total of income from this year's marketings is estimated as \$351,193,000, an increase of 26 per cent. over the similar figure for last year.

"A largely increased income from cattle, from calves, and from sheep and lambs, and a slightly lowered income from hogs, is shown for the month of April.

"In the case of hogs, in addition to the price increase for the period as a whole, the farmer who co-operates in the corn-hog reduction program will receive benefit payments from the \$64,000,000 in processing taxes collected during the same period. The Government, moreover, has used, and is using, tax funds for removing surplus products from the market as a means of improving hog prices. In April the processing tax, which is collected from the packer, apparently amounted to approximately \$19,000,000, or more than five times the April revenue decline which accompanied decreased marketings of hogs.

"The increased farm income from cattle and calves marketed in April was due both to higher prices than last April and to increased marketings. The sharp gain in revenue from sheep and lambs reflected an emphatic price gain over the preceding April, accompanying a large decline in the number of animals marketed.

"The incomes cited in these two tables are of course gross incomes, from which the fixed charges that the farmer has to pay for transportation and marketing expenses must be deducted. The gains cited, however, in so far as they represent price gains rather than increased shipments, are net gains to the farmer, and are therefore doubly welcome to him in comparison to minimum price levels at which a much larger part of his income had to go for fixed expenses.

"It is gratifying that increased purchasing power has enabled the packing industry to pay considerably higher prices for cattle, calves, and sheep and lambs this year, and even for hogs if the average price for the whole four-month period is considered. Even with the improvement, however, live stock prices are lower than we should like to see them."

May Not Aid Miners

Members of the Senate silver bloc now are fearful that the proposed silver legislation will not work to the full advantage of domestic miners because of the probable secret operations of the Government in the silver market, it is said.

Only full publicity of the Government's purchasing program, they hold, will bring about the desired reaction to the price of the white metal. They have learned that the Administration already has purchased silver in the open market with money from the Exchange Stabilization Fund. But how much was bought, what was the price paid or when the transactions were consummated and where, is unknown to them.

It is contended that instead of improving the price of the metal,

these secret operations may be designed by the Administration to depress the price to the advantage of the Government and without benefit to silver interests who want the price to jump to \$1.29 per ounce as rapidly as possible.

Civil Courts to Enforce NRA

Business men in small communities, otherwise exempt from the NRA, must comply with the fair practice provisions of their industry's code, a recent Executive orders rules. This is the first official acknowledgment that there is at least as much need for fair practice rules among smaller business concerns as among the larger ones.

However, a further step must be taken, some observers hold, if this order is to be made effective in practice. This is the removal of the enforcement of fair practice rules from the sphere of criminal prosecution, and its transfer to the civil courts, preferably under special rules for speedy settlement.

Such a transfer would relieve compliance officers from a burden they cannot possibly bear. It would put both the initiative of enforcement and the burden of proof up to business itself. Court injunctions would quickly stop use of unfair practices, it is claimed, and damage claims according to a prearranged schedule, possibly on a scale rising with the volume of business done by the violator, could effectively prevent a widespread "abuse of economic power," it is held.

Price Stability in Prospect

The commodity price level within the near future is likely to display a larger measure of stability. Prospects of higher production costs resulting from strikes and a wider application of price maintenance devices by both NRA and AAA authorities are expected to check shortly declining trends recently experienced in some consumers lines.

Pronounced consumer resistance to higher prices, particularly on the part of the population of the more industrialized sections of the country, on the other hand, is likely to discourage business men from overreaching themselves with respect to future price increases.

The weekly index of commodity prices for the past week reflects such a trend toward greater price stability. While there was a rise of 0.4 point to a new high of 75.8 for the year, it was almost entirely due to the further advance of grain prices caused by the persistent drouth in the growing areas.

Restricting Canned Food Output

The general refusal of the large grocery distributors to enter into usual future commitments with regard to this season's packs of canned goods is likely to exert a restraining influence on activities of packers. In conjunction with the prevailing dry weather, this factor may yet curtail this year's packs to salable proportions.

Reluctance of large scale buyers to make contracts is chiefly dictated by the fear that a further decline in futures quotations might depreciate stocks bought early in the season. Packers in turn cannot afford to be too liberal toward growers as regards prices and quantities packed until they have disposed in advance of at least a substantial portion of their probable output.

The absence of future business in the major grocery lines constitutes a disturbing element which interferes with the normal conduct of business, nevertheless, many in the trade are inclined to believe that it may turn out to be beneficial in the long run, if it helps to prevent the demoralization of the canned goods markets likely to be caused by a flooding of the market with excessive supplies.

Flexible Depreciation Schedules

Consulting engineers and other technical advisers to industry anticipate a substantial increase in their business to result from the depreciation rules of the new tax bill and the Treasury rulings on the subject.

Business men in the future will not be permitted to apply merely traditional depreciation rates. Instead, the Government anticipates tax receipts of \$95,000,000 to result from new rules which put the burden of proof upon business that the depreciation rate claimed actually corresponds to the "expected life" of the asset in question, to be determined by independent expert appraisal.

A more realistic attitude in computing depreciation rates on particular items of plant and equipment, which will be necessary under the new tax rulings, is expected to lead in time to much sounder practices in this respect on the part of individual concerns than prevailed in the past. From this viewpoint, the new legal provisions may do some good.

A Dayton hardware merchant promotes spring garden tool sales by emulating the practice of congressmen of yester-year; he offers customers free packets of flower seeds.

Spots of aluminum foil are now being placed in beer-bottle caps to eliminate corky taste.

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

HARDWARE

Michigan Retail Hardware Association.

President — Henry A. Schantz, Grand Rapids.

Secretary—Harold W. Bervig, Lansing.

Treasurer—William Moore, Detroit.

Field Secretary — L. S. Swinehart, Lansing.

Paint Demonstration Builds Hardware Store Traffic

Under a plan used by Fox & Schamel, Inc., Flushing, N.Y., local women's organizations are invited, as a group, to attend one of the paint demonstrations held twice daily by the firm during its paint demonstration week. The demonstrations are usually scheduled for 3 and 8 p.m. When the invitations are extended the firm explains that if thirty or more members attend, the store will donate \$5 to the organization's treasury. In inviting the organizations a point is made to ask only clubs of desirable paint prospects, worthy of special cultivation. Many of Flushing's ladies' groups have attended and have had their interest in painting greatly stimulated by one of the demonstrations. Attendance for the week usually exceeds the 300 mark.

One of the chief advantages of the demonstration is that spectators are able to interrupt the demonstrator at any time to ask questions about any point which is not entirely clear to them. At the start it is explained, those in attendance may ask questions. Usually the audience is responsive to this suggestion and many interesting questions are asked. Frequently points are cleared up that have prevented several women from beginning painting jobs, which they would not have attempted if authoritative information had not been so readily available.

It is seldom that any of the questions are highly technical. Most any well informed paint man could furnish reliable answers, but to the woman perhaps attempting her first painting project they are all important. Some typical questions are: What will prevent "bleeding" when paint is applied over a mahogany varnish stain? How many average sized window screens can be finished with a quart of screen enamel? How can plaster cracks be filled preparatory to painting? What paints are satisfactory for use on steam radiators? And many others along similar lines.

A big point in favor of this type of paint demonstration is that it affords the opportunity to do a thorough job on practically all of the important items in the paint line. In Fox & Schamel's store, a space is cleared on the second floor where a crowd of about fifty, comfortably seated, remain attentive throughout a demonstration lasting about an hour and a half. This presents an opportunity to acquaint the women present with the purpose and application of many paint products, with which they may not be at all familiar. No one could leave a paint demonstration of this kind without having gained a fair knowledge of the materials available for nearly every kind of a paint job. A packet of circulars describing various paint products is placed on every chair before the demonstration begins, and those present are asked to take this

packet with them to study at their leisure.

The manufacturer of the line of paint handled by the store has for some time been encouraging its dealers to sponsor demonstrations and has found retailers who have given the idea a trial well pleased with the good accomplished. This manufacturer's salesmen are especially trained so that they can instruct any competent young lady selected by the dealer on how to conduct an effective paint demonstration. Sometimes the dealer can persuade the manufacturer's salesman to "pinch-hit" and personally conduct the demonstration.

On May 11 a salesman demonstrator was particularly adept at presenting the story of paint in an interesting and informative manner. The organization was an auxiliary unit of one of Flushing's leading churches. Most of those present were middle-aged and several of the women were accompanied by their husbands. The majority were moderately well to do people, probably owning their own homes and interested in keeping them attractive and in good repair. The demonstration was well gaged for the audience. Injecting a little well chosen humor at timely intervals, while still keeping paint foremost in the minds of those present, he made the demonstration both enjoyable and instructive.

After emphasizing how paint makes home surroundings more sanitary, how it protects property from wear and from the ravages of the elements, and how it beautifies, the demonstrator showed how cheap paint is really more expensive than quality paint in the long run. He then briefly reviewed the history of the paint manufacturing concern with which he is identified, pointed out that it is one of the leading concerns of its kind, and stated it enjoys an enviable and long standing reputation for the quality of its products. He also stressed that both the manufacturer's guarantee and that of Fox & Schamel was back of all the paint products that would be discussed during the demonstration.

Following this, some twenty paint items were discussed and actual demonstrations were given on stove pipe enamel, linoleum finish, quick drying enamel, varnish and varnish stains. Among the paint items whose purpose and application were explained in considerable detail were outside house paint, auto enamel, auto top finish, gold and aluminum enamel, varnish, linoleum finish, varnish stain, floor enamel, flat varnish, paint remover, stove pipe enamel, screen enamel, surfacer, washable flat finish, porch floor enamel, semi-gloss wall finish, high gloss wall finish four hour enamel, and transfer decorations.

Before bringing the demonstration to a close, attention was called to the combination trial offers available, consisting of small sized cans of several different kinds of paint offered together with proper brushes, at special introductory prices. As a concluding feature several vases and flower pots were decorated by the process which entails floating varicolored paints on water in a large vessel, and dipping the object into the water in such a manner that a very attractive effect is obtained.

These souvenirs were presented to the ladies present. On their departure each guest was given a yardstick bearing the firm's imprint.

Many stopped at the paint department on the first floor to take advantage of the trial offers, or to purchase

other products that had been explained during the demonstration.—Hardware Age.

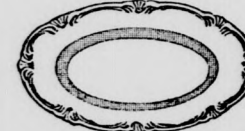
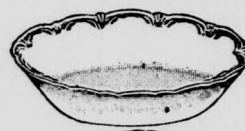
Any poor person can become a thief; but to break into the kleptomaniac class you must have money.

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REALM—May 23, '34

Only reliable houses can advertise in the Tradesman — "nuff" said.

BUT REMEMBER THIS —



Leonard has sold dishes since 1844 and has thousands of satisfied, faithful friends. Leonard was the first house ever to order a solid bulk packed carload of dishes. We have over a hundred different patterns. We

offer you the modern service of a reliable house and the best buys you ever made. Join the roll of satisfied customers.

Be sure and see our display — Keep in step

COME TO GRAND RAPIDS

SEE OUR LINES OF

Dinnerware — Glassware — Silverware — Toys
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Electric Refrigerators

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Since 1844

FULTON and COMMERCE — PARK IN OUR YARD

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PRESENT PREMIUM SAVINGS 25%

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.

The "Daylight in Government" Banquet

In our travels through the state we discovered that our new President, Mr. Joseph C. Grant, had already made some very substantial steps in getting in touch with our Governor and other state officers.

The dry goods men all over Southern Michigan had received Joe's letter inviting them to come to Battle Creek on May 10. Some thought that it was a meeting of the Michigan Retail Dry Goods Association and others were in doubt as to what was the purpose of the meeting. We were there to see what was going on and was delighted to find that quite a large number of our members were there with the same purpose in mind.

Our Vice-President, D. Mihlethaler, came all the way from Harbor Beach, bringing Mrs. Mihlethaler with him. Other merchants were there from nearby towns, some as far away as Birmingham, Wyandotte and Grand Rapids.

Mr. Grant is absolutely O.K. when he states that a closer contact between the citizens and public officials of the state is needed. We have always taken this position with our merchants and sometimes have not been encouraged with the idea that state officials should be present at our conventions and district meetings.

The banquet was largely attended, mostly by democratic officials. The toastmaster was George D. Schermerhorn, of Reading, one of the able men of the young democracy and the husband of the Michigan Regent of the D.A.R. Gov. Comstock, Director J. E. Mogan, of the Sales Tax Division, and E. C. Shields, of Lansing, were among the principal speakers. It was a high-class event and Joe is much to be congratulated that he has found his way to the good fellowship of the men, who, by reason of their election to office, are directing the affairs of our state government.

The President, Vice-Presidents or Manager of the Michigan Retail Dry Goods Association may not be partisan democrats, but they appreciate the friendship and co-operation of the men elected by the dominant political party to administer the affairs of our state.

Joe will enter upon the duties of his office as President of our organization on July 1. He says that he won't have any too much time to devote to the organization, but, believe me when I say that when Joe does move there will be something doing. Watch announcements and be present when he extends the invitation.

The enclosed application, issued by the Department of State, Chain Store Division, is self-explanatory. Act No. 265, Public Acts of 1933, has been referred to in a previous communication

to our members. For several years there has been a demand from independent and so-called home-owned stores that chain stores should pay more toward the expenses of government.

The enactment of this law and the accompanying table which we give herewith is information which we are sure you will appreciate. It will be observed that over \$600,000 a year is paid by thirteen of the large chain stores operating in this state. The information as to the number of stores in each chain was furnished by the State Department. The estimated total amount of money to be collected in one year from the chain store organizations is \$750,000.

	No. of Stores	Pd. by Stores over 25	Total
Kroger Grocery & Baking	858	\$208,250	\$210,820
Atlantic & Pacific			
Tea	817	198,000	200,570
C. F. Smith Co.	620	148,750	151,320
F. W. Woolworth Co.	77	13,000	15,570
S. S. Kresge Co.	75	12,500	13,070
Economical-Cunningham Drug	64	9,750	12,320
J. C. Penney Co.	46	5,250	7,820
J. A. Byerly Co.	39	3,500	6,070
H. A. Smith Stores	30	1,250	3,820
Schiff Co.	29	1,000	3,570
Louis K. Liggett	29	1,000	3,570
Montgomery Ward Co.	22		1,970
Sears, Roebuck & Co.	20		1,570
	2726	\$602,250	\$632,060

In our news letter immediately following the Convention we commented to a considerable extent on the five-minute speeches that were made by the various members present. W. J. Hickmott, of Mendon arrived at the first session and responded vigorously to a request for a five-minute talk.

His health had not been good for the last few months. He exerted himself considerably to meet with his friends in Lansing. We received from a neighbor in Mendon the sad news of his death. We state without hesitation that Mr. Hickmott was one of the most lovable and refined men in our entire organization. It was not only a pleasure, but a delight to get into Mr. Hickmott's store and hear him tell the incidents of his business career.

His father was pastor of a Congregational church in St. Joseph that I attended when I spent a year as a teacher in that locality. Our friend, Mr. Hickmott, the merchant, was very much like his preacher father, and our acquaintance with the family began in 1887. Mendon and Michigan have lost one of their best citizens. How glad we are that he came and spent a couple of days with us only a month ago. Our best wishes go out to Mrs. Hickmott and their three fine sons.

About fifteen years ago we visited Mr. Heidelberg's store in Oxford. He was hard at work putting goods on the shelves and making a display in his store windows. He immediately became a member and continued in membership at Big Rapids and Edmore. Business reverses came and he spent his last two or three years in Uhlman's store at Caro.

Calling there recently and enquiring for him, we were surprised to learn that he had died several weeks ago.

Mr. Heidelberg was an industrious man. We are sorry to lose him from our list of merchant friends.

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

A new "break-in" oil is said to combine characteristics which enable it to produce a perfectly run-in motor, to permit higher speeds during breaking-in periods.

NOTICE:

The following changes in charges and rates for certain types of telephone equipment and service become effective on the date of the first bill to each subscriber on or after June 1, 1934:

1—The charge of 25 cents per month for hand telephone sets will be discontinued after it has been billed for a period of 18 consecutive months. On hand telephone sets now in service for which the charge has been billed 18 months or more, the 25-cent charge will be discontinued with the June, 1934, bill for service. On all other hand telephone sets, now in service or installed hereafter, the 25-cent charge will be discontinued after it has been billed 18 consecutive months.

2—Rates for all classes of rural line service will be reduced by 25 cents per month, except that no rural line rate shall be reduced to less than \$1.50 per month.



MICHIGAN BELL TELEPHONE CO.

Insure your property against Fire and Wind-storm damage with a good MUTUAL Company and save on your premiums.

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 320 Houseman Building Grand Rapids, Michigan

HOTEL DEPARTMENT

Some Interesting Features of Zion National Park

Los Angeles, May 28—Aboard the bus, coming out of Salt Lake City were a bunch of Stanleys, Livingstones and Byrds, bound on exploration, and about the next thing I discovered was that they had designs on me, which finally worked out to their evident satisfaction, for when we reached Cedar City, Utah, I was whisked into a stage and notified I was on my way to Zion National Park and Bryce Canyon, both located in Utah, and about sixty miles distant from the aforesaid Cedar City. A "Yosemite done in oils" comes close to a general description of Zion National Park, a tract of over 76,000 acres. This gorgeous valley has about the same dimensions of the famous Yosemite Valley. Extraordinary as are the sandstone forms, the color is what most amazes one. The deep red of the Vermillion Cliff prevails almost everywhere. It rests upon 350 feet of even more insistent red, relieved by mauve and purple shale which, in turn, rests upon a hundred feet of other variegated strata. Two-thirds the way up, these marvelous walls and temples are painted gorgeous reds; then above the reds they rise in startling white. Sometimes the white is surmounted by a cap of vivid red, remains of another red stratum which once overlay all. Travelers have always been fascinated by these gorgeous colorings. The Indians held the tinted walls of Zion in fearsome awe, refusing to be caught there after dark. Joseph Black, an intrepid Mormon pioneer, first undertook to describe the glories of Zion, back in the '60s. His descriptions were questioned by his brother Mormons. Later, when other Mormons saw what Black had seen with two perfectly good eyes, they decided that he had not exaggerated, and likened the canyon to their own conception of Heaven and called it "Zion." In the early days Brigham Young saw the great possibilities of this section and encouraged migration of his subjects, believing it to be a veritable Garden of Eden, and its valleys have since proven substantially that he was not so far in the wrong. Especially did the timber prospects appeal to his vision. It was many years before his promise was realized, but a cable was eventually installed from the rim to the floor of the valley. Lumber is now cut and sawed on the east rim of the Canyon, where it is loaded on trucks. This cable has a single span of 2,600 feet—one-half mile—and while the appliance is not now in use, its advantages are explained to all newcomers. But while I may later on mention some of the commercial advantages of Zion National Park, I came here for the specific purpose of "seeing things," and I trust my readers will bear with me while I talk about them. Zion Canyon is surrounded by individual peaks, although they appear as great cliffs from the floor of the canyon. It was carved patiently and relentlessly by the restless little Munkuntuweap River. As you look at the apparently harmless little stream, you wonder how it could have wrought so mightily. It is said to have never normally been a great stream, but mountain floods have assisted in its work, and curiously enough, its labors still continue. How this is being done was graphically illustrated a few years ago when a part of one of the cliff walls tumbled into the river, backing up the waters with a landslide. For a time the stream was frustrated, then it burst over the barrier, and angrily tackled the task of carving its channel anew at that point. In a remarkably short time it had undermined the debris and moved much of it down stream to the Virgin River, which took up the trans-

portation burden until it flowed into the Colorado River and thence into the sea through the Gulf of California. Visitors wonder why the great walls are so perpendicular which is explained by the fact that the sandstone is cut down very rapidly by the action of running water, and there is very little time for the canyon to widen out as the process goes on, at intervals, of course. When the widening process does take place, it is caused by the action of the river below, surging back and forth in its channel. One feature of Zion Canyon is the arches on the walls thereof. The entire gorge is filled with them and they are of all sizes, shapes and styles. The most spectacular is the Great Arch of Zion, seen from the Zion-Mount Carmel Highway. It is 722 feet long, 585 feet high, and is cut 90 feet back into the cliff supporting it. Some claim it is the largest natural arch (not bridge) in the world. The dominating tint is the red of the Vermillion Cliff, found at the base of the major cliffs. It occurs in many tones, depending upon the lights and shadows, and finally shades off into pinks, which give way to the great, white cliffs, topped in turn on the heights by pinks and golds, and by a green fringe of trees. Describing the royal colors of Zion is an almost impossible task, for the reason that they are constantly changing. Even the color cameras fail to agree on the subject, for each "shot" is different, depending upon the lights. From the valley floor the cliffs of Zion appear to be more or less uniform in height. Actually, this is not so, as may be appreciated readily from any vantage point on the trails up such cliffs, or from Cedar Mountain, from which one may look upon the peaks of Zion in the soft, blue distance. Towering above all other peaks is the West Temple, a magnificent plateau, 7,798 feet in elevation and 3,805 feet above the valley floor. On the opposite of the canyon, the East Temple rises to 7,110 feet. The Watchman, guarding the gates of Zion, a great red peak, rising to a point, has an altitude of 6,585 feet. The Sentinel, on the west rim, near the park checking station, rises 3,077 feet above the valley. Not their height, but their serenity, their sheer, massive architecture, and their colors, make these mountains noble. The journey up the canyon is a constantly changing panorama of cliffs. On the left is the Altar of Sacrifice, whose stains suggest barbarian atonements. On the right are the Twin Brothers; then Mountain-of-the-Sun. To the left again, the Three Patriarchs, and then to the left the Great White Throne. At this point the valley makes a sudden turn to the left, where an interesting pile of rocks, readily recognized as the Great Organ, almost a mahogany red, rises before us. Behind the organ rises Angel's Landing, then Cathedral Mountain. To the north, seen up the Narrows, is the Temple of Sinawava. The Narrows, or the upper end of Zion Canyon, is one of its most interesting features. The name is a natural one derived from the fact that the canyon narrows down to a chasm 1,500 feet deep and but a few feet wide in some places. At some points one wall overhangs the other. In flood times, waters have been known to rise forty feet in a very few minutes, and I will say The Narrows is no place to be caught without galoshes. The trail from the end of the highway, a government undertaking, to the beginning of The Narrows, winds along under the east wall of the canyon, past a series of cliffs from which trickle scores of streams. Here are the Hanging Gardens of Zion. Surrounding each spring is a dense growth of ferns, moss and flowers, so verdant and luxuriant that it is difficult to believe that the desert is only a few miles away. One of the agreeable surprises of Zion is the presence of numerous winding and shaded trails, leading from the floor of the valley to

numerous vantage points which reveal an entirely different aspect of the canyon. Many an explorer comes suddenly on hidden natural gardens and decides that it isn't all rocks, after all. The easiest and best of all these trails is the one up The Narrows. Another is the trail to Weeping Rock, but a short distance from the highway, near the terminal of the old cable, before spoken of. Here the entire cliff is like a giant sponge from which the water drips, resulting in a natural garden in which ferns, shrubs and wild flowers grow in rank profusion. The celebrated Rainbow Canyon, which is but one of the glories of this glamorous region, may be seen in part by motorists, en route over the main traveled highway from Salt Lake City to Los Angeles, by way of Cedar City, as well as by passengers on the bus line. A government highway takes you from Cedar City to the scene of action. At Cedar City you will find a regular motor transportation line taking you into the park, and in the Park are accommodations, either in the shape of hotels, or comfortable cabins. Hence it is not necessary for the public to forego the pleasure of this most delightful scenic region, because of excessive cost. In the building of the Zion-Mount Carmel Highway, man has, to a certain extent, made up for earlier desecration of canyon scenic conditions. The road stands without peer as an achievement in both engineering and landscaping.

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50 Baths 50 Running Water
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KALAMAZOO

Good Place To Tie To

It is one of the marvels of Zion. From the canyon floor, the highway follows Pine Creek Gorge, and by a series of six switchbacks climbs in easy grades some nine hundred feet in three miles. Then it plunges boldly into the cliffs, through a tunnel one mile long, and thereby reaches the ridge behind the cliffs. A series of six galleries along the tunnel enables the traveler to gaze out over the canyon from vantage points never before gained except by those who took trails to Zion high country. One of the most interesting is the uppermost gallery, which looks out upon a "narrows," a deep crevice only a rod or two wide, but hundreds of feet deep. A sudden shower fills this canyon with angry waters, a living demonstration of how these rainbow canyons are carved in their infancy. Above the tunnel, the new highway passes close to some of the most fascinating formations in Zion. I have made copious notes of these and interesting offerings in Bryce Canyon, which will be treated upon later.

I much appreciate the thoughtfulness of J. Bingham Morris, manager of Hotel Rowe, Grand Rapids, in sending me a bid to the opening activities of that rehabilitated caravansary, which are carded for this (Wednesday) evening, "as his guest," according to the invitation. Think of me, J. B. as being there in the spirit, and wishing you all kinds of success in your new field.

At Salt Lake City I enjoyed an interesting visit with George Relf, who is general manager of Hotel Utah, in that city. Mr. Relf is an old colleague of Charley Renner, hence we had a lot to talk about. Mr. Relf and Mr. Renner had much to do with the operation of Hotel Midland, Kansas City, many years hence, all of which was interesting to me.

While at Pentwater recently I was informed that Mr. and Mrs. Charles W. Goodrich (the last named having formerly been Margaret Perkins, of Pentwater) had purchased a restaurant on West Seventh street, in Los Angeles. As I have frequently stated, the "world is small," and in this particular instance I discovered that their newly acquired establishment is situated just across the street from my hotel, a place I frequently patronize, and an additional reason for more often repeated visits in the future. They are doing nicely, thank you, and it might interest my Michigan friends to know what they are serving, as well:

Seafood, Shrimp and Fruit Cocktails,
Tomato Juice
Puree of Green Split Peas
Special Salad Bowl of Cucumber and
Onion Rings
Broiled Seattle Halibut, Lemon Butter
Deep Sea Scallops, Tartar Sauce
Sweet and Sour Fresh Salmon
(Hot or Cold)
Boiled Halibut au Gratin
Spiced Sirloin of Beef, Potato Pancake
Special T-Bone Steak, Mushroom Sauce
Shirred Eggs, Spanish
Breaded Pork Tenderloin, Sweet Potatoes
Fried Spring Chicken, Country Gravy
Mixed Grill, with Fresh Mushrooms
Grilled Spring Lamb Chops, Jelly
New York Sirloin Steak
Top Sirloin Steak
Prime Ribs of Beef, au jus
Roast Young Turkey, Cranberry Sauce
Scalloped Corn
Mashed or New Potatoes in Cream
Banana Cream Pudding Walnut Tarts
Pineapple Meringue Pie
Apple and Rhubarb Pie
Assorted Ice Creams
Layer Cake Asst. Cheese
Beverages

Frank S. Verbeck.

Controlled expanding action adjustable to the half-thousandth of an inch is provided in a new device for accurately resizing diameter of piston skirts to eliminate slap, excessive clearance.

Fifty-Four Years Active in the Second City

Grand Rapids, May 28—Sept. 27, 1880, I arrived in Grand Rapids to represent John Caulfield on the road. At that time there were six wholesale grocery jobbers in this city; namely, John Caulfield, Cody, Olney & Co., later Ball & Co., Freeman, Hawkins & Co., Shields, Bulkley & Co., Arthur Meigs & Co. and Fox, Musselman & Loveridge. Trade journals were a mighty scarce article in those days. I remember we received one from New York, the American Grocer, owned and issued at that time by H. K. & F. B. Thurber, later on Thurber, Whyland & Co., without doubt the largest wholesale grocery jobber in the country, perhaps in the whole world. We used to get many weekly circulars, such as the publication issued by J. K. Armsby, Chicago, one of the largest dealers in canned goods, salmon, etc., with advice in regard to preserves, and future markets, etc. Hills Bros., of New York City, were the largest dealers and importers of foreign fruits, such as Greek currants in barrels containing 375 pounds, Turkish and Bohemian prunes in casks of 1800 pounds, citron peel in twenty-five pound boxes, lemon and orange peel in ten pound boxes, figs, dates, etc. All raisins came from Spain, such as clusters, layers, loose Muscatels in twenty-two pound boxes and Valencia raisins in 30 pound boxes. There were no California fruits in those days.

There was no trade journal in all Michigan in those days until 1883, when the Michigan Tradesman came into being, a small affair at first, and I sincerely believe there was not one person at the time ever believed or imagined that the little double sheet of 1883 would ever grow to be the greatest and best trade journal for the retailer, their clerks and the men on the road, to be found in all the land. If anyone knows of any, bring them to me, as I have not found one that ever stood alone.

Most or many goods had to be ordered direct by mail, as there were no brokers until the fall of 1881. Two young men came here and stopped at the Morton House. Sitting opposite each other at the supper table, one enquired of the other about his business. He answered he was going into the brokerage business. The other said that was what he had come for. One was a pompous young Scotchman from New York. The other man was from Chicago and traveled for the large wholesale house, Boies, Fay & Conkey. Hastings used to sell goods at Lowell back in the seventies, so I knew him well. It took Hastings less than a year to run McKenzie off the track and send him on his way back to New York. Flick cleaned up \$1,000 a month for a number of years.

Grand Rapids at this time was about 33,000 population and, believe me, it was a busy place. You may ask why this was. My answer is—employers and employees were always there early and late as long as there was any business. The employer ran the business. The employee worked according to orders. There were no organizations of merchants to fight against fraud and deceit, if you please, which has cost E. A. Stowe untold thousands, which saved the retailer many millions of dollars.

I am going to give an account about the first thief, as I remember it. Stowe went after him about 1886 or 1887. Frank Lamb had a commission house on Ionia street. Country grocers had to consign butter, eggs, etc., so Lamb put out four solicitors promising big returns, giving the men sent out 25 per cent., Lamb keeping 75 per cent. Stowe went after him, hammer and tongs. Then Lamb would call on the trade and ask if they took the Tradesman; if not, they would solicit. Anyway, Stowe got him out, but he had

swindled the trade out of over \$100,000. Lamb had \$75,000 of the ill gotten gains. Then Lamb started three firms here under assumed names. Stowe soon had them on the way out and finally, after some time had elapsed, Lamb started up in Milwaukee and Stowe, like a hound, was right on his track and plenty of Tradesmen were sent exposing the thief and in a few weeks he was broke. All done by the Tradesman to contend with or to tell the boss how to run his business. No chain stores either, as all business firms were loyal to their city, state and Nation, by doing business under one roof. I sincerely believe if we could get back to this good old way by getting rid of these shyster chains which are sucking the life blood out of every hamlet and most of our towns and cities of the Nation. Get rid of these pirates, I say. Get back in the good old way, then you would forget all about that a panic ever existed inside of a year. This man Lamb was among the first and then he could not have made it go if the grocers had all signed up for the Tradesman. Well, Stowe has been on the job for fifty-one years and I know the dealers who read their Tradesman save the cost of subscription many times every year. My advice to all my friends and dealers is, read the Michigan Tradesman for advice as well as pleasure.

What I cannot understand is why all people don't look into the near future and ask themselves this question: Which is the best for the community in which I live for the present as well as the future, also for the rising generation. Say, if there are twenty merchants operating twenty independents, supporting twenty homes or all these stores owned by one company composed of Wall street sharks, making practically slaves and serfs of all.

If we only had one-half dozen daily papers that would take the news and proof to the consuming public, same as the Tradesman has to its readers, the chains would be on their way out of most of the towns inside of six months, but the dailies are afraid of losing the chain advertising. I wonder if they ever stop to consider the amount of money Stowe has lost in years past by playing up their dishonest methods of doing business.

Manley Jones.

Bakers' Protest Spreading

The protest movement of retail bakers against the NRA, which started with the action of 2,500 bakers in up-state New York and now includes about 10,000 bakers in several states appears likely to spread to bakers' associations elsewhere.

While the protest is directed on the surface against delay of action on the bakers' code by NRA officials, the real basis for the keen resentment shown by the industry is the fact that their operating cost were increased by the blanket code at the same time that their volume of business was curtailed as a result of AAA processing taxes.

This protest, which started spontaneously among the rank and file of the bakers' associations, is the first large-scale manifestation of the resentment against the system of taxing processors and consumers for the benefit of the farmers. There are indications that the bakers' action may be a signal for a more general movement to obtain exemption from processing taxes for industries whose volume of business has been declining.

Strike Prevention Problem Looms

Unless the new Industrial Adjustment Board is given much larger and more flexible powers of arbitration and enforcement, it is not likely to prove more effective in preventing or settling strikes than the National Labor Board was, industrial and labor spokesmen currently feel.

Aside from the fact that the revised bill is held to fail to grant equal rights and to impose equal duties on both sides, its lengthy and complicated procedure makes no allowance for the tension existing in industrial relations to-day, it is said.

Only an independent board of strong men, free to act as circumstances require, can be expected to intervene successfully in the troublesome situations likely to arise this summer, and to relieve the President of the necessity of using his full emergency powers, it is pointed out. Industry and labor would be unanimous in their opposition to the creation of such a board, however, it is believed, for fear that it might be partial to one side or the other.

The Rise of Wheat

The further rise in wheat futures to the full 5c daily limit of the Chicago Board of Trade reflects progressive deterioration of the domestic wheat crop caused by the drouth, and latterly also by insect pests.

Strength in the wheat market is stimulated further by reports that European crop prospects continue unfavorable, with the exception of Russia, which has had rains in its Southern grain belt.

In view of the recent rapid advance, traders expect future price movements to be subject to sudden reversals as crop reports are forthcoming. Prospects of rain in parched belts are held likely to cause a break, whether they are sufficient to alleviate the drouth or not. A further factor likely to act as a check on domestic wheat prices is the fact that Argentine wheat has been placed on a potential import basis into this market by the domestic price advances during the past few days.

Corporations Wound Up

The following Michigan corporations have recently filed notices of dissolution with the Secretary of States:

Lion Oil Co., Detroit.
Leshner, Smith & Co., Inc., Detroit.
Joseph Becker Marketing Co., Detroit.
Ward Grocery, Incorporated, Birmingham.
Harry T. Murphy Estate, Inc., Detroit.
Escanaba Investment Co., Escanaba.
Drury & Kelly Hdwe Co., Cadillac.
Vertex Oil Company, Detroit.
H. Van Lerberghe and Son, Inc., Detroit.
Burton Bronze Co., Grand Rapids.
Tioga Investment Co., Detroit.
Detroit and Marquette Land Co., Ann Arbor.
Miller Wheel Corp., Detroit.

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.

Recent Developments in Pharmacy

All pharmacists must of necessity be interested in the development of every branch of medical research, in every discovery in bacteriology, pharmacology, physiology, and biochemistry, and in all the problems of nutrition and national health. Pharmacy to-day is a mingling of two streams: On the one hand, economic circumstances force the pharmacist to depend for some part of his living upon the sale of goods not very closely connected with his true profession while, on the other hand, the professional training of the pharmacist makes him an important link in the health service of the community.

The continuance of pharmacy as a profession of key importance to the community depends upon the professional proficiency of the pharmacist. He is expected to have an extensive knowledge of scientific matters, not only by the public, but in many cases by his medical clients; this places him in a position held by no other member of the community, and he is relied upon for a professional service not obtainable elsewhere.

The recent advances in the development of the sciences contributing to medicine have no parallel in previous history. Formerly, the physician gave drugs for the palliation of symptoms, but he had few, if any, weapons for attempting the specific cure of disease. During the present generation the workers in scientific laboratories have put into the physicians' hands new weapons of precision. Organic chemists have provided new drugs, synthetically produced in the laboratory, that have specific actions upon the organisms which are the cause of disease.

Malaria and yellow fever can now be controlled. Whereas in the past recovery from leprosy was never expected, now injection of ethyl chaulmoograte or the ethyl esters from hydnocarpus oil is known to cause the rapid destruction of the lepra bacilli in the tissues. Trypanosomiasis, or sleeping sickness, is now curable by the injection of certain British-made organic arsenic compounds, in conjunction with a symmetrical urea, also of British origin. Bilharzia is now known to yield to various antimony preparations, and notably to the highly purified form of antimony sodium tartrate described in the 1932 British Pharmacopoeia. Kalazar and

oriental sore are also curable by antimony preparations. Yaws, a contagious skin disease occurring largely in British possessions, and scattered widely throughout the tropics, is cleared up by the injection of certain bismuth salts, notably bismuth oxychloride and bismuth sodium tartrate. Chenopodium oil and carbon tetrachloride, the latter of which is now issued in a degree of purity formerly unknown, are the two accepted remedies for hookworm infection. Diabetes has become curable, in the sense that hunger is curable, by means of insulin, and the treatment of pernicious anaemia by means of liver extract has been established as a recognized therapeutic method.

In the wide field covered by recent scientific investigations into the nature and the mode of action of the vitamins advances on every hand have been rapid, particularly in the application of the results of laboratory researches to everyday practical problems of human and animal nutrition. Vitamin D is one of the fat-soluble vitamins. It was first isolated in crystalline form by a team of workers at the National Institute of Medical Research at Hampstead in 1931; it is impossible to overstate its importance to preventive medicine in this country.

The service which pharmacy renders to-day requires not only an intimate and comprehensive knowledge of the materials which comprise current materia medica in its strictest sense; it requires also a knowledge of the modern remedies, which include more than is implied under the term drug. The pharmacist is the final distributor of all medical products, and in that capacity he may be called upon to provide the simplest domestic remedy, but it is also his function to supply and to know something about the latest products of chemical and biological research.

Pharmacy as originally practiced required a knowledge of vegetable drugs and chemicals, which were purchased in bulk and were used for the manufacture of galenic preparations. Pharmacy to-day involves, in addition, the distribution of many products which can only be manufactured and standardized by methods which require specialized training, but by his knowledge of these products the pharmacist is established as a practitioner of a professional calling. In recent years there has been a more effective co-operation between the professions of medicine and pharmacy. In many ways the practicing pharmacist can be and is of real service to the physician, especially as in the now overloaded medical curriculum instruction in materia medica is reduced almost to zero. But in pharmacy to-day there is required an even better knowledge than at present exists of all the medicines, appliances, and commodities, which are used for the prevention and alleviation of disease.

Pharmacists should study closely the nature and character of all new products in order that they may be in the best possible position to give reliable information when called upon to do so. If the Government, the medical profession, and the public do not understand pharmacy or appreciate the value

of its indispensable function it is because pharmacists have neglected to enlighten them. The public must be made to see, through the instrumentality of the pharmacist himself, that pharmacy rests upon a dignified professional foundation. The course that pharmacists should pursue in order that pharmacy as a profession may rise steadily to a higher level of influence and prestige, lies in cultivating assiduously the scientific side of pharmacy, in keeping abreast with advances in the science and practice of medicine, and in maintaining the highest type of pharmaceutical service to the public.

R. R. Bennett, B. Sc.

Landis May Head Stock Control Body

President Roosevelt is said to have in mind the appointment of Federal Trade Commissioner Landis to be chairman of the proposed independent commission to administer the new stock market control law.

Commissioner Landis' nomination is scheduled to meet with a great deal of opposition, it is rumored, and there is some doubt as to whether confirmation could be obtained in the Senate at this session, even though eventually it could be forced through by Mr. Roosevelt.

It is just possible, therefore, that President Roosevelt may delay signing the stock market control bill until after the close of the session of Congress when he would be free to make such appointments as he desired without fear that the appointees pay may be held up.

Reversing the old order, what we need now is labor creating, not labor saving devices.

Statistical Position of Raw Cotton

Although the current outlook for the textile industry is clouded, not only in this country but also for the English, German and Japanese cotton mills, the statistical position of American cotton remains more favorable than at any time in recent years.

World consumption of American cotton in April was higher than a year ago, and showed a less than seasonal decline from March. World stocks at the end of April were only 13,848,000 bales, as compared with 15,556,000 bales last year and 16,204,000 two years ago.

While crop reports will be the major determining factor in the raw cotton markets in the coming months, prospects are that the current decline in the world use of cotton for consumers goods will be more than offset by its increasing use for industrial purposes. There are definite indications that, subject to the normal fluctuations of production, the use of cotton in the automobile, tire, rubber, and oil industries, to name only a few major industrial consumers, will increase further.

Be Kind to Your Digestion

Pies, rich puddings, and shortcakes with whipped cream might prove much more digestible if they were always served after a light meal. But when heavy desserts follow hearty dinners, say staff members of the New York State College of Home Economics, they are apt to tax the digestion.

A heavy dinner, it is suggested, might well end with a simple fruit dessert. The simplest possible fruit dessert is one taken from a basket or bowl of fresh fruit on the table.

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

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

Hazeltine & Perkins Drug Co.
 Grand Rapids
 Michigan

WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER			NAPHTHALINE			NUTMEG			QUASSIA CHIPS		
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55	Ballis, lb.	08 1/2 @	15	Pound	@	40	Pound	25 @	30
Boric, Powd., or Xtal, lb.	07 1/2 @	20	Chamomile			Flake, lb.	08 1/2 @	15	Powdered, lb.	@	50	Powd., lb.	35 @	40
Carbonic, Xtal., lb.	36 @	43	German, lb.	50 @	55									
Citric, lb.	33 @	45	Roman, lb.	@	1 40									
Muriatic, Com'l., lb.	03 1/2 @	10	Saffron											
Nitric, lb.	10 @	15	American, lb.	50 @	55									
Oxalic, lb.	15 @	25	Spanish, ozs.	@	1 35									
Sulphuric, lb.	03 1/2 @	10												
Tartaric, lb.	33 @	40												
ALCOHOL			FORMALDEHYDE, BULK			NUX VOMICA			QUASSIA CHIPS					
Denatured, No. 5, gal.	44 @	55	Pound	09 @	20	Pound	@	25	Pound	25 @	30			
Grain, gal.	4 00 @	5 00	Powder, lb.	05 @	10	Powdered, lb.	15 @	25	Powd., lb.	35 @	40			
Wood, gal.	50 @	60												
ALUM-POTASH, USP			FULLER'S EARTH			OIL ESSENTIAL			QUININE					
Lump, lb.	04 @	13	Pound	55 @	65	Almond			5 oz. cans, ozs.	@	77			
Powd. or Gra., lb.	04 1/2 @	13				Bit., true, ozs.	@	50						
AMMONIA			GELATIN			Bit., art., ozs.	@	30						
Concentrated, lb.	06 @	18	Pound			Sweet, true, lb.	1 40 @	2 00						
4-F, lb.	05 1/2 @	13				Sweet, art., lbs.	75 @	1 20						
3-F, lb.	05 1/2 @	13				Amber, crude, lb.	71 @	1 40						
Carbonate, lb.	20 @	25				Amber, rect., lb.	1 30 @	2 00						
Muriate, Lp., lb.	18 @	30				Anise, lb.	1 00 @	1 60						
Muriate, Gra., lb.	07 1/2 @	18				Bay, lb.	4 00 @	4 25						
Muriate, Po., lb.	22 @	35				Bergamot, lb.	3 25 @	3 75						
ARSENIC			GLUE			Cajeput, lb.	1 50 @	2 00						
Pound	07 @	20	Brok., Bro., lb.	20 @	30	Caraway S'd, lb.	2 80 @	3 40						
BALSAMS			Gro'd, Dark, lb.	16 @	22	Cassia, USP, lb.	2 10 @	2 60						
Copaiba, lb.	60 @	1 40	Whi. Flake, lb.	27 1/2 @	35	Cedar Leaf, lb.	1 70 @	2 20						
Fir, Cana., lb.	2 00 @	2 40	White G'd, lb.	25 @	35	Cedar Leaf, Coml., lb.	1 00 @	1 25						
Fir, Oreg., lb.	50 @	1 00	White AXX light, lb.	@	40	Citronella, lb.	1 00 @	1 40						
Peru, lb.	3 00 @	3 60	Ribbon	42 1/2 @	50	Cloves, lb.	1 75 @	2 25						
Tolu, lb.	1 50 @	1 80				Croton, lbs.	4 00 @	4 60						
BARKS			GLYCERINE			Cubeb, lb.	4 25 @	4 80						
Cassia			Pound	17 1/2 @	45	Erigeron, lb.	2 70 @	3 35						
Ordinary, lb.	@	30				Eucalytus, lb.	85 @	1 20						
Ordinary, Po., lb.	25 @	35				Fennel	2 25 @	2 60						
Saigon, lb.	@	40				Hemlock, Pu., lb.	1 70 @	2 20						
Saigon, Po., lb.	50 @	60				Hemlock Com., lb.	1 00 @	1 25						
Elm, lb.	40 @	50				Juniper Ber., lb.	3 00 @	3 20						
Elm, Powd., lb.	38 @	45				Junip'r W'd, lb.	1 50 @	1 75						
Elm, G'd, lb.	38 @	45				Lav. Flow., lb.	4 50 @	5 00						
Sassafras (P'd lb. 50)	@	45				Lav. Gard., lb.	1 25 @	1 50						
Soaptree, cut, lb.	20 @	30				Lemon, lb.	2 00 @	2 40						
Soaptree, Po., lb.	35 @	40				Mustard, true, ozs.	@	1 25						
BERRIES			GUM <td>Mustard, art. ozs.</td> <td>@</td> <td>30</td> <td></td> <td></td> <td></td>			Mustard, art. ozs.	@	30						
Cubeb, lb.	@	65	Aloes, Barbadoes,			Orange, Sw., lb.	3 00 @	3 25						
Cubeb, Po., lb.	@	75	so called, lb. gourds	@	60	Origanum, art., lb.	1 00 @	1 20						
Juniper, lb.	10 @	20	Powd., lb.	35 @	45	Pennyroyal, lb.	2 75 @	3 20						
BLUE VITRIOL			Aloes, Socotrine, lb.	@	75	Peppermint, lb.	4 25 @	4 80						
Pound	06 @	15	Powd., lb.	@	80	Rose, dr.	@	2 50						
BORAX			Arabic, first, lb.	@	40	Rose, Geran., ozs.	@	1 00						
P'd or Xtal, lb.	06 @	13	Arabic, sec., lb.	@	30	Rosemary Flowers, lb.	1 00 @	1 50						
BRIMSTONE			Arabic, sorts, lb.	15 @	25	Sassafras								
Pound	04 @	10	Arabic, Gran., lb.	@	35	True, lb.	1 90 @	2 40						
CAMPHOR			Arabic, P'd, lb.	25 @	35	Syn., lb.	85 @	1 40						
Pound	80 @	1 00	Asafoetida, lb.	47 @	50	Spearment, lb.	2 50 @	3 00						
CANTHARIDES			Asafoetida, Po., lb.	75 @	82	Tansy, lb.	3 50 @	4 00						
Russian, Powd.	@ 4 50		Guaiaac, lb.	@	60	Thyme, Red, lb.	1 50 @	2 00						
Chinese, Powd.	@ 2 00		Guaiaac, powd.	@	65	Thyme, Whl., lb.	1 75 @	2 40						
CHALK			Kino, lb.	@	90	Wintergreen								
Crayons			Kino, powd., lb.	@ 1 00		Leaf, true, lb.	5 60 @	6 00						
White, dozen	@ 3 60		Myrrh, lb.	@	60	Birch, lb.	4 00 @	4 60						
Dustless, dozen	@ 6 00		Myrrh, Pow., lb.	@	75	Syn.	75 @	1 20						
French Powder, Coml., lb.	03 1/2 @	10	Shellac, Orange, lb.	35 @	45	Wormseed, lb.	3 50 @	4 00						
Precipitated, lb.	12 @	15	Ground, lb.	35 @	45	Wormwood, lb.	4 50 @	5 00						
Prepared, lb.	14 @	16	Shellac, white (bone dr'd) lb.	45 @	55									
White, lump, lb.	03 @	10	Tragacanth											
CAPSICUM			No. 1, bbls.	1 50 @	1 75									
Pods, lb.	60 @	70	No. 2, lbs.	1 35 @	1 50									
Powder, lb.	62 @	75	Pow., lb.	1 25 @	1 50									
CLOVES			HONEY											
Whole, lb.	30 @	40	Pound	25 @	40									
Powdered, lb.	35 @	45	HOPS											
COCAINE			1/2s Loose, Pressed, lb.	@	1 00									
Ounce	14 75 @	15 40	HYDROGEN PEROXIDE											
COPPERAS			Pound, gross	27 00 @	29 00									
Xtal, lb.	03 1/2 @	10	1/2 lb., gross	17 00 @	18 00									
Powdered, lb.	04 @	15	1/4 lb., gross	11 00 @	11 50									
CREAM TARTAR			INDIGO											
Pound	25 @	38	Madras, lb.	2 00 @	2 25									
CUTTLEBONE			INSECT POWDER											
Pound	40 @	50	Pure, lb.	31 @	41									
DEXTRINE			LEAD ACETATE											
Yellow Corn, lb.	06 1/2 @	15	Xtal, lb.	17 @	25									
White Corn, lb.	07 @	15	Powd. and Gran.	25 @	35									
EXTRACT			LICORICE											
Witch Hazel, Yellow Lab.,			Extracts, sticks, per box	1 50 @	2 00									
gal.	1 10 @	1 70	Lozenges, lb.	40 @	50									
Licorice, P'd, lb.	50 @	60	Wafers, (24s) box	@ 1 50										
MORPHINE			LEAVES											
Ounces	@ 13 65		Buchu, lb., short	@	60									
1/2s	@ 14 40		Buchu, lb., long	@	70									
MUSTARD			Buchu, P'd, lb.	@	70									
Bulk, Powd.			Sage, bulk, lb.	25 @	30									
Select, lb.	45 @	50	Sage, loose pressed, 1/4s, lb.	@	40									
No. 1, lb.	25 @	35	Sage, ounces	@	85									
No. 2, lb.	15 @	25	Sage, P'd and Grd.	@	35									
NAPHTHALINE			Senna											
Balls, lb.	08 1/2 @	15	Alexandria, lb.	35 @	40									
Flake, lb.	08 1/2 @	15	Tinneveilla, lb.	25 @	40									
NUTMEG			Powd., lb.	25 @	35									
Pound	@	40	Uva Ursi, lb.	@	31									
Powdered, lb.	@	50	Uva Ursi, P'd, lb.	@	45									
NUX VOMICA			LIME											
Pound	@	25	Chloride, med., dz.	@	85									
Powdered, lb.	15 @	25	Chloride, large, dz.	@ 1 45										
OIL ESSENTIAL			LYCOPodium											
Almond			Pound	45 @	60									
Bit., true, ozs.	@	50	MAGNESIA											
Bit., art., ozs.	@	30	Carb., 1/2s, lb.	@	30									
Sweet, true, lb.	1 40 @	2 00	Carb., 1/4s, lb.	@	32									
Sweet, art., lbs.	75 @	1 20	Carb., Powd., lb.	15 @	25									
Amber, crude, lb.	71 @	1 40	Oxide, Hea., lb.	@	75									
Amber, rect., lb.	1 30 @	2 00	Oxide, light, lb.	@	75									
Anise, lb.	1 00 @	1 60												
Bay, lb.	4 00 @	4 25												
Bergamot, lb.	3 25 @	3 75												
Cajeput, lb.	1 50 @	2 00												
Caraway S'd, lb.	2 80 @	3 40												
Cassia, USP, lb.	2 10 @	2 60												
Cedar Leaf, lb.	1 70 @	2 20												
Cedar Leaf, Coml., lb.	1 00 @	1 25												
Citronella, lb.	1 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												
Junip'r 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												


GUIDE TO MARKET CHANGES

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

ADVANCED		DECLINED	
Crushed Pineapple	Safety Matches	Yellow Split Peas	
Apricots	Cherries	Peanuts	
Argo Gloss Starch			

AMMONIA		BREAKFAST FOODS	
Little Bo Peep, med.	1 35	Kellogg's Brands	
Little Bo Peep, lge.	2 25	Corn Flakes, No. 136	2 90
Quaker, 32 oz.	2 10	Corn Flakes, No. 124	2 90
		Pep, No. 224	2 20
		Pep No. 250	1 05
		Krumbles, No. 412	1 55
		Bran Flakes, No. 624	1 90
		Bran Flakes, No. 650	35
		Rice Krispies, 6 oz.	2 40
		Rice Krispies, 1 oz.	1 10
		All Bran, 16 oz.	2 30
		All Bran, 10 oz.	2 75
		All Bran, 4 oz.	1 10
		Kaffe Hag, 6 1-lb.	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. 6	2 25
		Post Toasties, 36s	2 90
		Post Toasties, 24s	2 90
		Post Bran, PBF 24	3 15
		Post Bran, PBF 36	3 15
		Sanka 6-1 lb.	2 57
		Amsterdam Brands	
		Gold Bond Par., No. 5 1/2	7 50
		Prize, Parlor, No. 6	8 00
		White Swan Par., No. 6	8 50

APPLE BUTTER		BAKING POWDERS	
Table Belle, 12-31 oz.	1 75	Royal, 2 oz., doz.	80
Doz.		Royal, 6 oz., doz.	2 00
		Royal, 12 oz., doz.	3 85
		Royal, 5 lbs., doz.	20 00



BLEACHER CLEANSER		BRUSHES	
Clorox, 16 oz., 24s	3 25	Quaker, 5 sewed	6 75
Clorox, 32 oz., 12s	3 00	Warehouse	7 25
Less special factory discount of 25c per case		Winner, 5 sewed	5 75
Lizzie, 16 oz., 12s	2 15	Top Notch	4 50
Linc Wash, 32 oz., 12s	2 00		

BLUING		BROOMS	
Am. Ball, 36-1 oz., cart.	1 00	Quaker, 5 sewed	6 75
Boy Blue, 18s, per cs.	1 35	Warehouse	7 25
		Winner, 5 sewed	5 75
		Top Notch	4 50

BEANS and PEAS		BRUSHES	
100 lb. bag		Progress, dozen	90
Dry Lima Beans, 100 lb.	8 25	Shaker, dozen	90
White H'd P. Beans	3 50		
Split Peas, yell., 60 lb.	3 15		
Split Peas, gr'n, 60 lb.	6 10		
Scotch Peas, 100 lb.	7 40		

BURNERS		BROOMS	
Queen Ann, No. 1	1 15	Quaker, 5 sewed	6 75
Queen Ann, No. 2	1 25	Warehouse	7 25
White Flame, No. 1		Winner, 5 sewed	5 75
and 2, doz.	2 25	Top Notch	4 50

BOTTLE CAPS		BRUSHES	
Dbl. Lacquer, 1 gross	15	Progress, dozen	90
pkg., per gross		Shaker, dozen	90

Pineapple, Sliced		String Beans		CHEWING GUM	
Honey Dew, sliced,	9 00	Choice, Whole, No. 2	1 70	Adams Black Jack	61
No. 10		Cut, No. 10	7 25	Adams Dentyne	65
Honey Dew, tid bits,		Cut, No. 2	1 35	Beeman's Peppin	65
No. 10	8 75	Marcellus Cut, No. 10	6 00	Beechnut Peppermint	65
Honey Dew, No. 2 1/2	2 50			Doublemint	65
Honey Dew, No. 2	2 00			Peppermint	65
Honey Dew, No. 1	1 17 1/2			Spearmint	65
Ukelele Broken, No. 10	7 90			Wrigley's	65
Ukelele Broken, 2 1/2	2 25			Wrigley's P-K	65
Ukelele Broken, No. 2	1 80			Teaberry	65
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		Wax Beans		CHOCOLATE	
Ulilit, No. 10, 30%	6 50	Choice, Whole, No. 2	1 70	Baker, Prem., 6 lb. 1/2	2 30
Supreme Egg, No. 2 1/2	2 30	Cut, No. 10	7 25	Baker, Pre., 6 lb. 3 oz.	2 40
Supreme Egg, No. 2	1 70	Cut, No. 2	1 35	German Sweet, 6 lb. 1/2	1 70
Primo, No. 2, 40%	1 00	Marcellus Cut, No. 10	5 50	Little Dot Sweet	
				6 lb. 1/2	2 30

Beets		CIGARS	
Extra Small, No. 2	2 00	Hemt. Champions	38 50
Hart Cut, No. 10	4 50	Webster Plaza	75 00
Hart Cut, No. 2	1 00	Webster Golden Wed.	75 00
Marcel. Whole, No. 2 1/2	1 35	Websterettes	37 50
Hart Diced, No. 2	90	Cincos	38 50

Carrots		Corn	
Diced, No. 2	95	Golden Ban., No. 2	1 35
Diced, No. 10	4 20	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		Cocoanut	
Little Dot, No. 2	2 15	Banner, 25 lb. tins	19 1/2
Sifted E. June, No. 10	9 50	Snowdrift, 10 lb. tins	20
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		

Canned Fish		COFFEE ROASTED	
Clam Ch'der, 10 1/2 oz.	1 35	Lee & Cady	
Clam Chowder, No. 2	2 75	1 lb. Package	
Clams, Steamed No. 2	1 75	Ryco	21
Clams, Minced, No. 1/2	2 40	Boston Breakfast	24 1/2
Finnan Haddie, 10 oz.	3 30	Breakfast Cup	23 1/2
Clam Bouillon, 7 oz.	2 50	Competition	18 1/2
Chicken Haddie, No. 1	2 75	J. V.	21 1/2
Fish Flakes, small	1 35	Majestic	30 1/2
Cod Fish Cake, 10 oz.	1 55	Morton House	32 1/2
Cove Oysters, 5 oz.	1 35	Nedrow	27 1/2
Lobster, No. 1/2	2 25	Quaker, in cartons	24 1/2
Shrimp, 1, wet	1 45	Quaker, in glass jars	29
Sard's, 1/4 Oil, k'less	3 75		
Sardines, 1/4 Oil, k'less	3 35		
Salmon, Red Alaska	2 25		
Salmon, Med. Alaska	1 85		
Salmon, Pink, Alaska	1 50		
Sardines, Im. 1/4, ea. 6@13 1/2	1 00		
Tuna, 1/2 Van Camps,	1 15		
doz.			
Tuna, 1/4s, Van Camps,	1 15		
doz.			
Tuna, 1s, Van Camps,	3 45		
doz.			
Tuna, 1/2s, Chicken Sea,	1 80		
doz.			

Canned Meat		COFFEE EXTRACTS	
Bacon, med., Beechnut	1 90	M. Y., per 100	12
Bacon, lge., Beechnut	2 65	Frank's 50 pkg	4 25
Beef, lge., Beechnut	3 45	Hummel's 50, 1 lb.	10 1/2
Beef, med., Beechnut	2 05		
Beef, No. 1, Corned	1 95		
Beef, No. 1, Roast	1 95		
Beef, 2 1/2 oz., Qua., Sil.	1 30		
Corn Beef Hash, doz.	1 90		
Beefsteak & Onions, s.	2 70		
Chili Con Car., 1s	1 05		
Deviled Ham, 1/4s	1 35		
Deviled Ham, 1/2s	2 20		
Potted Meat, 1/4 Libby	43		
Potted Meat, 1/2 Libby	75		
Potted Meat, 1/2 Qua.	65		
Potted Ham, Gen. 1/4	1 35		
Vienna Saus. No. 1/2	90		

Canned Vegetables		COUPON BOOKS	
Baked Beans	2 30	50 Economic grade	2 50
Campbells 48s		100 Economic grade	4 50
		500 Economic grade	20 00
		1000 Economic grade	37 50
		Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.	

Canned Fruit		CRACKERS	
Apples		Hekman Biscuit Company	
Premio, No. 10	5 75	Saltine Soda Crackers,	
Quaker, No. 10	8 25	bulk	14
Quaker, Bartlett, No.		Saltine Soda Crackers,	
2 1/2	2 30	1 lb. pkgs.	1 86
Quaker, Bartlett, No.		Saltine Soda Crackers,	
2	1 80	2 lb. pkgs.	3 26
		Saltine Soda Crackers,	
		6 1/2 oz. pkgs.	1 00
		Butter Crackers, bulk	13
		Butter Crackers, 1 lb.	1 72
		Butter Crackers, 2 lb.	3 12
		Graham Crackers, bulk	14
		Graham C's, 1 lb.	1 90
		Graham C's, 2 lb.	3 36
		Graham C's, 6 1/2 oz.	1 00
		Junior Oyster C's, blk.	13
		Oyster C's, shell, 1 lb.	1 84
		Club Crackers	1 86

Pears		CREAM OF TARTAR	
Premio, No. 10 water	5 75	6 lb. boxes	35
Quaker, No. 10	8 25		
Quaker, Bartlett, No.			
2 1/2	2 30		
Quaker, Bartlett, No.			
2	1 80		

Pineapple Juice		DRIED FRUITS	
Doles, Diamond Head,	1 60	Apricots	
No. 2		Evaporated, Ex Choice	17
Doles, Honey Dew,	7 00	Choice	15
No. 10		Standard	15
		Ex. Fancy Moorpack	25

Lima Beans		Citron	
Little Quaker, No. 10	7 90	5 lb. box	37
Baby, No. 2	1 60		
Marcellus, No. 2	1 25		
Reber Soaked	95		
Marcellus, No. 10	6 00		

Red Kidney Beans		Cheese	
No. 10	4 25	Roquefort	70
No. 2	90	Wisconsin Daisy	15
		Wisconsin Twin	14 1/2
		New York June, 1932	25
		Sap Sago	48
		Brick	16
		Michigan Flats	13 1/2
		Michigan Daisies	14
		Wisconsin Longhorn	15
		Imported Leyden	27
		1 lb. Limberger	18
		Imported Swiss	56
		Kraft, Pimento Loaf	24
		Kraft, American Loaf	22
		Kraft, Brick Loaf	22
		Kraft, Swiss Loaf	25
		Kraft, Old End, Loaf	31
		Kraft, Pimento, 1/2 lb.	1 60
		Kraft, American, 1/2 lb.	1 30
		Kraft, Brick, 1/2 lb.	1 30
		Kraft, Limburger, 1/2 lb.	1 30

Currants		JUNKET GOODS		FRESH MEATS		HERRING		SOAP		TEA	
Packages, 11 oz.	14	Junket Powder	1 20	Beef		Holland Herring		Am. Family, 100 box		Japan	
Dates		Junket Tablets	1 35	Top Steers & Heif.		Mixed, kegs		F. B., 60c.		Medium	
Imperial, 12s, pitted	1 90	MARGARINE		Good Steers & Heif.		Milkers, kegs		Fels Naptha, 100 box		Choice	
Imperial, 12s, regular	1 60	Wilson & Co.'s Brands		Med. Steers & Heif.				Flake White, 10 box		Fancy	
Imperial, 12s, 2 lb.		Oleo		Com. Steers & Heif.				Jap Rose, 100 box		No. 1 Nibbs	
Imperial, 12s, 1 lb.		Nut						Fairy, 100 box			
Figs		Cut A F Oleo		Veal		Lake Herring		Palm Olive, 144 box		Gunpowder	
Calif., 24-33, case	1 70			Top		½ bbl., 100 lbs.		Lava, 50 box		Choice	
Peaches		MATCHES		Good				Camay, 72 box		Fancy	
Evap. Choice	13½	Diamond, No. 5, 144		Medium				P & G Nap Soap, 100@2			
Peel		Searchlight, 144 box		Poor				Sweetheart, 100 box		Ceylon	
Lemon, Dromdary,		Crescent, 144						Grandpa Tar, 50 sm.		Pekoe, medium	
4 oz., doz.	1 10	Diamond, No. 0						Williams Barber Bar, 9s			
Orange, Dromdary,		Safety Matches						Williams Mug, per doz.		English Breakfast	
4 oz., dozen	1 10	Red Top, 5 gross case						Lux Toilet, 50		Congou, medium	
Chiron, Dromdary,		Signal Light, 5 gro. cs.								Congou, choice	
4 oz., dozen	1 10	Standard, 5 gro. cs.								Congou, fancy	
Raisins		MUELLER'S PRODUCTS						SPICES		Oolong	
Seeded, bulk	6½	Macaroni, 9 oz.						Whole Spices		Medium	
Thompson's S'dless blk.	6½	Spaghetti, 9 oz.						Allspice, Jamaica		Choice	
Quaker s'dless blk.		Elbow Macaroni, 9 oz.						Cloves, Zanzibar		Fancy	
15 oz.	7½	Egg Noodles, 6 oz.						Cassia, Canton			
Quaker Seeded, 15 oz.	7½	Egg Vermicelli, 6 oz.						Cassia, 5c pkg., doz.			
California Prunes		Egg Alphabets, 6 oz.						Ginger, Africa			
90@100, 25 lb. boxes	@07	Cooked Spaghetti, 24c,						Mixed, No. 1			
80@90, 25 lb. boxes	@07½	17 oz.						Mixed, 10c pkgs., doz.			
70@80, 25 lb. boxes	@08½	NUTS						Nutmegs, 70@90			
60@70, 25 lb. boxes	@08½	Whole						Nutmegs, 105-110			
50@60, 25 lb. boxes	@09½	Almonds, Peerless						Pepper, Black			
40@50, 25 lb. boxes	@10½	Brazil, large						Pure Ground in Bulk			
30@40, 25 lb. boxes	@11½	Fancy Mixed						Allspice, Jamaica			
20@30, 25 lb. boxes	@13	Filberts, Naples						Cloves, Zanzibar			
18@24, 25 lb. boxes	@15½	Peanuts, vir. Roasted						Cassia, Canton			
Hominy		Peanuts, Jumbo						Ginger, Corkin			
Pearl, 100 lb. sacks	3 50	Pecans, 3, star						Mustard			
Bulk Goods		Pecans, Jumbo						Mace Penang			
Elb. Macaroni, 20 lb. bx.	1 35	Pecans, Mammoth						Pepper, Black			
Egg Noodle, 10 lb. box	1 25	Walnuts, Cal.						Pepper, White			
Pearl Barley		Hickory						Pepper, Cayenne			
0000	7 00	Salted Peanuts						Paprika, Spanish			
Barley Grits	5 00	Fancy, No. 1						Seasoning			
Chester	4 50	12-1 lb. Cellophane case						Chili Powder, 1½ oz.			
Lentils		Shelled						Celery Salt, 1½ oz.			
Chili	10	Almonds						Sage, 2 oz.			
Tapioca		Peanuts, Spanish, 125						Onion Salt			
Pearl, 100 lb. sacks	7½	lb. bags						Garlic			
Minute, 8 oz., 3 doz.	4 05	Filberts						Ponelt, 3½ oz.			
Dromedary Instant	3 50	Pecans, salted						Kitchen Bouquet			
Jiffy Punch		Walnut, California						Laurel Leaves			
3 doz. Carton	2 25	MINCE MEAT						Marjoram, 1 oz.			
Assorted flavors.		None Such, 4 doz.						Savory, 1 oz.			
EVAPORATED MILK		Quaker, 3 doz. case						Thyme, 1 oz.			
Quaker, Tall, 10½ oz.	2 85	Yo Ho, Kegs, wet, lb.						Turmeric, 1½ oz.			
Quaker, Baby, 4 doz.	1 43	OLIVES—Plain						STARCH			
Quaker, Gallon, ½ dz.	2 85	Quaker, 24 4 oz. cases						Corn			
Carnation, Tall, 4 doz.	2 95	Quaker, 24 7½ oz. cs.						Kingsford, 24/1			
Carnation, Baby, 4 dz.	1 43	High Life, 12 22 oz. cs.						Powd., bags, per 100			
Oatman's D'dee, Tall	2 95	1 gal. glass, each						Argo, 24, 1 lb. pkgs.			
Oatman's D'dee, Baby	1 43	OLIVES—Stuffed						Cream, 24-1			
Pet, Tall	2 95	Quaker, 24 2½ oz. cs.						Gloss			
Pet, Baby, 4 dozen	1 45	Quaker, 24 4 oz. cs.						Argo, 12, 3 lb. pkgs.			
Borden's, Tall, 4 doz.	2 95	Quaker, 24 5 oz. cs.						Argo, 8, 5 lb. pkgs.			
Borden's, Baby, 4 doz.	1 43	Quaker, 24 7½ oz. cs.						Silver Glass, 48, 1s.			
FRUIT CANS		Quaker, 24 10 oz. cs.						Elastic, 16 pkgs.			
Ball Mason		Quaker, 12 32 oz. cs.						Tiger, 50 lbs.			
F. O. B. Grand Rapids		1 Gallon glass, each						SYRUP			
One pint	8 00	PARIS GREEN						Corn			
One quart	9 30	½s						Blue Karo, No. 1½			
Half gallon	12 40	1s						Blue Karo, No. 5, 1 dz.			
Mason Can Tops, gro.	2 55	2s and 5s						Blue Karo, No. 10			
FRUIT CAN RUBBERS								Red Karo, No. 1½			
Presto Red Lip, 2 gro.	78							Red Karo, No. 5, 1 dz.			
Presto White Lip, 2	83							Red Karo, No. 10			
gro. carton								IMIT. Maple Flavor			
GELATINE								Orange, No. 1½, 2 dz.			
Jell-o, 3 doz.	1 90							Orange, No. 3, 20 cans			
Minute, 3 doz.	4 05							Maple and Cane			
Knox's, 1 dozen	2 25							Kanuck, per gal.			
Jelsert, 3 doz.	1 40							Kanuck, 5 gal. can.			
HONEY								GRape Juice			
Lake Shore 1 lb. doz.	1 90							Welch, 12 quart case			
JELLY AND PRESERVES								Welch, 12 pint case			
Pure, 30 lb. pails	2 60							Welch, 26-4 oz. case			
imitation, 30 lb. pails	1 60							COOKING OIL			
Pure Pres., 16 oz., dz.	1 80							Mazola			
12 oz. Apple Jelly, dz.	95							Pints, 2 doz.			
13 oz. Mint Jelly, dz.	1 60							Quarts, 1 doz.			
7 oz. Cranberry Jelly, dz.	90							Half Gallons, 1 doz.			
JELLY GLASSES								TABLE SAUCES			
¼ Pint Tall, per doz.	25							Lee & Perrin, large			
½ Pint Tall, per doz.	25							Lee & Perrin, small			
¾ Pint Tall, per doz.	25							Pepper			
1 Pint Tall, per doz.	25							Royal Mint			
1½ Pint Tall, per doz.	25							Tobasco, small			
2 Pint Tall, per doz.	25							Sho You, 9 oz. doz.			
2½ Pint Tall, per doz.	25							A-1, large			
3 Pint Tall, per doz.	25							A-1, small			
3½ Pint Tall, per doz.	25							Caper, 2 oz.			
4 Pint Tall, per doz.	25							WASHING POWDERS			
4½ Pint Tall, per doz.	25							Bon Ami Pd., 18s. box			
5 Pint Tall, per doz.	25							Bon Ami Cake, 18s.			
5½ Pint Tall, per doz.	25							Brillo			
6 Pint Tall, per doz.	25							Big 4 Soap Chips 8/5			
6½ Pint Tall, per doz.	25							Chipso, large			
7 Pint Tall, per doz.	25							Chimaline, 4 doz.			
7½ Pint Tall, per doz.	25							Grandma, 100, 5c.			
8 Pint Tall, per doz.	25							Grandma, 24 large			
8½ Pint Tall, per doz.	25							Snowboy, 12 large			
9 Pint Tall, per doz.	25							Gold Dust, 12 lai			
9½ Pint Tall, per doz.	25							La France Laur, 4 dz.			
10 Pint Tall, per doz.	25							Lux Flakes, 50 small			
10½ Pint Tall, per doz.	25							Lux Flakes, 20 large			
11 Pint Tall, per doz.	25							Old Dutch Clean, 4 dz.			
11½ Pint Tall, per doz.	25							Octagon, 96s			
12 Pint Tall, per doz.	25							Rinso, 24s			
12½ Pint Tall, per doz.	25							Rinso, 40s			
13 Pint Tall, per doz.	25							Spotless Cleanser, 48,			
13½ Pint Tall, per doz.	25							20 oz.			
14 Pint Tall, per doz.	25							Sani Flush, 1 doz.			
14½ Pint Tall, per doz.	25							Sapolio, 3 doz.			
15 Pint Tall, per doz.	25							Speedee, 3 doz.			
15½ Pint Tall, per doz.	25							Sunbrite, 50s			
16 Pint Tall, per doz.	25							Wyandot, Cleaner, 24s			
16½ Pint Tall, per doz.	25							COD FISH			
17 Pint Tall, per doz.	25							Mother Ann, 1 lb. pure			
17½ Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
18 Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
18½ Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
19 Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
19½ Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
20 Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
20½ Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
21 Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
21½ Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
22 Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
22½ Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
23 Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
23½ Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
24 Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
24½ Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
25 Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
25½ Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
26 Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
26½ Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
27 Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
27½ Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
28 Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
28½ Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
29 Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
29½ Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
30 Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
30½ Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
31 Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
31½ Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
32 Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
32½ Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
33 Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
33½ Pint Tall, per doz.	25							MOTHER ANN, 1 lb. pure			
34 Pint Tall, per doz.	25										

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.

Abolish All Merchandising for Profit

Out of the socialistic stew that is steaming in Washington these days, comes a remark that has bothered us this week. It was: "Abolish all merchandising for a profit. All distribution of commodities to be taken over and performed by the government." A century of agitation coming to a head.

There never was a more foolish notion than that which is drilled into the ignorant wage worker by the demagogues in the notion that: "We do all the world's work." No one class can set itself up as the sole and only working class. The merchant works, and how! Everybody works; believe it or not.

There never was a more foolish notion than that which now appears that production is pure gain to the worker and wage envelope and industry—and that the functions of distribution carry with the losses and expenses.

Labeling the retailer as a "middle-man" is an old, old game yet but few defenders appear to show that real progress comes in increasing the use and desire for goods. Before we answer the cry: "Abolish all merchandising for a profit," let's put a real thump on the only philosophy worth saving in the days to come:

Uses are the things that sell merchandise. People who cannot themselves visualize a sufficient reason for parting with money for merchandise can readily recognize a need when it is brought home to them in terms of use or in terms of the desirability of possessing that particular product. Good merchandising, in other words, widens sales by selling, not products, but the uses of products, and succeeds, through the constant emphasis of uses, in getting more people to buy and each person to buy more.

For over twenty years we have had a philosophy of trade that the retail merchant was the No. 1 man—the selector of shoes for the consumer in bulk, for distribution individually. His selection of shoes and his service were what made the industry profitable and progressive.

Certain manufacturers, in several lines of trade, are of the belief that too much emphasis has been put upon the retailer as an important factor in business. These manufacturers feel that production is the important foundation of business and the retailer, as a distributor is but a cog in the wheel and it matters considerably whether that cog is free and independent or con-

trolled and regulated. This school of production wants strict supervision and accountability from the robot who hands the goods over to a public that selects what it is shown. The basic idea is that production in numbers of pairs is the responsibility of the manufacturer, who could spend much more money relatively to make sure that the goods are made right, styled right, priced right. Distribution then becomes only the final step—"show the goods—get the money."

The fundamental idea is to have the merchant the servant of the manufacturer rather than a free expression agent of the wants and whims of the public. There are some examples of the temporary success of this theory in package goods sales. Mass advertising brings mass public demand and retailing is controlled as to number of items, net profit per item and the price of the item. The success of any such machinery of production and distribution does not necessarily indicate the possibility of success through an entire industry. All shoe retailing could not be standardized. But the very seeds of decay are in the structures so blue-printed, for people will vary demand before the flow of shoes can be cut off—and the economic losses to all society might be tremendous. Production is often deaf to public change because of the pleasant music of sustained output at the machine.

Freedom of retailing is as important a right as any liberty under the Constitution. The retailer individually may be weak but collectively he is the strongest factor for good in the country. We must understand the true philosophy of retailing that is built around the man who ventures in trade on his own responsibility, with his own capital and with his own efforts creates a business in service to the public that is worthy of continuance, year in and year out. We would hate to see the time come when the retailer would have no more voice in the conduct of his business than the man who is working in a gas station cranking automobile gas and oil for somebody else's profit and prestige.

This is the crucial year and each week should show action and progress in the direction of emphasizing the importance of the retailer in the general scheme of business. The merchant will hold his own in the estimation of intelligent people wherever his case is properly presented, for the simple reason that he works for his living—performing a useful service to the community. Perhaps we had better start first with a new definition of the term "profit." For "profits" substitute the truthful term "earnings"—because that is the truth, precisely. The merchant, as well as his brains and capital, is entitled to just wages; and on the whole that is all he gets—even when he is lucky. Too often he fails to get even decent returns for his capital, to say nothing of the adequate pay for his useful services to the community.—Boot and Shoe Recorder.

Some sort of change is needed if our colleges are to fill the place they should fill in our national life.

EARLY DAYS IN MUSKEGON

(Continued from page 7)

newing their notes, they were always on the job.

As I said a few minutes ago, I came to Muskegon in April, 1878. That date bore the exact relation to the panic of 1873 that last month bore to the panic of 1929. From what little I have read, I gather that the causes of the two panics were practically the same. The panic of 1873 was precipitated by the failure of Jay Cooke & Co., of Philadelphia, the J. P. Morgan & Co. of their time, but the fundamental cause was speculation, chiefly in railroad stocks and securities. Then, as now, Europe was in more or less of an economic ferment. There was a big failure in Vienna just preceding the panic in this country.

Our present situation, as everyone knows, was largely caused by nationwide speculation either in stocks or real estate or both, and helped along by the new but widely accepted theory that the road to prosperity lay in buying on the installment plan, paying out all the cash you had and pledging all you expected to get for the next three or four years. In addition to this Congress was for some years devising schemes to induce the farmer to go into debt. The installment buying plan was not enough for him. He was singled out for worse treatment. Uncle Sam used all sorts of inducements to get him further in debt.

In the Spring of 1878 the time books of the Tillotson-Blodgett mill (and they were the same at other mills) showed that common labor was paid \$1.25 per day. If the work was unusually heavy, possibly \$1.37½ per day. What we called "piece stuff," lumber, or joist scantling and small timbers used in ordinary building construction was sold on the docks at Muskegon for \$6 per M feet. There were a number of sales made for less than this price. It is needless to say there was no profit in manufacturing lumber at such prices. The change started about August of that year. I was too young and too busy to study or reflect on causes for the change. I simply recall that it came. The demand for lumber began to increase. Prices, consequently, stiffened. I remember the same thing was true of mill supplies and grain, and a few other things

which lumbermen used. By the first of November of that year the lumber which sold for \$6 per M ft. in the Spring was selling at \$8.75 to \$9 per M feet on dock at Muskegon, and common labor advanced from \$1.25 per day to \$1.62½ per day.

I hope that history will repeat itself and that we will begin to really emerge from this depression in the early autumn of this year. I want, however, to call your attention to a few matters in which the present situation differs diametrically from the conditions in the Spring of 1878. In the Spring of 1878 we were going from an unstable currency to a stable one. Congress had passed an act, ordering the resumption of specie payments on January 1, 1879, and the retirement of the greenback unsupported currency. To-day we are doing just the opposite. We had a stable currency. We adopted an unsettled, wavering policy of deflation, and to-day no one knows where our dollar will land. This condition must, in my opinion, be entirely changed before we can have any permanent recovery. In 1878 John Sherman, of Ohio, was Secretary of the Treasury. He was the Carter Glass of his time, had been a member of the U. S. Senate for many years and had a world-wide reputation as one of the leading financial experts. What a pity it is that Carter Glass has not been sitting as head of the Treasury Department during this administration. Rumor has it that he was offered the place, but declined it because, as is well known, he has not believed in the financial policy of the administration.

In 1878 we were permitting natural economic laws to control and direct our activities. As a consequence, whatever gains we made were built on a solid foundation. The private debts incurred by the inflated values from 1868 to 1873 had been largely liquidated, during which time consumption had, naturally, been decreased to the minimum. Then consumption gradually increased, thereby increasing the general volume of production and business, and prices and wages were gradually raised. In other words, we took exactly the opposite course from the one we have taken under the N.R.A. The theory of the N.R.A. is to raise wages and prices first and then hope for a resultant increased volume of business. To

SOUNDNESS STABILITY

are symbolized by

MUTUAL INSURANCE

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

my mind, this is not a sound, economic plan, and if it succeeds at all, it will only be through the active co-operation of the business men of the United States.

In 1878, during the administration of President Hayes, Government business was being conducted on a very economical scale. We were not exacting money from taxpayers to spend on unsound projects, like the bridge across the Golden Gate at San Francisco and many others or spending it in competition with private business, like the Tennessee Valley Corporation and the 107 millions that are being spent on the Columbia River, when there is already a surplus of hydro-electric power in that section of the country. Nor were we taking money from consumers to pay to farmers to induce them to plant less land and at the same time reclaiming hundreds of thousands of acres by irrigation in the West. We came out of the panic of 1873 without the N.R.A. or the A.A.A., or any one of the host of alphabetical commissars. We did not have an army of men in Federal employ, trying to direct the course of business in channels contrary to tried economic laws.

I do not mean to say that the administration has done nothing that is helpful in this extreme condition, but I honestly believe that the helpful part has been almost or wholly counterbalanced by putting into practice the antics of the "brain trust."

One great trouble is that the "brain trust" has not itself been a unit. One section advises the President that the price of commodities is dependent upon the price of gold. It is true that William J. Bryan told the American people the same thing, except he substituted silver for gold, and he exhibited price statistics to prove his contention. Another section of the "brain trust" told the President that the way to recovery was to follow the N.R.A., which, as I have said, raises wages and prices arbitrarily, and then hopes for an increase in the volume of business. Another section said, "Let us reduce the farm output and thereby raise agricultural prices, and in order to induce the farmers to reduce their output, we will make the consumer pay an additional price, which we will call a processing tax and we will pay that over to the farmer."

You will recall that the President said about the time of his inauguration that he would try an experiment, and if it didn't prove out, he would retrace his steps. Judging from what has happened the President made up his mind to try all these experiments and at the same time spend all the money that could be wrung from taxpayers.

Let me here call to your attention the fact that our public debt is now so great and our needs are so immense that the requisite amount of taxes can not be raised by taxing incomes, but we are obliged to levy on capital. The new revenue bill just passed has a number of capital levies, the worst of which perhaps are the death taxes, which to my mind are the most indefensible of all. If Uncle Sam must have more money, let him assess a man

when he is alive and in a position to handle his affairs accordingly, instead of waiting until he dies and then jump on the widow and children. No more unmanly or un-American tax could be devised.

Another dangerous tax is the capital stock tax. This is purely a capital levy and when private capital is exhausted there is nothing left but communism. That may seem a far cry, but the door has been opened and no limit imposed.

The special point to which I want to direct your attention is, as has been so many times recently said, that this experimentation must stop both as regards our currency and as regards industry and agriculture. Everybody knows that industry and agriculture are inter-dependent. Neither can be prosperous at the expense of the other, but we also know that neither can be prosperous for any length of time without a standard, stable currency. Mark Sullivan in a recent article says, "Everybody anywhere in the country who has a new idea wants to lay it before the President. This I think Mr. Roosevelt has come to realize. After a year and two months he is, I suspect, rather fed up with new ideas and rather convinced of the impracticability of ninety-one out of a hundred of them. A budding distaste for new ideas was the cause of his allusion in a recent speech to a disrelish for panaceas." Let us hope that Mr. Sullivan is right and that our people will forthwith receive positive assurance from Washington that we can plan our affairs without fear of any further unsettling legislation or any further manipulation of our currency. John W. Blodgett.

OUT AROUND

(Continued from page 9)

I am very sure he will send a copy of his book, which I think Mr. Evans will find to be one that will do any progressive merchant a great deal of good, because it is based on actual experience behind the counter by a theoretical and practical retail grocer.

It is to be hoped the new bankruptcy law will prove to be equal to the occasion. Under the present bankruptcy system liquidation has been a joke in most cases and resort to bankruptcy proceedings has ceased to function in such a way as to be creditable to the bankrupt or satisfactory to the creditor. Not all of the people who have been rendered insolvent by the five years of bad times we have recently passed through have been able to clean up, but certainly a considerable number of them have sought to secure immunity from responsibility by taking advantage of the present law, imperfect as it is.

Mendon, May 26—Your kind letter of April 26 to my father has just been brought to my attention. Mr. Hickmott had saved your letter for personal answering at his leisure, but for some unknown reason he was called from us May 17.

Mr. Hickmott thought a great deal of you, Mr. Stowe, and always had a good word for you and your work.

The business of the former Hickmott Company had been transferred to

the W. A. Hickmott Co. May 1, 1933, doing business since then under that style. It was Mr. Hickmott's desire, frequently expressed, that the W. A. Hickmott Company be continued.

I am enclosing a tribute to my father published in our local paper which I believe you would like to read.

W. A. Hickmott.

The tribute above referred to appeared in the Mendon Globe-Leader of May 24. It is as follows:

Too often, on the passing of a business leader, praise can be given only for his individual accomplishments as a merchandiser.

Too seldom can equal tribute be paid to the foresight and executive ability which have built a firm foundation for the continued growth and success of an institution after the guiding hand of its founder has been lifted from it.

Yet both yardsticks must be used if we are to find the true measure of any man's worth in any field of endeavor. And by either yardstick, the stature of our friend, W. J. Hickmott looms large.

His was a busy, useful and honorable life, crowned before its close with material success and further enriched by the acclaim that came to him for his clear-visioned, unselfish effort to foster optimism and courage among American business men in dark depression days.

It is not necessary, in paying the tribute that is due W. J. Hickmott, to dwell at length on his place in his business. He was the pioneer. His personal code of fair dealing in business is found reflected in common trade practice to-day.

Tragically his death, on May 17, 1934, cut short Mr. Hickmott's enjoyment of the leisure he had richly earned.

We who have so long associated with him will miss, keenly, his too infrequent contacts, his pointed business philosophy and his interest in our plans and progress.

A paper whose identity I have forgotten recently suggested that men who are convicted of driving an automobile while intoxicated should have their car taken away from them for a year, instead of depriving them of the use of their driver's license for a year. I would go still further and do both, so the offender would be unable to drive his own car and anyone else's car for a year. Such a man is a potential murderer. All he lacks to commit the crime of murder is the opportunity.

Ontario does some things quite well. I am told that a man who drives a car in that country while drunk receives a jail sentence without the alternative of paying a fine. The second offense entitles him to be clothed in yellow and green garments and to shovel dirt and pick up stones and refuse in the streets like a common laborer.

E. A. Stowe.

Another Incident of Early Lumber Days at Manistee

(Continued from page 3)

put up his horse, had his supper and went to bed. About midnight he woke up with a start and felt uneasy. As he could not sleep he decided to start at once. He went to the barn and got out his horse and saddled it, and was just leading it out of the yard when who should come riding in but McGinnis, having just overtaken him. They greeted each other and asked where they were going and, of course, both lied to each other. However, Cartier started on.

Both his horse and himself were fresh with their rest and went on rapidly. On the other hand, McGinnis's horse and himself, having ridden all night, could not make time.

Cartier reached the land office some time during the day and paid for the lands and received his receipts therefor and was walking out of the land office when up rushed McGinnis, but too late, as Cartier had bought the lands for Filer, which was another example of the necessity of a lumberman being on his feet once in a while.

A story was told me about this same McGinnis by Charles F. Ruggles, of Manistee, one of the most peculiar characters in Western Michigan. Mr. Ruggles was great on figures, and when he was worth millions he went around looking very shabby, generally wearing moccasins.

One day I was figuring with Mr. Ruggles on a deal and asked him if he would take bonds for a certain underlying mortgage on some lands, and he remarked that if he agreed to any such proposition as that he would be like McGinnis' dog. In answer to my request as to what he meant, he said that a timber looker by the name of McGinnis went up the Manistee River late one Fall to look over some lands, taking his dog with him. He had provisions for only two or three days and the first night that he camped out it began to snow. He stayed in camp, thinking the snow would soon be over, but it kept on snowing for several days and finally his provisions were exhausted and both he and his dog were near starvation. In the last extremity he cut off the dog's tail, cooked it, ate the meat himself and gave the dog the bone.

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His comparison, of course, meant that he was going to furnish me with the security and the money and I was to have the profit.

Ruggles added, that's the game all you financiers and bankers play.

Another time I introduced Mr. Ruggles to Roger Griswold in my office and Ruggles said, "Isn't your father a doctor?" and Griswold said, "Yes." Then Ruggles told him that one evening some years before he was standing in front of the Livingston Hotel in Grand Rapids and a man drove up with a horse and saw him standing there. Evidently thinking that he was a pan handler, Dr. Griswold called him and asked him if he would hold his horse for him. Mr. Ruggles consented and after a time Dr. Griswold came out and gave him twenty-five cents, which Ruggles accepted and asked him his name. At this very time Ruggles was worth several million dollars.

The Government agent at the Traverse City land office was grandfather of Arthur Kustered, of this city.

Claude Hamilton.

MOVEMENTS OF MERCHANTS

(Continued from page 4)

eight hotels in Michigan, Ohio and Indiana. The lease was given by the Old Merchants National bank, trustee for the estate of John Callahan, deceased. The Clifton hotel, although that was not its name at the time, was built before the civil wars although it has been remodeled and enlarged several times since. At its construction the present street level of Michigan avenue was in hills and valleys and at the leveling it was necessary to place steps leading to the entrance because the sidewalk was below. As the Williams house it enjoyed a popularity in grandfather's day which extended beyond the confines of the state. The property was purchased by John Callahan, an experienced hotel keeper, after several others had failed to make a financial go when the Post Tavern came into being. Mr. Callahan operated it successfully. Milton Magel leased the hotel after Mr. Callahan's death and he was followed by B. C. Hammerstein of Flint. Mr. Hammerstein turned the lease back to the trustee which has been operating the hotel since that time.

Manufacturing Matters

Crystal—The State Bank of Crystal has increased its capital stock from \$20,000 to \$35,000.

Detroit—Abner A. Wolf, Inc., has been organized with \$1,000 capital stock, all paid in, to manufacture merchandise.

Detroit—The Hughes Specialties Co., manufacturer of tools, has been organized with a capital stock of \$3,000, all paid in.

Detroit—Elias Epps & Co., Inc., has been organized to manufacture brewery supplies. The authorized capital stock is \$5,000 with \$2,000 paid in.

Hamtramck — Jensen-McNeill, Inc., has been organized to manufacture truck bodies and trailers. The capital stock is \$10,000, with \$1,000 paid in.

Detroit—The Giern and Anholtt Tool Co. has been organized with a

capital stock of \$45,000, all paid in. It will manufacture machinery and tools.

New Hudson—The Vagabond Coach Manufacturing Co. has been organized to manufacture trailers and their equipment. The capital stock is \$25,000, with \$11,280 paid in.

Retail Trade Somewhat Better

The warm weather and substantial price reductions combined last week to bring about a moderate improvement of retail business all over the country.

Reports of store executives indicate that sales have run on the average about 5 per cent. above last year. While the gain in sales was fairly evenly distributed geographically, it was largely limited to those departments or specialty stores carrying highly seasonal merchandise. Other lines continue to make an unsatisfactory showing, as in the recent past.

Wholesale markets should reflect an improvement in retailing soon if the latter is maintained. Re-orders are expected, however, to be strictly limited to current requirements. There is as yet no disposition on the part of retail merchants to order their Fall needs in substantial volume, despite the fact that longer manufacturing periods must be allowed for under the production curtailment plans, such as that in the textile industry, where they are to be imposed.

Twenty-four New Readers of the Tradesman

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

Hewitt Grocery Co., Iron River
C. J. Koss, Sturgis
A. H. Perfect & Co., Sturgis
Louis C. Loetz, Sturgis
C. W. Tribbett, Sturgis
Charles Zuber, Sturgis
Cora Bell, Sturgis
Arthur S. Purdy, Sturgis
August Siefert, Sturgis
Walter E. Reick, Sturgis
Guy L. Deardorff, Burr Oak
B. E. Seaver, Burr Oak
H. B. Steffey, Bronson
Graves & Brower, Bronson
A. P. Gillette, Coldwater
J. B. Foote, Coldwater
H. F. Stukey, Coldwater
Lucas Bros., Coldwater
F. A. Rowe, Coldwater
Willis T. Johnson, Coldwater
The Carroll Store, Coldwater
L. W. Main, Tekonsha
Heldebrant Grocery, Marshall
L. T. Morris, Marshall

Cotton Bags Likely to be More Used

Patent rights covering the manufacture of the duplex type of cotton bag for use in consumer packaging of farm products, invented by Robert J. Cheatham of the Bureau of Agricultural Economics, and originally assigned to the Secretary of Agriculture, have now been assigned to the public, making the way freer for more general manufacturing of this type of bag, the Bureau announced recently. This assignment permits anyone to manufacture the patented bag.

The bag, the fabric of which is woven in one piece, has a close-mesh section on which brands, sellers' names, and other descriptive matter may be printed, and an open-mesh section which permits visual inspection of the contents. More than 2,000,000 bags of this fabric, in sizes ranging from four to twenty-five pounds, have been manufactured since its introduction to the trade two years ago, and they are now being widely used in packaging oranges, potatoes, onions, and walnuts. A greatly increased and more widespread use in the future is anticipated as a result of the disposition of the patent rights, it is stated.

Development of the bag is one of the results of the Bureau's studies of opportunities to increase the use of cotton.

Increased Cheese Sale Four Hundred Per Cent.

Pieces of cheese sell as fast in May as they do in March.

In a second experiment just completed by Louis Kopp, of Madison, Wis., in charge of a market there, sales of cheese were increased over 400 per cent. by a counter display of pieces of cheese wrapped in waxed paper. The first trial of the method made in March showed a similar result and after continuing the high rate of sale for two months, the second check on the value of the "pieces of cheese" plan was made. The report was checked by the Wisconsin department of agriculture and markets.

For the week of April 30 to May 5 Mr. Kopp kept the cheese in his refrigerator and sold only 22 pounds during that period.

During the week of May 7 to 12, instead of keeping the cheese in the refrigerated counter, a number of chunks of cheese varying in weight from a pound to a half pound were cut up, wrapped in waxed paper, and placed in sight of the customers. A total of 114 pounds of cheese was sold in that period, a gain of 400 per cent.

Druggists Can Now Buy Liquors

The Liquor Control has issued a pamphlet regulating the sale of alcohol, spirits, cologne spirits, whiskies, brandies, high wines, low wines for beverage, non-beverage, industrial, medicinal, mechanical, chemical, scientific and tax free purposes.

Medicinal Alcohol

Users of this type of alcohol, viz. doctors, wholesale and retail druggists, dentists, veterinarians, chiropractors and chiropodists are to be governed by the following regulations:

On forms provided for this purpose by the Michigan Liquor Control Commission, users of alcohol enumerated below will make application for permission to purchase in amounts not exceeding the following quantities:

	Gals. Wine per year
Doctors	5
Retail druggists	20
Dentists	2
Veterinarians	2
Chiropractors	5
Chiropodists	5
Homeopathic doctors	15
Wholesale druggists—Limited quantity	

Permit Fee

The following are the permit fees fixed by the Michigan Liquor Control Commission:

Doctors, Retail Druggists, Dentists, Veterinarians, Chiropractors, Chiropodists—\$1.

Wholesale druggists—\$5.

Distillers, or distillers agents—\$5.

Manufacturers (Rectifiers, Blenders, Wineries)—\$4.

Mechanical—\$1.

Industrial—\$1.

Tax-free—No charge.

Knit Suit Lines Ready in June

With continued favor for women's suits expected, several of the large knitted sportswear mills will include for the first time in several years these styles in their fall collections, which will be officially opened to the wholesale trade on June 4 and to retailers on June 25. The difference in opening dates will give jobbers an opportunity to assemble their lines and have them ready by the time direct selling manufacturers show goods to stores. The hair yarns, such as angora, mohair, etc., will be stressed. An increase in the use of acetates over silks in the mixture fabrics is predicted.

Glass Trade Activity Declines

Activity in the glass manufacturing industry reflects the uncertain demand that always characterizes the market with the approach of early Summer. Producers of stemware for home use find orders continuing in the spotty manner of the past month and are adjusting production accordingly. Manufacturers, however, are strongly opposed to deserting the price levels of the early Spring. Sales of flat glass products are slow, with a few orders coming from the jobbing trade. The demand for safety glass products from the automotive trade is well beneath the pace set earlier in the year.

Kitchen Tool Lines Expand

Production and sale of small metal ware novelties for use in the mixing and serving of drinks, are expected to furnish a lucrative source of new business to manufacturers of kitchen tools this Fall. Practically all producers this week brought out a variety of mixing spoons, bottle openers, measuring caps for bottles and other articles which they will feature for the new season. Buyers, especially representatives from chain stores, showed a keen interest in the merchandise and ordered items freely in the 5, 10 and 15-cent ranges.

"Tours by Train" are being offered vacationists by British railroads. Passengers travel by train, make the cars their home throughout the tour. Traveling is done most at night, the tourists visiting points of local interest by day. They receive regular deliveries of mail and newspapers, have facilities for telephoning and telegraphing aboard.

Every individual is entitled to work, rest and recreation. Life is balanced when all three factors are controlled.

A high moral, intellectual and physical average is more important than a high birth rate.

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