



## THE FLAG

Here comes The Flag  
Hail it!  
Who dares to drag  
Or trail it?  
Give it hurrahs—  
Three for the stars  
Three for the bars,  
Uncover your head to it!  
The soldiers who tread to it  
Shout at the sight of it,  
The justice and right of it,  
The unsullied white of it,  
The blue and the red of it,  
And tyranny's dread of it!  
Here comes the Flag!  
Cheer it!  
Valley and crag  
Shall hear it.  
Fathers shall bless it,  
Children caress it,  
All shall maintain it  
No one shall stain it.

Cheers for the sailors who fought on the wave for it  
Cheers for the soldiers who always were brave for it,  
Tears for the men who went down to the grave for it.  
Here comes the Flag!



FLAG WEEK IS JUNE 10 to 16

# STREAMLINED AUTOMOBILE INSURANCE

SMOOTHS OUT CLAIM RESISTANCE.  
COMPLETE DEPENDABLE COVERAGE  
WILL ASSURE YOU OF PROMPT  
AND SATISFACTORY ADJUSTMENT

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PREMIUM  
SAVINGS  
21 % 25 %

INSURE WITH THE  
**MILL MUTUALS AGENCY**

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LANSING MICHIGAN  
DETROIT SAGINAW  
GRAND RAPIDS • •

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IT'S not too early to begin to boost Iced Coffee and lay the foundation for better summer coffee sales. But be sure to tie up your efforts with Dated Coffee. For, as you well know, Iced Coffee, in order to be good, has to be made with a fresh strong coffee that is rich and full-flavored. That's the kind of coffee your customers get when they buy Dated Coffee.

Urge them to drink more Iced Coffee, and recommend that they use Dated Coffee. You'll make more Iced Coffee drinkers among your customers and do a better coffee business this summer.



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**DATED COFFEE**



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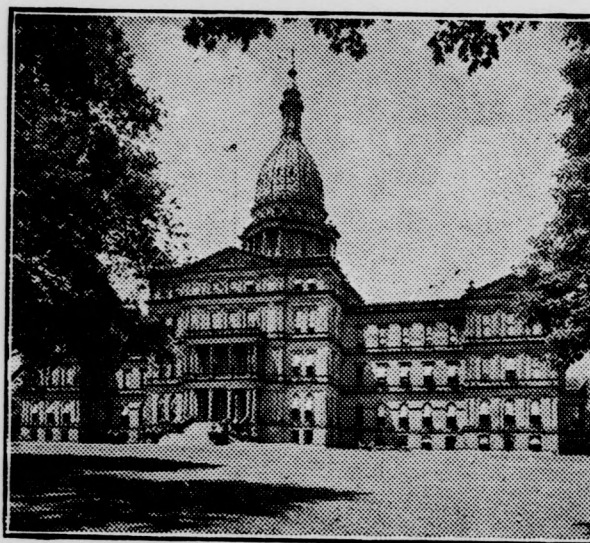
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Grand Rapids, Michigan

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Capitol Building—Lansing

## SPEND YOUR VACATION IN MICHIGAN

Michigan's tourist and resort business brings large sums of money to the state each year. It provides employment for thousands, and greater prosperity for all of us. We can increase that business further by telling out-of-state friends about Michigan's vacation advantages and by spending our own vacations here.

And, no matter which part of Michigan you visit this summer, banish worry by telephoning home and office frequently. Call ahead for reservations, or to tell friends you are coming. Long Distance calls will add but little to the cost and much to the enjoyment of your vacation.

The Michigan Bell Telephone Company is a Michigan concern. It prospers only as does the state as a whole. For the past six years it has devoted advertising space to calling attention to the advantages of Michigan as a vacation-land, and will do so again this year. Such advertising is good for Michigan, and therefore is good for the Michigan Bell Telephone Company.



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



# MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY JUNE 6, 1934

Number 2646

## MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING  
Detroit Representative  
507 Kerr Bldg.

Printed by the Tradesman Company. Under  
NRA Conditions

### BUY SUGAR TO-DAY

Refined sugar will advance 55c per 100 lbs. Friday morning, June 8, on account of the processing tax going into effect. On that date the refiner's price will be advanced from \$4.10 to \$4.65 f.o.b. New York.

### Brief Reference To Central Michigan Towns

Belding—I was told that business conditions in Belding are better than a year ago, owing to the operation of the textile mills formerly closed. The old Richardson mill is having a good run on hosiery, but does not occupy the entire plant. The local Chamber of Commerce, as well as the P. M. Railway Co. and the Consumers Power Co., are looking for new industries to make use of the idle factory facilities. If the business of the country picks up in the future, no doubt Belding will again see a return of former prosperity. However, the people will need to awake and refuse to patronize the chain stores, which are sapping the vitality of the community.

Ionia—Beautiful Ionia is the Gem City of the Grand River valley. I am sure my interest in the city is not out of focus just because my ancestors were among its founders in the year 1833. Last year its citizens celebrated its first centennial, a part of the program being a historical pageant, also a display of antiques of that period. This city is also the home of the Free Fair, which annually attracts thousands of visitors throughout the state. Plans are already under way for the coming fair, which the management assures will be up to the usual high standard. Business conditions in Ionia are improved over a year ago. The city is making extensive improvements in the water-works system, and the State Highway Department is preparing to widen the pavement on M 21 where it passes through the city. A

survey of the business district shows more chain stores have come in since last year. Few of the former home merchants remain. The people of Ionia and the surrounding country must be very friendly to these greedy corporations or there would not be so many of them here. If they would stop and do a little thinking they would see these outside corporations are sapping the vitality of the community. I found home merchants were having a difficult time to stay in business and make any profit. Ionia was once a most prosperous little city. Its business places were home owned and the profits on trade stayed at home. It was this profit that built up its business blocks, its schools, churches and beautiful residences. It helped to establish factories and various enterprises. The greedy chain stores have no such interest in the city. They come there for but one purpose, and that is to get the profit on trade, which is the life blood of every community. If they would spend this profit in the city for its improvement, it would not be so bad, but they send it away to the great money centers, never to return. No city or town can be in a healthy condition when the profit on trade—its life blood—is taken away. Every penny saved on a purchase at a chain store costs the community dollars in lower markets and reduced values of property of all kinds. Ionia citizens were formerly loyal to their home institutions and everyone was happy and prosperous. They can have a return of these conditions if they will awaken and refuse to support with their patronage these glamorous and greedy monopolies, which bring distress to towns and cities, as well as farming communities.

Eagle—Stopped at Eagle or what is left of it. The one merchant had an oleo claim worth over seven dollars, but he would not invest a cent to recover it. Reached here at the beginning of a downpour of rain greater than I have seen in years. I sat in my car nearly an hour and enjoyed the relief it brought from the extreme heat. Will begin in Lansing in the morning, where I hope to expand the list of subscribers. I hope this heavy rain covers the state and will save the crops so we can have a fair harvest this Fall. E. B. Stebbins.

### A New Age of Horses?

Horses, horses! Is this the age of automobiles? The Bureau of the Census has reported to the Department of Commerce that its biennial check-up on horseshoe mail manufacturers, taken this year, shows a considerable increase in production. In 1931 there were only 43,000 kegs of horseshoe nails produced, valued at \$502,146 while in 1933 there were 57,915 kegs produced, valued at \$596,834.

### Sentiment Against Extending Time

The Senate is seen disinclined to grant a longer period of time within which banking corporations may divorce themselves of their securities affiliates, or to make any modification in existing law which would permit investment houses to accept any kind of commercial banking accounts.

The Banking and Currency Committee is agreeable to the removal from the stated definition of affiliates in the Glass-Steagall banking law corporations already in process of liquidation, thus giving opportunity for more orderly disposition of assets.

There was a proposal to permit investment banking houses accepting deposits of funds designed to meet interest and principal payments on issues for which they are trustees or distributors. Lack of agreement among underwriters themselves on this point is said to have led to decision by the committee to do nothing on this score.

### Increasing Processing Taxes

Despite current higher prices for many major farm products, little doubt is felt that processing taxes will be levied by the AAA upon most basic commodities during the coming year.

The rates, however, are likely to differ considerably, according to whether the original Agricultural Adjustment Act or its pending amendments will govern the imposition of the taxes.

The proposed amendments provide that the AAA, in determining "parity" prices, should take into account increases in farmers' costs above the pre-war level. This procedure would support material increases in processing taxes, since, according to a compilation of the department, taxes on farms alone have risen 74 per cent. per acre since 1913.

In addition, 10 per cent. is to be added to the processing tax rate under the new law to make up for tax exemption granted charitable institutions and for Government relief purchases.

### Strike Fears Speed Steel Operations

The current increase in steel operations to a new high for the year indicates that the fear of a tie-up in the industry, due to strikes, is currently a more powerful consideration with steel consumers than any expected softening of steel prices.

The present rate of operations is substantially higher than current

consumption in the major steel using industries, those in touch with the situation say. Nevertheless, specifications against contracts have been made freely and deliveries are urgently sought from practically all quarters.

Steel manufacturers, themselves, on the other hand, are not building up excessive reserve stocks, it is believed. While they consider the strike situation serious and are prepared for an embittered fight, they do not believe that the sponsors of the strike will be able to tie up more than about 20 per cent. of available capacity.

### Controlling Price Increases

A basis for active intervention against price increases of manufactured products by NRA officials is being laid by a clause currently being inserted in many codes, as revision and supplements come up for approval.

This provision declares that efforts to increase "real" purchasing power would be made more difficult if prices of goods and services increase as rapidly as wages. It requires, therefore, that code members limit price increases to actual additional costs.

Although this policy has been announced previously in many public statements of NRA leaders, it had not been made a definite obligation of codified industries. There is no indication as yet that active measures to enforce this policy are under consideration at this time. However, legal basis having been provided, the NRA may take such action at any time.

### Drouth Affects Retail Sales

The effects of the drouth are currently beginning to be felt by retail merchants and mail order houses catering to farmers in affected regions, reports from National-wide organizations indicate.

While sales of merchandise during the past week generally were active, and volume of stores on a country-wide basis showed an increase of slightly more than 5 per cent. over last year, a decided slump was experienced by most of the stores depending largely on rural customers in and near areas suffering severely from drouth.

Some merchants believe that curtailed farmers' purchasing power will have a progressive effect on business in coming months unless very extensive relief is supplied by the Government, not only in kind, but also in actual cash payments.

Money does not talk until it gets big.



## SURVIVAL OF SMALL TOWN

## Self Interest Both Tears Down and Builds Up

There are some things that very definitely cannot be done. Appeals to loyalty sound well and will receive one hundred per cent. support in any public meeting where town building, public spirit, etc., is discussed, but we are all nearly 100 per cent. hypocrites when it comes to an actual test that seems to require any sacrifice on our part.

No plan, however logical it may seem, that is going to go contrary to economic progress, can succeed. Individuals, towns, even whole countries have been powerless against economic progress and have ruined themselves by opposing it instead of adjusting themselves to it. So it is well to see in advance whether a town really serves an economic and a social purpose by its existence and if it does then sell to the individuals in that town the ideas and practices which will maintain for them as individuals the economic and social advantages they enjoy. In other words, self interest is both the force that tears down and builds up communities.

A leader is required in town building or town saving—someone who has at the same time force enough for leadership, the respect of his fellow townsmen and a strong self interest in preserving and building up the strength of his community.

The first step is to bring home to everyone in town how much the value of his real estate, of his business, of his social contacts, of his community life, depends on the success of the community as a whole and that it is impossible for him to do anything that will improve his own personal position at the expense of the community without its very definitely reacting on himself later. And this is just as true of the farmer or even the renter, the value of whose farm and its production both are dependent on proximity to a good market.

It should also be made plain that the argument that the small town merchant isn't an economic necessity and that the small town doctor, or preacher can be dispensed with by mass merchandising, mass doctoring and mass preaching in the cities has no application here. But the social necessity for employment, for understanding neighbors and sympathetic friends is quite a bit more important than the mechanical and efficient operation of distribution, medication and soul saving.

Now if there is a general understanding in a town that it is to everybody's personal interest to build up that town and that a small sacrifice in income or convenience means a big gain in investment and added richness in community life, then some of the ways and means can be considered.

It is most important in town building, or should I say community building, to get the women interested through their pride and pleasure in their own homes, the value and stability of which depend on the community's prosperity, and through their social sense which appreciates the value

of good neighbors and community and church activity.

The best way to unify a community is to find some work in which everyone has a common interest and much is now being accomplished for the solidarity of town and country by the work being done on tax reduction. And, of course, too, there should develop a common interest in building up the community itself. Another subject is schools, as all are interested in having the most efficient schools and having as few, and in consequence, as good ones as the distances and transportation facilities will permit.

Some of the things that are being done in communities conscious of the need of thorough co-operation are: Evening meetings once a month or oftener in the winter to which both townspeople and farmers are invited. The invitations to the farmers are at first personal—several business men take half a day to go out and visit the farmers in a wide territory, to give them the invitation. This is appreciated as a friendly move. Later invitations may be sent by mail.

At these meetings there is a little entertainment—music, recitations, a boy scout demonstration—there is a principal speaker on some topic of general interest—and afterwards games, conversation, coffee and doughnuts.

These meetings can be alternated between town and country by arranging for meetings at the surrounding school houses or in the summer time out doors on someone's farm.

A country farm agent makes a good speaker—topics to be discussed are town building, taxes, marketing, roads and whatever is of importance to all the community.

A variation of the idea is to serve an evening dinner before the meeting instead of coffee and doughnuts afterward. Here the different women's organizations take charge—sell the tickets for the dinner (thirty-five cents is the usual cost), loan their china and silverware and provide the food and raise a little money for their churches as well as being boosters for the event.

Prizes can be put up by several of the merchants and drawn for, the prizes to be furnished by the merchants. Four or five dollars distributed in this way produces a lot of fun and interest. In one case there were three paint dealers in a town and one of them, to break down competitive feeling bought a can of paint of one of his competitors to put up as a prize. As luck would have it the third paint dealer drew it and everyone was delighted.

A very live topic for these meetings is the railroad question and support of the railroads especially in the matter of freight. No community can afford to be without a railroad and the share they bear of the local taxes is a strong talking point. The co-operation of the local agent can procure a good speaker from his company to present the railroad's side and they always can make some good points on community building because the railroads want the community to prosper as much as anyone. In one case a special meeting was turn-

ed over to one of the railroads. Their public relations man was there, their local agent, district superintendent, traffic manager and a full brass band from their shops—thirty-four in the delegation. It was a wonderful meeting but unfortunately they all came in automobiles instead of on the railroad.

The county superintendent of schools and the various county officers to explain how the county business is carried on, all make interesting meetings.

1. Appearance of the town, lawns, gardens and homes nicely kept.

2. The appearance of the Main street, especially if there are any vacant store buildings—even the vacant buildings should be painted and have displays in them.

3. Encouragement of facilities for farm markets like a poultry house, creamery, haybuyer, etc.

4. Promotion of 4-H Clubs and boy and girl scouts.

5. Helping farmers to improve their stock by importing good cattle, hogs, hens, etc., to be sold on easy terms or even given away at a market day drawing.

6. Hold poultry shows, farm products shows, etc., with prizes.

7. Band, baseball club or some similar institution will advertise a town and keep the young people interested.

8. Systematic circularization of your trade territory with some sort of publication made up of local merchants' advertising and containing at least one "special" per merchant.

9. It may be possible to get the farmer to drive in to your town to church.

10. The schools should be exploited to the most—boost school athletics, school shows, the school glee club, school gardens. Do everything possible to enable farmers' children to finish in the town high school. Do everything that can be done to arouse and hold the interest of the young people.

11. Farmers should be expected to be members of the commercial club—should be regarded as fellow citizens.

12. Find out what other towns are doing and follow any good plan.

James F. Goodman.

## The Good Earth

Everything looks good to me  
Every shrub and growing tree  
Every brook and stream and glen  
Every meadow, field and fen  
Hedge-rows too which bloom and bear  
Down a country thoroughfare;  
With such beauty holding sway  
Life is wonderful to-day.

Everything looks good to me  
Every bud that is to be  
Ripened fruit or golden grain  
Roses wild which deck the lane  
Every lily in the pond  
Beds of which the bass are fond  
E'en our lakes with waves demure  
Seem like seas in miniature.

Everything looks good to me  
Every bird and bumble bee  
Fuzzy head to catch and show  
Precious pollen where to go;  
Every vne upon a tower  
Holding there with tendril power  
Beautifying with its line  
E'en the architect's design.

Everything looks good to me  
Everything brings ecstasy  
If we only ope our eyes  
This old earth is paradise  
There is nothing in its plan  
But was made to help a man  
When he kens it he will say  
Guess I'll plan the selfsame way.  
Charles A. Heath.



## Lines of Interest to Grand Rapids Council

The June meeting of Grand Rapids Council was called to order Saturday evening at 7:30 with a fair attendance. The hot weather drove some of the faithful to seek the cooling breezes of nearby lakes. In the regular order of business, George E. Waugh, of 553 Union avenue, was elected to membership and initiated into the order. Counselor Waugh is connected with the cigar division of the Lee & Cady Co., and is widely known among the jobbers and dealers of Michigan. He is a valuable addition to the membership. Several members voiced their intention to attend the Grand Council convention which will convene in Battle Creek Thursday, Friday and Saturday of this week. The meeting was recessed until September, when the fall activities of the Council will start.

Gil Ohlman: "Here, waitress, take this chicken away; it is a tough as a paving stone."

Waitress: "Maybe it's a Plymouth Rock, sir."

In Grand Rapids, May 22, 1899. Strict enforcement of the ordinance requiring bells on bicycles has been promised by the police department. Eleven bicyclists paid fines for traffic violations yesterday.

Harry Nash and wife have returned from a two weeks' business trip through the Upper Peninsula. Harry reports that business is fairly good in that part of the state.

The membership of Grand Rapids Council was shocked Monday, May 28, when they learned of the sudden passing at 8:30 that morning of one of the most popular members of the Council, Rutledge W. Radcliffe. His popularity and the scope of his friendship were evidenced by the profusion of flowers at the bier and the large cortege which followed his remains to its last resting place in the Elk's section in beautiful Woodlawn cemetery. Rad, as he was familiarly known, was a prince among men and numbered his friends only by the number of people he met. His business relations were honorable, his fraternal brothers legion and his social activities restricted to his association with those he met in everyday life. He was solicitous for those who were unfortunate and ever ready to minister to those in distress. Given a task to perform he was constant until the task was finished to the satisfaction of those concerned. He was an ardent worker for his fraternities and had held important offices in many of them. Never tiring of working for the advancement of his fraternities, he was constantly associated with important committees. He was a member of Doric Lodge F. and A. M.; the local lodge of Elks; a Past Counselor of Grand Rapids Council 131, United Commercial Travelers of America; Past President of the Salesmen's Dinner Club and a member and director of the Grand Rapids Traveling Men's



Benefit Association. He was chairman of the committee of Elks who selected the plot of Ground in Woodlawn cemetery, known as the Elk's section and selected and supervised the erection of the monument which marks the site. It was his fraternal brothers and his dear friend, Miss Rose Kramer, who were with him when he answered the summons of his Master to enter Home and unto rest. Rutledge W. Radcliffe was born in Elliott City, Maryland, October 12, 1881. When he grew to young manhood he entered the fuel business with his father. A few years later he entered the employ of Sperry & Hutchinson, of New York, as a special representative and covered a large territory in their interest. About twelve years ago he accepted a position with the U. S. Sanitary Specialties Corporation of Chicago to travel Western Michigan and was their representative when called beyond. During his residence here for the past fifteen years he had secured a lasting friendship among many who will mourn his passing even more than his blood relation. One of his intimate friends in life, H. R. Bradfield, has been appointed special administrator to care for the effects he left behind. His funeral was held Saturday afternoon at 2 o'clock from the parlors of the Greenhoe funeral home. Past Exalted Ruler Edward Donahue and line officers read the Elks' service for the dead and conducted the services at the grave. Rev. Dr. George McClung, of the First M. E. church, conducted the church service. Pall bearers were Judge John Dalton, H. Fred DeGraff, Raymond W. Bently, Raymond W. Shinn, John B. Olney and L. L. Lozier. In his passing he leaves a brother, William, in Maryland, and a sister, Mrs. Grace Conlin, of Sacramento, Calif. Neither were able to attend the funeral. A sister-in-law, Mrs. McPhillips, of Owosso, was the only relative in attendance. Mr. Radcliffe's wife preceded him in death about ten years ago. We could ill afford to lose the companionship and dear friendship of Rad, but the call of the Master could not be denied and the summons has taken our friend and brother to that haven beyond where the words, "Well done, thou good and faithful servant, enter into the kingdom of Heaven" have welcomed him.

It is understood from good authority that the Government has hidden the keys to the locks at the Soo because Tom Fishleigh, who has made Witman's Sampler candy famous, and Ray Shinn, Squibbs ambassador, are headed for the territory lying beyond the straits. We have no doubt but what it is in the interest of business, but there is a slight possibility that the cool breezes of the Northland are beckoning the boys to make the trip. We are somewhat envious of their opportunity to escape the heat blasts of the interior.

Don't forget the U.C.T. picnic which will be held Saturday afternoon, June 23. Bring the whole family and all the friends you care to bring, so long as you furnish the eats. Coffee and ice cream will be served on the grounds.

The publishing of this issue will close the efforts of your scribe until the

opening of the fall activities of the Council in September. Hot weather and vacations make the job rather undesirable so yours truly is going to declare a vacation period for himself. The salary will probably stop, but the respite will repay the loss. Any special news or event will no doubt appear from the versatile pen of some one but until September we wish you all a happy vacation.

"Did anybody drop some bills with a rubber band around them?" asked Bob Groom in the hall Saturday evening.

"Yes, I did," said several of the boys.

"Well, I just picked up the rubber band," said Bob. Notgniklip.

#### Items From the Cloverland of Michigan

Sault Ste. Marie, June 4—The scenic drive survey stopped at St. Ignace last week and further survey depends upon the location decided upon by the Michigan State Highway department, now pending action on the Straits of Mackinac Bridge bill at Washington. Approximately twenty miles of road have been surveyed along the shore of Lake Michigan. The survey West will, however, continue and eventually be extended to Manistique.

Plans are being made at St. Ignace to build offices and waiting rooms at the hangar of the St. Ignace airport in anticipation of the arrival of the Michigan Air Tour planes July 22. A wooden fence has been built about the base of the steel tower to prevent visitors from going too close to the edges of the rocky cliff and seats will be placed within the enclosure. From this eminence a fine view of the Straits country, Mackinac Island, Rabbits Back Peak and Castle Rock may be obtained.

According to reports from our sheriff, the Sault must be getting to be a better place in which to live. On Memorial Day there were no prisoners in the jail and for the first time since 1919 the doors were flung wide open and a grave-like silence hung over the cell section.

Henry Goodearle, Manager of the local Swift & Co. branch house, made a business trip to St. Paul last week. Before leaving he learned that some parties had stolen his automobile, which was parked alongside of the building at about 4 p.m. during business hours. The matter was reported to the police, who immediately gave chase and found the car in the ditch about four miles out of the Sault on the Osborn side road. A farmer reported to the sheriff that two boys had driven a car over a ditch and through a fence near his home. The car was badly damaged. Two days later the boys were located and admitted taking the car. The case was turned over to the court.

A man often has to hire a doctor to make him well after he eats what he likes, and a lawyer to get him out of trouble when he does what he likes to do.

Miss Leila Seaman, proprietor of the Seaman general store at Drummond, paid the Sault a visit last week. She reports much activity there this year. Everybody is getting their places brightened up in readiness for the tourist season, which has already started. Drummond is getting to be one of the finest places to attract tourists in Michigan, with its natural historic features, wonderful water, dotted with many islands and fine fishing and hunting. Miss Seaman has many cottages which are usually filled during the season, and conducts a general store which offers about all that could be desired by the tourists.

D. K. Moses, formerly a resident of the Sault, but now living at Washington, paid the Sault a visit last week,

meeting his many old time friends.

The Bay View restaurant at St. Ignace opened for business last week and served its first Sunday dinner this week. An elaborate menu attracted many Sooiters. The new Bay View is located in the building formerly occupied by the Thomas cafe, which was well known throughout the country.

The opening of the Jeff garden, located on M 98, fifteen miles West of Newberry, opened to the public last Sunday was the Benny Graham recording orchestra of Chicago.

Mr. and Mrs. Joseph Krause, proprietors of the popular Snows hotel at Les Cheneaux Islands, arrived last week to make plans for re-opening of the hotel. Decorators are busy and some changes and improvements are being made before the opening takes place, which is expected about June 15.

The Log Cabin cafe of Ashmun street, which has been closed for several months, has re-opened after being re-decorated and booths added. All the popular brands of beer have been added. The new decorations make this place very attractive.

When a senior is informed that the college can't grant him a sheepskin, it usually gets his goat.

Gamble, Robinson Co., the well-known produce merchants, sustained a loss of 30,000 cigarettes when thieves entered the branch house last week. Up to the present there have been no arrests. Similar losses have been reported in the past and it looks as if the gangsters are being re-organized. William G. Tapert.

#### Standardization of Canned Foods

Attempted standardization of canned foods in accordance with Government standards, required in the newly approved canners' code, may cause numerous controversies in the industry in the coming months, it is feared.

While many agree that more general standardization would benefit the industry, no method has been devised thus far to attain this end without serious interference with existing business practices. It might entail the loss of many brands that have been built up over a period of years at a cost of millions of dollars, it is pointed out in the trade.

It is held unlikely that voluntary agreements on this point can be reached. There are grave objections to letting outsiders decide such complicated problems, which in many cases involve the very existence of the industry's leading concerns, it is argued.

These clauses have been approved too late for application during this canning season. By the middle of the next season the NRA is now scheduled to expire. As a result, these code provisions may remain inactive until the future of the NRA, and then the final form of organization of the canning industry, have been decided upon.

#### Controlling Industry to Suit the Farmer

Opposition from farmers as well as processors and distributors of farm products against the vast and discretionary licensing powers contained in the so-called "Food Czar" bill has resulted in the decision of AAA officials to fall back on the licensing provisions in the original Agricultural

Adjustment Act, private reports indicate.

There is no evidence, however, that the far-reaching program for the control of industrial and commercial operations which was back of the demand for these extraordinary powers has likewise been abandoned.

Industrial and commercial interests involved would like to be assured on this point, it is said. Not only are they still apprehensive of further regimentation by the AAA, but they are convinced that no permanent solution for many pressing farm problems can be found, until the idea of running industry and trade for the sole benefit of the farmer has been openly and unmistakably discarded.

#### Modifying the Building Program

A fundamental modification of the Government's building revival program is likely to result from widespread opposition to the measure by financial institutions and real estate interests, those in touch with the situation believe.

The creation of a whole new system of mortgage banks and associations which the plan involves, in the opinion of various critics, should be made the subject of a more extensive study during the summer. Instead of the complicated proposals contained in the present bill, the new legislation should concentrate on the strengthening of existing Government and private agencies, it is suggested.

To start a quick flow of mortgage money into building, the Reconstruction Finance Corporation could be directed to purchase shares in sound building and loan associations, according to some of the suggestions. The home repair program, on the other hand, could be handled effectively by the Home Owners' Loan Corporation, it is suggested, if certain minor changes in the present law were made.

#### Retain Low Overall Prices

Overall manufacturers have decided to continue for June, July and August delivery the low prices which have been prevailing for the last several weeks. The base construction of 2.20-yard denim and including sizes 32 to 42 holds at \$7.50 a dozen, which is \$1 a dozen under the Feb. 15 list. In boys' styles the base number will continue at \$4.37½ per dozen, which is 50 cents below the February levels. These prices were originally made as a "special" a few weeks ago and were not planned to apply to Fall goods.

#### Saturday Danger Day for Motorists

Friday may still be a day of bad luck generally, but Saturday has become the most dangerous to the motorist. Friday is the least hazardous day of all in traffic. Until 1931 most accidents took place on Sunday. Now Saturday tops all the other days of the week for the heaviest toll on life and limb.

Genius invariably triumphs.



## MOVEMENTS OF MERCHANTS.

Manistee—Vernon Gamanche succeeds Ann Anderson in the grocery business.

Holland—The Holland Shoe Co. has reduced its capital stock from \$750,000 to \$509,000.

Detroit—The Accessory Forgings Co. has changed its name to the Sherman Equipment Co.

Frankenmuth—The American State Bank has consolidated with the Frankenmuth State Bank.

Grand Rapids—J. Hazenberg succeeds P. D. McLaughlin, druggist at 1001 Kalamazoo avenue.

Detroit—The Acme Mills Co., 1337 Beaubien street, has increased its capital from \$10,000 to \$35,000.

Addison—The Addison State Savings Bank has increased its capital stock from \$20,000 to \$25,000.

Detroit—The Terminal Fruit Auction Co. has been organized with \$150,000 capital stock, \$75,000 paid in.

Detroit—The Grand Central Market Corporation has been organized with a capital stock of \$120,000, with \$15,000 paid in.

Detroit—White, Orleman & Cours, Inc., has been organized to handle meat and groceries. The capital stock is \$8,000, one-half paid in.

Detroit—The Fiber Trading Association, Inc., has been incorporated with \$2,500 authorized capital stock to deal in waste paper and magazines.

Detroit—The Oak-Bell Drug Co. has been organized to conduct a drug store at 10201 Oakland avenue. The capital stock is \$1,000, all paid in.

Ionia—Harry J. Buxton, formerly of the grocer firm of Stoddard & Buxton, has purchased the interests in the firm from the Stoddard estate, his partner having died last February.

Detroit—The Jefferson Meat Market, Inc., has been organized to sell meats and groceries at 8304 East Jefferson avenue. The capital stock is \$2,500, of which \$1,000 is paid in.

Edmore—The Stanton Hardware Co. recently opened the Stebbins store here with a stock of furniture, radio supplies and hardware sundries, the store being in charge of a local young man.

Brethren—Jesse Sturtevant succeeds to the interest of Dave Hillsamer in the general stock of Hillsamer Bros. The business will hereafter be conducted under the style of Hillsamer & Sturtevant.

Middleville—Glenn E. Blake has merged his chair business into a stock company under the style of Western Chair Co., Inc. The corporation has an authorized stock of \$25,000 of which \$10,000 is paid in.

Edmore—Maurice Yodido, dry goods merchant of Carson City, recently opened a dry goods store here in the building formerly occupied by Mr. Netzorg. Mr. Yodido is here much of the time looking after his interests.

Flint—L. W. Kelley has sold his grocery stock at 711 Lippincott boulevard to his brother, E. G. Kelly, who will continue the business. L. W. Kelly will continue his other business in the grocery line at 1501 South Saginaw street.

Lansing—G. C. Kopietz, owner of the Kopietz market, North Washington avenue at Grand River, has leased

from the Walker estate the building adjacent to the market, formerly occupied by the Walker grocery store. Mr. Kopietz plans to stock the new location with groceries and green stuff.

Edmore—Recently the business men of Edmore gave a banquet in honor of the manager of the Daily Oil Co., which brought in the heavy flowing oil well a few miles North of town. Other wells are being drilled and Edmore is taking on new life. It looks as though oil and gas will return the old-time prosperity to the town, which was built up in lumbering days.

Lowell—E. A. Compagner has leased the Frank Howk block on East Main street and is now renovating and remodeling the interior preparatory to the installation of a plant for the manufacture of butter. He expects to be ready for business about July 1. Mr. Compagner is a butter maker of several years' experience in Saranac, Howell and Lansing and has studied butter-making at Michigan State College.

Richland—The J. B. Whitlock hardware store was entered and robbed by would-be safe crackers sometime Sunday night. Attempts made to break into the store safe were unsuccessful. The combination on the safe door was broken off but the door did not yield. The yeggs took from the store three watches, two straight edge razors, and several drills and bits. Entrance to the store was gained after a hole was drilled through a door.

Bear Lake—Delbebrt Shreve, who has conducted a hardware store here under the name of the Bear Lake Hardware since Barker's Hardware was moved to Benzonia a few weeks ago, has rented the Jas. I. Buchner building at the corner of Virginia and Lake streets and will move his stock of goods over from the Masonic building as soon as Mr. Buchner vacates. Mr. Buchner is moving his shop equipment and stored materials to his garage building across the street. In addition to hardware, Mr. Shreve will continue to carry a line of dry goods.

Ishpeming—Edward C. Thomas, who was prominent here in business circles for many years, died suddenly May 30. He had not been in very good health in recent months and was ordered by his physician to take a rest. His death came unexpectedly. Mr. Thomas, whose age was 59, was born in Ishpeming and spent practically all of his life here. He was in charge of meat markets for a number of years prior to taking charge of sales in this territory for the Cudahy Packing Co. He was well known in the surrounding towns, as he was in Ishpeming. Fraternally he was a member of the Modern Woodmen of America.

Negaunee—Clifford Barabe, Negaunee grocer, was the intended victim of an alleged racketeer June 1, but last night recovered \$500 which had been swindled from him earlier in the day. The alleged swindler, Dominick Miletto, who told police he was "in the racket in Chicago," was captured at Sheboygan, Wis., last night and returned to face charges of obtaining money under false pretenses. Barabe had been offered "a good buy" of cigarettes from Miletto for \$500 at a Mari-

nette hotel. After the two men went to a warehouse where Miletto said the cigarettes were stored, Miletto disappeared. When Barabe realized he had been swindled, he notified police and the arrest of Miletto in Sheboygan followed.

Detroit—The Common Council Tuesday authorized the sale of \$1,000,000 of the current scrip issue to the National Bank of Detroit. The Council's action was taken on the recommendation of Deputy City Treasurer Albert E. Cobo. According to Cobo, the original issue of the scrip amounted to \$13,900,000, of which amount \$12,200,000 has been used. Under the terms of the deal, the scrip will be purchased by the bank at par plus accrued interest, and will be redeemed by the City Sept. 16. Cobo explained that by selling the scrip at a profit, the total redemption costs would be materially reduced. Without the benefit of the sale, the scrip would have to be issued at par for payrolls and vendors bills. Cobo stated that the transaction would allow the City to operate on a cash basis well into the next fiscal year.

## Manufacturing Matters

Detroit—The Vacuum Controlled Carburetor Co. has been organized to manufacture carburetors. The capital stock is \$20,000, all paid in.

Detroit—The Price Cone Co. has been incorporated to manufacture ice cream cones at 6631 East Jefferson avenue. The capital stock is \$25,000, with \$1,000 paid in.

## Implement Dealers To Discuss Their Code

Grand Rapids, June 5—The first of the second series of group meetings on the Retail Farm Equipment Code will be held in the ball room of the Pantlind hotel in Grand Rapids Tuesday evening, June 12, at 8 o'clock.

This is to be a special event, since the code director for the Western Division, David E. Darrah, of Chicago, will be the main speaker on the program. This will result in having the latest official information on our code, which every dealer and manufacturer and their travelers will want to know.

Mr. Darrah has appeared on our convention programs and is a speaker of unusual ability, as well as knowing his stuff. He has been connected with our industry for many years and he knows our problems.

We request that you tell every dealer you see and urge every traveler and manufacturer representative who calls on you to be present at this very important meeting.

The local trade practice compliance committee for this district will also be announced, so you will know who will carry the responsibility of ironing out all complaints of violations.

A large attendance is expected. Mark your calendar and place this notice on your cash register where it will remind you often. S. E. Larsen, Sec'y Mich. Farm Equipment Ass'n.

## Really Takes High Rank

St. Paul, Minn., June 3—While primarily I became a subscriber to the Tradesman, because of friend Verbeck's interesting contributions under the caption of "Hotel Department," I am frank to acknowledge, that I am finding myself perusing, extensively, the able and clever articles appearing upon its numerous pages from week to week. It really takes high rank, among the Nation's best publications,

let alone those covering the more restricted or local fields.

Elmer H. Dearth.

## Satin Early Fall Favorite

Interest in satins for initial Fall dress lines is gaining marked headway and indications are that garments of this fabric will dominate in much of the early business to be placed by retailers in the market here. The point was made, however, that satins are an "early-in and early-out" proposition, with the likelihood that crepes will rule as the major fabrics for the Fall season. There is little question, it was added, but that acetates will continue their strong leadership in the dress weaves, but lower silk prices are expected to increase the volume of pure dye materials used.

## Lamp Buyers Seek Sales Goods

Retailers in search of special merchandise for July promotions are active in the wholesale market this week. They seek low-end and medium price lamps but can find only limited quantities of goods at concessions and are compelled to fill in requirements with regular merchandise. In addition to the Summer goods, many buyers take back sample lines of Fall lamps. Selections of Fall styles indicated a decided preference for the white china base table lamps which have been leading volume items for the last two seasons. Second in popularity are the bronze base types.

## UNION CRIME TO END NOW

Late last evening a non-union employe of the Winters & Crampton Manufacturing Co., at Grandville, was followed to his home on North Prospect avenue, near Cedar street, in this city, by five union men—or sluggers hired by the union—who met him as he came out of his garage and beat him up.

Not a word of this crime has appeared, or probably ever will appear, in the daily papers, because they are under the espionage of the unions through their closed shop agreement (held to be criminal by the NIRA, by Theodore Roosevelt and every right thinking man in the world), which is the vilest violation of the Bible and common decency ever conceived by the mind of man.

These murderous attacks will now cease immediately, because Ab. Carroll is now at the head of the police department. He will call to his office the potential murderers—union men who receive and carry into effect such outrages against the laws of the land—and say to them: "This thing ends right here. There are to be no more criminal acts committed by the metal workers union in this city."

And the dirty sneaks and potential murderers who have been designated to attack, maim and murder non-union men—five sluggers to one unarmed man—will sneak away into the darkness of gloom and obscurity where they belong.



### Essential Features of the Grocery Staples

**Sugar will advance 55c per 100 lbs. Friday morning, June 8, on account of the processing tax going into effect. On that date the refiner's price will be advanced from 4.10 to 4.65 f.o.b. New York.**

**Canned Fruit**—California fruit prices so far named are all so much above last year's levels that distributors are inclined to remain out of the market entirely.

**Canned Vegetables**—This week will probably find some of the Maryland packers starting in on new crop peas. Three canners in Virginia have already begun operations, it is reported, and so far prospects on the Peninsula are very good. The quality is reported as very good, and the prospects are for a 100 per cent. crop. The drouth situation in the Middle West is stimulating interest in Southern peas to a large extent and No. 2 tins, standard ungraded have attracted quite a lot of trade interest. Southern tomatoes are unchanged and not much interest is shown in futures. No. 2s are quoted at 67½c, unchanged from last week, while spots are being well maintained at 82½c. Somewhat more interest is also being shown in future corn, presumably on drouth developments.

**Canned Fish**—The Columbia River salmon pack so far is reported as negligible. Packers have put up very little as yet, and the strike of the longshoremen has tied up goods in the Northwest completely. Supply ships, destined for Alaska, have been unable to get away, or have faced serious delay, making the pack of red Alaska salmon on Bristol Bay a matter of doubt.

**Dried Fruits**—The dried fruit market was somewhat more active last week. Both jobbers and representatives of first hands found a somewhat better feeling, with raisins particularly showing to better advantage. The signing of the raisins marketing agreement recently, which controls last year's and the coming year's crops has stimulated interest and the trade is now in a better mood to buy, inasmuch as prices will have to work higher. In California packers are marking their quotations up of necessity to bring themselves more into line with the requirements of the marketing agreement, under which they will have to pay growers more for raisins during the remainder of the present crop year and the coming crop year. The market on apricots is also holding its own here, and in spite of the prevailing prices, the indications are that due to the short crop, new pack apricots will come in on a higher basis. There is not much left here, and replacements promise higher prices. Buyers are not stocking up, as the weather is too warm to carry large stocks, but a greater readiness exists to keep supplies on hand to meet consuming demand. Santa Clara prunes are quiet for the present, and like other dried fruits, are running into the off season, when they tend to slow up. It is quite possible, however, that prunes will be used more, owing to the high prices on many canned fruits.

**Nuts**—The nut market was generally unchanged during the past week. There is only a routine interest being

shown in shelled nuts here, and prices are holding in a narrow range, with little interest in future requirements. The undertone of the market has not favored large commitments, and the chances are that unless there is a greater disposition to order ahead, business in shelled nuts will continue spotty. Primary markets are holding well.

**Rice**—The rice market continues routine here, but sellers are not inclined to look for much business until next month. If, as seems probable, new crop prices are likely to be above spot levels, it is pretty certain that there will be a renewed speculative interest in the market. The distributors in such event may be expected to buy spots fairly heavily. Stocks in the hands of the grocery trade are light and interest in rice is now mainly concerned with brewers' grades.

### Review of the Produce Market

Alligator Pears—19c each.

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

Asparagus—60c per doz. for home grown.

Bananas—4½c per lb.

Butter—Creamery, 25½c for cartons, and 25c for tubs.

Cabbage—New from Mississippi, \$1.75 per crate of 85 lbs.

Cantaloupes—\$2.75 for standards and \$3.75 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, \$3.75.

Cucumbers—Home grown hot house are now in market, commanding 50 @ 60c, according to size.

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

C. H. P. from farmer.....\$2.20

Light Red Kidney from farmer.. 3.75

Dark Red Kidney from farmer.. 4.50

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

Fancy, fresh white.....17c

Candled, fresh.....16c

Candled, large pullets.....14c

Checks.....12c

Garlic—12c per lb.

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

64.....\$4.00

70.....4.00

80.....4.00

96.....4.00

Green Beans—\$1.75 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.....\$9.00

300 Sunkist.....9.00

360 Red Ball.....8.00

300 Red Ball.....8.00

Limes—25c per dozen.

Lettuce—In good demand on the following basis:

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

Leaf, out-door......04

Mangoes—Florida, \$2.25 per dozen.

Mushrooms—30c one lb. carton.

Onions—Texas Bermudas, \$1.75 for

Yellow, and \$2 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.....12c

Light Fowls.....9c

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—35c per bushel for home grown.

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

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

Tomatoes—Repacked Mexican \$1.15 for 10 lb. carton; hot house, \$1.30 per 8 lb. basket.

Turnips—60c per dozen.

Veal Calves—Wilson & Company pay as follows:

Fancy.....8@9c

Good.....6@7c

Wax Beans—\$1.75 per hamper for Louisiana.

### May Dress Label Sale Heavy

A total of 11,368,636 NRA dresses was sold during the month of May, bringing the grand total since the inauguration of the code to 43,097,442, is reported by Charles Elfelt, vice-chairman of the Authority. He estimated that from 33,000,000 to 35,000,000 labels will be required for the Fall season. Exclusive of the May figures, for which a breakdown has not yet been made, the volume price lines in the industry ranked as follows: \$3.75, \$2.87½, \$4.75, \$2.25, \$6.75, \$10.75, \$2.75, \$7.75, \$8.75, \$1, \$16.50 and \$12.75.

### Millinery Call Continues Active

With brisk re-ordering of millinery reported in the Eastern market, the indications are said to point to a heavy volume of business until well past the middle of the present month. Buyers are strongly interested in hats to retail up to the \$2.95 range. Keen interest continues in white, and with more centers throughout the country favoring the white vogue this is expected to be a major factor in prolonging seasonal activity this month. Fabric, Panama and plain and novelty straw styles lead in the orders being placed.

### A Supreme Court for Labor

The plan to create something like a Supreme Court of Labor in place of the National Labor Board, which is supposed to have the President's sympathy in view of his experience with recent strike problems, is being received with mixed feeling both by industrial and labor interests.

Business men would like to see the continuous strike threat removed from recovery. They fear, however, that the jurisdiction of the court over "unfair labor practices" may turn out much worse than the provisions in the original Wagner closed shop bill.

Labor representatives, on the other hand, will vigorously oppose any permanent legislation that interferes with their right to strike and with their methods of expansion at the expense of industrial peace.

### Hardware Buying Increasing

Reports of a substantial improvement in credit conditions and of a sharp rise in unit sales volume are general throughout the wholesale hardware market. Retailers, handling the best volume of Spring business in two years, brought their accounts with wholesalers up to date and bought large quantities of new goods. Average orders last week were for a month's requirements. This compares with the weekly replacements which have been common since the first of the year. Calls for lawn mowers, screen door and window frames, wire screen cloth and garden hose featured the orders placed last week.

### To Revise Acetate Fabric Prices

The reduction in acetate yarn prices caused some unsettlement in the acetate fabric market toward the close of the week and leading mills are expected to issue revised prices on gray goods on Monday. The volume of sales during the week was fairly large, but was below expectations for this time of the year. Interest is now centered almost entirely on Fall goods. Indications are that satins and Cantons will dominate, with the volume in satins expected to develop early and to fall off fairly early. Cantons are cited as likely to continue throughout the Fall season.

### Rhubarb High in Nutritive Qualities

Rhubarb, says the Home Economics Department of the North Dakota Agricultural College, makes a valuable addition to the menu because it has a high acid content, is rich in many valuable minerals and contains a small amount of Vitamin C.

The fresh plant may be used in puddings, gelatin desserts, pies, beverages, sauces and in frozen desserts.

### Excellent Green Food

Many wild plants make excellent greens. In addition to dandelion greens, in common use over many parts of the country, Government nutritionists suggest that satisfactory greens may be obtained from the following wild plants: Pokeweed, lambs quarter, wild mustard, and horse-radish. In some districts alfalfa shoots have been used for greens.

Every human life needs a governor; so does every power generator.



## MUTUAL INSURANCE

### (Fire and Life)

#### Some Problems Which Confront Mutual Fire Insurance

I once heard the Commissioner from Illinois make the statement that you will find "Insurance" in legal indexes between "Insanity" and "Intoxicating Liquors." Those of us who have grown old in the business may sometimes have felt that it was not well placed; but now that the whole world has gone crazy, and we again have the constitutional right to take it or leave it alone, maybe we occupy a favorable position after all. In any event, we have a part to play in the world in which, perforce, we must live, and our future depends upon how well we play it. You have been told so often that we are in a new world with new thoughts, new ideas, and new methods that I think you now understand it, so I will not take up your time trying to explain what it is all about but I cannot refrain from saying that most of the wonders we see about us have come within your lifetime and mine. We have been able to absorb them without any great effort, so I feel that whatever the New Deal may have in store for us, we shall be able to move in an orderly way if we but keep looking forward and forget a lot of the stuff we should have junked twenty years ago. One trouble with most of us is that we do not know how to slough off useless material, with the result that when we get marching orders, we are so heavily laden we find it difficult to lift our feet.

The poets have called insurance the handmaid of commerce; and I fear in past days we have been all too willing to assume that role; to act as a mere collecting and disbursing agent; to come in after a careless world has had its orgy and pay the bills; when, as a matter of fact, our true role should be that of bodyguard; to ward off the dangers from fire and accident which threaten the industrial and social structure.

It is true that fire insurance, through the medium of its invested assets has taken an indirect part in the production activity of the country. Hundreds of millions have flowed from the companies into the bonds and stocks of railroads, utilities and industrial establishments; but such participation in business promises to be less common in the future, since the new investment trend is toward bonds issued by a Government body and secured by the pledge of taxes. Pending investment laws will, if passed, greatly restrict the freedom of company executives. The banking function of fire insurance seems to be fading from the picture and security of principle has overshadowed all other investment factors.

Now I think we are all of the opinion that no matter what else there may be in store for us, we are not going to have quite so much money to spend as we had in the good old days. That being true, I think the cost of fire insurance and its allied lines is too high; and it is too high because our losses

and expenses are too high. When I say that, I am not unmindful of the fact that our average rate which stood at 1.01 in 1915 is down to 78 cents today; but averages, as we all know, are inclined to be tricky and unless we are familiar with all the factors involved and give proper weight to each one, we may fool ourselves. Fire prevention activities and better construction have played their part in bringing the rate level down, but so has competition. As a matter of fact, competitive rates are too often below the carrying charge and as the struggle for business is usually centered on the larger risks, the competitive rate in too many cases is a charge against the small risk.

I have the foolish notion that before going to the public with the many coverages we have to offer in our office, I should place each one on my own home and, in consequence, I may soon have to apply for a Government loan to pay the premiums. But to be well covered, a householder should carry:

- Fire insurance
- Windstorm insurance
- Hail insurance
- Explosion, riot, aircraft and damage from self-propelled vehicles
- Oil burner smoke damage
- Water damage
- Rental value
- Residence and employers' liability
- Burglary insurance
- Golf liability
- Automobile insurance.

Now for this protection I am asked to pay something like \$200 a year after taking the credit for the term rate; a small sum, many of you may think for such a broad coverage, but even so, the general run of householders are without the protection they should have simply because they can't pay the charge. And while I am on the subject, let me inject the thought that in a day when every other line of business is trying to make it easy for its customers to settle their accounts, we still hang on to the old term rule and tell our customers that we will give them a discount if they pay a three or five years' premium in advance. Of course, the policyholder can go to a finance company; but when he does that he adds to his cost and we have permitted still another party to come between us and our customers. Fire insurance has never learned to operate an interest table; we should go to life insurance and learn how to ease the burden of the policyholder by permitting him to pay his premiums in a manner best suited to his pocketbook and charge him a reasonable rate of interest for split payments.

I have said that the insurance cost is too high and must come down if we are to play our part in the recovery program. The way to bring it down, of course, is to cut the losses and expenses. True it is, we had a very gratifying reduction in the loss column in 1933, and if we can hold the gain we made, we are certainly headed in the right direction; but even the experts are puzzled about the cause of the reduction. Many believe it represents a long overdue harvest of such activities as Fire Prevention Week and the Inter-Chamber Fire Waste Contest; others point to the fact that there was practically no improvement in fire-

fighting facilities last year or in the physical conditions of property generally, and attribute the improvement in loss experience to reduced moral hazard.

Still others feel that reduced values were reflected in the amount paid out for losses, while the enforcement of the 60 day rule has its champions. In any event we all know that the country took on a more hopeful attitude early in the year, and we were the beneficiaries.

I have been in the fire insurance business long enough to have some idea of the part moral hazard plays; and while it probably takes more of our premium dollar than any of us are willing to admit, yet I believe that any permanent reduction in the loss ratio must come through active Fire Prevention work in the part of the business itself and in a big way. We must do something more than lay down rules or depend upon complicated rate schedules which only a few understand, to settle this problem of fire waste. We must go out into the highways and byways and grapple with it.

We may have a lot of theretical notions about the obligation of fire insurance in its relation to fire prevention, and say that, per se, we have no interest in it; but prevention is one of the chief doctrines in this new creed of ours, and we will carry our share of the load or someone else will carry it for us. I know we talk a great deal about the noble work we are doing, and point with pride to this or that organization which we maintain. I agree that good work is being done;

but we haven't scratched the surface. The man in the street still needs to be taught the elements of fire prevention as he needs to be taught the elements of accident prevention. You have only to watch him as he tosses lighted cigarettes over his shoulder or clock him as he drives his car on main thoroughfares. Incidentally I take lunch every day with a small group made up of business men—and I have to come to the conclusion after hearing them tell their tales that seventy-five miles an hour is their average speed. We have a lot of work to do in a prevention way as long as such men are with us—and their numbers are legion.

J. J. Fitzgerald.

#### How to Avoid the Dangers from Radium

For those permanently employed as radium technicians. At least six weeks a year should be spent in vacation, and as much time as possible should be in the outdoors. They should not work nearer than 10 feet to radium in storage, and should not get too near patients receiving treatment. Blood counts should be made as often as once a month.

Distance is still the best known protection from the harmful effects of radium, according to the Bureau of Standards, which sets forth necessary precautions in "Radium Protection for Amounts up to 300 milligrams."

Now come suspenders which do their duty without benefit of buttons. Clasps adjust to the trousers as one's anatomy dictates.

Finnish Mutual Fire Insurance Company of Calumet, Mich., has paid losses promptly and fully — have led the way in fire prevention — have consistently returned annual savings to policyholders. There is available to you through Finnish Mutual Fire Insurance Co., all the traditional advantages of the mutual plan of fire insurance — safety, service and savings. Get the facts. They speak for themselves.

**Finnish Mutual Fire Insurance Company**  
CALUMET . . . . . MICHIGAN

18 YEARS IN BUSINESS

**PROMPT LOSS SETTLEMENTS . .  
NO INTERRUPTION IN DIVIDENDS**

**SAVINGS**  
25% to 37½%

**FIRE and WIND COVERAGE**  
for Commercial and Residential Properties

M. B. & M. Legal Reserve Co.

**MICHIGAN BANKERS & MERCHANTS  
MUTUAL FIRE INSURANCE COMPANY**  
FREMONT, MICHIGAN



### How Grocers' Assessments Must be Paid

The President's Executive Order of April 14 makes it a violation of the code for any merchant in the food and grocery business covered by the code if he fails to pay his code administration assessment.

The assessment is on the basis of one dollar per year per worker in each retail and wholesale grocery establishment. This includes proprietors, members of the family, etc., as well as all employees who work in the store 60 per cent. of the maximum work-week, or 26½ hours a week in a wholesale grocery or 29 hours in a retail establishment.

Assessments may be paid on the basis of two semi-annual installments, one due and payable within ten days after receipt of assessment blank from the Local Code Authority Treasurer, and the other, covering the second half year, on or before July 1, 1934. However, assessments cover all workers as of January 6, 1934, and not the number of workers in the store at the time of payment of the assessment.

New stores opening up since January 6 will pay assessments on the basis of one dollar per year for all workers as registered an average during the first two weeks of business.

Resort stores and others opening just for seasonal periods will also pay assessment on the basis of one dollar per year per worker, provided that where stores open only for the summer months, or operate for less than six months, or where a number of employees are added only for the summer months, the Local Code Authority shall assess for only one-half year or 50 cents per worker on the basis set forth in the foregoing paragraph:

Local retail merchants employing less than five persons and located in towns of under 2,500 exempt by the President's Executive Order of October 23, 1933, do not pay assessments.

Chain stores (other than strictly local to such towns) and employing in all five or less and wholesale grocers are subject to assessments on the same basis as all other merchants regardless of the town or city.

Many local code authorities have delayed remitting the percentage portion of receipts due to the State and National Code Authorities as provided in the approved regulations. All local code authority secretaries should immediately contact their local treasurers and inform them that their assessment division is now due, with 15 per cent. to be sent to the treasurer, State Food and Grocery Distributors' Code Authority, and 25 per cent. to the treasurer, National Food and Grocery Distributors' Code Authority. The address of the National Code Authority is 1190 National Press Building, Washington, D.C. If you do not know the address of your State Code Authority you should communicate immediately with the National Code Authority and find out. Failure to send in these pro rata shares promptly is a distinct violation of the regulations.

Failure to pay Code Authority assessments within thirty days after notice shall be reported to the State Compliance Director of the NRA in

each State (wire National Code Authority if you do not have his address) but only after explanation and a reasonable time have failed to convince the merchant of his duty. The use of moderation and patience with this code administration assessment collection is counselled, as with all other provisions of the code.

C. H. Janssen,  
Chairman National Food and Grocery Distributors' Code Authority.

### How to Overcome that Tired Feeling

In a period of emergency, when it is impossible to get a normal amount of rest, what are the best ways to recover from excessive fatigue?

The Minnesota State Medical Association suggests the following: A lukewarm bath or possibly a hot or cold shower; some simple, easily digested food such as a cup of appetizing hot soup; a change in posture, preferably a short period of lying down in a cool, dark room or any change which is different and relaxing.

Fatigue, says the association, is one of the most serious and least recognized of the menaces to good health.

Care in selection of food, in choosing the proper amount of vegetables, fruits and milk for the diet, and observation of the rules of hygienic living will be of little avail, points out the association, if one allows himself "to habitually become over tired."

"There are still too many of us," comment the doctors, "who have the old-fashioned idea that it is highly praiseworthy to be completely tired out; that it is an indication of having devoted yourself wholeheartedly to your work."

"It is time we realize that the rested parent, teacher, worker or child is the efficient one. We accomplish far more work of better quality in short periods when we are rested than in long periods when we are tired."

The association states its belief that excessive weariness often makes for poor social adjustments. Individuals who are worn out by too much work make poor companions. Children are especially disturbed by the fatigue of parents and teachers.

The result of too intensive application is likely to be malnutrition no matter how carefully the diet is selected, emotional instability, failure, and all the associated possibilities of disability and disease.

### Establish 3 Per Cent. Treasury Rate

Offering of new Treasury bonds with a 14 year maturity and a 3 per cent. coupon rate definitely establishes this rate for long-term Government financing. The Mellon 3s of 1955, the only other long-term issue with this coupon, are quoted at a premium of almost 1 per cent., indicating a similar quotation for the new issue under current conditions.

The fact that the Treasury is offering only \$800,000,000 in new bonds and notes on June 15, as compared with earlier expectations of a major refunding operation, is understood to reflect a decision to accomplish the same end through a succession of moderate-sized issues. This, it is hoped, will

give wider distribution than a large single issue, and avoid excessive dependence upon banks and dealers to absorb new Treasury offerings in the first instance.

The Treasury is expected to gain upward of \$300,000,000 of

new cash from the offering. Maturing notes and certificates are likely to be turned in for the new bonds well in excess of the nominal amount of the offering.

Excesses to-day exact to-morrow.

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

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

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

**A+**

★ This highest rating, based on stability and desirability of policies, is awarded to the Federal Hardware & Implement Mutuals by Alfred M. Best Company, the Dun and Bradstreet of Insurance.

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UNION GUARDIAN BUILDING - DETROIT, MICHIGAN

Without obligation, please mail me information on how my fire insurance can be reduced 20-40%.

Name \_\_\_\_\_

Address \_\_\_\_\_

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### MANY FAVORABLE FACTORS

While the usual Summer recession which most lines of industry are now going through may be 5 to 10 per cent. deeper than is normal, the current economic situation is sufficiently strong to warrant a conservative degree of optimism for the remainder of the year, according to opinions expressed here by executives in various fields.

In analyzing development of the last month, these business men took issue with pessimistic expressions and lack of confidence in many quarters, and declared that nowhere else throughout the country is such gloom evident. They admitted that a number of unfavorable developments were now in the foreground but contended that they were offset to a great degree by the favorable factors.

In the first place, they argued, the current recession has pushed into the background the high rate of activity in the first quarter of the year, which was so heavy that many manufacturers are still shipping out goods ordered earlier in the year, and will continue to do so for several weeks more at least.

Secondly, some manufacturers are complaining because their business is beginning to fall behind last year. Processing taxes and projected higher NRA costs last year stimulated an abnormal demand for goods and comparisons are unfair. On the other hand, when the speculative sentiment died down, activity dropped sharply in the last quarter of 1933, a development which is not expected this year. In other words, 1934 will be a much more normal year, without the sharp valleys and peaks in business activity of last year, business men hold.

The present unfavorable factors were summarized as increasing labor troubles, weakening commodity and finished-goods prices, a resultant hand-to-mouth purchasing policy by distributors, uncertainty over Federal legislation, the low state of durable goods, and the failure of retail trade to make the gains looked for.

The favorable factors included the high rate of activity in some industries, such as steel, electrical refrigerators, popular-price automobiles and a few other lines, the excellent showing of collections, the low rate of bankruptcies, and well-maintained employment in most sections of the country, although May probably dipped under April.

Discussing the unfavorable features, these business men felt that most of them will be cleared up. Union labor troubles were serious, they admitted, but they pointed out that mainly they have been confined to individual localities and that it is unlikely an industry-wide strike of any proportions can be successful.

So far as commodity prices are concerned, the upward movement in grains may shortly be communicated to other products, it was felt. Finished-goods quotations are going through a much-needed readjustment, and when it is completed industry will be in a sounder condition, it was held, with less price resistance from consumers.

So far Federal legislation considered as a handicap to business has failed to materialize and it was considered likely that the present session of

Congress will end without such law-making, the infamous Wagner bill being a possible exception.

The capital goods industries will continue to lag behind consumer goods, but building should benefit from Government aid to home construction, it was felt. Government loans to industry will enable many plants to rehabilitate themselves and to become purchasers of needed materials and equipment, executives pointed out.

Retail trade, after slowing down following the Easter period, has again begun to pick up with the warm weather, and, while the coming months may not approximate last year's figures, they will come close to them.

It was pointed out that many of the industries, which did not enjoy the sharp rise that speculative lines, such as textiles, had last year, were going ahead steadily and that their totals for 1934 will be substantially larger than in 1933.

### TEMPORIZING ON LABOR

While a number of the policies pursued by the National administration have been conflicting and excused on that score in sympathetic quarters by reason of emergencies which had to be met quickly, temporizing on the union labor problem is something that many business men believe is fraught with great danger for the whole recovery program. Developments during the week gave point to this view with the threat in the steel and textile industries of strikes which might involve almost a million workers.

For the die-hard faction in industry nothing suggested in the way of rights for union labor has received or ever will receive favor. These elements have been perfectly satisfied to spend more on keeping out labor organizations than they would pay out under labor contracts. They are confirmed believers in the "master-and-servant" concept of labor relations.

On the other hand, there are those who see the advantages in stabilized labor conditions both in their own plants and in the country at large. Many of them, however, fear union domination and for good reasons. The answer to their problem, then, is the drawing up of a code of labor regulation so that there may be no coercion by the unions or coercion by the employers. The workers would welcome this as quickly and heartily as their employers.

The infamous Wagner bill, while it continues to draw the fire of the die-hards in industry, is a weak instrument but at least something toward moderating industrial strife. The vast majority of business men are far from welcoming any "knock-down-and-drag-out" labor battles at this stage in the recovery movement, and probably favor an end to temporizing upon this question.

### LABOR AND DROUGHT

Labor crises and intensification of the drought through many states of the West and Northwest took the spotlight off Congress during the week. Coming at the usual period of slackening in trade and industry, these problems served to increase concern over

the state of business and its prospects.

Security markets dropped in a continuation of the slide which had its inception with the legislation to regulate the exchanges. Apparently those who opposed this control feel now that they may have overdone their open and undercover protests, because they show signs of accepting the program with better grace. For the time being, also, business men might better look to other barometers than the Stock Exchanges for their ideas of the outlook.

In contrast to securities, the commodity markets have seen some excited movements. The rise in grains has been substantial as a result of the drought. Whether higher prices will offset crop losses is a question. From a huge surplus some experts now predict a food shortage. Outside of the cereals, however, the commodity movement has been irregular.

In industry the index records another loss, due entirely to the decline in cotton forwardings. Without this series the index would be slightly higher and within 2.3 points of the high made in mid-July of last year. Undue pessimism is certainly not warranted by this showing.

The foreign trade report for April indicated that the drop of 6 per cent. in exports from March was seasonal, while the loss of 7 per cent. in imports exceeded the seasonal drop of 3 per cent.

### DRY GOODS CONDITIONS

Retail trade in this territory gained a little during the week under the stimulus of Summer clearances. Lower prices prevailing for sale goods have quickened consumer response and indicate that former quotations were holding up some business. From other cities in the country reports varied.

The consensus here is that department store sales in the month just closed probably ran about 5 per cent. ahead of May, 1933. The leading mail-order-chain company announced an increase of 30.6 per cent. for its latest four-week period, which was better than its previous report by about 2 per cent.

Chain-store figures for May had not yet appeared, but they are expected to show better gains than in April. For the time being there are no very discouraging advices from the drought regions. Some losses have been sustained, but the real trouble is still a few weeks off.

The falling off in unit volume has finally been recognized by retailers as their most serious problem, and they are moving to correct it by moving down price lines and reducing mark-ups. Easing of prices in the merchandise markets permits this manoeuvre to be made more easily.

With the stores bending every effort to cut inventories, which are now falling rather than rising in value, the wholesale markets were quieter during the week than retail trade activity would suggest. Softening of prices continued, which was another reason for the dullness.

Time may be money, but it's hard for a man to make his creditors believe it.

### RISING FOOD PRICES

Just what developments will arise from the unprecedented drought in the West are as yet only vaguely foreseen. The sudden about-turn in the agricultural situation matches some of the startling administration moves of the last year or so. The agencies for relief, which are in their most effective form as a result of the depression, will undoubtedly move toward the necessary action.

Coming together, the drought and labor unrest have a force which may mean more radical changes than were in sight a few weeks ago. High food prices would benefit those farmers having produce to sell, but they would also mean greater complaint from workers and probably an intensified effort to raise wage standards so that increased food budgets may be met.

Some weakening in the prices for other necessities has been noted in the past month. The speculative rises of last Summer and during the Fall and Winter are now being liquidated in part, as it is found that prices and not codes sell goods. Competition has grown and pricing pencils are being sharpened following the code honeymoon.

Probably some of the extra burden that will be laid upon consumers by a food shortage and soaring prices will be absorbed by reduced values on clothing. At least such a movement, if it should include fuels and building materials, would bring price levels on most commodities into better adjustment, a condition which ordinarily promotes commerce.

### RETAIL ATTITUDE QUERIED

Just where the retail merchant fits in the present recovery and reform program is often difficult to discover. A publicist asks the writer why so many executives take their position on the side of reaction and against sound social measures when their principal source of income is derived from the rank and file of consumers whose purchasing power and standards of living would be greatly aided by the proposals offered.

This question has been posed here before when it was suggested that the large retail groups might perform a very practical service for their store members in studying wages and salaries and living conditions as a means of directing intelligent support toward proper legislation and movements likely to enhance public purchasing power and thereby the retail business of the country.

As an explanation of the neglect to work along these lines in all except a few conspicuous cases, it is evident that the retail merchant often has more concern for his investments than he seems to have for the source of those savings. He becomes industrially or banker-minded rather than public-minded. His attitude on public questions is dictated by interests other than those of his own enterprise.

There is some evidence, however, that this point of view is changing, led by some outstanding representatives in distribution.

Neither adversity nor prosperity affect great minds.



## OUT AROUND

## Things Seen and Heard on a Week End Trip

May 26 I dispatched the following letter to Hon. Carl Mapes, Washington, D.C.:

Friend Mapes—Many years ago an oleomargarine law was enacted by Congress putting a tax of \$6 per year on the sale of animal oleo at retail. In the meantime vegetable oleo came into the market almost to the exclusion of animal oleo, because of its supposed greater wholesomeness and possibly because of its cheapness. Vegetable oleo is made from peanut, coconut and other clean and wholesome vegetable oils.

Nothing was said about vegetable oleo in the original oleo tax bill and the Government continued to collect \$6 a year from merchants who sold vegetable oleo until forced to discontinue by the decision of the United States Supreme Court, confirming the decision of a Federal court in Florida to the effect that the oleo law did not cover vegetable oleo.

In the meantime Uncle Sam has collected many millions of dollars wrongfully, unjustly, unfairly and illegally. He took no steps to acquaint those who had paid money under these conditions that they had a rebate coming.

Only by good luck did I run across the decision of the Supreme Court some two years ago. By that time the Government claimed that the statute of limitations prevented the return of one-half of the amount paid, and since June 30, of last year, it has only returned one of the four years—from July 1, 1930 to July 1, 1931.

I am wondering if the Government, after accepting this money so many years and invariably fining the people who were a day late in getting their remittance to headquarters, should take advantage of the statute of limitations, and whether you do not think you could put a bill through Congress prohibiting resort to the statute of limitations under the circumstances. This would mean many millions of dollars to be returned to the people who made the payment without any basis in law therefor.

I thank you in advance for the courtesy of a reply. E. A. Stowe.

Congressman Mapes' reply to the above enquiry was as follows:

Washington, D. C., June 2—With reference to the oleomargarine tax.

I have had up the matter with the oleomargarine section of the Internal Revenue. I find the attitude of the Department to be about as I expected. The Department states what you and everyone know, that a great many thousand refund claims were filed under the "within four years after the purchase" provision of the law and roughly estimates that it has taken about \$5,000,000 to pay the claims that were allowed in that connection.

The Treasury Department, I am informed, has consistently reported against any proposed legislation to waive the period of the statute of limitations and, as I understand it, that is the general policy of the Government. As far as I am concerned, I should be glad to introduce a bill to waive this limitation if you think it is desirable to do so, although I do not think there would be much chance of getting the legislation through Congress in view of the definite attitude of the Department against it. It would be a little different if it was a local matter, only applying to our District or to our State, but it is nation wide and it would be establishing a new policy and, as is the case in private disputes, the difficulty of producing reliable evidence for or against a claim increases with the years.

There is no possibility of getting action on a measure of this kind during the remaining few days of this session of Congress and, as I have indicated, I think little prospect of favorable action at best, but if you would like to have me drop a bill into the hopper before Congress adjourns let me know, or I shall be glad to go over the matter with you during the Summer. Carl E. Mapes.

A Lansing friend wrote me as follows last week:

Lansing, May 31—Mr. Olds will celebrate his seventieth birthday on Sunday or, rather, he will be that old. He is very much anti on celebrations of this character.

Mr. Ecker is advising Mr. Olds' personal and business friends, so that they can send him a card or message of congratulations, if they desire to do so. It seems to me that you would like to know about this, so as to write him a line to-morrow to reach me on Saturday.

It pleased me greatly to send a message of hope and an expression of my appreciation of the wonderful life Mr. Olds has lived and the masterful accomplishments he has to his credit. He is certainly one of the most useful men Michigan has ever produced. My letter to Mr. Olds was as follows:

My attention has been called to the fact that you celebrate your 70th birthday on Sunday.

Your life has certainly been a very wonderful one in many respects.

Two features which appeal to me most are your remarkable resourcefulness and your disposition to help other people who need your help.

I do not think I know any other man of your age who has put in so many hours every day and so many weeks every year as you have in keeping things going at high speed and up to a high standard.

I hope you may be spared many years to continue the great accomplishments for which you are responsible, which furnish lucrative employment to such a large number of associates and employees.

Washington D. C., June 3—I have introduced H. R. 9655, a bill "to regulate traffic and trade, protect small business houses and industry, promote orderly marketings, encourage individual initiative, decentralize business, and give the consumers the benefit of free competition denied them by chain ownership and operation, holding companies and "interlocking directorates."

This bill was introduced to enable the various independent merchants, jobbers, wholesalers, independent theater owners, commercial travelers, owners of real estate, etc., to review this bill, which is not intended to be a finished product, and to suggest changes which they think will improve the bill.

It was decided after months of study that it would be advisable to get the thoughts reduced in writing, which might help the country at large to rehabilitate small industry and to decentralize the chain system of merchandising goods, both wholesale and retail, and to re-establish the value and rental of commercial real estate.

I would be glad to have you read the enclosed bill, review it in your publication and then write and tell me how I could make it more efficient in the aims which are as follows:

1. Decentralize business.
2. Give independent business men the same power as the chain.
3. Give any young person an equal opportunity to go into business as their grand dads enjoyed.
4. Give the consumer the benefit of competition.
5. In short take the fetters off independent business.

Any assistance you can give me to make this a stronger and better bill will be appreciated.

Carl M. Weideman, M.C.

As it is now too late to do anything along the line suggested by Congressman Weidman at this session of Congress, I will make a careful analysis of the proposed measure between now and the assembling of the next Congress.

Ames, Iowa, June 3—This will acknowledge your letter of May 22 regarding the annual convention of the American Pomological Society, and assure you of our appreciation of your interest in the matter. Michigan horticulture is on a high plane, and the fruit growing interests are favorably known the country over. In all probability the directors of the American Pomological Society would welcome a favorable invitation to meet in Grand Rapids, although I cannot speak for them with any finality at this time.

B. S. Pickett,  
Pres. Amer. Pomological Society.

The National Fisheries Commissioner writes me the following interesting letter:

Washington, June 3—The dependency of fish life upon our forests finds expression in our work for stream improvement.

There has been allotted to the Bureau of Fisheries \$142,300 by the Public Works Administration for stream survey, improvement and the study of pollution.

As a member of the American Forestry Association you have helped lay the foundation for such studies. Your membership also assures the broadening of its program to preserve our forest cover—mother and guardian of our streams. Through it you are directly aiding the Bureau of Fisheries in its efforts to make our streams more habitable for fish life, thus increasing our fish supply.

Such work is particularly essential at this time. Shortened hours of labor are turning more and more to our streams to enjoy the healthful pastime of fishing, thus increasing the strain on our fish life and emphasizing the necessity for the preservation of our forests, the control of streams and their pollution.

The benefits derived from increased hours of leisure may be counted in dollars and cents as well as recreational values, increased employment in industries catering to the angler, such as the manufacturers, distributors and retailers of fishing equipment, hotels, guides and other allied fields of American industry.

In all this you may be said to be a pioneer, actively contributing to its success, and you may be assured I shall welcome the opportunity to be of service to you. If at any time you are in Washington, I have you will find time to call at my offices.

Frank T. Bell.

Alva Cruzen, for many years a traveling salesman for the Hazeltine & Perkins Drug Co., now retired and living in California, writes me as follows concerning a somewhat novel subject which I shall be pleased to investigate:

Arcadia, Calif., May 29—There has been a great deal said, but little has been done about bringing back prosperity in this, our good old United States. There have been billions of dollars spent for temporary relief in various parts of the country, but this relief has not gone into every community alike. President Roosevelt has done and is doing everything he can do, as he sees his duty to relieve our present economic conditions. However, he is not infallible. History teaches us that there has always been a Moses, Christ,

Washington and a Lincoln to come upon the scene when the occasion demands.

I believe Dr. F. E. Townsend, of Long Beach, California, is the man of the hour. He has worked out an "old age revolving pension" programme which is meeting the approval of about 95 per cent. of the people in twenty-six states so far and the plan is to be introduced into every state in the union as fast as funds can be secured to carry on the work. Perhaps, Mr. Stowe, you are familiar with this plan. However, I am taking the liberty of sending you under separate cover a book explaining the proposition. After reading it and you feel you would like more facts in the matter, I am sure the Old Age Revolving Pensions, Inc., 148 American avenue, Long Beach, California, will be glad to give you such facts without obligation. You will see where it is proposed to enact a Federal retail sales tax to take care of this pension. This tax can be worked out to a minimum on staple commodities and a greater tax on luxuries. This plan would automatically reduce our other taxes because it would eliminate the pensions now being paid retired postal employees, retired army and navy officers, soldiers and sailors, fire department men, police and even firms who are paying pensions to retired employees. Our county old folks homes would be done away with. Our prison expense would be reduced to a minimum, as there would be less crime. Fewer people would lose their minds over financial worry, therefore, our insane institutions would be gradually reduced of occupants, etc.

I hope after you have read this booklet you might see your way clear to reprint it in your good paper and I would be very pleased to read your comment on the subject.

Alva Cruzen.

Regardless of the number of people employed, stores in towns of less than 2,500 people are now exempt from all code regulation. That is one very important feature of President Roosevelt's new exemption order, which reads as follows:

By virtue of and pursuant to the authority vested in me under Title I of the National Industrial Recovery Act of June 16, 1933 (c. 90, 48 Stat. 195), and in order to effectuate the purposes of said Title, Executive Order No. 6354 of October 23, 1933, prescribing rules and regulations under the National Industrial Recovery Act is hereby amended by striking out the paragraph numbered 1 thereof and inserting in its stead the following paragraph:

Employers engaged only locally in retail trade or local service trades or industries who operate not more than three establishments and whose place or places of business is or are located in a town or towns each of less than 2,500 population and not in the immediate trade area of a city or town of larger population, as determined by the Administrator, are exempted from those provisions of the President's Re-employment Agreement and those provisions of approved codes of fair competition which relate to hours of employment, rates of pay, the minimum prices at which merchandise may be sold or services performed, and the collection of assessments, except in so far

(Continued on page 23)



## FINANCIAL

### Did Mr. Anderson Keep the Satchel Also?

In two preceding articles I have undertaken to establish the fact that it is necessary for a lumberman to be on his feet once in a while. It is also true of bankers as well.

In my early days in business I became very well acquainted with William H. Anderson. It was in the early days of automobiling and many rides we took to his farm near Sparta, and he recounted very quaint stories of the early days, but one in particular he related on an especial occasion.

It was in 1906 and Reverend J. Herman Randall had just finished a very successful pastorate at the Fountain Street Baptist church and had resigned to go to a church in New York. He was called upon in June to make many graduation day addresses and one of these engagements was to speak at the exercises in Hart. Any trip into the country in those days was sure to bring forth an adventure, due to the poor conditions of the roads.

Mr. Anderson was very fond of Mr. Randall, so much so that he had urged him to give up the ministry and come with him and help manage his bank. He found that we were going to Hart and indicated that he would like very much to go with us. The car was then filled up with Mr. Randall's friends, but we gave Mr. Anderson the front seat, with myself as the driver.

Starting at noon from Grand Rapids we reached Hart in time for dinner and the evening exercises, although the roads were very poor. The exercises were not concluded until 10 o'clock, and Mr. Anderson had urged that I wait until morning and daylight before returning, particularly as a drizzling rain had come up. He was supported by Senator Flood, of Hart, who spoke of the stumps in the middle of the trail in the wilderness between Shelby and Whitehall, which we were liable to miss in the darkness and get smashed up. However, I insisted that we start. We took the wrong road out of Hart and after some miles ended in a farmer's barnyard and roused him up and had him direct us to the right road. Automobiles were different contraptions then compared to now and the garageman in Grand Rapids had told me when I started back to turn on the auxiliary pump, which I had done in Hart on starting back, but in the confusion forgot all about it and all the time we were wandering around lost, the pump had been pumping oil. Just as we got out on the main road, it occurred to me and I said, "We must stop, I have forgotten something." Mr. Anderson remarked, "Something is the trouble. I am sitting in something, and my feet are covered with something." We lighted a match and found that the black oil was all over the front of the car and Mr. Anderson was sitting in a puddle of oil in the seat.

Mr. Anderson said that his wife insisted that he wear his best clothes because he was going to ride with a minister and now they were ruined, and suggested that the front seat really be-

longed to the guest of honor, Mr. Randall, who naturally declined it. The aftermath of this episode was that, through some unaccountable reason, there was no oil at all on his trousers, but there was a great big spot of oil on his underclothes, and having spoken of it to one of his directors, Mr. Voigt, the miller, Mr. Voigt remarked, "Well, the question is whether the greases worked from the inside out or from the outside in."

At any rate, we reached Muskegon along about one o'clock in the morning and decided we would have a light lunch at a Chinese restaurant. While we were eating, Mr. Randall had told a story about an agent who had sent him fish all summer at Walloon Lake, and it turned out afterwards it was at the expense of the Booth Packing Co., of which the parishioner was agent. Later the man appeared at the house in the middle of the night to help him in a shortage of his accounts, of which the fish were a part.

Then Mr. Anderson spoke up and told us this story, which showed how necessary it was for a banker to be on his feet. He began by saying there was something about it he did not understand, but he was always suspicious of anyone who sent him fish because of an experience he once had. He said that when he went into the bank as an officer he went in right off the plow and was gradually going over the various loans. He found a loan of \$8,000 to a private banker by the name of Young, at Mancelona, and one day this man sent him a mess of trout, of which he was appreciative and wrote and thanked him. About two weeks went by when he received another mess of trout and he began to wonder why Young was so attentive, but had not had time to look up the loan yet when in a few days on a Sunday morning, before he had arisen the doorbell rang and he went down and there stood the banker with a satchel in his hand, very much excited, stating briefly that there was liable to be a run next day and he had come down with some notes and other securities which he wished converted into cash, so he could take it back Monday morning.

Mr. Anderson stated, "of course, I could think of nothing but our own loan, but I said, 'come in, we'll have a little visit'. I asked to see his securities and he was very much upset and excited and wanted me to get the money so he could take it back right away. Finally, I said, 'You leave these securities here with me, as it is pretty early and I will meet you at the bank at ten o'clock and see what I can do'. I got down to the bank at ten o'clock and said to the banker, 'I'll tell you I don't like to do business on Sunday and besides I want to talk with our directors before doing anything, but we'll help you all we can, so you go back to the bank and hold things steady and I will let you know in the morning'. I finally got the banker off my hands and, of course, kept the securities. The next morning I called up the bank at Mancelona and said, 'Our directors do not feel like advancing any more money, but I'll tell you what we will do, we will keep these securities you left with us and apply the proceeds on your note here! The bank-

er's institution failed in a few days and no one else got but a few cents on a dollar, but, of course, our bank was paid in full."

When Mr. Anderson went into the bank there were many of these old accounts which were very questionable and he cleaned them up until the Fourth National Bank was one of the outstanding banks in Western Michigan.

Long before the present depression he foresaw what was coming and the bank was probably in the most liquid condition of any bank in the state and if the stockholders had been content with the regular dividends which they had received ever since Mr. Anderson had taken charge of the bank, the Fourth National Bank would have stood out like a beacon light through all the anguish and woe of bank holidays and failures in the last five years. Every depositor could have had his money on demand. However, they were not content and they sold out control of the bank to other people without his knowledge or consent.

Some months after Mr. Randall went to New York, he returned to Grand Rapids and we gave a luncheon for him. Mr. Anderson was present on Mr. Randall's right. The Parson was a very jolly man, always joking everyone as he was his friends that day. Suddenly he turned to Mr. Anderson and said, "Mr. Anderson, ever since I have been in New York, there has been a matter that has troubled me and I would like to have it cleared up." Mr. Anderson said, "What is it, Mr. Randall?" and Mr. Randall said, "Do you remember the story you told us in Muskegon about the banker who sent you the fish?" "Oh, yes," said Mr. Anderson. "Well," remarked Mr. Randall, "I wasn't quite clear in my mind as to whether you returned the banker's satchel or whether you kept that, also." Claude Hamilton.

### On Signing Checks in Blank

One of the easiest ways for a merchant to get into a peck of trouble with his bank is in the signing of checks in blank. In other words, the placing of his signature upon a check, and then intrusting a third person with the duty of filling in the blanks. And it is surprising how often this is done in the business world as evidenced by cases of this kind that reach the courts from time to time.

Situations of this character usually arise through misplaced confidence in a trusted employee, as a bookkeeper or cashier, who is authorized to pay bills. The merchant may not know to the penny the amount certain bills will come to, and simply signs a number of checks in blank, giving authority to an employee to fill in the right amounts when the statements are received.

Of course, so long as such an employee remains true to his trust no harm or loss may occur. On the other hand, if the employee proves dishonest, the employer will usually have to bear any loss caused by an unauthorized use of checks. The possible danger to an employer in a situation of this kind may be illustrated by a brief review of the following case. The facts were substantially as follows.

In this case, a business firm had a bookkeeper in its employ who had charge of the payment of current bills. The firm had every confidence in the honesty of the bookkeeper, and intrusted him with the duty of filling in checks, that had been signed in blank by the superintendent of the firm. Naturally, this employee had intimate knowledge of the size of the firm's account, and other information necessary to the performance of his duties.

Upon a certain date, the bookkeeper filled in one of the firm's checks for the sum of \$10,000, and made it payable to one D., another employee of the firm but who had no knowledge of the bookkeeper's acts. The bookkeeper next forged the name of D. upon the back of the check and deposited it to the credit of D. in the latter's bank.

The bookkeeper then, by some means that does not appear in the report, obtained D's signature to a check in blank which he filled in for the sum of \$9,800. He then forged D's name on the back of the check, cashed


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it, and departed for some point unknown.

When the business firm discovered its checking account was \$10,000 short an investigation followed and, of course, the cause of the shortage was readily found. The firm then brought the instant action against the bank in an attempt to hold it liable for the loss.

Upon the trial of the case, the lower court found that the acts of the bookkeeper were performed in the usual course of his employment; that the loss resulted from negligence on the part of the firm in signing checks in blank with authority to the bookkeeper to fill them in, and that it must bear the loss. From judgment on this, the firm appealed and the higher court in affirming the judgment reasoned, in part, as follows:

"It is the rule that, if one signs an instrument containing blanks, he must intend it to be filled in by the person to whom it is delivered; and, where a depositor signs checks in blank and delivers the same to his agent, who fraudulently fills in the blanks and negotiates the checks, the drawee bank which pays the same without notice of the fraud is not liable to the drawer, since the negligence of the latter is the proximate cause of the loss.

"One who affixes his signature to a printed blank or a bill of exchange or promissory note, and entrusts it to another for the purpose of having the blanks filled in, cannot be heard to deny that the latter was authorized to complete the same so far as is consistent with the printed words. The judgment is affirmed."

So that was that. The court holding that the act of the business firm in authorizing its bookkeeper to fill in checks signed in blank, was the proximate cause of the loss. That it must, therefore, be held liable for the dishonest act of its bookkeeper, since the bank was in no way to blame. A nice case on the point involved, and fairly illustrative of the danger to any business man in signing checks, or other negotiable instruments, in blank.

Leslie Childs.

#### Gain in Small Money as Sign of Recovery

The smaller the denomination of the money which its citizens carry in their pockets, the more prosperous a country is.

The Federal Reserve Board pointed this out last week when it passed its monthly bulletin. In America the denomination of currency in circulation has been declining steadily for a year, it was stated.

Large-denomination money is used for hoarding, and hoarding indicates fear and industrial paralysis, the Board explains. Small-denomination money is the grist of the business mill and the demand for it is an index of the activity of business, the Board says. Tracing the flow of money, the Board said:

"Changes in the composition of outstanding currency in recent months show a further rise in the demand for currency for business purposes, ac-

companied by a continued decline in the amount of currency held in hoards. This movement has been indicated by a continued decrease in the outstanding volume of currency of the larger denominations, accompanied by an increase in the volume of currency of the smaller denominations.

"The retirement of the larger denominations, those of \$50 and over, which are little used for business purposes, has been continuous since the end of the banking crisis in March of last year. About \$350,000,000 in currency of such denominations has been returned since March 31, 1933.

"Circulation of the smaller denominations, those of \$20 and less, such as are commonly used in business transactions, began to increase in the Summer of last year, and since July 31, 1933, has increased by more than \$260,000,000 to a level above \$4,000,000,000.

"The growth of the circulation of these denominations, of which about half has occurred since the end of January, has reflected larger demands for cash for pay rolls, for retail trade, and for similar purposes for which the use of currency, rather than of checks, is customary in the United States. The data cited are exclusive of figures for gold coin and gold certificates, the outstanding amount of which has been decreasing for more than a year in response to governmental action."

#### Seasonal Decline Now Anticipated

As a whole the business situation continues to give evidence of a recession in spite of the pick-up in steel activity and favorable comparisons with a year ago of car loadings and power output. This may be accounted for by the fact that many manufacturers may have built up inventories because of labor unrest. In general, a greater than seasonal decline is expected for the summer. The country is facing a drouth which appears to be the worst since 1871. Naturally, the income in these sections of the country will be seriously affected. Strike threats and actual strikes will not be helpful to business. These seem to be caused by demands for collective bargaining and union recognition rather than increased wages.

The plan for international co-operation of war debts, money matters and tariffs, as outlined some time ago prior to the London Economic Conference, is still a long way from realization. Foreign reception of the President's debt message in regard to the Johnson Act has not helped to clear up the foreign outlook.

In the industrial field the decision to abandon the "fair practice" and acceptance of some of the codes in the service businesses, indicated recognition of unsurmountable enforcement problems. Requests of many concerns that codes be retained and the protest that "minimum code wages" could not be met without minimum prices indicates this change in NRA has not solved this problem.

In addition, the nation's financial centers are in anything but a favorable frame of mind. The passage of the stock exchange bill, the securities act

and changes in the 1933 banking act, means the floatation of capital which has been needed to revive the heavy industries is not going to be easy to obtain. In general, seasonal decline is now anticipated by most financial writers and consequently the business outlook for the summer months is not particularly encouraging.

J. H. Petter.

#### Proceedings of the Grand Rapids Bankruptcy Court

May 28. On this day the schedules, reference and adjudication in the matter of William Boerma, bankrupt No. 5710, were received. The bankrupt is a trucker of Muskegon. The schedules show total assets of \$2,145 (of which \$1,995 is claimed exempt), and total liabilities of \$5,951.05, listing the following creditors: Taxes owing Muskegon township, \$103.20; Industrial Mortgage Co., Muskegon \$110.00; Muskegon Savings Bank, \$1,045.00; National Discount Corp., G. R., \$300.00; Reliable Hardware Co., Muskegon \$15.22; Sterenberg Bros., Muskegon \$44.74; United Auto Co., Muskegon \$50.00; Frank DeBoer, Muskegon \$1.50; City of Muskegon \$10.23; Tuxbury Agency, Muskegon \$167.26; Dr. John Heneveld, Muskegon \$24.00; Dr. Walter C. Swartout, Muskegon \$250.00; Mercy Hospital, Muskegon \$68.00; Frank Haken, Muskegon \$5.23; Superior Oil Co., Muskegon \$75.00; Leon F. Titus, Muskegon \$679.65; Labor Claims \$2,877.02; Muskegon Savings Bank \$125.00.

In the matter of Karl J. Heinzelman, bankrupt No. 5168, final meeting of creditors was held May 11. The trustee was present in person and represented by Knappen, Uhl, Bryant & Snow, attorneys; the bankrupt was represented by Warner, Norcross & Judd, and Seth R. Bidwell, attorneys; certain creditors were present in person and by Kim Sigler, attorney, and Russell S. Williams, and Thomas Hood, agents. Bills of attorneys for petitioning creditors, for the bankrupt and for the trustee were each approved and allowed. Numerous contested claims were heard and disposed of. Balance of the accounts receivable and certain stocks and bonds were sold at auction. An order was made for the payment of expenses of administration, preferred claims and a first and final dividend of 3.1 per cent. No objections to bankrupt's discharge. Meeting adjourned without date and files will be returned to the U. S. District Court.

May 23. On this day first meeting of creditors in the matter of Petroleum Marketers Equipment Corp., a Michigan corporation, bankrupt No. 5613, was held. The bankrupt was present by Nicholas C. Heyns, its secretary, and represented by Turner, Engle & Cochran, attorneys. George Stribley, custodian, was present. Certain creditors present and represented by Francis L. Williams, attorney. Nicholas C. Heyns was sworn and examined before a reporter. Fred G. Timmer, Grand Rapids, was appointed trustee; bond \$3,000. Claims were filed only. The meeting then adjourned without date.

In the matter of Edmund P. Halley, bankrupt No. 5323, final meeting of creditors was held under date of March 16. Fred G. Timmer, trustee, was present in person. Trustee's final report and account was approved and allowed. Balance of bills, notes and accounts receivable was offered for sale at auction, and no bids having been received, was abandoned as worthless and burdensome. Order was made for the payment of expenses of administration as far as funds on hand will permit. No dividend to creditors. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

In the matter of Frank Bucher, bankrupt No. 5185, final meeting of creditors was held under date of March 16. Fred G. Timmer, trustee, was present. Two creditors present in person. Trustee's final report and account was approved and allowed. Accounts receivable and certain real estate were offered for sale at auction, and no bids having been received, were abandoned as worthless and burdensome. Order was made for the payment of expenses of administration as far as funds on hand will permit. No dividend to creditors. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

June 1. On this day the schedules, reference, and adjudication in the matter of Edward Torga, bankrupt No. 5722, were received. The bankrupt is a meat cutter of Grand Rapids. The schedules show total assets of \$600 (of which all are claimed exempt), and total liabilities of \$1,609.12, listing the following creditors: City Treasurer, G. R., taxes, unknown; Consumers Power Co., G. R., \$55.00.

Flint Curtis, G. R.	23.10
C. W. Mills Paper Co., G. R.	36.41
G. R. Gas Light Co.	18.00
Drs. Grant & Huizenga, G. R.	75.50
H. Hall, Jamestown	160.00
D. Krum, Ada	7.49
Lockwood Co., G. R.	50.00
Michigan Bell Tel. Co., G. R.	10.00
C. Patterson, Ada	11.99
Pittsburg Erie Saw Co., Pittsburg	7.20
John G. Rauser, G. R.	213.04
George B. Reader, G. R.	270.00
Schust Co., G. R.	62.03
Swift & Company, G. R.	125.00
Catherine Torga, G. R.	40.00
Pauline Torga, G. R.	250.00
J. Van Ackeren, G. R.	27.37
I. Van Westenbrugge, G. R.	3.88
Wagener Bros., G. R.	52.00
Vanden Brink & Son, G. R.	33.50
Wm. Wierenga, G. R.	77.61

In the matter of Valley City Oil Co., bankrupt No. 5149, final meeting of creditors was held May 21, at which time Fred G. Timmer, Trustee, was present and represented by Knappen, Uhl, Bryant & Snow, attys. Certain creditors present by attorneys Fred N. Searl, Dunham & Sherk and Hilding & Baker. Final report and account of Fred G. Timmer, Trustee, approved and allowed. First report of David R. Eason, former trustee, was approved and allowed. Bills of attorneys approved and allowed. Certain personal property sold at auction and the balance of the assets on hand turned over to Fred G. Timmer as trustee for the benefit of creditors whose claims have been proved and allowed in the bankruptcy matter. An order was made for the payment of expenses of administration and first and final dividend to creditors of 3.1 per cent. No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to the U. S. District Court.

#### Contrary Price Movements

Prices of raw and semi-finished commodities continue to move higher in many cases. On the other hand, increased consumer resistance has brought about lowering of automobile and other manufactured goods' prices, while modification of the steel code has created increased doubt of the ability of manufacturers of this product to maintain present quotations in every case.

Further advances in raw material prices, especially since recent strength has not been limited to agricultural commodities directly influenced by drouth conditions, may check the fall in other prices also. This will be done through stimulation of forward ordering by those expecting higher raw materials to be reflected before long in quotations on finished goods.

In the meanwhile, however, the narrowing of the discrepancy between raw materials and finished products is giving a healthier appearance to the general price situation. Advances in the former group accounted for a rise in the price index to 76.2, a new high for the year, last week.

#### Old Time Travelers To Attend Church

Because Rev. J. White at the last annual banquet of the Old Time Travelers Association gave them such a wonderful address, the Old Time Travelers have decided to attend his church, the Trinity Evangelical Lutheran church, at the corner of Crescent and Bostwick Sunday morning, June 10 in a body.

This suggestion was made by George McKay, the father of the Old Time Travelers Association, and a majority of those who attended the banquet have agreed to go to Mr. White's Sunday morning services. Roy Randall.

A man never gives much thought to the ups and downs of life until he strikes the downs.



## 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.

### What Constitutes Good, Plain Grocer Advertising

My Western Canadian friend sends me a sample circular which reads thus—I do not follow display:

"FLOUR . . . The roads will be breaking up in a few weeks. To-day I am breaking rules and tradition by offering Royal Household Flour at \$2.30 per 98 pound bag. You should be breaking trail to Dashtown to get in on this record breaking offer. Come in as the day is breaking if you care to, I don't mind."

There you have an example of splendidly chatty advertising talk—plain, straightforward, such as anyone can understand. That is the kind of "message" that needs no interpreter, demands no special "expert" knowledge, is good any time and anywhere. And why not? What is the original meaning of advertise? It is to advise, acquaint, post, so that any advertisement that conveys a clear suggestion of what you have to sell is good advertising. You need no special training or knowledge except the correct knowledge of your goods and what they can be used for.

You can go back fifty years — or even 100 years — and find advertisements as effective as anything printed to-day. The average announcement was more effective than the average is now because now we have an appalling lot of falsity, exaggeration, misleading suggestion, not to mention the silly scare copy. But that all works to the benefit of this honest advertiser since his work breeds faith and faith brings sales.

Last winter was severe where snow flies and it evidently flies plenty in Western Canada. This merchant reports one blizzard so hard the children were kept in the village over night because the storm came on after they were in school; and this merchant took active part in all that. A "little boy went to bring in the cows and was found twenty-four hours later standing in a snowdrift. He lived two days."

Those are incidents of little village and neighborhood life that make a long established merchant far more than a mere vender of supplies. This man writes, for example:

"I continue to send in reports to the metrological office in Toronto: the weather reports, rainfall, snow fall and so on. It makes a nice break from things materialistic and I believe is good for one. I make nothing out of it — indeed, I am out the postage — but I get a kick out of it and learn something that I should otherwise not get to know; and you know one should not let his brain rest, for rest is rust. That is how I am in charge of the local marine service station here."

Can you imagine a man like that failing to make his way and progress

steadily? Do you think there is any lack of "personality" here? Truth is that anyone who does "not let his brain rest" but seeks always for fresh impressions and information has plenty of personality. Here is another item in this man's rounded life:

"To keep up with my boy, I skate with him instead of curling, because I don't get to play with him much and skating is such good sport. So about three evenings weekly find father and son on skates—son skating circles around his dad of course. My little girl—five—takes piano lessons and stays close to mother."

A common complaint about small town living is that there is so little "going on there." That complaint means nothing to one who has something "going on" in his own headpiece, keeps young with his children, does his whole duty by his community and makes play out of his work as well.

"I read your article a time ago on the employe who makes progress — how true. True, too, that one should not let outside influences affect his prices too much, for that always narrows the margin. I find it best to forget the opposition and run one's own business—not let the chap across the street dictate the figures.

"Some neighbors sold Jap oranges at Xmas for cost. I made 10c per box and cleaned up. If I make a good buy on flour I don't ask what the other chap is getting — I run my own price. Your quotation from the Message to Garcia reminded me what a lovely man Elbert Hubbard was. I used to see the Philistine occasionally, but not for years. Wonder if it is still published. I'd love to be able to stay at their East Aurora place.

"Did you know Kaiser Bill said it was worth sinking the Lusitania to get Hubbard? Wasn't it a dollar a load they paid for stone to construct their wonderful home in East Aurora? I think it was done on a cash basis—a load of stone when they had a dollar ahead."

"I worked for a time for a fine man in North Dakota and will always remember his saying that a good mechanic will always find something to do. I thought so much of that man that I have since always tried to emulate the good mechanic and I find that it pays good dividends, not only in money but in the intense satisfaction of having accomplished something I was not specially directed to do.

"What a fine piece of advice for a boy! One can tell with half an eye the good mechanics in any store. They do not wait to be told—they hunt jobs up to do. They do not jump when the boss comes round the corner. They are always doing something to further the interests of the business — trying to earn just a bit more than they are paid to do. Those are the boys who 'Carry the Message to Garcia,' just as you hinted.

"I pondered over that many a day after I read your article, so you can see what an influence it exerted on one 'way back in the hinterland, where we have winter six months in the year—far from the beaten path and the maddening crowd.

If that sounds far from groceries, believe it or not—not a word of it. We

do not become good merchants by narrowing our outlook and seeing nothing beyond the confines of our own store and immediate tangible interest. And seeing I am on this vein of thought, I have to tell my friend that the Philistine ran for only three or four numbers after its founder was lost. Elbert Hubbard II was by his associates heralded as his father's successor, but he rightly concluded very soon that Elbert Hubbard had no successor and could have none—that the Philistine and the Fra were strictly personal publications which must die with their creator.

So the Roycrofters concentrated their labors on fine editions of Elbert's works and other exceptional publications; on the production of fine catalogues; the making of furniture along artistic, individual lines and, as Elbert used to indicate, "the making of beautiful things—each made as good as we can make it." Price always has been secondary in that "workshop," one of the most amazing sociological developments of our generation.

Let us close by quoting Hubbard's definition of initiative: "Initiative is doing the thing without being told." That's enough to think about.

Paul Findlay.

### Opposes "Freezing" of Taxes

State Department officials are reported to be perturbed over the likelihood that the Senate will write into the Roosevelt tariff bill a proposal "freezing" existing excise taxes in the nature of tariff duties on coal, copper, petroleum and lumber.

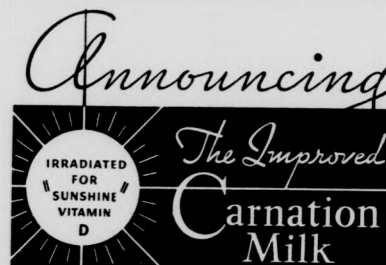
It is said that this amendment is the price to be paid by the Senate leaders for the support of their Democratic colleagues for the bill. It has been indicated that State Department tariff swappers feel that there is nothing sacred about the duties on these commodities—that it might be well to reduce the lumber rates so as to do business with Canada and possibly with Russia, and that something might be done in the way of Yankee trading by reducing the tariff on coal from Canada.

When is a high price a low deal? When you have bought a "gold brick."

### Hard Winter on Bees

Buyers of honey produced in Eastern United States may expect a smaller supply this year than usual. Because of severe weather last Winter, says Professor George Rea, of the New York State College of Agriculture, fully half the bees of New York State perished and conditions in other Eastern States were nearly as bad.

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—and backed by powerful radio, magazine, and billboard advertising. Display and push the improved Carnation Milk, and you'll boost your evaporated milk volume to a new peak!



"From contented cows"  
**Carnation Milk**

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# LILY WHITE FLOUR

"The flour the best cooks use"

## VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City



## MEAT DEALER

### Bookkeeping on a Hog

An itemized statement of a hog sold by Ernest Sothman to a packer at Omaha, Neb., illustrates how the new deal affects the farmer and consumer.

The hog was a stag weighing 860 pounds on which there was a dockage of 70 pounds, and the price, at 2 cents per pound, was \$15.80.

The costs of selling this stag were as follows: Truckage \$2.15, yardage 19 cents, insurance 4 cents, commission 50 cents, total \$2.88, leaving a balance of \$12.92.

The Government processing tax at 2.25 cents per pound was \$19.35, making it cost the packer \$35.15. The net price received by Ernest for this hog was approximately 1½ cents per pound. It cost the packers approximately 4 cents per pound. Taking into consideration the cost of killing, packing, shipping, etc., it would cost the consumer between \$50 and \$60.

It is true that with a bonus of \$5 per head on 75 per cent of the farmer's average two-year hog production, the hog raiser will get his profit, if any, out of the bonus. The situation seems to be that the government can not pay bonuses without the processing tax and the tax serves to beat down the price received by the farmer. It is an illustration of the old adage that one can not get something for nothing.

### Mock Pate de Foie Gras

Mock Pate de Foie Gras, or Steamed Liver Loaf, is a dish that adds a touch of real distinction to the menu. It can be served hot, or if chilled and cut in slices, is delicious for the cold meat platter. It is made this way:

- 1 pound liver (beef or pork)
- ½ pound salt pork
- 1 medium onion
- 6 sprigs parsley
- 2 eggs (beaten)
- 1 cup corn flake crumbs (fine)
- ½ cup milk
- ¼ teaspoon pepper
- ¼ teaspoon salt

Boil liver. Put liver, salt pork, onion and parsley through food chopper twice. Add the eggs, corn flake crumbs, milk and seasonings. Turn into greased pudding dish. Cover or tie waxed paper over the top. Steam for about three hours. Serve hot or cold. Provides eight servings.

### Still in the Family

The oldest meat market in Ft. Wayne, Ind., the Wilkens Market, is now managed by the third generation of the original owner's family, Ralph and Elmer S. Wilkens, the grandsons of the founder of the business.

### Beef Texas Style

Cut cold roast beef in thin, uniform slices and reheat in a sauce made as follows:

- 1 onion.
- 1 tablespoon butter.
- 2 green peppers.
- 1 cup canned tomatoes.
- 1 tablespoon Worcestershire sauce.
- 2 drops tabasco.
- 1 teaspoon sugar.
- Salt and pepper.

Slice onion and fry in butter until

soft and yellow. Add finely chopped pepper and tomatoes. Simmer until thick. Add seasonings and meat. Cook until meat is hot. Serve garnished with small triangles of thin buttered toast.

### Chicago Food Handlers Must Take Health Tests

Employment of persons afflicted with communicable diseases in Chicago food establishments is prohibited under an amendment to the Health code passed by the City Council on May 18.

The ordinance requires that all handlers of food be examined by a physician, who will issue a certificate to the applicant if found to be free from infectious disease. Without such a certificate a food handler will be barred from service. The examination is compulsory.

The attitude of the retail meat trade, which is affected by the ordinance, is that it will serve a commendable purpose, being in the public interest. Steps were being taken by the retailers' organization, however, to insure that the examinations would be fair and that the collection of fees would not develop into a racket operated by a group.

### Ship Beef New Way

A new method of preserving beef during shipment from Australia to Great Britain has proved so successful that it is considered likely shipments will be greatly increased. The method involves the addition of 10 per cent carbon dioxide to the atmosphere of the ship's chamber in which beef is transported.

### Sausage Law Works

Michigan's new sausage law was tested at Battle Creek, when a dealer was fined \$45 because he did not have a label on some sausage which the state health inspector pronounced as grade two.

### Outlook for Industrial Peace

The threat of a general strike in the textile industry has been eliminated in so short a time because the union leaders, rather than the rank and file of the workers, have favored a walkout, those in touch with the situation indicate. The threat disappeared when the authorities "called the bluff" of union leaders who knew that their membership would refuse to strike at a time when many plants were on the verge of closing in any event.

It is by no means certain, however, that similar methods would bring the same results in the steel industry, which is the other major threat to industrial peace at this time.

Reports from the steel centers indicate that the nucleus of the strike agitation in that industry is a substantial militant element within the ranks of the workers. These men, it is feared, may force a strike even if leaders of the Amalgamated union should decide to postpone or abandon the call to a walkout in return for representation on the projected steel labor board.

## OPEN LETTER TO THE PRESIDENT

Dear Mr. President: We are sending you a petition circulated by the Michigan Tradesman and its field staff writer, who covers the towns and cities of this state.

For many months we have been witness to the distress of home merchants in communities invaded by the great National chain store monopolies. Through their greater buying power they are able to undersell the smaller merchants, so that hundreds of them have been forced to close. The stringent economic conditions have worked favorably for these strong competitors; so has the shortage of money, thus causing people to patronize these chain stores, thinking they are saving money by doing so. They do not stop to consider the indirect harm it brings to the community, through lower markets and property values.

It is conceded, Mr. President, that the profit on trade is the life blood of every community. Formerly, this profit remained at home and was used in the expansion and growth of its local institutions. It built its business blocks, its schools, churches, homes and industries. It permitted every line of trade to operate at a profit and the people were happy and contented. The coming in of the era of monopolies has changed this condition to one of much distress.

We all commend you, Mr. President, for the encouraging words you have spoken in the interests of the smaller business man and the opportunity to "live and let live." Your condemnation of the "money changers in the temple," and your belief in the enforcement of the anti-trust law. We believe you are opposed to the gigantic greedy corporations trying to "hog" the business of the Nation. Because such action is greatly restricting the opportunities of youth to enter commercial life, we believe you will use all of the power of your great office to bring nearer the blessings of the "Golden Rule."

We trust, Mr. President, that you can and will grant the prayers of these petitioners and thousands of others we have not had the time to reach. Every home merchant reached through the mail or by interview was anxious to sign this petition in the hopes it would help to bring relief to himself and his community. The influences of the great National corporations, to a large extent, dominate the public press and use it in the exploitation of the people, also suppress facts the people should know. The power of money is permitted to strangle justice and to weaken the spirit of patriotism to that extent it is a growing menace to the Nation.

MICHIGAN TRADESMAN,

E. A. Stowe, Editor.



## HARDWARE

Michigan Retail Hardware Association.

President — Henry A. Schantz, Grand Rapids.

Secretary—Harold W. Bervig, Lansing.

Treasurer—William Moore, Detroit.

Field Secretary — L. S. Swinehart, Lansing.

### Suggestions for the Hardware Dealer in June

For the hardware dealer, June should mark the high point of the Spring trade and the opening of the Summer business.

Judicious advertising and wide-awake business-getting methods should also bring the hardware dealer a considerable share of the wedding gift trade. This is, of course, an all-the-year-round affair, but it is at its best this month; and this month it should have a prominent place in the selling plans of the hardware store.

As the "month of brides" June is the psychological period for wedding gift displays, and to drive home to the public the very convincing reasons why they should buy their gifts at the hardware store. It will be worth while to put on one or two displays of gift lines this month, to feature these lines in your newspaper advertising, and to make a big bid for the trade.

It is not too late, early in the month, to put on a "shower" display. A shower, of course, is a minor preliminary to the wedding itself; a little party at which the bride to be is the guest of honor and to which some of the more distant friends of the bride bring gifts. Showers usually concern themselves with minor items of house-keeping equipment; and a good display should suggest various forms of showers and the suitable gifts for them—tinware, woodenware, enamelware, china, and the like.

Another good display for June with considerable appeal to newlyweds is one which stresses the idea of the well-equipped household. Almost every newly married couple sincerely desire to make the new home a model of smoothness and efficiency. Quite often contrast can be used effectively in a display illustrating the well-equipped household. One half of the window, for instance, can be devoted to the old-time kitchen with the most hopeless cook-stove the dealer can find and a few primitive pieces of tinware. Devote the other half of the window to a model kitchen including a modern range and the most efficient and comprehensive assortment of kitchen utensils you can get together. Add a show card with the pertinent question: "Which Sort is Your New Home Going to Be?"

Prospective brides, interested in furnishing the home, will also be interested in demonstrations of household devices; and such demonstrations can often be staged in connection with your model kitchen or model home displays.

Right now outdoor enthusiasts are maturing their plans for camping out, vacations, yachting trips, fishing trips and similar summer activities. Now is the time to appeal to these activities

with a suitable display. A camping out scene makes a very effective display.

Now also is a good time to push the sale of gasoline and kerosene stoves for summer cottages. Cottagers, too, are often good prospects for second hand stoves taken in trade and overhauled in your workshop. I know one small-city hardware firm that does a big business in such stoves every year.

Displays of athletic goods, baseball and similar outfits, are all appropriate. Where there is water, boating and yachting accessories should be given some attention. So should motor boat accessories. It will pay to get in touch personally or by letter or telephone with motor boat owners in your territory.

Fishing tackle, too, should receive attention. Rods, reels, lines, bait, hooks and similar items lend themselves readily to effective display. It is a little early for guns and ammunition, but it won't hurt to give them a display if you can spare the space. Automobile accessories should also be played up.

June marks the climax of the Spring paint campaign. The hardware dealer does not need to be told that the painting done this Spring, though somewhat better in most communities than last year, is only a small percentage of what ought to be done. Every community is full of opportunities for selling paint.

Now, paint has to be sold. It rarely sells itself. Paint has to be pushed; and it takes a long process of paint education to bring the average paint prospect to the buying point. Hence, you've got to keep on pushing. Assuming you've made a good start, that through six weeks or more you have carried on an aggressive follow-up campaign, in June is the time to clinch a lot of the sales that have been hanging fire. That means in most cases personal effort, going out after the business, wrestling the problem out with the individual prospect.

As opportunity offers, go out and canvass some of your prospects who persistently hang fire. Keep a keen lookout for new prospects. Take note of buildings that need painting, get the addresses of owners, put them on your mailing list and, better still, see them personally.

In June a good paint display will not come amiss. Be sure that the window is not overcrowded, and that the color combination of the labels is judiciously selected.

It will pay you to get a line on any newly-weds who make their homes in your community. These new homes are among your very best prospects. Compile a prospect list of such new homes and devise a follow-up campaign to induce them to buy at your store. If necessary make a personal call and introduce yourself.

It is good policy in June to put your best selling effort behind the timely lines. It is a good rule to carry over as little stock as possible from one season to the next. Good salesmanship early in June will obviate the necessity of trimming prices in July in order to get rid of a lot of hot weather lines.

Push your sales of these lines while the selling is good.

It is time in June to consider your vacation. The average hardware dealer in the last few years has stuck pretty close to business. This comes to be a habit; he feels he can't afford to take time off; that the business can't get on without him. But there is no real saving in doing without holidays. Put your best efforts into selling, before and after; but give yourself at least two weeks to make a clean break-away from business. You probably need it.

Victor Lauriston.

### Monthly Review of Hardware Conditions in Michigan

A year ago business was pretty much like a ship that had been battered about by storms, the engine disabled, the boat leaking, the skipper and crew wearied by the battle through which they had gone. Any port seemed a desirable haven. The National Recovery Act seemed to offer a port where the ship could be reconditioned again for effective service. Now that the skies have cleared somewhat with better chances for a more prosperous voyage some are likely to forget their fear of a year ago and feel that they can continue the voyage without sailing orders from NRA or other sources. However, let us not forget that, while we might wish to eliminate many of the conditions under which we are now operating, there is much good in the new order of things under code operations. It is time that we examined benefits as well as duties and obligations.

This opportunity is offered every hardware man at the annual Congress of the National Retail Hardware Association to be held in Des Moines, Iowa, June 18 to 21. We have had a year of operation under the Recovery Act, we have had some experience of operating problems under codes, we have been met, in buying, with some restrictions and we have been faced with many new problems and new phases of old problems. I hope every hardware man, whether or not he finds it possible to attend the Congress, will look over the program in the June Hardware Retailer. Out of this program should come strong, determined action for the benefit of independent hardware retailers. I hope many Michigan hardware dealers will find it possible to attend the Des Moines Congress. This will be a fine way in which to spend your vacation.

Henry A. Schantz,  
President.

President Schantz is too modest to say that he has been assigned one of the important discussions at the Congress, "Operating Problems Under Codes." Among the questions to be discussed under this topic are the following, "Has Code operations eased or intensified competition for the hardware retailer?"; "How have the trade practice sections of the Retail Code helped or hampered the retail hardware trade?"; "What is the general consumer reaction to NRA?"; "Have consumers made noticeable objection to higher prices occasioned by code operations?" President Schantz would

appreciate comment from members on these questions to assist in preparation of his subject.

The railroad rate from Chicago to Des Moines is \$10.74, one way. If 100 certificates are turned in the round trip would be 1 1/3 fare or \$14.32. Those going to the Congress would save money by buying Century of Progress round trip tickets to Chicago, asking for the "Certificate" when buying tickets in Chicago to Des Moines.

The Detroit Retail Hardware Association has organized, among its own membership a group of eighty-four hardware retailers who are advertising co-operatively. This group is known as the "Monarch Hardware Stores." The first advertisement, using a full page, appeared Wednesday, May 16, in the Detroit News, the largest space ever used to advertise hardware exclusively in a Detroit paper. Another full page was carried in the May 23 issue. Meetings of the advertising committee are held every Tuesday. Meetings of the entire group are held each Friday. The president of the Detroit Retail Hardware Association is George Jee, Jr., of the Lee Hardware Co.; Secretary is Theo. Miller of the Woodward Hardware Co.

With regret we mention the death of Jos. G. Hartge, of Jos. G. Hartge & Son, 2246 Myrtle Street, Detroit, one of the oldest hardware dealers in the city and a member of the association since its earliest years. Richard T. Sturmer, Port Huron, brother of Chas. A. Sturmer, passed away following an illness of many months.

The opening of banks over the country is one of the most encouraging marks of business revival. One of the latest banks opened is the Farmington State Bank. Emory O. Hatton, of the Farmington Hardware Co., was active in the promotion of the new bank and is now one of the directors. The opening of the bank was signalized May 19 with "Apple Blossom Day" and an appropriate celebration with prize drawings, speeches and other events, including a 40 mile trip through the apple orchards.

The latest association service was announced at the recent group meetings. This is the association salesmanship course, open to employees of all association members. Only a limited number of enrollments can be handled. Final date to file application is July 1st with the course starting August 1. The course is based on the "How-to-Sell" information in the 1934 Hardware Retailers' Sales Manual which will be distributed in July, as an association service, to all members. Each person enrolled will receive monthly a question folio covering one merchandise division of the sales manual and one salesmanship lesson. Sales people will be required to fill in the monthly question folio which is then sent to the National office. There is no cost for enrollment. All who are interested write the association office.

Harold W. Bervig,  
Sec'y Mich. Retail Hardware Association.

(Continued on page 22)



## 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.**

### To Import Small Chenille Rugs

While domestic manufacturers of all types of cotton rugs are expressing satisfaction with the new fees and restrictions placed on competitive Japanese goods by Presidential order, importers are devising ways of holding their markets under the new limitations. Chief interest is displayed by both groups in regulations covering the Japanese crenille rugs on which a fee of 15 cents a square yard was imposed in addition to the regular 40 per cent. ad valorem duty. Major outlets for the imported rugs are chain stores where 2x4 foot sizes retailing at \$1 are featured. Importers said they will bring in chenilles in the 2x3 foot size in order to keep the rugs in the \$1 chain store range.

### Linen Quotations to Hold

Assurance that 1935 lines of linen Assuranc ethat 1935 lines of linen suitings for both men and women will open at current prices is voiced by leading importers. Sample lines of the new goods are now being assembled for the inspection of buyers in July. Market conditions, which in recent months carried linen quotations up 25 per cent. from the opening levels, will not affect the coming season's prices, importers said. The current demand for linens continues active but stocks of desirable goods have been practically exhausted by the heavy purchasing of the last six weeks and suit manufacturers are offering premiums for cloth without success.

### Housewares Lines Reviving

Practically all lines of housewares are benefiting from a sharp improvement in orders from retail stores this week. Dinner ware, kitchen crockery and utensils, small electrical appliances, curtains, draperies and occasional furniture are among the products which stores order in volume. Most of the purchases are for July and August delivery and cover early Fall and Summer sales requirements. Two weeks ago manufacturers in all of the lines mentioned were complaining of a dearth of business and said they saw little prospect of early improvement in demand.

### Rules on Father's Day Funds

Uncertainty as to whether contributions to the Father's Day promotional campaign constituted a violation of the men's neckwear code has been removed. The telegram, signed by Nelson H. Dodge, of the NRA apparel section, declared a ruling has been made that such contributions are not a code violation. The text of the ruling, made by Earl Dean Howard, deputy administrator of the men's neckwear code, has been forwarded in a letter to Mr. Gutterman. Father's Day occurs on June 17.

### Millinery Reorders Hold Well

Reorders on millinery have held up quite well, with reports indicating that

this department for most stores has had a sharp gain in volume during the month just closed as compared with a year ago. Stocks on hand are credited with showing but a small increase, in contrast to heavier increases for other accessory lines. White hats continue highly favored, with panamas gaining in the higher brackets. Fall trends have not crystallized as yet, but producers are confident of the outlook and expect brisk early buying by Coast and Southern stores. The discount question is still pending.

### To Hold Stationery Test Sales

Sales possibilities of holiday stationery will be tested in special promotions by retailers next month. Small stocks of representative lines have been ordered by the stores and will go on sale immediately after they are delivered. Christmas orders for complete stocks of the numbers that meet with favorable consumer response will be placed with manufacturers late in July. The special sales plan was developed by retailers to insure themselves against loss under the stationery code which compels retailers to place orders for complete holiday needs before Oct. 15. Producers accepting orders for Christmas goods after the date fixed are subject to penalties under the code.

### Now Favor Hosiery Curtailment

A decided change in the attitude of hosiery mill executives toward curtailment has taken place in the last month, with those who formerly opposed it strongly now most anxious for some curb on output. The Code Authority has been studying the question for the last six weeks and will meet soon to draw up definite recommendations for some form of check on production. Both temporary and permanent steps to remedy the ills of the industry, particularly over capacity, will be taken up and it is expected that a plan will be submitted to the industry as a whole for its consideration.

### Opinions Vary on Sheet Price Cut

While sheet and pillowcase buyers contend that the branded lines should be revised downward, selling agents say there is no immediate prospect of such a move. Buyers argue that the gap between the trade-marked and unbranded types has been widened and that the market should follow the downward course of the gray goods. Mill agents admit that demand is at a standstill and that stocks, while slowly being reduced, were still fairly heavy. They felt that a price cut, however, would not increase demand materially at this time, but conceded that it may be forced if some mills attempt to dispose of goods at very low levels.

### Builds Up Small Orders

By limiting free delivery service to orders that amount to at least \$2, increased business of a profitable kind was obtained by a combination store. When the store offers specials it encourages customers to telephone their orders. Then, when they call up they are reminded that they can avoid the small charge for delivery by ordering as much as \$2 worth of meat or groceries. This avoids the possibility of the customer ordering just the specials,

and builds the order up to a profitable basis.

### To Open Fall Shoe Lines

Manufacturers of men's and women's popular-price shoes will send their new Fall ranges on the road starting the week of June 11, according to comment in the trade. Prices will be practically unchanged from present levels, which, however, are about 5 to 15 cents per pair under the opening Spring quotations.

The reductions have been forced by a softer tone in upper and sole leather, although the latter has again strengthened somewhat. Other materials going into shoes have also been easier in recent weeks, allowing the slight reductions in shoe prices. Since retailers have settled down to their old policy of hand-to-mouth buying again, manufacturers are not very optimistic about large advance orders for Fall.

Real humor is a cocktail that is "good to the last drop."

### Wise Men Say —

That little men have short tempers. That it is not work that kills men, it is worry.

That if you and your job are not friends, part company.

That the longer you live, if you live right, the less you think of yourself.

That following the line of least resistance is what makes rivers and men crooked.

That determination reduces hard work to nothing; procrastination makes hard work out of nothing.

That to keep watching, to keep working, to let the brain and hand go together—that is the secret of success.

That if you divide the mind, you scatter the effort. It is not only necessary to concentrate but it is necessary to concentrate on one thing at a time.

That the man who is an optimist is usually a success, for his mind is never worrying about the reasons why a thing cannot be done. He does not think that way.

## GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

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

## THE GRAND RAPIDS MERCHANT'S MUTUAL FIRE INSURANCE COMPANY

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 320 Houseman Building Grand Rapids, Michigan

## LET ME SHOW YOU

OUR DINNERWARE, THE KIND THAT SELLS.



That's all our salesmen ask. One look and you will buy. Our modern methods help you sell dinnerware at a PROFIT!

## COME TO GRAND RAPIDS

SEE OUR WONDERFUL LINE OF

Dinnerware — Glassware — Silverware — Toys  
 Housefurnishings — Variety and Gift Goods  
 Electric Refrigerators

## H. LEONARD & SONS

FULTON and COMMERCE SINCE 1844 PARK IN OUR YARD



## HOTEL DEPARTMENT

### Some of the Interesting Features of Bryce Canyon

Los Angeles, June 2—I intimated when speaking of Zion National Park, the other week, that I would have something to say about the counter attraction in that immediate vicinity—Bryce Canyon—in a subsequent communication. Strictly speaking Bryce is not a canyon, but an amphitheater, filled with thousands of strangely formed monuments of limestone, all silently rising toward the sky. The fantasy of a heavenly city is further enhanced by the reflection of the sunlight on the rock structures, giving them the appearance of a mystic metropolis, whose buildings are crowded by lighted windows. As the morning sun rays creep over the rim of Bryce, the amphitheater takes on a glow as of embers, as the topmost tips catch the new day's light. As the sun rises the entire galaxy of spires comes to light. As the sun continues in its course, hour by hour, during the entire day, the scene changes before one's very eyes, and new shadows bring forth new visions, until just before sunset there comes the illusion of the softly illuminated city, and on moonlight nights, the sight is claimed to be most glamorous. The breaks which form Bryce Canyon—so-called because the cliffs appear to break away—are not limited to this particular section, but extend for many miles on either side of the canyon proper. Four years since the boundaries of the park were extended to include additional amphitheaters, increasing the area of the tract from 15,000 to 30,000 acres approximately. After the original park was established, officials found, to their surprise, that Bryce Canyon is only a small part of the region formed by the Pink of Rainbow Cliffs near the present park. To the south are other canyons, cliffs and pinnacles, some of which exceed the world-famed beauties of Bryce in many respects, being called a "succession" of Bryce Canyons. The rims of these breaks steadily gain in elevation until they reach a point 9,414 feet above sea level, and then suddenly drop away to the deserts below. From this point, which park officers have designated Rainbow Point, can be seen mountain ranges in five states on a clear day—Utah, Nevada, Arizona, New Mexico and Colorado. And clear weather in Bryce Canyon means something. When conditions are right, mountains one hundred miles away have been clearly seen by moonlight. There are many trails, available on foot or horseback, and roads enabling one to approach the most remote places by motor car are being constructed. For instance the trail to what is known as Wall Street is one of the most accessible from Bryce Canyon Lodge. It winds down the cliff by a series of switch backs, and plunges down through the narrow gorge named after New York's chasm of finance. There is no mistaking the illusion. At the lower end Wall Street opens out into a wider canyon, in which are pine trees and shrubs, the green contrasting pleasantly with rose hued cliffs. All about rise monuments whose caps you may gaze down upon from the canyon rim. One discovers they are not the delicate affairs that they appeared to be at first view, but are solid and hard. Looking up at their caps you make two discoveries. One is that the sky above Bryce is the bluest you have ever seen. The other is that those wobbly looking caps which seemed to balance so precariously are in reality fastened to their bases. In fact they are of the same piece of limestone, though the streak of white, which connects them to the base, makes them look as though they had "been cemented on by the rangers," as a visitor claimed. Everyone asks about

the why and wherefore of the brilliant coloring. The many hues in these cliffs take on one single tone—pink. When examined more closely, however, they are found to be a combination of colors—white, orange salmon, red, pink, browns and even yellows. The colors are those of the sedimentary limestones laid down millions of years ago, when the entire Utah mountain range lay beneath an inland sea. As the earth slowly rose, the sands turned to stone. The rim of Bryce Canyon is 8,400 feet above the sea. The very edge of the rim is the dividing line between what is known as the Great Basin and the Colorado River watersheds. Two raindrops falling one inch apart may ultimately find their destinations a thousand miles apart, as one flows through the forest into the streams that reach the Great Basin, never to flow to the sea, and the other plunges down the cliff into Bryce Canyon and ultimately reaches the Pacific Ocean via the Colorado River and the Gulf of Mexico. There are no regular streams in the Canyon, though the waters rush through the side gorges in torrents during heavy rain storms. These torrents carve the canyons deeper and sweep all loose debris before them, which accounts for the appearance of great neatness in the main canyon. The story of Bryce Canyon National Park is quite as surprising as the natural wonders which make it worth reserving. It is one of the most recently rediscovered of all our natural wonders. Ebenezer Bryce, an old Mormon pioneer, who settled in the gateway to the Canyon in 1875 and founded a town known as Tropic, is credited with its first discovery, but he failed to record his enthusiasm over the beauties of the rainbow monuments. His nearest approach to sentiment expressed was that it was "a terrible place to lose a cow." Pioneer blood, however, ran strong in his veins and after the town of Tropic was well under way, he pushed the Mormon frontier further south across the Canyon of the Colorado (now known as Grand Canyon), settling in Arizona. In 1923, the canyon was set aside as a national monument by presidential proclamation, and the following Congress authorized its inclusion in a new preserve known as Utah National Park, with the provision that all private lands within its boundaries must be deeded to the Federal Government before the law took effect, a proceeding which was eventually carried out. Later on Congress changed the name to Bryce Canyon National Park. One of the most spectacular formations in the Bryce country is Escalante Mountain, a great plateau two thousand feet higher than the rim of Bryce Canyon, easily visible across the amphitheater when the afternoon sun plays upon the cliffs. Here the rains and winds have carved on a colossal scale, forming a "break" in the mountain side, which geologists pronounce an outstanding feature of the whole ensemble. The Paunsagunt Plateau in which these wonders are found abounds in fine forests, in fascinating side canyons, such as Red Canyon, through which the road to Bryce passes, and in lakes and streams. The Bryce country is virtually an unexplored wonderland, one that offers much to the traveler with a yearning to leave beaten trails behind and strike off across country in search of the new and strange. In the tour of the Rainbow Canyons, Bryce comes last. Many a traveler approaches the rim, after having feasted on the glories of Zion and the magnificent distances of the Grand Canyon, fully expecting an anticlimax. Be it said to the everlasting enchantment of the colorful mystery of Bryce that few ever experience that let-down. Bryce will always linger in my memory, and I believe will make a wonderful impression on the average visitor as wonderland to the highest degree. When I visited Grand Canyon several years since I had been assured

that I had "seen everything," but I grant that Zion and Bryce gave me a full measure. I suppose, for the information of such as may desire to visit this wonderful region, that Cedar City, Utah, is the nearest vantage point. From there you go to Zion, 65 miles over a good road. Bryce is but a short three hours' run from Zion. Principally the sight seeing may be seen from the automobile, but a few extra hours time may be well spent in interesting trail trips. There are good accommodations in either park at reasonable rates, everyone is accommodating to the last degree, impressing one with the idea that they are welcome. Try it out when you come to California by the way of Salt Lake City.

Since my return to California I have paid visits to two old time Michiganders of whom I heard much on my recent visit to the Wolverine state. One is Franklin Pierce, Hollywood, formerly, and for a lifetime almost, a representative of the Standard Oil Co., with headquarters at Grand Rapids; the other, Sigmund Steindler, founder of the Steindler Paper Co., Muskegon, now a resident of Santa Monica, a suburb of Los Angeles. In the case of the former, I had been requested at a recent meeting of the Old Time Travelers held while I was in Grand Rapids, to look him up and report on his general condition, and I have to report

### Warm Friend Tavern Holland, Mich.

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

JAMES HOEKSEMA, Manager

## An Entire City Block of Hospitality



### Have You Seen Our New

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

**Pantlind**  
GRAND RAPIDS  
750 ROOMS \$2 UP

### Hotel and Restaurant Equipment Glassware, China, Silverware

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

### Store, Offices & Restaurant Equipment

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## HOTEL CHIPPEWA MANISTEE, MICH.

Universally conceded to be one of the best hotels in Michigan. Good rooms, comfortable beds, excellent food, fine cooking, perfect service. Hot and Cold Running Water and Telephone in every Room. \$1.50 and up. 60 Rooms with Bath \$2.50 and \$3. HENRY M. NELSON, Manager

## THE ROWE GRAND RAPIDS

*The Most Popular Hotel  
in Western Michigan*

300 ROOMS — SHOWERS  
SERVIDOR

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

## CODY HOTEL GRAND RAPIDS

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

CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO  
IONIA AND

## THE REED INN

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

## Park Place Hotel Traverse City

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

## New Hotel Elliott STURGIS, MICH.

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

## Occidental Hotel

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

## Columbia Hotel KALAMAZOO

Good Place To Tie To



that I found him in the pink of condition, somewhat of an improvement over what I had expected from information received in Michigan. In fact, in all the years I have known him, he never looked more fit. Frank is well established in a beautiful home, under the care of loving relatives, and nobody out here is worrying about him in the least. He is always a commanding figure at all Michigan picnics, and while he has lived long enough out here to enroll as a native son, he is still loyal to his Michigan constituency and hopes one of these times to go back there and reunite with the Old Time Travelers. Mr. Steindler, who was enquired after by many of his Muskegon friends, is comfortably housed in an attractive home near the oceanside, at Santa Monica. With a delightful wife to look after his personal comfort, he is not in need of sympathy from anyone. I looked him up the other day, and he entertained me by showing me his surroundings. He can harvest citrus fruits and all other varieties as well at any season of the year and takes pride in explaining that his products are all "hand tooled." He is the individual who used to visit me frequently at the Verbeck Tavern, in reality to get a square meal, but always claiming it was to celebrate a birthday of my own, and then suggesting I had "had more anniversaries than Methuselah." I always forgive him every time I see him, because he is sincere in his likes and dislikes.

The Detroit Hotel Association, or at least a lot of its members, think there are too many saloons being foisted on the thirsty ones in the Motor City and are trying to devise ways and means to reduce the crop. If they are as profitless as they have turned out to be here, the Detroit brothers can afford to bide their time and let nature take its course.

Also the Detroit common council has about come to the decision that too many dogs at large are not desirable and hereafter the canine without a leash will be a sure candidate for the sausage factory. Out here the city physicians claim that at least 300 malignant cases of infantile paralysis are chargeable to canine contacts and are asking that something be done about it.

After making a mess of things last year, the rail officials have finally decided that the limit on World's fair tickets shall be extended sufficiently so that users may safely get there and back without leaving the stations. Last year they offered twenty-one days for the round trip, but there were no takers and empty trains were the rule and not the exception. Now the bus lines have trebled their Chicago service and everybody concerned is happy, so it remains for the rail officials to watch their step.

Detroit Greeters had a big blow-out last Saturday night at the Book-Cadillac, for the express purpose of raising funds for the support of the National Greeters home at Denver. The attendance was large and the financial results highly satisfactory. President Norton, president of the Michigan Hotel Association, was in charge.

Frank S. Verbeck.

#### The Door-Bell Ringers

Did you ever go home at night to hear your wife tell of the number of times she had been obliged to drop her work during the day to answer the door-bell, only to find that some peddler or solicitor was responsible for the interruption? And did you ever stop to think that many of these peddlers are offering bargain prices (?) on articles which are practical duplica-

tions of your own stock-in-trade, and that thereby, you are being deprived of some business which rightfully belongs to you?

The writer has occasionally seen, in the home of a friend, flavoring extracts, cold creams, hand lotions and other drug store merchandise, sometimes bearing strange names and sometimes the products of the big itinerant vendors' supply houses, and upon asking the good wife "how come?", has been told "well, a man (or a woman) came to the door and I just couldn't get rid of him without buying something."

We appreciate the fact that there are some men and women who are eking out a living by such peddling and it is not our desire to deprive anyone of the opportunity of making a living, but if a choice must be made between such as these and those merchants—whether they be druggists or grocers or dealers in other lines—who pay rent and taxes and employ clerks, and are right on hand to make good on any unsatisfactory transaction, our preference must be for the latter.

The peddlers, frequently, are not even residents of the cities or towns in which they operate. Their wares are often not standard brands and if they prove unsatisfactory, there is no redress, for the salesperson will have disappeared. The money paid for such wares generally, except for the salesman's commission, goes to some distant point instead of remaining in the community, to be re-spent, over and over.

And if so much merchandise were not sold in this way, it might well happen that the local merchants, with fixed places of business, might do enough more business to warrant the employment for their fellow-townsmen to undertake to earn their living by peddling.

Add to these the nuisance first mentioned, of the annoyance to housewives, and it would seem that there is ample justification for seeking legislation to put a stop to systematic door-bell ringing.

Colorado Springs has an ordinance to that end, as has Green River, Wyo., and a number of other cities and towns and it seems to us that their lead is worthy of being followed.

We commend this idea to the merchants, wherever they may be located and suggest that they combine forces with merchants handling other lines of merchandise in an effort to bring about the enactment of ordinances forbidding such annoying and destructive practices.

#### Western Clothier Retains Customers' Trade

By keeping in touch with his regular customers after they have moved to some other city, a Boulder, Colorado, clothier finds he can continue to get a good percentage of their clothing business, according to National Clothier (April).

This merchant cultivates his mail-order business by keeping a complete record of measurements for all his customers, and advising them of this fact before they leave town and soliciting their future trade. According to this report, he has found that customers who have been satisfied to do business

with him for several years really appreciate the fact that they can be taken care of by mail on the same basis.

When customers come in to pay their bill before leaving or otherwise let the store know that they are moving away, they are shown their measurement card and all sizes are verified, such as the size of coat, trousers, shirt, hat, gloves, etc. By showing that the store has proper measurements and knows just what they like in everything, the merchant has found it possible to get the customers to continue to rely upon the store for major items of apparel.

#### Problems Involved in the Storage of Foods

Problems involved in food merchandising, and especially in the storage and display of food during distribution through wholesale and retail grocers, are to be studied at the Mellon Institute of Industrial Research, Pittsburgh, Pa., under a fellowship recently established there by a manufacturing concern.

According to the announcement of this step, it is believed that studies of food keepability in the laboratory and in co-operation with the distributing trade will result in the acquisition of technical information leading to improved methods of food distribution through grocery stores. Further pertinent data, it is pointed out, in addition to the information now available concerning changes occurring in such merchandise as fresh fruits and vegetables, meats, dairy products, bread, and pastry during distribution, are expected to make foods of better quality available to the consumer, to eliminate some sources of spoilage losses, and to form a contribution of value to the food trades generally.

#### Merchants' Chances for Collecting Past-Due Accounts

The chances which merchants have for salvaging past-due accounts of various ages were calculated in a study made by a number of credit and collection bureaus, according to the Service Bulletin of the National Retail Credit Association. These figures indicate that the possibilities for collection decrease rapidly as the account gets older, with the possibility declining to only 67 per cent. when the account becomes more than six months old and is still unpaid.

The chances for collection are given as approximately the following percentages:

Over 60 days old.....89 per cent.  
Over 6 months old....67 per cent.  
Over 1 year old.....45 per cent.  
Over 2 years old.....23 per cent.  
Over 3 years old.....15 per cent.  
Over 5 years old.....Practically none.

#### More Truth in Advertising

No longer will the advertisements of ten manufacturing companies promise to make your teeth good as new in around 72 hours, or give you an item of jewelry absolutely free if you write and ask for it, or put your entire digestive tract in perfect condition with one pill, or suggest that you'll make a sum in excess of what has been made by salespersons under normal conditions if you become the company's agent. Nor will certain of these companies

offer to install household appliances on free trial when a deposit is required, nor declare that certain medicines are infallible. The ten companies signed last week agreements to discontinue practices banned by the Federal Trade Commission.

#### Hosiery at Less than Cost

Code or no code, hosiery can be bought for less than it costs to make it provided shoppers know their hose. So the hosiery code authority wants the NRA code amended to allow some figures on production costs. Having fashioned a full set of cost data, the authority then could declare that an emergency exists provided price-cutting is observed. This suggestion was offered the NRA May 14 at a hearing on plans to amend the code.

#### Laissez-Nous Faire

I am glad the shining stars  
Are beyond the hand of man  
And eternal distance bars  
Interference with their plan  
That no deal doth new appear  
In the stellar atmosphere  
But as night doth follow day  
There they shine the same old way.

Man might seek to change the past  
Say the set-up had been wrong  
And their music would not last  
In the great celestial song:  
They were working overtime  
Differed too in heavenly rhyme  
And their glory better be  
In a planned economy.

Oh how little homo knows  
When it comes to natural laws;  
On a tangent then he goes  
To announce some primal flaws;  
If he'd only stop to think  
Human nature should not shrink  
From the ordered round of things  
And the joy which plodding brings!  
Charles A. Heath.

The

# MORTON

announces

400 ROOMS WITH  
PRIVATE BATH

\$1.50 up

Dining Room  
Grille Room  
Cafeteria

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

GRAND RAPIDS  
FRIENDLY HOTEL

Philip A. Jordan, Manager



## Manufacturer's Minimum Resale Prices at Retail

There is printed as part of this particular issue, a list of manufacturers of nationally advertised items, and the requested minimum resale prices at which these manufacturers have asked that their merchandise be sold at retail. Announcements have been made by every one of these manufacturers individually to the retail druggist announcing exactly that which is contained in this printed list. At the same time it is our impression that it will be advantageous to every retail druggist to have this list printed up to date in its entirety for his quick and ready inspection.

The question of printing such a list and the propriety of that printing raises in our minds two definite subjects which might properly be discussed in this particular editorial. The first question which might be raised is—

"Has the manufacturer the legal right to establish minimum resale prices either at retail or wholesale?"

We can answer that question by quoting from two decisions of the Supreme Court of the United States, which is the final arbiter of such matters. The first quotation says—

"The Sherman Act does not restrict the long recognized right of a trader or manufacturer engaged in an entirely private business freely to exercise his own independent discretion as to parties with whom he will deal. And, of course, he may announce in advance the circumstances under which he will refuse to sell."

At a later date the same Court made the following decision as follows:

"By these decisions it is settled that in prosecutions under the Sherman Act a trader is not guilty of violating its terms who simply refused to sell to others, and he may withhold his goods from those who will not sell them at the prices which he fixes for their resale."

These two decisions seem in our minds, to clear the air definitely as to the legal right of the manufacturer to establish such a minimum resale price at retail or wholesale. Now what has brought about the necessity for this action? Frankly, it has been brought about by the sale of these products by retailers at unprofitable prices. This has resulted in making the business unprofitable for all other retailers and the result has been that all these other retailers have either continued to do business on these lines at a lack of profit, or they have refused to continue to sell the merchandise.

This has, of course, destroyed the distributing field for the manufacturer and has brought the manufacturer to a keen realization that a profit for everybody is a necessity if there is to be an even flow of merchandise from the door of the manufacturer thru to the consumer. Now the manufacturer recognizes and realizes that the merchandise which is purchased by the retailer is the retailer's property and the manufacturer is not asking or entering into, or accepting, or suggesting any agreements, written or oral, expressed or implied, that the retailer will conform with his judgment regarding the prices at which he will sell, although it is the expressed wish of the manufacturer that the retailer should comply with the manufacturer's suggested resale prices. However, the manufacturer has the right legally, for any reason, to determine to whom he shall sell his goods, and therefore in all these instances he has advised the retailer and the wholesaler, that he shall decline to sell to any wholesaler or retailer who does not follow his judgment and wishes in respect to the minimum resale prices. The manufacturer realizes that he cannot solicit information as to the failure to follow such prices, but he will use every possible legal means to discover such cases and discontinue to sell to the offending accounts.

Now these are broad statements and they contain a substantial quantity of what we term "dynamite," and at the same time the manufac-

turer has taken the position that it is his legal right to enforce that position within the legal means at his disposal.

We anticipate that the list which we are printing will be added to substantially from time to time by the names and products of other manufacturers who desire to follow the plan which is general. Frankly, we believe that any retailer or wholesaler to succeed in his particular line of business must have on his shelves items which are included in this list. This means that he enters into certain moral obligations in buying the merchandise, and we are confident that in practically 100% of all instances, both the wholesaler and the retailer, will recognize and realize the responsibility and obligation placed upon him by the manufacturer to see to it that these items go out to the consumer at the manufacturer's suggested minimum resale prices. We all appreciate the ways and methods by which this plan may be enforced. We must plead with those retailers who are anxious for a profit to support the products of these manufacturers who have put themselves upon record, and who in a number of instances have sacrificed an immediate substantial volume of business, by assuming this position in relationship to the wholesaler and the retailer. The retail druggist has an obligation to such manufacturers, to push the merchandise and to advertise it and to make displays of it, both counter and window displays, so that the manufacturers who have taken this advanced stand in regard to retail prices, may reap a substantial profit and out of it a realization of the fact that the majority of retailers will stand squarely behind such manufacturers at this time.

Now the second question which might be raised which we desire to discuss briefly, is the question of the relationship of these minimum resale prices as requested by the manufacturers, to the minimum resale prices as established by the code. Now the code authority which is attempting to establish a minimum resale price at retail, has absolutely nothing to do with this particular plan which we have outlined above—the code price is a matter which comes under the jurisdiction of the Federal Government, and the failure to observe the code prices at retail will result in a severe penalty, we are sure, eventually, thru the agency of the Federal Government. In almost every instance undoubtedly the final established minimum resale price under the code on these items to which we refer, will be below that established by the manufacturer of those items. That, however, has nothing to do with it. The retailer in order to support the manufacturer in his efforts, should follow the list of the manufacturers themselves, because out of this will come a more substantial margin of profit, and out of it will come a higher level of prices at retail which will be the means and chance for an existence of any number of independent merchants who have suffered very strenuously during the last five years.

Please do not confuse the minimum resale prices under the code with the minimum resale prices as established by the manufacturer. The first has behind it the authority of the Federal Government and the second has behind it the expressed wish and desire of the manufacturer and his intention to use every legal means within his power to see to it that such minimum resale prices are observed. We read in the trade papers every day or two of the fact there are still difficulties in producing a list under the code authorities which is satisfactory as far as minimum resale prices are concerned. This will go on probably for weeks and months and the manufacturers in the meantime are in full swing with their campaign to produce a profit for the Retail Druggist, and we present this list with every assurance that the manufacturer is sincere and with every hope and with confidence that the retailer will accept this plan of the manufacturer wholeheartedly and with a keen desire to co-operate with the manufacturer to make this a permanent thing rather than a matter of trial and experience.

LEE M. HUTCHINS,

President Hazeltine & Perkins Drug Co.

(Reprinted from Bits of Business.)



## WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER		
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55
Boric, Powd., or Xtal., lb.	07 1/2 @	20	Chamomile		
Carbolic, Xtal., lb.	36 @	43	German, lb.	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		
Denatured, No. 5, gal.	44 @	55	Pound	09 @	20
Grain, gal.	4 00 @	5 00			
Wood, gal.	50 @	60			
ALUM-POTASH, USP			FULLER'S EARTH		
Lump, lb.	04 @	13	Powder, lb.	05 @	10
Powd. or Gra., lb.	04 1/2 @	13			
AMMONIA			GELATIN		
Concentrated, lb.	06 @	18	Pound	55 @	65
4-F, lb.	05 1/2 @	13			
3-F, lb.	05 1/2 @	13			
Carbonate, lb.	20 @	25			
Muriate, Lp., lb.	18 @	30			
Muriate, Gra., lb.	07 1/2 @	13			
Muriate, Po., lb.	22 @	35			
ARSENIC			GLUE		
Pound	07 @	20	Brok., Bro., lb.	20 @	30
BALSAMS			Gro'd, Dark, lb.	16 @	22
Copaiba, lb.	60 @	1 40	Whi. Flake, lb.	27 1/2 @	35
Fir, Cana., lb.	2 00 @	2 40	White G'd, lb.	25 @	35
Fir, Oreg., lb.	50 @	1 00	White AXX light, lb.	@ 40	
Peru, lb.	3 00 @	3 60	Ribbon	42 1/2 @	50
Tolu, lb.	1 50 @	1 80			
BARKS			GLYCERINE		
Cassia			Pound	17 1/2 @	45
Ordinary, lb.	@	30			
Ordinary, Po., lb.	25 @	35			
Saigon, lb.	50 @	60			
Saigon, Po., lb.	40 @	50			
Elm, lb.	38 @	45			
Elm, Powd., lb.	38 @	45			
Elm, G'd, lb.	38 @	45			
Sassafras (P'd lb. 50)	20 @	30			
Soaptree, cut, lb.	35 @	40			
Soaptree, Po., lb.	35 @	40			
BERRIES			GUM		
Cubeb, lb.	@	65	Aloes, Barbadoes,		
Cubeb, Po., lb.	10 @	20	so called, lb. gourds	@	60
Juniper, lb.	10 @	20	Powd., lb.	35 @	45
BLUE VITRIOL			Aloes, Socotrine, lb.	@ 75	
Pound	06 @	15	Powd., lb.	@ 80	
BORAX			Arabic, first, lb.	@ 40	
P'd or Xtal, lb.	06 @	13	Arabic, sec., lb.	@ 40	
BRIMSTONE			Arabic, sorts, lb.	15 @	25
Pound	04 @	10	Arabic, Gran., lb.	@ 35	
CAMPHOR			Arabic, P'd, lb.	25 @	35
Pound	80 @	1 00	Asafoetida, lb.	47 @	50
CANTHARIDES			Asafoetida, Po., lb.	75 @	82
Russian, Powd.	@ 4 50		Guaiac, lb.	@ 60	
Chinese, Powd.	@ 2 00		Guaiac, powd.	@ 65	
CHALK			Kino, lb.	@ 90	
Crayons			Kino, powd., lb.	@ 1 00	
White, dozen	@ 3 60		Myrrh, lb.	@ 60	
Dustless, dozen	@ 6 00		Myrrh, Pow., lb.	@ 75	
French Powder, Com'l., lb.	03 1/2 @	10	Shellac, Orange, lb.	35 @	45
Precipitated, lb.	12 @	15	Ground, lb.	35 @	45
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.,	1 10 @	1 70	Extracts, sticks, per box	1 50 @	2 00
Licorice, P'd, lb.	50 @	60	Lozenges, lb.	40 @	50
			Wafers, (24s) box	@ 1 50	
MORPHINE			LEAVES		
Ounces	@ 13 65		Buchu, lb., short	@	60
1/8s	@ 14 40		Buchu, lb., long	@	70
MUSTARD			Buchu, P'd, lb.	@ 30	
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	
NAPHTHALINE			Sage, P'd and Grd.	@ 35	
Balls, lb.	08 1/2 @	15	Senna		
Flake, lb.	08 1/2 @	15	Alexandria, lb.	35 @	40
NUTMEG			Tinneveilla, lb.	25 @	40
Pound	@	40	Powd., lb.	25 @	35
Powdered, lb.	@	50	Uva Ursi, lb.	@ 31	
NUX VOMICA			Uva Ursi, P'd, lb.	@ 45	
Pound	15 @	25			
Powdered, lb.	15 @	25			
OIL ESSENTIAL			LIME		
Almond			Chloride, med., dz.	@ 85	
Bit., true, ozs.	@	50	Chloride, large, dz.	@ 1 45	
Bit., art., ozs.	@	30	LYCOPodium		
Sweet, true, lb.	1 40 @	2 00	Pound	45 @	60
Sweet, art., lbs.	75 @	1 20	MAGNESIA		
Amber, crude, lb.	71 @	1 40	Carb., 1/4s, lb.	@ 30	
Amber, rect., lb.	1 30 @	2 00	Carb., 1/8s, lb.	@ 32	
Anise, lb.	1 00 @	1 60	Carb., Powd., lb.	15 @	25
Bay, lb.	4 00 @	4 25	Oxide, Hea., lb.	@ 75	
Bergamot, lb.	3 25 @	3 75	Oxide, light, lb.	@ 75	
Cajeput, lb.	1 50 @	2 00	MENTHOL		
Caraway S'd, lb.	2 80 @	3 40	Pound	4 54 @	4 88
Cassia, USP, lb.	2 10 @	2 60	MERCURY		
Cedar Leaf, lb.	1 70 @	2 20	Pound	1 50 @	1 75
Cedar Leaf, Com'l., 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			
Eucalyptus, lb.	85 @	1 20			
Fennel	2 25 @	2 60			
Hemlock, Pu., lb.	1 70 @	2 20			
Hemlock Com., lb.	1 00 @	1 25			
Juniper Ber., lb.	3 00 @	3 20			
Juniper W'd, lb.	1 50 @	1 75			
Lav. Flow., lb.	4 50 @	5 00			
Lav. Gard., lb.	1 25 @	1 50			
Lemon, lb.	2 00 @	2 40			
Mustard, true, ozs.	@ 1 25				
Mustard, art., ozs.	@ 30				
Orange, Sw., lb.	3 00 @	3 25			
Origanum, art., lb.	1 00 @	1 20			
Pennyroyal, lb.	2 75 @	3 20			
Peppermint, lb.	4 25 @	4 80			
Rose, dr.	@ 2 50				
Rose, Geran., ozs.	@ 1 00				
Rosemary Flowers, lb.	1 00 @	1 50			
Sandalwood					
E. I., lb.	8 00 @	8 60			
W. I., lb.	4 50 @	4 75			
Sassafras					
True, lb.	1 90 @	2 40			
Syn., lb.	85 @	1 40			
Spearmint, lb.	2 50 @	3 00			
Tansy, lb.	3 50 @	4 00			
Thyme, Red, lb.	1 50 @	2 00			
Thyme, Whl., lb.	1 75 @	2 40			
Wintergreen					
Leaf, true, lb.	5 60 @	6 00			
Birch, lb.	4 00 @	4 60			
Syn.	75 @	1 20			
Wormseed, lb.	3 50 @	4 00			
Wormwood, lb.	4 50 @	5 00			
OILS HEAVY			OPIUM		
Castor, gal.	1 45 @	1 60	Gum, ozs., \$1.40; lb.		
Cocanut, lb.	22 1/2 @	35	Powder, ozs., \$1.40; lb.		
Cod Liver, Norwegian, gal.	1 20 @	1 50	Gran., ozs., \$1.40; lb.		
Cot. Seed, gal.	85 @	1 00			
Lard, ex., gal.	1 55 @	1 65			
Lard, No. 1, gal.	1 25 @	1 40			
Linseed, raw, gal.	83 @	98			
Linseed, boil., gal.	86 @	1 01			
Neatsfoot, extra, gal.	80 @	1 00			
Olive					
Malaga, gal.	2 50 @	3 00			
Pure, gal.	3 00 @	5 00			
Sperm, gal.	1 25 @	1 50			
Tanner, gal.	75 @	90			
Tar, gal.	50 @	65			
Whale, gal.	@ 2 00				
PARAFFINE			PEPPER		
Pound	06 1/2 @	15	Black, grd., lb.	25 @	35
PITCH BURGUNDY			Red, grd., lb.	45 @	55
Pound	20 @	25	White, grd., lb.	40 @	45
PETROLATUM			POTASSA		
Amber, Plain, lb.	12 @	17	Caustic, st'ks, lb.	55 @	88
Amber, Carb., lb.	14 @	19	Liquor, lb.	@ 40	
Cream Whl., lb.	17 @	22			
Lily White, lb.	20 @	25			
Snow White, lb.	22 @	27			
PLASTER PARIS DENTAL			QUASSIA CHIPS		
Barrels	@ 5 75		Pound	25 @	30
Less, lb.	03 1/2 @	08	Powd., lb.	35 @	40
POTASSA			QUININE		
Caustic, st'ks, lb.	55 @	88	5 oz. cans, ozs.	@	77
Liquor, lb.	@ 40		ROSIN		
POTASSIUM			Pound	04 @	15
Acetate, lb.	60 @	96	ROOT		
Bicarbonate, lb.	30 @	35	Aconite, Powd., lb.	@	90
Bichromate, lb.	15 @	25	Alkanet, lb.	35 @	40
Bromide, lb.	59 @	72	Alkanet, Powd., lb.	@	50
Carbonate, lb.	40 @	68	Belladonna, Powd., lb.	@	75
Chlorate			Blood, Powd., lb.	35 @	45
Xtal., lb.	20 @	29	Burdock, Powd., lb.	@	60
Powd., lb.	19 @	27	Calamus, Bleached, Split and		
Gran., lb.	32 @	40	Peeled, lb.	@	65
Iodide, lb.	2 30 @	2 60	Calamus, Ordinary, lb.	@	25
Permanganate, lb.	25 @	40	Calamus, Powd., lb.	@	50
Prussiate			Elecampane, lb.	25 @	30
Red, lb.	80 @	90	Gentian, Powd., lb.	27 1/2 @	40
Yellow, lb.	50 @	60	Ginger, African, Powd., lb.	15 @	25
SAL			Ginger, Jamaica, Lined, lb.	30 @	40
Epsom, lb.	03 1/4 @	10	Ginger, Jamaica, Powd., lb.	25 @	35
Glaucers			Goldenseal, Powd., lb.	1 75 @	2 00
Lump, lb.	03 @	10	Hellebore, White, Powd., lb.	20 @	30
Gran., lb.	03 1/2 @	10	Indian Turnip, Powd., lb.	@	50
Nitre			Ipecac, Powd., lb.	3 00 @	3 60
Xtal. or Powd.	10 @	20	Licorice, lb.	30 @	35
Gran., lb.	09 @	20	Licorice, Powd., lb.	15 @	25
Rochelle, lb.	17 @	30	Mandrake, Powd., lb.	@	40
Soda, lb.	02 1/2 @	08	Marshmallow, Cut., lb.	@	50
SEED			Marshmallow, Powd., lb.	@	60
Anise, lb.	40 @	45	Orris, lb.	@	35
Canary, Recleaned, lb.	10 @	15	Orris, Powd., lb.	40 @	45
Cardamon, Bleached, lb.	@ 1 75		Orris, Fingers, lb.	@ 1 75	
Caraway, Dutch, lb.	25 @	30	Pink, Powd., lb.	1 50 @	2 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

Sugar will advance 55c per 100 lbs. Friday morning, June 8, on account of the processing tax going into effect. On that date the refiner's price will be advanced from \$4.10 to \$4.65 f.o.b. New York

## DECLINED

### AMMONIA

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

### APPLE BUTTER

Table Belle, 12-31 oz.,  
Doz. 1 75

### BAKING POWDERS

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



### BREAKFAST FOODS

Kellogg's Brands  
Corn Flakes, No. 136 2 90  
Corn Flakes, No. 124 2 90  
Pep, No. 224 2 20  
Pep No. 250 1 05  
Krumbs, No. 412 1 55  
Bran Flakes, No. 624 1 90  
Bran Flakes, No. 650 35  
Rice Krispies, 6 oz. 2 40  
Rice Krispies, 1 oz. 1 10  
All Bran, 16 oz. 2 30  
All Bran, 10 oz. 2 75  
All Bran, 1/2 oz. 1 15  
Kaffe Hag, 6 1-lb. cans 2 57  
Whole Wheat Fla., 24s 2 40  
Whole Wheat Bis., 24s 2 65  
Wheat Krispies, 24s 2 40

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

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

### BROOMS

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

### BRUSHES

Scrub  
Progress, dozen 90  
Shaker, dozen 90

### Shoe

Topcen, dozen 90

### BUTTER COLOR

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

### CANDLES

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

### BEANS and PEAS

100 lb. bag  
Dry Lima Beans, 100 lb. 8 25  
White H'd P. Beans 3 50  
Split Peas, yell., 60 lb. 3 15  
Split Peas, gr'n, 60 lb. 6 10  
Scotch Peas, 100 lb. 7 40

### BURNERS

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

### BOTTLE CAPS

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

### Blackberries

Premio, No. 10 6 20

### Blue Berries

Eagle, No. 10 3 75

### Cherries

Hart, No. 10 6 25  
Hart, No. 2 in syrup 3 00  
Marcellus, No. 2 in  
syrup 2 10  
Supreme, No. 2 in  
syrup 2 25  
Hart Special, No. 2 1 35

### Cherries—Royal Ann

Supreme, No. 2 3 10  
Supreme, No. 2 2 25  
Gibraltar, No. 10 9 00  
Gibraltar, No. 2 2 60

### Figs

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

### Fruit Salad

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

### Goosberries

Michigan, No. 10 5 35

### Grape Fruit

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

### Grape Fruit Juice

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

### Loganberries

Premio, No. 10 6 75

### Peaches

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

### CANNED FRUITS

#### Apples

Per  
Doz.  
Hart No. 10 4 25  
Sweet Peas, No. 10 4 25

#### Apple Sauce

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

#### Apricots

Baker Solid Pack,  
No. 10 7 50  
Premio, No. 10 6 80  
Quaker, No. 10 8 75  
Gibraltar, No. 10 8 00  
Gibraltar, No. 2 1/2 1 90  
Superior, No. 2 1/2 2 25  
Supreme, No. 2 1/2 2 40  
Supreme, No. 2 1 80  
Quaker, No. 2 1 75  
Quaker, No. 2 1/2 2 35

#### Pears

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

#### Pineapple Juice

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

#### Pineapple, Crushed

Imperial, No. 10 7 75  
Honey Dew, No. 2 1/2 2 45  
Honey Dew, No. 2 1 85  
Quaker, No. 2 1/2 2 35  
Quaker, No. 2 1 80  
Quaker, No. 1 1 10

### Pineapple, Sliced

Honey Dew, sliced,  
No. 10 9 00  
Honey Dew, tid bits,  
No. 10 8 75  
Honey Dew, No. 2 1/2 2 50  
Honey Dew, No. 2 2 00  
Honey Dew, No. 1 1 17 1/2  
Ukelele Broken, No. 10 7 90  
Ukelele Broken, 2 1/2 2 25  
Ukelele Broken, No. 2 1 80  
Curfew Tid Bits, No. 2 1 80  
Quaker, Tid Bits, No.  
10 8 25  
Quaker, No. 10 8 25  
Quaker, No. 2 1/2 2 35  
Quaker, No. 2 1 90  
Quaker, No. 1 1 10

### Plums

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

### Prepared Prunes

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

### Raspberries, Black

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

### Raspberries, Red

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

### Strawberries

Hunt, Superior, No. 2 2 35

### CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35  
Clam Chowder, No. 2 2 75  
Clams, Steamed, No. 1 2 75  
Clams, Mince, No. 1 2 40  
Finnan Haddie, 10 oz. 3 30  
Clam Bouillon, 7 oz. 2 50  
Chicken Haddie, No. 1 2 75  
Fish Flakes, small 1 35  
Cod Fish Cake, 10 oz. 1 55  
Cove Oysters, 5 oz. 1 35  
Lobster, No. 1/2 2 25  
Shrimp, 1, wet 1 45  
Sard's, 1/4 Oil, kless 3 75  
Sardines, 1/4 Oil, kless 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 75  
Tuna, 1/4s, Van Camps, 1 15  
Tuna, 1s, Van Camps, 3 45  
Tuna, 1/2s, Chicken Sea, 1 80

### CANNED MEAT

Bacon, med., Beechnut 1 90  
Bacon, lge., Beechnut 2 65  
Beef, lge., Beechnut 3 45  
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, 1/4 Qua. 65  
Potted Ham, Gen. 1/4 1 35  
Vienna Saus. No. 1/2 90

### Baked Beans

Campbells 48s 2 30

### CANNED VEGETABLES

#### Hart Brand

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

#### Baked Beans

1 lb. Saco, 36s, cs. 1 75  
No. 2 1/2 Size, doz. 1 05  
No. 10 Sauce 4 00

#### Lima Beans

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

#### Red Kidney Beans

No. 10 4 25  
No. 2 90

### String Beans

Choice, Whole, No. 2 1 70  
Cut, No. 10 7 25  
Cut, No. 2 1 35  
Marcellus Cut, No. 10 6 00

### Wax Beans

Choice, Whole, No. 2 1 70  
Cut, No. 10 7 25  
Cut, No. 2 1 35  
Marcellus Cut, No. 10 6 50

### Beets

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

### Carrots

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

### Corn

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

### Peas

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

### Pumpkin

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

### Sauerkraut

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

### Spinach

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

### Squash

Boston, No. 3 1 35

### Succotash

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

### Tomatoes

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

### CATSUP

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

### CRACKERS

#### Hekman Biscuit Company

Saltine Soda Crackers,  
bulk 14  
Saltine Soda Crackers,  
1 lb. pkgs. 1 86  
Saltine Soda Crackers,  
2 lb. pkgs. 3 26  
Saltine Soda Crackers,  
6 1/2 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

#### CREAM OF TARTAR

6 lb. boxes 35

#### DRIED FRUITS

Apricots  
Evaporated, Ex Choice 17  
Choice 15  
Ex. Fancy Moorpack 25

#### Citron

5 lb. box 37

### CHEWING GUM

Adams Black Jack 65  
Adams Dentyne 65  
Beeman's Pepsin 65  
Beechnut Peppermint 65  
Doublemint 65  
Peppermint, Wrigleys 65  
Spearmint, Wrigleys 65  
Juicy Fruit 65  
Wrigley's P-K 65  
Teaberry 65

### CHOCOLATE

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

### CIGARS

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

### Cocoanut

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

### CLOTHES LINE

Household, 50 ft. 2 09  
Cupples Cord 2 90

### COFFEE ROASTED

#### Lee & Cady

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

### Coffee Extracts

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

### CONDENSED MILK

Eagle, 2 oz., per case 4 60

### Cough Drops

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

### COUPON BOOKS

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

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



<b>Currants</b> Packages, 11 oz.----- 14  <b>Dates</b> Imperial, 12s, pitted. 1 90 Imperial, 12s, regular. 1 60 Imperial, 12s, 2 lb.----- Imperial, 12s, 1 lb.-----  <b>Figs</b> Calif., 24-83, case.----- 1 70  <b>Peaches</b> Evap. Choice ----- 13 1/2  <b>Peel</b> Lemon, Dromdary, 4 oz., doz.----- 1 10 Orange, Dromdary, 4 oz., dozen.----- 1 10 Citron, Dromdary, 4 oz., dozen.----- 1 10  <b>Raisins</b> Seeded, bulk ----- 6 1/2 Thompson's S'dless blk. 6 1/2 Quaker s'dless blk. 15 oz.----- 7 1/2 Quaker Seeded, 15 oz.----- 7 1/2  <b>California Prunes</b> 90@100, 25 lb. boxes.-----@07 80@ 90, 25 lb. boxes.-----@07 1/2 70@ 80, 25 lb. boxes.-----@08 1/2 60@ 70, 25 lb. boxes.-----@08 1/2 50@ 60, 25 lb. boxes.-----@09 1/2 40@ 50, 25 lb. boxes.-----@10 1/2 30@ 40, 25 lb. boxes.-----@11 1/2 20@ 30, 25 lb. boxes.-----@12 1/2 18@ 24, 25 lb. boxes.-----@15 1/2  <b>Hominy</b> Pearl, 100 lb. sacks.----- 3 50  <b>Bulk Goods</b> Elb. Macaroni, 20 lb. bx. 1 35 Egg Noodle, 10 lb. box 1 25  <b>Pearl Barley</b> 0000 ----- 7 00 Barley Grits ----- 5 00 Chester ----- 4 50  <b>Lentils</b> Chili ----- 10  <b>Tapioca</b> Pearl, 100 lb. sacks.----- 7 1/2 Minute, 8 oz., 3 doz.----- 4 05 Dromedary Instant ----- 3 50  <b>Jiffy Punch</b> 3 doz. Carton ----- 2 25 Assorted flavors.		<b>JUNKET GOODS</b> Junket Powder ----- 1 20 Junket Tablets ----- 1 35  <b>MARGARINE</b> Wilson & Co.'s Brands Oleo Nut ----- 11 Cut A F Oleo ----- 09  <b>MATCHES</b> Diamond, No. 5, 144 ----- 6 25 Searchlight, 144 box.----- 6 25 Crescent, 144 ----- 5 65 Diamond, No. 0 ----- 5 00  <b>Safety Matches</b> Red Top, 5 gross case 5 25 Signal Light, 5 gro. cs. 5 25 Standard, 5 gro. cs.----- 4 00  <b>MUELLER'S PRODUCTS</b> Macaroni, 9 oz.----- 2 10 Spaghetti, 9 oz.----- 2 10 Elbow Macaroni, 9 oz.----- 2 10 Egg Noodles, 6 oz.----- 2 10 Egg Vermicelli, 6 oz.----- 2 10 Egg Alphabets, 6 oz.----- 2 10 Cooked Spaghetti, 24c, 17 oz.----- 2 20  <b>NUTS</b> <b>Whole</b> Almonds, Peerless ----- 15 1/2 Brazil, large ----- 14 1/2 Fancy Mixed ----- 15 Filberts, Naples ----- 20 Peanuts, vir. Roasted 09 1/2 Peanuts, Jumbo ----- 10 1/2 Pecans, 3, star ----- 25 Pecans, Jumbo ----- 40 Pecans, Mammoth ----- 50 Walnuts, Cal. ----- 14@20 Hickory ----- 07  <b>Salted Peanuts</b> Fancy, No. 1 ----- 10 1/2 12-1 lb. Cellophane case. 1 25  <b>Shelled</b> Almonds ----- 39 Peanuts, Spanish, 125 lb. bags ----- 7 1/2 Filberts ----- 32 Pecans, salted ----- 45 Walnut, California ----- 48  <b>MINCE MEAT</b> None Such, 4 doz.----- 6 20 Quaker, 3 doz. case.----- 2 65 Yo Ho, Kegs, wet, lb.----- 16 1/2  <b>OLIVES—Plain</b> Quaker, 24 4 oz. cases 1 87 Quaker, 24 7 1/2 oz. cs. 3 55 High Life, 12 22 oz. cs. 3 45 1 gal. glass, each ----- 1 30  <b>OLIVES—Stuffed</b> Quaker, 24 2 1/2 oz. cs. 1 87 Quaker, 24 4 oz. cs.----- 2 75 Quaker, 24 5 oz. cs.----- 3 55 Quaker, 24 7 1/2 oz. cs. 4 55 Quaker, 24 10 oz. cs.----- 5 95 Quaker, 12 32 oz. cs.----- 7 88 1 Gallon glass, each ----- 1 80  <b>PARIS GREEN</b> 1/2s ----- 34 1s ----- 32 2s and 5s ----- 30  <b>PICKLES</b> <b>Sweet Small</b> L and C, 7 oz., doz.----- 92 1/2 Paw Paw, quarts, doz. 2 80  <b>Dill Pickles</b> Gal., 40 to Tin, doz.----- 8 20 32 oz. Glass Thrown ----- 1 50  <b>PIPES</b> Cob, 3 doz. in bx. 1 00@1 20  <b>PLAYING CARDS</b> Blue Ribbon, per doz. 4 50 Bicycle, per doz.----- 4 70 Torpedo, per doz.----- 2 50  <b>POP CORN</b> Sure Pop, 25 lb. bags 1 25 Yellow, 25 lb. bags ----- 1 25  <b>JELLY GLASSES</b> 1/2 Pint Tall, per doz.----- 25		<b>FRESH MEATS</b> <b>Beef</b> Top Steers & Heif.----- 11 Good Steers & Heif.----- 10 Med. Steers & Heif.----- 08 Com. Steers & Heif.----- 07  <b>Veal</b> Top ----- 11 Good ----- 10 Medium ----- 08  <b>Lamb</b> Spring Lamb ----- 20 Good ----- 18 Medium ----- 15 Poor ----- 10  <b>Mutton</b> Good ----- 07 Medium ----- 05 Poor -----  <b>Pork</b> Loins ----- 11 Butts ----- 11 Shoulders ----- 09 Spareribs ----- 06 Neck Bones ----- 03 Trimmings ----- 06  <b>PROVISIONS</b> <b>Barreled Pork</b> Clear Back ----- 16 00@18 00 Short Cut, Clear ----- 12 00  <b>Dry Salt Meats</b> D S Belles ----- 20-25 10  <b>Lard</b> Pure in tierces ----- 07 1/2 60 lb. tubs ----- advance 1/4 50 lb. tubs ----- advance 1/4 20 lb. pails ----- advance 1/4 10 lb. pails ----- advance 1/4 5 lb. pails ----- advance 1/4 3 lb. pails ----- advance 1/4 Compound, tierces ----- 07 1/2 Compound, tubs ----- 08  <b>Sausages</b> Bologna ----- 11 Liver ----- 15 Frankfurt ----- 13 Pork ----- 15 Tongue, Jellied ----- 32 Headcheese ----- 13  <b>Smoked Meats</b> Hams, Cert., 14-16 lb.----- 17 Hams, Cert., Skinned 16-18 lb.-----@17 Ham, dried beef ----- Knuckles -----@22 California Hams -----@10 Picnic Boiled Hams -----@16 Boiled Hams -----@28 Minced Hams -----@11 Bacon 4/6 Cert.-----@19  <b>Beef</b> Boneless rump -----@19 00  <b>Liver</b> Beer ----- 10 Calf ----- 35 Five case lots ----- 2 30 Pork ----- 07 1/2  <b>RICE</b> Fancy Blue Rose ----- 5 00 Fancy Head ----- 6 10  <b>RUSKS</b> Postma Biscuit Co.----- 18 rolls, per case ----- 2 10 12 rolls, per case ----- 1 39 18 cartons, per case ----- 2 35 12 cartons, per case ----- 1 57  <b>SALERATUS</b> Arm and Hammer 24s. 1 50  <b>SAL SODA</b> Granulated, 60 lbs. cs.----- 1 35 Granulated, 18-2 1/2 lb. packages ----- 1 15  <b>COD FISH</b> Mother Ann, 1 lb. pure 25		<b>HERRING</b> <b>Holland Herring</b> Mixed, kegs ----- 75 Milkers, kegs ----- 80  <b>Lake Herring</b> 1/2 bbl., 100 lbs.-----  <b>Mackerel</b> Tubs, 60 Count, fy. fat 6 00 Pails, 10 lb. Fancy fat 1 50  <b>White Fish</b> Med. Fancy, 100 lb.----- 13 00 Milkers, bbls.----- 18 50 K K K K Norway ----- 19 50 8 lb. pails ----- 1 40 Cut Lunch ----- 1 50 Boned, 10 lb. boxes ----- 16  <b>SHOE BLACKENING</b> 2 in 1, Paste, doz.----- 1 30 E. Z. Combination, dz. 1 30 Dri-Foot, doz.----- 2 00 Bixbys, doz.----- 1 30 Shinola, doz.----- 90  <b>STOVE POLISH</b> Blackne, per doz.----- 1 30 Black Silk Liquid, doz. 1 30 Black Silk Paste, doz. 1 25 Enameline Paste, doz. 1 30 Enameline Liquid, doz. 1 30 E. Z. Liquid, per doz. 1 30 Radium, per doz.----- 1 30 Rising Sun, per doz.----- 1 30 654 Stove Enamel, dz. 2 80 Vulcanol, No. 10, doz. 1 30 Stovoil, per doz.----- 3 00  <b>SALT</b> F. O. B. Grand Rapids Colonial, 24, 2 lb.----- 95 Colonial, 36-1 1/2 ----- 1 29 Colonial, Iodized, 24-2 ----- 1 35 Med. No. 1, bbls.----- 2 90 Med. No. 1, 100 lb. bk. 1 00 Farmer Spec., 70 lb. 1 00 Packers Meat, 50 lb. 65 Cream Rock for ice cream, 100 lb. each 85 Butter Salt, 280 lb. bbl. 4 00 Block, 50 lb.----- 40 Baker Salt, 280 lb. bbl. 3 80 6, 10 lb., per bale ----- 93 20, 3 lb., per bale ----- 1 00 9 lb. bags, table ----- 45   See Run'g, 32, 26 oz.----- 2 40 Five case lots ----- 2 30 Iodized, 32, 26 oz.----- 2 40 Five case lots ----- 2 30  <b>BORAX</b> Twenty Mule Team 24, 1 lb. packages ----- 3 35 48, 10 oz. packages ----- 4 40 96, 1/2 lb. packages ----- 4 00  <b>WASHING POWDERS</b> Bon Ami Pd., 18s, box. 1 90 Bon Ami Cake, 18s ----- 1 65 Brillo ----- 85 Big 4 Soap Chips 8 1/2 ----- 2 30 Chipso, large ----- 3 45 Climaline, 4 doz.----- 3 60 Grandma, 100, 5c.----- 3 50 Grandma, 24 large ----- 3 50 Snowboy, 12 large ----- 1 80 Gold Dust, 12 lb.----- 1 30 La France Laur, 4 dz. 3 65 Lux Flakes, 50 small ----- 4 80 Lux Flakes, 20 large ----- 4 55 Old Dutch Clean., 4 dz. 3 40 Octagon, 96s ----- 3 90 Rinso, 24s ----- 4 80 Rinso, 40s ----- 2 95 Spotless Cleanser, 48, 20 oz.----- 3 85 Sani Flush, 1 doz.----- 2 25 Sapollo, 3 doz.----- 3 15 Speedee, 3 doz.----- 7 20 Sunbrite, 50s ----- 2 10 Wyandot. Cleaner, 24s 1 60  <b>SOAP</b> Am. Family, 100 box.----- 5 05 F. B., 60c ----- 2 25 Fels Naptha, 100 box.----- 4 55 Flake White, 10 box.----- 2 75 Jap Rose, 100 box.----- 7 40 Fairy, 100 box ----- 3 25 Palm Olive, 144 box.----- 6 20 Lava, 50 box ----- 2 25 Camay, 72 box ----- 3 05 P & G Nap Soap, 100@2 75 Sweetheart, 100 box ----- 5 70 Grandpa Tar, 50 sm.----- 2 10 Williams Barber Bar, 9s 50 Williams Mug, per doz. 48 Lux Toilet, 50 ----- 3 05  <b>SPICES</b> <b>Whole Spices</b> Allspice, Jamaica -----@24 Cloves, Zanzibar -----@35 Cassia, Canton -----@24 Cassia, 5c pkg., doz.-----@40 Ginger, Africa -----@19 Mixed, No. 1 -----@30 Mixed, 10c pkgs., doz.-----@65 Nutmegs, 70@90 -----@50 Nutmegs, 105-110 -----@48 Pepper, Black -----@23  <b>Pure Ground in Bulk</b> Allspice, Jamaica -----@18 Cloves, Zanzibar -----@23 Cassia, Canton -----@22 Ginger, Corkin -----@17 Mustard -----@21 Mace Penang -----@20 Pepper, Black -----@20 Nutmegs -----@25 Pepper, White -----@30 Pepper, Cayenne -----@26 Paprika, Spanish -----@36  <b>Seasoning</b> Chili Powder, 1 1/2 oz.----- 62 Celery Salt, 1 1/2 oz.----- 80 Sage, 2 oz.----- 1 35 Onion Salt ----- 1 35 Garlic ----- 1 35 Penalty, 3 1/2 oz.----- 3 25 Kitchen Bouquet ----- 4 25 Laurel Leaves ----- 26 Marjoram, 1 oz.----- 90 Savory, 1 oz.----- 65 Thyme, 1 oz.----- 90 Turmeric, 1 1/2 oz.----- 35  <b>STARCH</b> Corn Kingsford, 24/1 ----- 2 10 Powd., bags, per 100 ----- 3 95 Argo, 24, 1 lb. pkgs.----- 1 58 Cream, 24-1 ----- 2 25  <b>Gloss</b> Argo, 24, 1 lb. pkgs.----- 1 55 Argo, 12, 3 lb. pkgs.----- 2 25 Argo, 8, 5 lb. pkgs.----- 2 46 Silver Gloss, 48, 1s ----- 11 1/2 Elastic, 16 pkgs.----- 1 38 Tiger, 50 lbs.----- 2 82  <b>SYRUP</b> Corn Blue Karo, No. 1 1/2 ----- 2 40 Blue Karo, No. 5, 1 dz. 3 30 Blue Karo, No. 10 ----- 3 14 Red Karo, No. 1 1/2 ----- 2 62 Red Karo, No. 5, 1 dz. 3 59 Red Karo, No. 10 ----- 3 46  <b>Imit. Maple Flavor</b> Orange, No. 1 1/2, 2 dz.----- 2 87 Orange, No. 3, 20 cans 4 34  <b>Maple and Cane</b> Kanuck, per gal.----- 1 10 Kanuck, 5 gal. can ----- 4 75  <b>Grape Juice</b> Welch, 12 quart case ----- 4 40 Welch, 12 pint case ----- 2 25 Welch, 26-4 oz. case ----- 2 30  <b>COOKING OIL</b> Mazola Pints, 2 doz.----- 4 10 Quarts, 1 doz.----- 3 60 Half Gallons, 1 doz.----- 6 00  <b>TEA</b> <b>Japan</b> Medium ----- 13 Choice ----- 21@28 Fancy ----- 30@32 No. 1 Nibbs ----- 31  <b>Gunpowder</b> Choice ----- 32 Fancy ----- 40  <b>Ceylon</b> Pekoe, medium ----- 50  <b>English Breakfast</b> Congou, medium ----- 23 Congou, choice ----- 35@36 Congou, fancy ----- 42@43  <b>Oolong</b> Medium ----- 39 Choice ----- 45 Fancy ----- 50  <b>TWINE</b> Cotton, 3 ply cone ----- 40 Cotton, 3 ply balls ----- 40  <b>VINEGAR</b> F. O. B. Grand Rapids Cider, 40 grain ----- 18 1/2 White Wine, 40 grain 19 1/2 White Wine, 80 grain 24 1/2  <b>WICKING</b> No. 9, per gross ----- 80 No. 1, per gross ----- 1 25 No. 2, per gross ----- 1 50 No. 3, per gross ----- 2 30 Peerless Rolls, per doz. 90 Rochester, No. 2, doz.----- 50 Rochester, No. 3, doz.----- 2 00 Rayo, per doz.----- 75  <b>WOODENWARE</b> <b>Baskets</b> Bushels, Wide Band, wood handles ----- 2 00 Market, drop handle ----- 90 Market, single handle ----- 95 Market, extra ----- 1 60 Splint, large ----- 8 60 Splint, medium ----- 7 50 Splint, small ----- 6 50  <b>Churns</b> Barrel, 5 gal., each ----- 2 40 Barrel, 10 gal., each ----- 2 55 3 to 6 gal., per gal.----- 16  <b>Pails</b> 10 qt. Galvanized ----- 2 60 12 qt. Galvanized ----- 2 85 14 qt. Galvanized ----- 3 10 12 qt. Flaring Gal. Jr.----- 5 00 10 qt. Tin Dairy ----- 4 00  <b>Traps</b> Mouse, wood, 4 holes ----- 60 Mouse, wood, 6 holes ----- 70 Mouse, tin, 5 holes ----- 65 Rat, wood ----- 1 00 Rat, spring ----- 1 00 Mouse, spring ----- 20  <b>Tubs</b> Large Galvanized ----- 8 75 Medium Galvanized ----- 7 75 Small Galvanized ----- 6 75  <b>Washboards</b> Banner, Globe ----- 5 50 Brass, single ----- 6 25 Glass, single ----- 6 00 Double Peerless ----- 8 50 Single Peerless ----- 7 50 Northern Queen ----- 5 50 Universal ----- 7 25  <b>Wood Bowls</b> 13 in. Butter ----- 5 00 15 in. Butter ----- 9 00 17 in. Butter ----- 18 00 19 in. Butter ----- 25 00  <b>WRAPPING PAPER</b> Fibre, Manila, white ----- 05 No. 1 Fibre ----- 06 1/2 Butchers D F ----- 06 1/2 Kraft ----- 06 Kraft Stripe ----- 09 1/2  <b>YEAST CAKE</b> Magic, 3 doz.----- 2 70 Sunlight, 3 doz.----- 2 70 Sunlight, 1 1/2 doz.----- 1 35 Yeast Foam, 3 doz.----- 2 70 Yeast Foam, 1 1/2 doz.----- 1 35  <b>YEAST—COMPRESSED</b> Fleischmann, per doz.----- 30 Red Star, per doz.----- 20	
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## SHOE MARKET

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

### Over the Counter—Is Out

The key to the nation's shoe business will be slipping out of the hands of the retail shoe merchants of America if they continue the practice of selling shoes over the counter, unfitted and unserved for sweet volume's sake.

We approve of sandals but we certainly do not approve of their method of merchandising, no matter how tricky the cocktail bars, linen shelves and sandal spreads.

Shoes cannot be sold that way. Shoes are not packaged items to be sold over the counter like so much delicatessen. In a few short years we have permitted the idea to grow that Summer shoes do not need fitting service. We see in cities, the country over, the growth of a menace to shoe merchandising that is worse than any weevil or weasel that ever destroyed a crop. Is it a sign of careless, slovenly merchandising or is it an attempt to cut the costs of service by using counter clerks instead of competent shoe fitters?

The answer rests with the trade. We point the evil. If the practice continues it won't be long before millions of pairs of shoes will be sold in all sorts of counter shops, without fitting, without service and without professional interest. We sound the alarm before it is too late.

Years ago a great shoe merchant said: "We, as Americans, are annually spending many millions of dollars in efforts to safeguard the health of our children through early correction of faulty vision, malformed teeth and improper diet. Yet we persistently ignore the fact that neglect of the foot ills is doing as much towards transmitting physical and mental handicaps to the new generation as possibly all other weaknesses of the body combined. We license our dentists and our oculists. Why we even license our horse doctors and plumbers. We register our barbers. Yet we prescribe shoes to millions on the theory that if the shoe feels right, it is right."

That statement was made at a time when shoe fitting was just an incident to the sale of a pair of shoes. In ten years we have made great progress in the perfection and professionalization of shoe fitting. Now by the introduction of the idea of selling shoes over the counter, we are going to slip back to the point where each person becomes his or her own foot fitter. If we can't brag very much about the job that is done with fitting sticks, measuring devices and intelligent men and

women who know that a foot has three dimensions, length, width and thickness—what kind of a sorry mess will American feet be in when the public buys shoes over the counter, unfitted and unserved?

If we have any respect for shoe retailing as a business we will almost ask for laws that will prohibit the sale of shoes over the counter. In many states a fine is imposed for the sale of eye glasses over the counter. There must be a professional examination by a man competent to prescribe. The retail shoe salesman who can fit shoes year in and year out without ill-effect on posture and foot health is just as great an asset to his community as the surgeon, the dentist and oculist; because "knowledge of prevention is as essential as knowledge of cure."

Another contributing factor to this over-the-counter selling of footwear is what we might term "week-end" merchandising. We were almost on the point of spelling it "weak-end," for that term might best express indolence in merchandising. This week-end business of selling means haste and hustle, get the money and get the customer out. It is true the public is at fault for it wants what it wants when it has the money. There may be no business in the store during the week and a pressure of business at the end of the week but the merchant himself can correct this largely by indicating to the customer the need for sufficient time to do a thorough job of shoe fitting.

Proper study of the customer and the foot must be made a part of the service of shoe fitting. Let us consider well the predicament of the trade and see if we can collectively find an intelligent answer in the more professional service rendered by competent shoe salesmen at the fitting stool.—Boot and Shoe Recorder.

### Monthly Review of Hardware Conditions in Michigan

(Continued from page 14)

In connection with this paragraph read page 2 of the May Michigan Merchandiser relative to Judge Miller's decision on factory sales. A decree has been entered in this case and is now the law until such time as it may be reversed or modified by the Supreme Court. This decree supersedes all prior rules and regulations of the State Board dealing with questions covered in the decree. That part of the decree, important to dealers having factory sales, is as follows: "That said Act No. 167 of the Public Acts of 1933 does not apply to nor impose a tax upon the gross proceeds of sales by said plaintiff or any of said intervening plaintiffs, of tangible personal property to vendees to be used or consumed, directly or indirectly, in connection with the manufacture, processing, assembly, production, preparation or delivery of tangible personal property destined for resale." This means that all articles purchased by the manufacturer, wholesaler or retailer which go into or form part of the cost of the article such person sells, are not subject to the tax. The State Board of Tax Administration has made the statement that they will appeal to the

supreme Court although no formal notice of appeal has yet been filed.

In reporting the sales tax on monthly reports to the state, total gross sales should be entered then, on the line "E" of the report deduct the gross proceeds of sales from tangible personal property covered by Judge Miller's decision with the statement on line "E", "Sales exempt from taxation under Boyer-Campbell decision."

At a convention May 18 of the Michigan State Farm Bureau decision was made to attack the enforcement of the State Sales Tax as it affects purchases by farmers of articles used in the raising of farm products. An attempt will be made to enforce the provisions of the legislative resolution, which was made after the passage of the sales tax bill. This resolution has not been enforced by the state sales tax board on the grounds that the "resolution is not law." If this appeal to the courts is successful a large part of purchases by farmers will be exempt from the tax.

House Bill No. 8303 providing that the sales tax should apply to sales from points outside the state shipped into states having a sales tax, is still in the Interstate Commerce Committee of the House of Representatives in Washington. Every effort is being made to bring this bill out of this committee but the powerful influence of manufacturer's organizations has, so far, prevented release of the bill. It seems obvious that the Sales Tax will have considerable attention at the next session of the legislature.

The next step in the improvement of the retail code is a proper "base" for establishing resale prices. A recent amendment specifies that goods shall be sold at not less than 10 per cent. above cost. Different amendments have been proposed to establish the minimum price on a basis giving more complete protection to the individual retailer. A proposal from the hardware association is being prepared and will be submitted to NRA.

This article is written after word has been received that the "Contracting Plumbers' Code" has been approved. Previous to approval your association had objected to the proposed wage of \$1.20 per hour suggested for this area, also to the requirements that accounting on the plumbing business should be kept separate from any other business in which the concern might be engaged. Members interested in this particular code should write the association office. Complete information should be available about the time this issue reaches members.

In the April issue of the Michigan Merchandiser the "Protection to Retailers" clause in the wholesale code was discussed and the replies were given from most of the hardware wholesalers in Michigan, outlining the manner in which they would carry out this provision. Thousands of dollars of business formerly accepted by wholesale houses for merchandise for individual use have been refused by the wholesalers. Wholesalers who strictly abide by the spirit of the clause should

## depression proof



**OUR FINANCIAL CONDITION**

**IS EVEN STRONGER THAN**

**BEFORE THE DEPRESSION**

**— WE HAVE MAINTAINED**

**OUR DIVIDEND RATE OF**

**NOT LESS THAN 25%**

**MICHIGAN SHOE DEALERS**

**MUTUAL FIRE INSURANCE COMPANY**

**LANSING MUTUAL BUILDING**

**GRAND RAPIDS . . .**

**DETROIT . . .**



be encouraged by retailers. Any violation of that clause should be immediately reported to this office for settlement direct or through the Trades Relations Co-mmittee of the Association.

In some states difficult situations have arisen because of the sale of hardware items, not for resale, by wholesale grocery jobbers, also by the practice of some truck companies supplying their clients, not engaged in the hardware business, with hardware supplies purchased from wholesale houses. So far no complaints of this type of competition have been sent the association but, if cases of this kind are known, members are requested to immediately report to the association office. Read again pages 3 and 4 in the April Michigan Merchandiser so you will be thoroughly familiar with the clause in question and precisely what it means.

A new ruling recently issued by the President directs that the Fair Trade Provisions of the Retail Code will now apply to stores in town under 2,500 as well as those over. Copies of the Retail Code containing these provisions are available to members who have lost or mislaid copies previously sent.

Following are some of the recent rulings adopted by NRCA and enforceable by the Code Authority.

April 30 "Factory to You." No retailer shall use statements in advertising such as "factory to you," "direct to you," "buy from the wholesaler," or similar statements unless such statements refer to all merchandise offered for sale in connection with such statements or unless the merchandise advertised is clearly segregated in the advertisement. The ruling also specifies that a retailer shall not represent himself as other than a retailer or his establishment other than a retail establishment unless he does, in fact, perform another step in the economic process in which case he should use the phrase, for example, "retailer and manufacturer."

April 30 "Advertising of Bankrupt and Similar Sales." It shall be inaccurate and misleading advertising and a violation of the retail code for a retailer to use a statement as "save one-half," or "one-fourth off," or "bankrupt sale," "fire sale," or "removal sales" unless such statements apply to all merchandise in the advertisement, or section of the advertisement in which such statements are made.

The new code eagles are now being distributed. Each business will be qualified to fly the eagle applying to the principal business in which he is engaged. The application for the eagle should be made to the local retail code authority (LRCA) where organized or if no LRCA, from the state compliance director of NRA, Detroit. Assessments should be paid only to the code authority for the trade in which the dealer is primarily engaged and failure to pay such assessment is a direct violation of the code. Where a dealer has any considerable volume covered by other codes nominal assessments may later be authorized by NRA, in which case all members will be notified of such assessments.

## OUT AROUND

(Continued from page 9)

as any such employer shall after the effective date of this order signify to the Administrator his intention to be bound by such provisions. This exemption is intended to relieve small business enterprises in small towns from fixed obligations which might impose exceptional hardship; but all such enterprises are expected to conform to the fullest extent possible with the requirements which otherwise would be obligatory upon them.

The Administrator for Industrial Recovery is hereby authorized to prescribe such rules and regulations as he may deem necessary to carry out the provisions of said paragraph numbered 1 of Executive Order No. 6345 as amended by this order.

Franklin D. Roosevelt.

The new presidential order is much more clear and definite than the old order, and it is very much more liberal to the small town merchants. In fact, it gives them about everything they could ask; exemption from hours, wage rules, minimum prices, code assessments and the cordially hated "five employee" rule. This five employee rule hit the larger store in the small town a terrific wallop. It forced them to concede a big handicap to their local competitors of smaller size. Most of the large stores in small towns have been simply ignoring the rule, and have paid no attention to the code authorities. Now they will not have to take chances on violating the laws. They are exempt.

Some of the difficulties of industrial planning are coming to light in the plan of the Textile Industry to reduce its rate of operations 25 per cent., starting June 4. This action follows a shut down of the silk industry for a week during May. The workers in the industry have accepted this move as an effort to cut wages and are strongly opposed. However, the textile industry is confronted with an over-supply of goods which it cannot sell at present prices. In the normal course it might shut down completely for a time or enter into a price-cutting battle in order to move its products. By slowing up the rate of operations, the industry thinks that it can maintain most prices and achieve a balance that will remove the necessity of dumping excess supplies. But right at that point the textile situation reveals the basic problem of the whole New Deal. It seeks to achieve economic balance by restriction. And restriction means either forced control of prices and of the whole range of machine operations, or it means fewer jobs.

The report was revived in Washington during the past week that General Johnson soon was to retire as administrator of NRA. This has been a common report for months. But the general goes on sticking to his job and attacking his attackers. He directed his latest blows at Ogden Mills, former Secretary of the Treasury, and NRA

critic. Now he is back devoting his energies to the task of adjusting labor disputes that threaten some of the major industries operating under codes. General Johnson really has been NRA for the past year. Take him out and the organization would be something much less distinctive than it is. Right now he is busy working on plans for reorganization. When that job is completed and the Blue Eagle is ready to negotiate its second year, the general might step out. If so he is not giving any hints of his intention right now. E. A. Stowe.

## Preliminary Plans for Mid-West West Dahlia Show

Judging from the many reports I have already received, not only from Michigan, but also from neighboring states, enthusiasm is running high for the big show at Grand Rapids on September 14, 15, 1934. Assurances have been received from many amateur and commercial growers throughout the Mid West that they would exhibit. Unusual interest in this exhibition is also being expressed by Dahlia fans and I feel confident that all attendance records will be broken. The exhibition offers every commercial grower a genuine opportunity of displaying his prize blooms, to get personally acquainted with his customers and to make new friends and connections.

An unusually splendid premium list is being arranged, including cash, cups, medals and merchandise. Growers or fans wishing to donate prizes of any description are urged to communicate with me at once. Such donations will be duly acknowledged and full credit given in the formal premium list and show program, as well as in the trade magazines. Please do your part.

The executive committee in charge of the Mid West Show have been fortunate in securing the new Civic Auditorium for this exhibition. This new one and one-half million dollar show palace is one of the leading exhibition halls of the country. The exhibition room contains approximately 40,000 square feet of display space which eliminates the necessity of crowding, a feature exhibitors will be quick to appreciate. A cooling system of the very latest and most efficient type is another feature of the auditorium. The temperature can be lowered and maintained at 20 degrees cooler than outside temperature. Exhibitors will surely appreciate this fact. Easy accessibility is another point I wish to bring out. There are twenty entrances and exits, including two special ramp entrances for trucks or delivery cars. Trucks are permitted to drive on the floor of the auditorium for unloading purposes. Exhibitors who have been in the habit of taking their exhibits up elevators, through hotel lobbies or through hot kitchens will appreciate the conveniences offered by the auditorium. The Civic Auditorium is located right in the heart of Grand Rapids and parking facilities are excellent. The Pantlind Hotel, one of the finest in Grand Rapids, is just across the street and is connected by an underground passage way to the auditorium.

Visitors to the first annual Mid West Show should also plan on viewing the official trial grounds of the American

Dahlia Society at East Lansing, which is only sixty miles from Grand Rapids. Judging from recent reports, the new trial gardens will have a large number of varieties on trial and a side trip to East Lansing will be both interesting and educational. Growers wishing to send dahlias to the trial gardens should write to Prof. C. E. Widon, Michigan State College, East Lansing, for formal entry blanks.

The judging of entries of the Mid West show will be in charge of nationally recognized authorities on dahlia culture.

Informal receptions will be held during the two days of the show for the purpose of getting acquainted with the various growers and leaders of the dahlia industry.

Growers, both amateur and commercial, who wish to make a complimentary display of their dahlias but who cannot personally be present, may ship their blooms and flowers direct to the Civic Auditorium by express, truck or air mail, where they will be promptly and efficiently taken care of by the committee in charge. Grand Rapids has splendid air mail and air express service and, of course, good railroad connections. We are particularly anxious to have some of the Eastern and West coast growers send in their new seedlings and introductions. There is a special class for the display coming from the greatest distance which should be especially interesting.

Lloyd L. Hook,

President Dahlia Society of Mich.

Standard tongue-and-groove wood floors are laid without nails or mastic through a new system which utilizes metal channels laid over the subfloor, metal clips which grip both tongue and groove.

A veneer dryer which dries the entire veneer content of the peeler log in one continuous strip is now available. It is said to reduce wastage, permit production of veneer sheets of any size.

Phone 89674  
**John L. Lynch Sales Co.**  
SPECIAL SALE EXPERTS  
Expert Advertising  
Expert Merchandising  
209-210-211 Murray Bldg.  
Grand Rapids, Michigan

## BUSINESS WANTS DEPARTMENT

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

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

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FOR RENT—Store building in Elkton, Michigan, newly finished, 17 ft. x 80 ft. and store room. Centrally located, hustling town, fine farming community. Suitable for drug or general store. \$20 per month. Fred W. Kinde. 650



### Questions and Answers for Retail Grocers

No. 1. Question: What is Burgoo?

Answer: This is an oatmeal pudding or thick gruel served to seaman on shipboard.

No. 2. Question: When were cranberries first served with turkey?

Answer: American cranberries were found growing wild by the early Pilgrims. It is thought that they served them with wild turkey on thanksgiving days, and for this reason have become associated with turkey and Thanksgiving Day.

No. 3. Question: What is tuckahoe?

Answer: This is a name applied by the Algonquin Indians to many roundish roots. Specifically it included the golden club and the arrow arum, both having fleshy root-stocks, acrid when fresh but rendered edible by cooking and abounding in starch. Another highly prized tuckahoe is a subterranean fungus found in the Southern States. It is not unlike a cocoanut. It is also known as Indian bread or Indian loaf.

No. 4. Question: What varieties of tomatoes are the best for canning?

Answer: Among the varieties found most satisfactory for the purpose are the Greater Baltimore, Red Rock, John Baer and Landreth.

No. 5. Question: How can lemons be kept from drying up?

Answer: If lemons are put in a Mason Jar which is sealed they will keep from one to three months.

No. 6. Question: What is to be done with honey that has candied?

Answer: Any pure honey will candy in time. Honey that has candied can be melted by placing the container in a vessel holding water not hotter than the hand can be borne in. If the water is too hot, there is danger of spoiling the color and ruining the flavor of the honey.

No. 7. Question: What are those red specks that are sometimes found on salt codfish?

Answer: Such red specks are signs of deterioration. They should be trimmed off to prevent their spreading. Unless such codfish can be sold in a short time, it may be placed in a heavy salt brine in a jar or keg. This will prevent further discoloration.

No. 8. Question: What is the difference between "demand" and "impulse" items?

Answer: "Demand" items are those which customers ask for—such as ammonia and matches. "Impulse" are those which the customer buys because she has seen them and been attracted to them—such as bakery products or fancies. "Impulse" items move fastest when displayed prominently and temptingly. With "demand" items display is not so important, so they are usually stocked toward the rear of the store.

No. 9. Question: How often should inventory be taken in the fresh meat department?

Answer: It is the general custom to take inventory in the fresh meat department every week. Inventory is usually taken on Saturday night or Monday morning when the stock is at its lowest point. This fact should be

kept in mind when computing the annual stock turns, for stock turns should be computed on the average stock instead of on the stock at its lowest or highest point.

No. 10. Question: What is ice cream powder?

Answer: An ice cream powder is usually made up of sugar, a gum, a flavoring and some vegetable coloring. Most ice cream powders require the addition of milk or cream and are then frozen in the refrigerator or in the ordinary ice cream freezer.—Kentucky Grocer.

### Canned Cheddar Cheese Cuts Labor and Waste

Early and widespread application of the new method of canning natural American cheddar cheese just announced by the U.S. Department of Agriculture, is expected by Government officials as well as by officers of the Continental Can Company which co-operated in the development.

The canning of natural cheese will involve no important change or dislocation to the dairy industry. The early stages of cheese-making are the same as in the old method. The hoops, however, will be different in size and form.

The canning operation will take place at the warehouse. After delivery of the pressed prints, they are cut into required lengths, wrapped in cellophane and then sealed in the valve-vented can ready for shipment after the four-month maturing period has lapsed. During this time and until the container is opened in the home, the valve permits escape of the natural carbon dioxide gases generated in the maturing process while completely shutting out ingress of air. The labor involved in turning the large loaves daily in the storeroom is eliminated, as also is the shrinkage, amounting to more than 5 per cent, which always occurs in cheddar cheese cured in the old way. The canned cheese has no rind nor hardened surface, and the entire contents of the can is like a fresh inner cut. The U.S. Bureau of Dairy Industry states the canned cheese has all the good qualities of cheddar made in the old way.

From a merchandising standpoint, a large print cheddar has always been at a disadvantage, because of the greater attractiveness of other food products and the inconvenience and invariable waste involved in cutting off a small portion for each customer. No satisfactory method has even been found to brand natural cheese; the public has had no way to identify the maker, and maker did not have adequate incentive to build a reputation for quality product. This was in turn reflected in relatively low per capita consumption.

The canned cheddar can be made and packed under much more sanitary conditions than was previously possible. It can be branded, advertised and merchandised as effectively as any other packaged product, and will be able to compete on an even basis with other products on the grocery or delicatessen shelves. The retailer will be able to handle it more conveniently and without waste. The consumer will always receive what amounts to a fresh, in-

side cut, with no loss in rind or hardened surface, and will find it convenient and economical to always keep a supply on hand like other canned foods, thus providing good cheese in prime condition for regular use and also impromptu service. All of these factors should increase consumption and bring about an improved product. From the agricultural standpoint it should result in a larger outlet for the milk supply.

The valve-vented can is round in shape, enameled inside with brand name of cheese product lithographed directly on the can body. It has a dome-like formation in the middle of the top, about 1 1/4 inches in diameter, with a small hole through the center. A thin disk of rubber covers the hole and blocks the air space between the dome and a small tin cap clinched over it, and which serves to hold the rubber in place. The gas thrown off by the cheese presses up through the perforation in the dome; the rubber disk is raised enough to let the gas escape under the edge of the covering cap. As the pressure subsides, the rubber returns to position completely preventing the entrance of air.

Despite its high nutritive value and economy compared to other foodstuffs, per capita consumption of cheese in this country, is low, about 4.4 pounds, as compared with 16.1 pounds in Switzerland, 12.1 pounds in Italy, over 10 pounds in France, Germany and Sweden, 8.5 pounds in Great Britain. Total cheese production in this country is about 500,000,000 pounds, of which 65 per cent is natural American cheddar.

### Corporations Wound Up

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

Safe Service Egg Case Co., of Michigan, Three Rivers.  
Brackett-Strong, Inc., Detroit.  
Superior Motors, Inc., Detroit.  
Modern Chevrolet, Inc., Detroit.  
Twin Coach Corp., Detroit.  
Jackson Coal and Lumber Co., Center Line.  
Island Lake Hotel Co., Detroit.  
Great Lake Hotel Co., Detroit.  
Fennville Fruit Exchange, Fennville.  
J. H. Alexanian, Inc., Lansing.  
Snow Flake Laundry, Detroit.  
Supreme Screen Service of Michigan.  
Mul-so-lax Laboratories, Inc., Kalamazoo.  
Cottrell-Allen-Clarke, Inc.  
West Side Sanitarium, Detroit.  
Hardwick Stove Co., Lansing.

### Eight New Readers of the Tradesman

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

D. M. Christian Co., Owosso  
A. M. Anderson, Greenville  
J. H. Winters, Gowan  
Mrs. P. J. O'Connor, Ionia  
Curtis & Son, Ionia  
Mrs. A. C. Davis, Grand Ledge  
J. A. Fritz, Grand Ledge  
J. C. Shipman, Grand Ledge

### Good Straw Hat Season Seen

The retail season on men's straw hats, which opened Tuesday throughout the Northern section of the country, is expected to produce the best

business in about three years, according to store executives. Reports from the South indicate that straws have sold very well, but in making their prediction retailers point out that business gains in the South have outrun other sections of the country. In the local trade, the bulk of the demand is expected on low-price styles around \$2.50 up on sennits and \$3.50 up on Panamas. A slight increase in the demand for better better grade numbers is looked for, however.

### Dinner Ware Buying Resumed

Retailers in search of merchandise to be used in special June promotions came into the chinaware market last week for small lots of medium and better price dinner sets. The purchasing is the first of any consequence in the dinnerware market for more than three weeks. The decline in sales, noticeable since the middle of last month, was attributed to a temporary lack of interest in dinner sets on the part of both consumers and retailers. Heavy buying earlier in the year proved, the manufacturers hold, that current prices are not curbing sales.

### Forward Buying in Hardware

Advance buying on all types of Summer hardware marks trading in the wholesale market here. Retailers, who have been purchasing three and four weeks' supplies, increased their commitments to cover needs up to the end of July, when the Fall season opens. The continued interest shown by consumers in practically all lines of seasonal goods prompted the heavy buying. Retailers also are anxious to cover themselves against any change in prices this month. Rumors of advancing quotations have been current for some weeks.

### Weather Aids Glassware Sales

Warmer weather stimulated retail trade in glassware, with factories reporting a number of orders coming in for immediate delivery. Glassware for kitchen and home use has had a brisk week and sales of these items compare favorably with any week thus far in the present year. The period for the usual Summer cessation by the factories is approaching and lower averages of operating schedules are to be expected in the near future. The flat and window glass divisions of the trade were without change.

### Wants Commodities Curb Bill Passed

The Administration is pressing for the enactment by the Senate of the bill for the control of the commodities market because of the fear that the new securities exchange control law may send stock traders into commodity markets, it is explained. Passage of this measure by the House is seen giving some impetus to the legislation in the Senate, although there is bound to be considerable opposition to it in that body.

The fact that the bill includes cotton exchanges of itself will precipitate a fight led by Senator Smith (Dem., S. C.), outstanding authority in the Senate on cotton.





## NOTHING BUT FLAGS

Nothing but flags, but simple flags,  
Tattered and torn and hanging in rags;  
And we walk beneath them with careless tread,  
Nor think of the hosts of the mighty dead  
That have marched beneath them in days gone by,  
With a burning cheek and a kindling eye,  
And have bathed their folds with their life's young tide,  
And dying, blessed them, and blessing, died.

Nothing but flags; yet, methinks at night  
They tell each other their tale of fight;  
And dim spectres come, and their thin arms twine  
Round each standard torn, as they stand in line,  
As the word is given—they charge, they form,  
And the dim hall rings, with the battle's storm;  
And once again, through smoke and strife,  
These colors lead to a nation's life.

Nothing but flags, yet they're bathed with tears;  
They tell of triumphs, of hopes, of fears,  
Of a mother's prayers, of a boy away,  
Of a serpent crushed; of the coming day.  
Silent they speak, and the tear will start  
As we stand beneath them with throbbing heart,  
And think of those who are ne'er forgot—  
Their flags come home, why come they not?

Nothing but flags; yet we hold our breath,  
And gaze with awe at those types of death;  
Nothing but flags; yet the thought will come,  
Thy heart must pray, though the lips be dumb;  
They are sacred, pure, and we see no stain  
On those dear loved flags come home again;  
Baptized in blood, our purest, best,  
Tattered and torn, they're now at rest.

Moses Owen.

FLAG WEEK IS JUNE 10 to 16



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