

TO FATHER

Never had much style about him, never cared for dress;
Sort of spent his life a sowing seeds of happiness;
Doing little things for others, helping where he could;
Never making much pretension, always doing good.

Home, for him, was all for living, filled his heart with pride,
And his doors were ever open, latch strings hung outside.
Folks who came were always welcome, loved to have them round;
Wanted much of joy and laughter, seemed to love the sound.

Had his cares and had his troubles, same as all of us;
Figured them a part of living, never made much fuss;
Made the best of all God gave him, as through life he went,
Ever toiling, giving, taking, kind and provident.

Vain, the tribute we would pay him, words cannot express
What it meant to have him with us and our thankfulness;
Sweet, the memory he had left us, though our hearts are sad;
Great the blessing that was given, just to call him Dad.

FRANK CARLETON NELSON.

THE Receiver for the Grand Rapids National Bank is distributing an additional ten per cent payment, on the accounts impounded in that bank.

This distribution is being made in the main banking quarters of THE NATIONAL BANK OF GRAND RAPIDS on Campau Square.

THE NATIONAL BANK OF GRAND RAPIDS offers all its facilities to assist those who call for their checks. All of our officers and employees will be at your service to furnish any assistance or information you may desire.

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The National Bank
OF
Grand Rapids

MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, JUNE 13, 1934

Number 2647

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.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Printed by the Tradesman Company, Under
NRA Conditions

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

The Federal Trade Commission has ordered Croxon, Inc., 363 Seventh avenue, New York City, manufacturer of Croxon Cream, to discontinue unfair advertising practices, including the representation that its cream will permanently remove hair from the human body when used over any period of time. The company is also directed to cease advertising erroneously that its cream will prevent the regrowth of hair, will permanently destroy the hair and hair root, or that it is a treatment based on an entirely new principle and is the result of extended research by doctors, during which sections of skin were taken from human bodies.

The Federal Trade Commission today announced issuance of an order directing Henry B. Tonnies, of Cincinnati, trading as Landis Medicine Co., to cease and desist representing his medicine by statements which imply that it is a cure, remedy or competent treatment for high blood pressure or ailments which cause high blood pressure. Tonnies described his preparation as "Special Prescription Tablets," and "Landis' Special Prescription." He did not contest the Commission's proceeding, but consented to issuance of an order to cease and desist from the practices charged.

The Federal Trade Commission has dismissed a complaint charging Nurosol Laboratories, Inc., New York City, with misrepresentations in the sale of a preparation described as a treatment for epilepsy. Dismissal followed the signing by the respondent of a stipulation in which it agreed to cease and desist from the unfair methods of competition charged. The company had

traded also as Renesol Laboratories, Inc.

Abandonment of practices claimed to be in violation of the NRA retail code by a Philadelphia furniture dealer, the Linde Store, Inc., and the Lynch Sales Co., of Cleveland, Ohio, charged with fictitious price marking, is agreed to in a stipulation entered into with the Federal Trade Commission by those concerns, and announced to-day.

The companies agree to cease advertising merchandise with fictitious or exaggerated prices, or below cost, or if it is sold below cost in a bona fide clearance sale, it shall be so advertised, marked and sold, in compliance with the Code of Fair Competition for the Retail Trade.

The Lynch Sales Co. is engaged in the business of planning and conducting special sales for manufacturers, wholesalers and retailers and was employed in that capacity by the Linde Store, Inc.

The Federal Trade Commission has just issued an amended complaint in the matter of Minnie L. Flournoy and Mattie Flournoy, of Columbus, Georgia, trading as C. J. Moffett Medicine Co. The original complaint was issued in August, 1933. The amendment is in a list of ingredients of "Dr. Moffett's Teethina Powder," described as a remedy for infants' ailments. The complaint charges misrepresentation of the curative powers of the product. According to the amended complaint, the respondents have until Friday, June 29, to show cause why the Commission should not enter an order requiring them to cease and desist from the practice charged.

Representation of a dealer in nursery stock as being a producer is alleged by the Federal Trade Commission to be an unfair method of competition in a complaint just issued against First National Nurseries, Inc., Rochester, N. Y., and Leland C. Brown, president and principal stockholder.

The very use of the word "nurseries" in its corporate name is misleading, the Commission charges, as this respondent does not maintain a nursery and is not a producer of plants, shrubbery and trees as the term is generally understood, but is a dealer purchasing such stock for resale. According to the Commission's complaint, First National Nurseries described itself to the public as "growers of fruit and ornamental trees and plants" and as "growers and importers of nursery stock."

The company is given until Friday, June 29, to show cause why the Commission should not issue an order re-

quiring the company to cease and desist from the practice complained of.

Ten agreements to cease false advertising practices are contained in stipulations made public by the Federal Trade Commission.

A Cincinnati cap maker will stop publishing alluring inducements to salesmen, while a Scranton physical culture institute will no longer exaggerate the size to which human muscles may grow after they have been subjected to exercises it prescribes.

Cincinnati Cap Co., operating as Taylor Hat & Cap Manufacturing Co., Cincinnati, advertised in part as follows: "I'll pay you \$19 a day to wear and demonstrate my amazing hats." The Commission found a number of the company's statements as to earnings of salesmen to be exaggerated and misleading in others. The company agreed to cease and desist from its misrepresentations.

"No matter what condition you are in now, I will put you through a special course so that when you graduate from my muscle factory your make-over will be the amazement of your friends, neighbors, relatives." So advertised Jowett Institute of Physical Culture, Inc., Scranton, Pa. This respondent agreed to cease representing that a pupil, following its course of instruction, would be able to increase the size of his biceps, forearms or wrist to any definite measurement or by any definite amount, or develop a "grip of steel" etc.

George W. Flowers, trading as "R" Products Co., 143 North Wabash Avenue, Chicago, dealer in a medicinal preparation for treating hyperacidity of the stomach, agreed to discontinue advertising his product as a competent treatment for stomach ailments unless he clearly indicates that it will be effective only when these ailments are caused by gastric hyperacidity.

E. E. Bayles, trading as Bayles Distributing Co., 1804-1806 Grand Avenue, Kansas City, Mo., vendor-advertiser of a poultice plaster for treating leg sores, will cease representing that his plaster will heal, cure, eradicate or stop leg troubles, sores, ulcers, fungus growths or any condition of the body accompanied by acute inflammation or irritation, unless such statements are qualified to indicate that the poultice may not prove effective in all cases.

Representing that Buxton's Compound is a competent treatment or an adequate remedy for rheumatism, will be discontinued by D. H. Buxton, trading as Buxton Medicine Co., Abbot Village, Me., vendor-advertiser of a treatment for muscular aches and pains attributed to rheumatism.

The publisher of a daily newspaper of wide interstate circulation who

printed advertisements alleged to contain false and misleading representations for the manufacturer and vendor of "Gray's Ointment," waives his right to be joined as a party respondent in proceedings instituted against the advertiser before the Commission, and agrees to abide by any action by the Commission against the advertiser.

Arthur A. Nottenburg and Daisy Sanders, trading as Zenome Products Co., New York City, advertising and selling "Zenome," a preparation for use in feminine hygiene, agree to cease and desist from representing, either directly or inferentially, that the product may be used as an effective abortifacient and is intended for the use of "worried women."

The publisher of a "psychology" magazine of wide interstate circulation printing advertisements alleged to contain false and misleading advertising of the vendor of a correspondence course of instructions in proper diet for cure of diseases; the publisher of a story magazine carrying alleged false advertisements of a manufacturer of an antiseptic deodorant, and the publisher of a style magazine carrying alleged false advertisements of a manufacturer of hair dye, all waive their rights to be joined as parties respondent in any proceedings which may be instituted against the advertiser, and agree to abide by any action taken by the Commission against the advertiser.

The Steel Workers' Convention

Although the steel strike situation remains officially deadlocked until the union convention tomorrow will have made its decision, indications are that there will be less pressure than before for an immediate strike, even from among the militant sponsors themselves.

Lack of detailed preparations on the part of union leaders, including creation of adequate financial reserves, is causing many workers to doubt the wisdom of a showdown at this time. Only in a few points around Chicago and in Pennsylvania is the sentiment of the workers in favor of immediate action, and that sentiment is confined to 5 per cent. of the union men employed. The other 95 per cent. fully realize that a strike at this time would be fatal to the infamous union cause and end in idleness and beggary for those who go out on strike.

Steam heat for your automobile is provided through a new heater which requires only three-fourths of an ounce of water to operate, utilizes a boiler unit mounted in the exhaust pipe.

The embers of the American spirit need fanning into a flame.

Items From The Cloverland of Michigan

Sault Ste. Marie, June 11 — The Chamber of Commerce here is urging our Representatives, Brown and James, also Senators Vandenberg and Couzens, to work for the enlargement of Fort Brady. The arguments are sound for such a policy and are particularly valuable from the standpoint of the establishment of an aeronautical unit. Location in the Upper Peninsula for winter maneuvers, both in the air and on the land, is a consideration which must appeal to officials. The strategic position is at Sault Ste. Marie because the importance of the shipping is acknowledged and the recent hot weather in the Lower Peninsula will help impress the climatic values here for extensive summer movements. Active follow-up work should be engaged in by the business men and those interested in making the Post what it should be.

"Don't get drunk at St. Ignace if you hate to work." That is the new slogan adopted by the city council last week. Men arrested there, when given a jail sentence for being drunk and disorderly, are forced to do clean-up work—not a bad idea. We may all take that into consideration, as there is much of such hilarity going on which might as well be utilized in this manner.

Ed. Fenlon, Representative, returned last week to his home at St. Ignace, after spending some time at Lansing in the interest of his district. Mr. Fenlon said the proposed scenic road from Cedarville to DeTour is virtually assured as a Federal project. It is one of the first for consideration under the new Federal set-up, which is handling an appropriation of four hundred million for road work in the United States. Re-routing of the road will be accomplished from three miles North of Hessel in order to direct traffic into the Les Cheneaux country, instead of having it go North to Rockview.

The Uncle Tom's Cabins owned by Thomas Fornicola on Ashmun street, near the intersection of US 2 and M 121, are now opened for the season. Tom has been granted a beer license to his supply store. The cosy little log cabins are very attractive and comfortable.

It is getting so now that a person killed by an automobile may be said to have died a natural death.

A new cheese factory has been opened at Goetzville by Kovatch Bros., which will be known as Chippewa Dairy Co. The factory is already turning out long horn and daisy cheese, which is being sold to the local markets. It is said to be of fine quality, which will make it popular in Chippewa county. This new enterprise will be a benefit to the farmers around Goetzville, which is fast developing as a dairy district.

DeTour will soon have another good restaurant, which will be conducted by Mrs. D. J. La Fountain in the new Lehman stone building on the main street. Mrs. La Fountain will also carry a small stock of confectionary and soft drinks and will be prepared to accommodate the tourists during the season.

A gas station and service has been added to the T. A. Taylor trucking plant at St. Ignace, which will be in charge of Kress Reavie as manager.

"Dollar Easier" says a headline, but in the headline is about the only place we find it that way.

Milo Welch and his brother, Eugene Welch, who are conducting the tourist cabins at the camp site, purchased the launch, Bide-A-Wee, a 71-foot cruising yacht in Detroit last week. The ship has a 100 horsepower gasoline power plant. It was built 14 years ago at a cost of \$35,000 on the Atlantic coast. The boat is ideally suited for their purpose. They plan to make 6 mile excursion trips down the river around Sugar Island and evening trips through the

locks. The boat can accommodate fifty persons and has sleeping quarters for fourteen in addition to a galley, dining room, etc. A cook will direct the cuisine during the summer season. The daily trips around Sugar Island will start July 1.

Pat Gorman has opened a store at Sherman Park for the summer season. He will carry merchandise for summer picknickers and campers. Sherman Park is a popular place during the hot weather, with comfortable seats and a fine sandy beach, making the place an ideal spot.

Paul Besner, president of the Sault-Detroit Club, paid the Sault a visit last week. He declared that he believed the Sault will experience the biggest tourist season in years. He attributes this to two factors—improved economic condition and hot weather. Mr. Besner is enthusiastic about the Nicolet celebration, to be held here in July, and pledged his support in Detroit. Mr. Besner is a former Sault business man who has been living away from the Sault twenty-six years. He is an enthusiastic booster for the Sault. Each year he makes at least one trip to the Sault, visiting friends and relatives.

The Detroit Board of Trade "All Michigan Recovery Cruise" will be in the Sault June 15 on the steamer Greater Detroit. About 300 have already made reservations for the trip. Members of several Midwestern chambers of commerce, located outside of Michigan, will also make the cruise with the Southern Michigan delegation, coming from as far East as Wheeling, W. Va.

Who ever figured that gas and hot dogs would come to the rescue of the farm?

L. A. Behling, for the past five years manager of the Soo Builders Supply Co., has taken over the location of the Tymon Lumber Co. and will conduct a business in lumber and building materials. Mr. Behling came to the Sault with the W. H. White Lumber Co. as office manager. When the White mill closed he became affiliated with the Soo Builders Supply Co. He has been in the lumber industry for the past eighteen years. The new plant will handle a complete line of building material. Supplies are now being received and the office is open for business. Mr. Behling is well known here and has many friends who wish him success in his new venture.

A new gas station and garage has been opened at St. Ignace, opposite the Highstone store, and has been named the St. Ignace Motor Co. Elmer Gustafson, Francis McCrary and Allen Ogle are in charge of the repair establishment. Besides offering repair services on all makes of cars. The garage carries a complete line of accessories, gasoline and oil.

William G. Tapert.

Scents Boost Sales

When Mrs. America goes shopping for lingerie, hose, or even some material for curtains, she may be influenced in her purchase by the delicate aroma arising from the article the salesgirl shows her. According to the Chemical Division of the Department of the Department of Commerce, synthetic perfumes are proving useful as sales stimulants. More and more American chemists are making progress in the production of synthetic perfumes and flavors, made from coal tars. The downward trend in imports, apparent last year, is still continuing. Prior to 1914, these were obtained chiefly from Germany. During the first quarter of 1934, imports were valued at only \$13,300.

Serve your organization, not self, and it will serve you.

MEN OF MARK

Arthur B. Hansen, Local Manager Dun & Bradstreet, Inc.

Arthur B. Hansen was born in Chicago, April 28, 1872. When he was six years old the family removed to Grand Rapids, his mother passing away when he was 21 years old and his father dying when he was 28 years old.

He attended public school until he was twelve years old, when he went to work as messenger for R. G. Dun & Co. He subsequently worked in all the different department of the office until January 1, 1915, when he was made manager, a position he still retains. He has now rounded out fifty years without changing his employer, which is a record very few men can boast.

Mr. Hansen was married October 3, 1899, to Miss Caroline Frances Rasch, daughter of Alois Rasch, who conducted a grocery store on Canal street for many years. He and his wife have



Arthur B. Hansen

lived ever since their marriage at 335 Second street. They have had no children. Mrs. Hansen is a devout member of St. Marys church. Mr. Hansen has but one fraternal relation and that is the Elks.

He has had only twenty weeks vacation in fifty years, which is, probably, a record few men in this or any other community can show.

When Mr. Hansen went with R. G. Dun & Co. there were four men in the office—Charles McWhorter, Manager, George Kelly, chief clerk, Robert Hunting, stenographer, and himself, messenger. There are now twenty persons in the office, including two city representatives and two outside representatives. The business of the company was originally located at 65 Canal street. It was subsequently removed to the City National Bank building; in 1888 it was removed to the Widdicombe building and in 1900 to the Michigan Trust building, where it has since remained. There have been seven managers since the office was opened in this city, six of which have been during Mr. Hansen's employment as follows:

R. T. Nettle
Charles McWhorter
A. W. Ferguson
L. P. Witzleben
C. E. McCrone
A. H. Crittenden
A. B. Hansen

In March, 1933, R. G. Dun & Co. purchased the Bradstreet agency, which was evidently about on its last legs at the time of sale. No employee of the local Bradstreet office was taken over by the purchasers. In fact, business was at so low an ebb that less than twenty-five subscribers were found on the books of the Bradstreet agency which were not already taking service from R. G. Dun & Co.

Mr. Hansen attributes his success to hard work and to persistency of a high character. He is not much of a man to sound his own praises and it has been like getting blood from a turnip to secure the information given in this brief reference to his life. His career has been an open book in the community. Everyone knows him and all who know him respect him highly for his many admirable qualities of head and heart.

Electric Appliance Sales

After the record sales of electric refrigerators and other household appliances this spring, demand has been falling off lately, although at a slower rate than had been anticipated by some manufacturers.

Sales prospects in the coming months are held favorable also. In addition to the improvements made in such devices this year, their operating costs in many sections of the country have been further reduced by lower electric power rates.

Whether the T. V. A. appliance promotions program will add to the industry's sales volume to a large extent is still considered doubtful. Dealers in some Southern areas are said to be indifferent, if not actively hostile. There is also a marked reluctance on the part of some of the prospective purchasers in the Tennessee Valley to incur financial obligations to the Government out of proportion to their current income, it is said.

Indians and Wild Game

Buffalo, deer, antelope and wildfowl in plenty may once more be found soon in the Indian's country. Wild life in abundance may be restored to many sections of the country, under the protection of the Indians, who are natural conservationists. The plan is being worked out by Secretary of the Interior Harold L. Ickes and Commissioner of Indian Affairs John Collier.

A herd of fifty buffalo have already been sent to the Pine Ridge Reservation in South Dakota from Yellowstone Park. A large area has been fenced off. Nearly 1,000 small lake-reservoirs have been completed, and 1,500 more are to be constructed and stocked with bass and other fish. They are expected to become a refuge for migratory fowl.

Our thoughts govern our destiny.

Sidelights on Lansing and Near By Towns

Grand Ledge—Grand Ledge is but one of many towns in which the hotel has closed owing to insufficient patronage, so I found good lodging in the home of the former hotel proprietor. I was told that while the tile factory here is running with a good force of men, the other factories employ much less than the normal number of people. I was informed by one of the leading merchants that business men of the town are much in need of loan facilities in order to carry on their business to advantage. He said he had written to Washington to learn if the Government has an agency which makes loans to merchants. It is expected that one of the banks here will open soon under a re-organization plan, but the prospect of securing loans from it is doubtful. I was told by one of the merchants they have a Chamber of Commerce, which includes in its membership many of the citizens and farmers in the surrounding territory. Some time ago a meeting was called to be addressed by an outside speaker, who was to discuss the evils of the chain store system. There was a good attendance at the meeting and among those present was a local chain store manager. The officer in charge of the meeting then decided to change the subject of the speaker, so that instead of speaking on this vital issue, he gave a superficial talk, interspersed with jokes and stories. It is high time that home merchants cease to show any timidity toward these greedy invaders of their community. No one has anything against the employees of the chain stores. If the merchants of Grand Ledge could have the patronage of the community, these chain employees would all have jobs with them, and the profits on trade would stay at home. Many towns and cities have made the mistake of accepting membership fees from the chain stores which impoverish their communities. Instead, they should recognize them as enemies. They not only harm the local merchants, but they drain the community of its money and this hurts labor and property values of every kind. For many decades this beautiful little city was noted for its wealth, its substantial business blocks, fine schools, churches and residences. A number of factories gave constant employment to many people. Since the chain store system of looting was permitted, by refusal to enforce the Federal anti-trust laws, not only towns and cities have been impoverished, but it extends to every township and county in the state. This critical situation demands legislative action for gigantic monopolies are draining Michigan of hundreds of millions of dollars each year.

Lansing—Schmidt Bros. are just finishing the remodeling of one of their four stores, the one on Saginaw street. Here they have one of the finest food stores in the city. To-day they are using a full two page advertisement in the local daily, announcing the opening of the new store and quoting prices matching any of the chains. Frank A. Rouse, 106 East Grand River avenue, will close his store in a few days for

remodeling, when it will be open as a strictly cash and carry store. Credit has not proved satisfactory. To accomplish this transformation he has engaged an expert to do the planning, as he says he fully realizes how difficult it would be for him to get "out of the rut" of old-time methods, so he is entrusting the transfer to another. In my travels I meet many merchants who have long been in business, and with most of them it is very difficult to change their routine. I believe Mr. Rouse has acted wisely and would suggest his plan of change to others, who would like to get their stores more up-to-date. Had an interesting chat with Harold V. Bervig, Secretary of the Michigan Hardware Association, who has a wonderful view of the city in his high office in the tower of the Capitol National Bank building. We entered at some length into the effect upon communities invaded, as Lansing is, by all of the big National chain stores. It was agreed these come here, as elsewhere, for the profit on trade, the life blood of every town and city, which they take away to the financial centers, thus impoverishing local communities. Mr. Bervig said, one of the biggest problems of his Association is to protest to manufacturers, whom he considers are largely responsible for cut prices, by granting special discounts to the large buyers. Much of the trouble in retail trade would smooth out if the manufacturers would treat all merchants alike. The petition of Michigan merchants, sent to President Roosevelt by the Tradesman, seems to be well timed. The daily paper states that the Commission appointed under the NRA, of which Clarence Darrow is chairman, has received recognition in the interests of smaller business, and stating the anti-trust laws must be enforced against greedy monopolies, which have destroyed thousands of small merchants and made life miserable for the rest of them. It is the hope of the merchants who signed the recent petition to the President, that he will act promptly in the enforcement of the anti-trust law.

I am trying a little experiment here of presenting the managers of stores with a copy of the Tradesman, with request they look it over carefully. A day or so later call again and see if I can get their subscription. This I will try on other than food stores. Called on three or four to-day who should have our services. All were former subscribers but I was unable to land them. All had sold a. f. oleo. Thus far have not found a merchant with a claim.

One of the most methodical food stores I have been in for some time is that of Hunter & Co., 333 North Washington avenue. Stock is very artistically arranged, so patrons can take a basket and make their selections. Fresh garden foods and dairy products are kept in special coolers. Delivery is free on purchases above \$1.50, those below, a charge of five cents is made. Another neat and busy food store was that of Childs & Co., 2320 East Michigan avenue. I had to wait some little time to see the manager, as the store was crowded with buyers. This firm reports business much better than last

year. They also have another store in East Lansing.

Had a pleasant chat with George A. Minsky, the alert manager of several mutual insurance companies, located in the Mutual building, owned by the Millers Mutual Fire Insurance Co. Imbedded in the concrete walk in front of the building are a number of old time French burr circular stones, which one day probably revolved in some early Michigan flour mills. I was told the mutual fire insurance companies have come through the depression in very good condition; that all approved claims have been paid promptly, and that it was not necessary to lower salaries of employees. A glowing tribute was paid by Mr. Minsky to the Tradesman and its editor for the valuable educational work it has carried on for years, and which has saved policy holders, among whom are hundreds of merchants, many thousands of dollars on insurance costs.

In my interviews with many Lansing business men I did not find one who does not realize the serious affect the many National chain stores are having upon the welfare of the city. I was in the college town of East Lansing, where not a single food merchant is left on its main business street. If the M. S. C. wants to do something helpful to the state and its own community, it should add a new course to its curricula and teach the economic loss that falls upon every community when its people forget the home owned business and give their patronage to the greedy chain store monopolies, which are doing more to impoverish this state than all other causes together. These gigantic monopolies have no interest here but to get the profit on trade, which is the lifesaver of every community. The M. S. C. was founded to teach the science of agriculture and the proper methods of building and retaining soil fertility. It is well known that you cannot crop farm land year after year without depleting the fertility of the soil. Crops must be plowed under and fertilizers applied in order to keep the fields productive. This same principle applies to cities, towns and villages. The profits on trade are the fertilizer of business life. When it is sent away daily by the big chain stores, never to return, business languishes and property values lower. This is what ails this college town and the Capitol city, and it is high time our university and college professors were finding this out. The condition of this Nation is but a reflection of our educational system, just as much as does the mirror reflect yourself when you look into it. Great wealth has long sought control of what is taught in schools, colleges and universities. It has been liberal with endowments for education such as it desires. What is needed in our country is not more higher learning, but more humanitarianism on how to "live and let live"; more practice of the Golden Rule. If the M. S. C. and other colleges would espouse the cause of the struggling masses in distress and build up a fighting force against the "money changers in the temples," which the President indicted as destroyers of civilization, these tax-supported institutions would be per-

forming a vital and fundamental service to the people. Education is all right, but when American youth is ready to take up its life work, it should not be confronted with gigantic monopolies seeking control of the necessities of the people. These boys and girls were promised something better in life than a job in a chain store or a position as a truck driver. Few young men can enter commercial business with small capital and succeed in competition with the big chain stores. The time is not far distant when the people will awake to the destructive effect it is having upon their own welfare, and they will no longer patronize them. Had pleasant chats with the heads of various state departments, including that of the Auditor General. In my travels in the U. P. last year, I visited the home city of the present State Auditor, John K. Stack. I could not but notice the loyalty and esteem in which he is held by his home people who know him best. The newspapers have aired considerable complaint against the State Auditor, claiming he seeks to restrict expenditures claimed not under his jurisdiction. It is just too bad we have not more men of this type in public office. The chairman of the State Liquor Commission refuses to permit the audit of his books by the office of the Auditor General, claiming this department is to be kept clear of politics. Who ever heard of liquor interests keeping out of politics? Any business man knows that as the state is in the liquor business, its stock of liquors and retail stores, warehouses, etc., is a part of state property and as such is under audit control of the Auditor General, as are all other departments.

Mason—The little city of Mason reminds me of other county seat towns in Ohio where the business district is about the courthouse square. This section has had no recent rains and crops are suffering. Trade was reported better, however. Called upon editor, V. H. Brown of the Ingham County News, and took occasion to commend him for his editorial efforts in digging into state extravagance in 1932, the report of which had much to do in deciding a change of administration. As he is yet a member of the state house, it will probably continue his investigations and if the present administration has not done better than the former one, he will again act as "watch dog" on extravagant legislation and expenditures.

Leslie—Liked the village of Leslie so well that I decided to remain over Sunday. I believe the good people of this beautiful village have more than ordinary intelligence. A year or so ago one of the big National chain store corporations opened here in the belief it would be rich picking in helping to fill its Wall street coffers. However, it was disappointed and after a year packed its stock into one of its big trucks and moved to more green pastures. May there be many other communities as wise as the people here, who see clearly their village cannot be prosperous, unless the profits on trade stay at home. E. B. Stebbins.

Evil deeds contain inescapable penalties.

MOVEMENTS OF MERCHANTS.

Parma—W. K. Booth has purchased the grocery stock of B. F. Peckham.

Mayville—The Mayville State Bank has increased its capital stock from \$25,000 to \$55,000.

Montrose—The Montrose State Bank has increased its capital from \$20,000 to \$40,000.

South Haven—The J. R. Spelman Co. has reduced its capital stock from \$75,000 to \$50,000.

Fostoria—The Fostoria State Bank has increased its capital stock from \$20,000 to \$45,000.

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

Otsego—The First State Savings Bank has reduced its capital stock from \$50,000 to \$30,700.

Detroit—The Ashlee Funeral Home, Inc., has been organized with a paid in capital stock of \$1,000.

Lansing—The Cuban Health Products, Inc., has increased its capital stock from \$5,000 to \$50,000.

Dearborn—The Dearborn Fuel & Supply Co. has decreased its capital stock from \$25,000 to \$20,000.

Lansing—Don Gary has opened an antique shop and used furniture warehouse at 1113 North Washington avenue.

Lansing—Brooks, Inc., has been organized to handle retail merchandise with a capital stock of \$1,000, all paid in.

Yale—Gough & Sons, Inc., will handle undertaking and deal in furniture with a capital stock of \$10,000, all paid in.

Detroit—The American Tire Guard Co. has been organized with a capital stock of \$250,000, of which \$100,000 is paid in.

Mt. Pleasant—The Mt. Pleasant Cement & Muddling Co. has been organized with a capital stock of \$3,600, all paid in.

Lansing—The International Frictionless Brake Corporation has been organized with a paid in capital stock of \$60,000.

Detroit—The Scotts Co. has been organized to handle wines and whisky. The capital stock is \$50,000, with \$26,000 paid in.

Lansing the Crouse Dairy Co. has been organized to handle dairy products. The capital stock is \$50,000, with \$22,250 paid in.

Detroit—The R. & G. Mercantile Co. has been organized to deal in merchandise. The capital stock is \$20,000, with \$1,000 paid in.

Detroit—The Fred C. Marshall Sons, Inc., has engaged in the undertaking business with a capital stock of \$10,000, all paid in.

Detroit—The Ziegler-Hatter Breweries, Inc., has been organized with a capital stock of \$550,000, of which \$250,000 is paid in.

Detroit—The J. S. Cutler Shoe Co. has been organized to engage in the retail shoe business. The capital stock is \$1,000, all paid in.

Comstock—The Modern Home Builders Supply, Inc., has been organized

with a capital stock of \$13,000, of which \$7,000 is paid in.

Detroit—The Health-Mor, Inc., has been organized to handle vacuum cleaners, with a capital stock of \$5,000 of which \$3,500 is paid in.

Bellevue—Rex Olmstead, of Battle Creek, who has purchased Jack Hamilton's meat market on Main street, opened for business June 1.

Nashville—A Kist dairy product department has been opened in the Caley grocery. Ice cream, cheese of all kinds, buttermilk, etc., will be sold.

Detroit—Coffey & Granlund, Inc., has been organized to handle heating, plumbing and refrigeration. The capital stock is \$10,000, with \$3,000 paid in.

Saginaw—William P. Tredo, 77, who operated a clothing concern here the last 40 years, died yesterday at St. Mary's hospital after a two-year illness.

Detroit—The Dee-Ablo Corporation has been organized to engage in the retail merchandising business with a capital stock of \$50,000, of which \$1,000 is paid in.

Marshall—A notice of dissolution of the co-partnership of Carpenter & Green was filed with the county clerk to-day. The partners are Z. J. Carpenter and Harry A. Green.

Ann Arbor—The McClintock Laboratories, Inc., has been organized to produce soaps, varnish, paints and medicines, with a capital stock of \$15,000, of which \$11,600 is paid in.

Hamtramck—George G. Dembeck, a salesman with Borden's Farm Products Co., died Monday in St. Francis' Hospital. He was born in Detroit Oct. 1, 1905, and received his education here.

Grand Rapids—A meeting of Red & White Store owners and their wives will be held at the Rowe Hotel this evening. Dinner will be served at 6:30; to be followed by music and theatrical entertainment. It is expected that 200 will be present.

Grand Rapids—Lee & Cady have added two new Red & White stores to their list during the past week—C. R. Lamb at Silver Lake and A. E. Curtis, Est. at Stanton. The latter has conducted a Red & White store at Edmore for several months.

Lansing—Charles Brenner, for many years associated with the plumbing and heating firm of Brenner & Wilford, has disposed of his interests in the company. Mr. Brenner plans to open a distributing and servicing business for household equipment of various kinds.

Detroit—M. A. Ringland, Inc., U. S. Warehouse Building, has been formed here by M. A. Ringland in association with E. J. Fossen. The company will represent Good Luck Foods, H. G. Prince & Company, Tom Corwin Canning Co., Curtice Bros. Co. and Fruit Belt Preserving Co.

Lansing—Henry E. Crouse, one time stockholder in the Winans Dairy Co., has announced to customers of the company, that the Crouse Dairy Co. has purchased the Winans Dairy Co. business and all assets and property. Mr. Crouse is president of the newly organized Crouse Dairy Co.

Lansing—Work of remodeling and redecorating the interior of the space in the Walker block, Grand River and Washington avenues, is being pushed by G. C. Kopietz, who leased the property recently. Mr. Kopietz plans to add a grocery and general food business to his meat business, which has been located in the same block for many years.

North Muskegon—Cromley's inn on the Bear lake channel, which has been closed for the past few months, will be re-opened Saturday by Mr. and Mrs. Floyd J. Cromley. Mrs. Cromley, formerly Miss Helen Petroski of Lakos cafe, will assist her husband. Remodeling and redecorating of the inn is being completed. A license to sell beer has been obtained.

Detroit—Lee E. Allen, for twelve years a partner in the May-Trot Shoe Store, has opened a new salon under the title of the "Shoe Counsellor," on the second floor of the Stephenson Building, in the heart of Detroit's uptown shopping center. Allen is specializing in corrective fittings, which, he says, have been his ideal of the shoe field for a score of years.

Flint—A new shoe department, carrying a complete line of men's, women's and children's popular-priced shoes, was opened at Seitner's department store. The new department, which occupies a separate room in the basement and has seats for 36 customers, is in charge of Donald Leonhardt, who has managed shoe departments in Michigan and Ohio for eight years.

Grant—Mrs. Fred Longwood, 56, died Sunday night following a stroke a week ago. Her husband is a long-time merchant of Grant, chairman of the Newaygo county welfare board and a member of the Grant council. She was virtually a lifelong member of the Methodist church. Funeral services were held at the home Wednesday, with burial at Newaygo, former home of the deceased.

Milford—The funeral of Frank T. Kennedy, shoe merchant of Milford, was held last Friday. Burial was at Howell. Mr. Kennedy died of heat prostration Tuesday while making a trip to Salisbury, Md. He was born in Howell sixty-two years ago and was a bachelor. He was a member of the Elks and the Knights of Columbus. He had been engaged in the shoe business thirty-five years.

Detroit—Bernard Anspach died Monday of heart trouble while visiting at the home of Mrs. Pauline Schiff, in Cleveland. He was born in Wyandotte fifty-one years ago and had lived in Detroit forty years. For twenty years he was a merchant on Gratiot avenue and of late years had been in the wholesale meat business. He was a member of Ashlar Lodge, F. & A. M., and Temple Beth El. His wife, Anna, and two sisters, Rose Anspach and Mrs. Leon Van Vliet, survive.

Detroit—Sam Friedman, who has conducted a jobbing house in Cleveland for several years under his own name, is opening a new store in Detroit under the name of the Freedman Shoe Company, varying the spelling of

his name slightly for his local business. He is handling a general line of shoes, men's, women's, and children's, in popular priced groups. J. L. Marx, who was formerly president of B. Marx & Sons, an old wholesale firm in this city, now out of business, is Detroit manager for the Freedman Shoe Co. The entire Michigan territory will be covered.

Marion—Romance and the call of his profession are blended in the return to Marion of Dr. J. F. Carrow, from Cadillac to this place. Coincident with his return to Marion to take over the practice of Dr. J. F. Stibal, came the announcement of his marriage Sunday to Mrs. Mary Dryer, who conducts a department store in Marion. Dr. Carrow practiced in Marion for twenty-three years before going to Cadillac, where he has been located nine years. He is a former coroner of Osceola county. Dr. Stibal, who has been practicing in Marion for about two years, has left with Mrs. Stibal for Omaha, Neb., where he will practice in the future.

Manufacturing Matters

Detroit—The Kerwin Candies, Inc., has been organized to manufacture confectionery. The capital stock is \$5,000, with \$4,000 paid in.

Detroit—The Arthur Colton Co., manufacturer of pharmaceutical machinery, has increased its capital stock from \$100,000 to \$500,000.

Detroit—The Consolidated Chemical Co. has been organized to manufacture chemicals. The capital stock is \$5,000, of which \$4,100 is paid in.

Detroit—The National Steel Furnace Co. has been organized to manufacture furnaces. The capital stock is \$10,000, of which \$5,100 is paid in.

Flint—The Peerless Manufacturing Co., Inc., has been organized to import and deal in bird food. The capital stock is \$30,000 with \$16,000 paid in.

Drouth Relief Purchases

The initial effects of the Government's drouth relief measure are currently being felt in the meat markets, reports indicate.

Because of heavy Government buying, meat prices generally have held up well in face of heavy offerings. However, the spread between prices paid for first and lower grades has been gradually widening. Good hogs and choice yearlings are at a premium, while lower grades of meat are being sold at weakening prices.

Prospects are that Government operations will prevent larger price reductions in many commodities now being offered under emergency conditions. It is doubted, however, that reserves accumulated under the Government purchase plans will be sufficient to prevent substantial price increases later in the season after emergency offerings have come to an end.

A new self-opening die head replaces the usual large chaser with carriers which take small, high-speed insert chasers. Lower costs, reduced set-up time, fewer adjustments are claimed.

Essential Features of the Grocery Staples

Sugar—The expected advance of 55c per 100 lbs. put in an appearance last Friday. Jobbers now hold cane granulated at 5.24 and beet sugar at 5.02.

Tea—The first hands demand for tea has been quiet during the week. Prices, however, have been fairly steady. In primary markets values were mostly firm, except on grades which have declined on account of poor quality.

Coffee—Early in the week the market for future Rio and Santos coffee, green and in a large way, advanced and became more active. Later the tide turned on account of easier news from Brazil and prices went off several points. As to spot Rio and Santos, green and in a large way, an advance occurred early in the week which lasted a day or two and then was succeeded by a little weakness. Demand is only fair. Milds show no change for the week. Jobbing market for roasted coffee remains about unchanged. Consumptive demand for coffee excellent.

Canned Fruits—The fruit packs present generally unfavorable aspects as a result of weather conditions.

Canned Vegetables—Following reports of the widespread damage to the new pea crop in the Middle West, a pronounced buying wave is reported, much of it for Middle Western markets. As a result prices on Southern peas have bounded upward and at present standard 4-seive No. 2 tins are quoted at \$1, factory, and 3-seive at \$1.05. In addition to peas, it is learned that the dry weather which has been experienced throughout western New York State has made prospects for beans and tomatoes very poor, with canners pretty gloomy about the future of these vegetables. Iowa reports that sweet corn is in critical condition.

Canned Fish—New pack prices on Columbia River salmon have arrived. Independent brands are quoted at \$1.80 for fancy halves and \$3.25 for pound flats, with premium brands offered at \$1.90 to \$1.95 and pounds at \$3.40, Coast. The catch thus far on Columbia River is said to be almost negligible. The season is reported to have been unusually early and the run of fish managed to get upstream and into various tributaries before the official opening. Prospects for Alaska salmon are still very doubtful, as the long-shoremen's strike continues and supply boats for Alaska are limited to bare necessities.

Dried Fruits—There is a little improvement here in dried fruit, according to distributors. A large volume of orders has been coming in since Memorial day. The improved demand has been fairly general in scope, but particularly noted in some of the intermediate grades of apricots, raisins and the smaller items. There is a routine business being done in Santa Clara prunes, but these are not as active as distributors would like to see them. However, there are some hopes that the consumption of prunes this summer will be increased if new fruit crops generally are as short as indicated and canned fruits work higher in prices. Not many price adjustments are going on just at present. There was a slight

stiffening of ideas on raisins following the signing of the marketing agreement, but this was more or less discounted before the pact actually went into effect. Prices in California are holding well, fluctuations being limited to a very narrow range and future sentiment is unimpaired. Some little anxiety to sell prunes keeps a slightly easier undertone to this item, but the outlook for the new crop is such that the spot market is fundamentally strong and any recession is bound to be limited in number and degree. Greek currants have worked lower abroad and prices here show an easier undertone, although it is understood that spot stocks are light abroad. The prospects of a larger new crop is considered to be the principal reason for holders showing anxiety to move out goods by trading on present levels, because new currants will be lower in price.

Beans and Peas—There has been some firmness in dried beans during the week on account of the hot dry weather in some of the growing sections. This has been accompanied by slight advances here and there. Demand is still very quiet.

Nuts—The nut market is rather quiet. With the exception of shelled filberts, which have declined some abroad and here, prices have been generally well maintained. There is expected to be a better demand for shelled walnuts when domestic goods are out of the way and it is understood that stocks are now cleaning up well. Almonds and Brazils are firm.

Olives—Olives continue very firm. Spot supplies are rapidly being worked off and before new supplies arrive here early next winter many sizes promise to be cleaned up. Similarly Spanish shippers are short of stocks. It is understood that about 3,000 casks remain for sale in the primary center, or about 25 per cent of normal at this time of year. No further price advances have been made, but the outlook is for continued strength.

Olive Oil—The olive oil market abroad shows little change. There was a slight recession in prices in Italy last week, owing to strength in the lira, but otherwise the market for shipment was holding its own. First hands here recognize that stocks are limited abroad and that any sustained increase in the demand for oil would result in higher prices. There is fair business being done here for oil under the better known labels.

Rice—The rice market has been a little more active in a routine way here as jobbers have found their stocks getting to lower levels than they desired and some replacement business is being done. The course for the future will be one of watchful waiting, pending the outcome of the Government's pressure for a considerably higher basis on rough rice in the coming season. With the probability that fixed prices on clean rice may be dropped at the end of the present season millers are afraid that the cost of rice will attain heights which cannot be maintained by present purchasing power.

Salt Fish—Demand for mackerel and other salt fish is still very poor and

will stay that way until fall. Prices are unchanged.

Syrup and Molasses—Demand for sugar syrup seems to be rather better than usual at this season. Production is still limited. Compound syrup has shown an advance of 20c per hundred weight on account of the general upturn in grains. This has caused an improvement in the demand, which has been slow for a long time. Molasses is quiet on account of the season. Prices unchanged.

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—5c per lb.

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

Cabbage—New from Indiana, 80c per bu.

Cantaloupes—\$2.75 for standards and \$3.50 for jumbos.

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

Cauliflower—\$1.75 per crate for California.

Celery—Florida, 6 and 8 doz. crates, \$3.75.

Cucumbers—Home grown hot house command 50 @ 60c, according to size.

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

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

Light Red Kidney from farmer.. 3.75

Dark Red Kidney from farmer.. 4.50

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

Fancy, fresh white.....18c

Candled, fresh.....17c

Candled, large pullets.....14c

Checks.....12c

Garlic—12c per lb.

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

64.....\$4.00

70.....4.00

80.....4.00

96.....4.00

Green Beans—\$2.50 per hamper for Louisiana grown.

Green Onions—20c per dozen.

Green Peas—\$1.75 per hamper.

Green Peppers—40c per dozen.

Honey Dew Melons—\$2.50 per case.

Lemons—The price is as follows:

360 Sunkist.....\$8.00

300 Sunkist.....8.00

360 Red Ball.....7.00

300 Red Ball.....7.00

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.

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.....\$6.00

176.....6.00

200.....6.00

216.....5.75

252.....5.50

288.....5.50

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—70c per bu.; new from Florida \$2 per 100 lbs.

Poultry—Wilson & Company pay as follows:

Heavy Fowls.....11c

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—Home grown are now in command of the market. The quality of most of the stock is not up to standard, due to drought and hot weather. Sixteen qt. cases fetch \$1.50 @ \$2. It is thought that the recent rains will improve the quality of late berries.

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

Tomatoes—Hot house, 80c per 8 lb. basket.

Turnips—60c per dozen.

Veal Calves—Wilson & Company pay as follows:

Fancy.....7½c

Good.....5c

Watermelons—60c.

Wax Beans—\$2.50 per hamper for Louisiana.

Cause of Grasshoppers

Grasshopper epidemics such as those which occurred last year in many parts of the West are not caused by the killing off of wild birds and the cutting down of forests. E. L. Chambers, State entomologist of the Wisconsin Department of Agriculture and Markets, points out that this is shown by historical accounts of grasshopper plagues of pioneer times. In parts of the Dakotas, Montana, and Canada, the hoppers were so numerous in 1933 that agriculture now faces a serious situation. Not only have the grasshoppers increased in numbers, but a species called the "migratory grasshopper" has developed which will fly miles to obtain better feeding grounds.

Drought Causes Grocery Spurt

All divisions of the wholesale grocery market are on a firm price footing this week as a result of the fears roused by the drought in the West. Although sharp price advances are absent, there is a slight upward tendency in manufactured cereals and a number of other related products. Buying is extremely active with both chains and jobbers ready to make commitments well into the Summer on staple products. In some quarters it is held surplus grain stocks will prevent a sharp increase in prices, but the majority of buyers are anxious to cover requirements well in advance.

MUTUAL INSURANCE (Fire and Life)

Some Problems Which Confront Mutual Fire Insurance

A farmers mutual operating throughout Indiana found its loss ratio mounting a few years ago because of the shingle roof hazard. Instead of loading the rate to cover its losses and then waiting for nature to take its course, it got busy and developed a spark arrestor, took to the field, and sold the idea to its policyholders. In two years something like 50,000 inspections have been made and 30,000 spark arresters installed. The saving in losses the first year was more than half the cost of the arresters; over a period of five years the investment will have proved to have been a wise one.

On the other side, I recall a bitter fight we had in one of our legislatures over a bill to regulate the rating bureau in a manner that would have tripled the expense of operation. It all came about because the rate on a printing establishment had been increased to cover the hazard of a gasoline can which the owner pitched out the back door the moment it was called to his attention. The inspector should have handled the matter in much the same way while on the ground; had he done so, with an appropriate fire prevention lesson, he would have made a friend for the business instead of an enemy, and we would have saved ourselves a lot of grief and much time.

I understand full well that a fire prevention campaign such as I have in mind will cost money—but even so we might better spend a million dollars to prevent fire than spend a million dollars for ashes. More to the point, however, it is to make an active fire preventionist out of every man who earns his living in the fire insurance business. If we can drive the lesson home to our own people, the remainder of the job will be simple; for, sad to relate, we fire insurance men, taking us by and large, are just about as careless as the remainder of the world. I attended a fire prevention meeting a few years back which was made up wholly of insurance men. We were on the sixth floor of an office building and during the course of our conversations on the best way to make the public fire conscious, we all but ruined a beautiful rug with our cigars and cigarettes. About the time we had satisfied ourselves with the work accomplished, we heard the fire department clanging under our window, and soon after the phone rang. It was one of the first floor occupants who in no uncertain terms informed us that some dampool had thrown a cigar out of the window and burned up his owning. Did I make it plain that this was the annual meeting of a State Fire prevention Association?

Now I have courted Lady Nicotine in all her moods and fancies, with the exception of chewing snuff; I am no longer one of her suitors because of a rebellious set of nerves, but as an ex-member of the guild I have a right to

speak and I hold the opinion that if we could do something with the general run of smokers, we could make a sizeable dent in our loss ratio. Fire prevention means something more than resolutions—it is a movement that calls for the best we can give and if we fire insurance men are really in earnest about our jobs, we will go home and do something about it.

When it comes to expenses, I know I am rushing in where angels fear to tread; because when we talk about expenses we are talking about agents' commissions. Of course, you all know that I am a dyed-in-the-wool mutual man; often in my ecstasy I feel that a man can hardly expect to get to heaven if he does not carry mutual insurance, but in case you do not know it, let me inform you that the agency system is fast becoming an integral part of mutual insurance, so that when I am talking about agents' commissions I am making no distinctions—I am talking about mutual as well as stock. Insurance has been my life work; I am now in my 41st year in the business. I love it and I am somewhat jealous of its good name. The business offers a wonderful opportunity for service and the man who is willing to render it will be rewarded in a fair manner, as he should be; but I insist that insurance is not a place of refuge for the wrecks of other lines of endeavor; nor should it furnish a means of livelihood for the sons-in-law and brothers-in-law and uncles and aunts of those who may have insurance to place; nor should it provide a part time job for bankers, real estate men, and lawyers. Insurance is a dignified business which calls for brains, tact and a willingness to serve, and its affairs should be in the hands of those who are insurance-minded; men who will not only write fair rules, but who will live up to them. If insurance companies generally would give more thought to the class of men they pick to represent them and then see to it that they become insurance men in the best sense of the term, we would be able to rid ourselves of all those who have attached themselves to the business for whatever they can get out of it and permit the man who renders real service to his customers a chance to make a fair living. When we get down to that basis, we can reduce commissions to a point where they will be fair to all concerned—and this question of expense will then settle itself. But the business simply cannot go on carrying a crowd of people who render no real service for the money they receive.

I often feel that we ourselves are responsible for many of the ills which beset us, because we are such novices when it comes to public relations. We seem to be eternally fighting something or other instead of spending some of our time creating good will. Whenever any governing body wants a little extra money, it just slaps another tax on us; we may fume and resolute, but we pay it. Now if there is one thing we must do, both as citizens and insurance men, if we are going to protect our interests in the future it is to take an active part in the life about us. Golf is all right as a pastime, but the world is not run from the golf grounds.

For many years I have been a member of the insurance committee of our local chamber of commerce. This year I am chairman of the committee and believe me when I tell you it has been one of the least active committees in the whole organization and chiefly for the reason that it has been difficult to get fire and casualty men to take any interest in the work of the chamber. And what is true of Indianapolis I find to be true of many other cities.

Life insurance men, on the other hand, are most active, not only in the work of the chamber of commerce, but in all other civic activities. They are the backbone of our community fund drives. On the occasion of making up the insurance committee a few months back we were surprised to find that two large general fire and casualty agencies domiciled in our city and writing a large volume of business did not even hold a membership, nor did any one in either office hold a membership. Indianapolis, as you know, received honorable mention in the inter-chamber fire waste contest this year. Well, the chairman of our fire prevention committee is secretary of the Indianapolis Water Co. and his committee is made up largely of men who have no connection with the fire insurance business.

Fire insurance, as I have said, has a part to play in this world of ours and our future depends on how well we play it.

I must confess that I become somewhat bewildered when I try to get an understanding of the many problems that confront us—and probably one of our troubles lies in the fact that too many of us are attempting to solve the problems of the world, while our own remain unsolved. So let me stress what I have already tried to say—the cost of fire insurance and its allied lines must come down to a point where property owners can carry the protection they should have without feeling that it is a burden; that the way to reduce the cost is to reduce losses and expenses—losses to be reduced through more intensive fire prevention work, especially among those who get their living out of insurance; expenses to be reduced through more efficient operation; and the whole business to be brought into closer relations with the public.

This is a program that is within reach of everyone of us; and if it is but

carried through it will be of not only lasting benefit to the country; but will lift fire insurance out of the handmaid class and tie it into the business structure in a permanent and lasting way.

J. J. Fitzgerald.

Prevent Fire Accidents in Homes

Newspapers carry gruesome stories of children and adults burned to death in homes.

It is high time for eliminating fire hazards. One of the most common and easiest eliminated is accumulation of trash in attics, cellars, barns and garages.

Wherever piles of rubbish, paper and oily or paint soaked rags are tolerated, there is a constant invitation to fire through carelessly discarded matches, cigars and cigarettes, as well as spontaneous ignition. The first step in eliminating fire accidents, therefore, is thorough clean-up of all trash.

Work with a paint brush is recommended, for a spic and span house seldom burns.

According to the National Board of Fire Underwriters, carelessness with matches and smoking materials is one of the greatest causes of fire (\$30,000,000 in 1932). Continuation of high losses to life and property from this source is an absolute disgrace. Matches should be kept in non-burning containers and out of the reach of children; handy ash trays should be provided and common sense should be exercised when using smoking materials and matches.

In Summer, when heat is no longer needed, is the time to clean the heating plant, repair it if necessary, and get it ready for next fall. Chimneys should be cleaned and inspected at this time.

Summer cleaning of fire hazards may require the services of others than yourself. All who thus employ workmen to help them, will be aiding the recovery program at a time when additional work for the unemployed is such a vital need. Do your part!

An automatic oil reclaimer has been developed especially for operators of small fleets of cars. Capacity is said to be up to 10 gallons a day; output, 80 to 85 per cent. of dirty oil.

A two-speed transmission is built into the pedal assembly of a new bicycle. A small lever shifts gear instantly.

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

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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

Protect Your Farm Property From Lightning

April showers not only bring May flowers but they often initiate us into the storm season. Good old-fashioned electrical storms are not unusual at this time of year.

First we recommend that you have your buildings protected by insurance. Then recommend the protection of all important farm buildings where thunderstorms are frequent and intense, particularly where human or valuable animal life is involved. The best type of equipment should be used when practicable, although almost any kind of an installation is preferable to no protection at all.

In the case of lightning fire, if insurance is carried it may nearly reimburse the owner for the money value, but the property is nevertheless destroyed and represents a waste. Moreover, a long period of time may elapse before a building may be replaced, and the contents, as of a barn, may not be insured, and yet may be the result of a year's labor. Also, many persons experience an exaggerated fear during thunderstorms. A protected building is one of the safest places at such time, and the stopping of this fear and the attendant discomfort, apart from the safeguarding of the property itself, fully justifies the installation of an adequate protective system.

It is sometimes stated that lightning conductors "draw lightning," which is true to a slight extent, and for that reason their use is not desired. A stroke of lightning near a rodged building would very likely be diverted to the conductors and pass to the ground without harming the building. On the other hand, if the building were unrodged, the stroke would probably cause damage; hence it is advisable to protect all buildings that are either valuable of themselves or house valuable contents in such regions as are subject to damaging lightning.

The presence on a building of lightning conductors with their elevated points serves in a very small way to discharge electricity silently during storms. That the silent discharge of a few grounded air terminals on a building or group of buildings can do but little toward preventing lightning strokes can very readily be understood when proper consideration is given to the magnitude of a thunderstorm and vast accumulation of electricity involved in its relation to the dimensions of houses beneath the storm cloud and the small conductors thereon. The conductors merely serve to direct a stroke to the ground should it happen to come near the building. The air terminals and conductors on one building or even on many buildings grouped together are entirely insufficient to prevent strokes, as is obvious from the fact that trees are struck in the midst of forests.

The use of metal conductors to protect buildings from lightning damage began with Benjamin Franklin's experiment in 1752, since which time the scientific world generally has advocated the protection of houses, barns and other property from lightning. Experience has proved conclusively that when the equipment is carefully and in-

telligently selected and installed the protection afforded is almost complete.

To protect buildings from lightning, concise, practical, and up-to-date information on the subject is needed; and to obtain the greatest degree of protection with the type of installation chosen, there should be definite specifications for installing the equipment. Specifications given by rodging companies for various rods and fittings of different materials will enable the prospective buyer to make an intelligent choice of the one best suited to his need.

Farmers and rural people of the United States are now in full realization of the value of fire prevention and protection in farming communities. Formerly the attitude toward farm fire was one of fatalism; it was considered one of those things which just happened and about which little could be done. This was especially true of lightning, which was considered an act of God. The unfortunate farmer of the past, perhaps already hard pressed for money, simply lost his house, his barn, or all of his other farm buildings, his household effects, perhaps his machinery, grain, and hay, perhaps all his food supplies. A member of his family may have been killed in such fire—it is estimated that every year 3,500 people on farms lose their lives by fire. The farmer's capital and investment and the accumulations of many years of hard work may have been wiped out by one zig-zag of lightning. But what could be done about it?

Rural changes and improvements of the last dozen years have brought about a change in the attitude of people on farms toward farm fires. Education in fire prevention has saved many lives and much property.

Rural fire prevention has ceased to be an experiment but even in this fire enlightened age it is estimated that the loss from fires on farms is nearly one-fourth of the national fire loss. And this does by no means represent all the loss. Food supplies and productive goods are lost, as are raw materials upon which city industries depend. The farm factory is forced to suspend business for a time. Taxable property is lost. Farm families are made homeless. Through social and economic loss it becomes a national problem.

So the never ceasing efforts of farm fire prevention go on. Your part and my part of this national duty lies in the safeguarding of our property and lives from fires in our homes and on our own farms. You have been educated as to proper construction of chimneys and flues, as to spontaneous combustion, as to matches, smoking, etc., and now if we have properly impressed upon you the necessity of properly rodged buildings our efforts will not have been in vain.

Several Eastern food merchants are increasing store traffic through a plan under which housewives are invited to call daily at their neighborhood store for 30 consecutive days, are given sets of drinking glasses and pitcher for doing so. The housewife is not required to buy anything, merely to present an attendance card which the store manager stamps.

NRA Release Abandons Price Fixing

In a right-about face movement last Thursday, the NRA Administration turned its back on price-fixing and adopted a new policy which will affect all codes which have not been approved as well as require the revision of probably half of the approved codes. The new policy bans fixing of minimum prices except in emergencies which necessitate such action to halt destructive price-cutting.

The NRA Release (No. 5600) provides:

Open Price Filing: Prices, discounts, rebates, allowances and terms and conditions of sale shall be filed with a confidential disinterested agent of the Code Authority if any and if none, with an agency to be designated by NRA. Immediately upon receipt such data shall be sent to all such members of the Industry and their customers as shall apply therefor and defray the cost thereof. No higher price shall be filed within 48 hours. No member of the industry shall sell or offer to sell except at filed terms and conditions; nor shall he enter into any combination or conspiracy to fix prices or intimidate others either by himself or in any such combination or conspiracy.

Costs and Price Cutting: Any member of such code or of any other code or the customers of either may at any time complain to the Code Authority that any such filed price constitutes unfair competition as destructive price cutting, imperiling small enterprise or tending toward monopoly or the impairment of code wages and working conditions. Such Code Authority shall within five days afford an opportunity to the member filing the price to answer such complaint and shall within fourteen days make a ruling or adjustment thereon. If such ruling is not concurred in by either party to the complaint, all papers shall be referred to the Research and Planning Division of NRA, which shall render a report and recommendation thereon to the Administrator. In an emergency, declared by the Administrator, after proper showing of cause, and for such time as the Administrator may determine, stated minimum prices may be approved by the Administrator.

Accounting Provisions: Codes should contain clauses recommending principles of cost finding appropriate to the industry and approved by the Administrator, but no such methods shall be obligatory and none shall suggest uniform additions to total sales cost in the form of percentages or differentials, designed to bring about arbitrary uniformity in costs or prices.

Adjustment of Codes: Pending codes and codes hereafter submitted shall be adjusted to these policies. Divisional Administrators shall seek through agree-

ments with Code Authorities of approved Codes to amend them to conform with these policies and, wherever resistance is encountered, the subject shall be taken up with the Administrator.

Tariff Board Changes

Reduction of the membership of the Tariff Commission from six to four and possibly changes in the present personnel will be discussed by President Roosevelt with members of his Cabinet and other advisers shortly, it is made known.

There are two vacancies now existing and the term of one of the remaining members expires about the middle of June. The President is disinclined to fill the vacancies, it is indicated, perhaps because the commercial policy committee will do much of the work of negotiating and working reciprocal tariff agreements and will require a greatly augmented staff.

The President, however, will refrain from making appointments and changes in personnel until after Congress adjourns because he does not want to stir up any more trouble that can be avoided. There are a number of appointments to be made and others are in prospect. In the latter category, Senate Democratic leader Robinson is seen being given an appointment to the Supreme Court bench.

Price Control to Persist

Once the confusion caused by the wide and partially misleading publicity given the new NRA price policy rules has cleared away, it will be found, many business men believe, that many other changes in code practices will result.

Except in instances where the code is likely to be made a political issue, as in the case of steel, the detailed examination of conditions that is to precede changes in existing code provisions will lead to numerous deviations from the new general price policy. This will resemble the situation that developed in connection with the original blanket code wage and hour standards.

Only in exceptional instances, it is believed, have price control provisions in the past been approved by NRA officials before spokesmen for industry had clearly demonstrated the need for them. The immediate revival of price cutting in some lines that followed publication of the order has already demonstrated, it is believed, that the Government cannot afford to force a general return to unregulated prices.

Business cards are packed in vest-pocket-sized cardboard packets—25 to the packet—by one printing company; handy, neat, the packets save soiling and wastage of cards.

Onion sets are packed in one-pound transparent-cellulose packages by an Illinois company.

THREE FACTORS WATCHED

Unless conditions in the Fall change radically, retail results for this year are likely to maintain the improvement shown in both the Harvard and Controllers' Congress reports on department stores, and specialty shop operating results, in 1933, issued during the week, according to views in various retail circles.

In some quarters, however, it is felt that the factors which made for the improved gross margin showing in 1933 are no longer as strongly operative as they were last year, leading to the belief that, to some extent at least, important differences from 1933 results are in the making.

Briefly, the elements, aside from drought and the threats of labor disturbances, now receiving most careful scrutiny for their possible effect upon merchandising profit this year, are

1. The increasing tendency toward a lower mark-up. It is estimated that initial mark-up has dropped by one-half to 1 per cent. in recent months, against a rising mark-up during the last half of last year.

2. A possible increase in mark-downs of one-half to 1 per cent. Last year in the period of rising prices, mark-downs on the average fell to 7.1 per cent. from 9.6 per cent. according to the Harvard report.

3. The indicated retail price level for the coming Fall shows a stable to lower trend, making it difficult to achieve a further rise in the size of the average sale, but which may tend to swell the number of transactions. The apparent merchandising trend is to put greater stress on the lower-price lines in order to minimize consumer sales resistance, a development inevitably leading to a lower average sale.

The major factors credited with creating the "turnabout" in retailing last year were a rise of almost 3 per cent. in gross margin to 36 per cent., reflecting the price advance, the accompanying increase in the size of the average sale and the marking up of stocks to market replacement value.

This rise in the size of the average transaction also brought about the apparently contradictory phenomenon of a decline of 1.4 per cent. in the expense ratio to 38.1 per cent. in the face of the fact that actual dollar volume for the year declined. No merchandising profit resulted on the average for the year.

During the first quarter of this year, most of these favorable factors, over which the stores intrinsically had no control and which were responsible for the better showing last year, continued to exert their effect. The continued good gross margin and the substantial gains in dollar volume, as for example in March, undoubtedly swelled merchandising profit and caused a further reduction of about 1 per cent. or so from the 38.1 per cent. noted in the Harvard report for 1933.

From April on, however, the situation has begun to show some evidences of important change. Those departments, for example, which led in the heavy initial sales spurt, beginning in May and culminating in August last year, due primarily to consumers trying to beat the price rise, are the ones

which recently have shown the greatest customer sales resistance and sales in these departments undoubtedly will average substantially under a year ago. These lines principally include home furnishings, furniture, floor coverings, cotton piece goods and domestics, including blankets, etc.

Favorably offsetting this, however, is the fact that despite the marked slowing down in such goods, department stores have been able thus far this year to report sales volume increased over 1933. Whether such gains will continue during the next two months is doubtful. It is highly essential, however, that sales for the entire Fall period be at least equal to a year ago, inasmuch as 54 per cent. of the year's department store trade is done in the last half of the year.

Should sales volume be equal to or slightly greater than a year ago, the expense ratio of 38 per cent. reported for last year should not show adverse change. From the standpoint of merchandising profit, however, the highly important gross margin percentage may be adversely affected by lower mark-up, increased mark-downs and a smaller average sale in contrast to 1933.

CROWDED WITH ACTION

Developments of major importance to business interests crowded upon each other last week. Legislation included signing of the Stock Exchange Control Bill and the amendments to the Securities Act and also the Corporate Reorganization Bill. The measure giving the President power to negotiate reciprocal tariff agreements was passed. From abroad came the British notice of suspension of payments on her war debt.

A sensational crop report was released toward the close of the week, showing the lowest June condition on the records, even as the steel industry was wrestling with its threatened strike. However, the drought was relieved in part by rains, and there were indications that a labor board would be set up to deal with the steel problem.

The NRA Administration went a step further and decided to eliminate further price-fixing provisions in codes. At first it was understood that this would apply to all codes, but later it was announced that changes in established codes would be the subject of negotiation. Just before this new policy was made public the automobile industry launched a series of price reductions, hoping thereby to hold up retail demand, which showed some slackening when the figures were advanced last Spring.

Crop conditions are pushing up cereal prices, and the food industry was busier in the week on orders placed to avoid advances.

PRICE PROVISION CHANGES

In view of the later interpretation, hopes were raised prematurely over the change in NRA policy which would eliminate price-fixing provisions in the codes except when price cutting became "destructive." This order, it was made clear, is to apply only to new agreements, and changes in the present code are to be negotiated with the code authorities.

Industries under this new ruling will be permitted to keep their "open price" arrangements, but on the condition that prices be reported to a disinterested agency for distribution to all members and to customers, as well, who are willing to pay for the service. The "waiting period" during which, it has been charged, pressure is put upon sellers to abandon reductions, is eliminated. Posted prices may not be advanced within forty-eight hours, but may be reduced without time limit. While uniform cost-accounting systems will be encouraged, no one will be forced to adopt them.

Until it was made known that these regulations did not apply to codes already applied but are subject to agreements by code authorities, there was considerable price unsettlement in many lines, indicating, incidentally, how artificial some of these "protected" prices are. More than half of the codes have pricing provisions of one kind or another.

In spite of the milder form for effecting this change in policy, it is likely that price easing will be accentuated in many lines. Companies that can sell lower and still make profits will not wish to "hold the umbrella" very long for those not so fortunately fixed when they have reason to believe that present restrictions are on the way out.

PROFIT MOTIVE SAFE

In his "security" message to Congress at the close of the week President Roosevelt took occasion to emphasize that in the long-range program of social benefits outlined "ample scope is left for the exercise of private initiative." He declared: "We have not opposed the incentive of reasonable and legitimate private profit. We have sought rather to enable certain aspects of business to regain the confidence of the public. We have sought to put forward the rule of fair play in finance and industry."

These words were undoubtedly aimed at the many critics who, because regulations in the common interest have removed their customary sources of inordinate gain, have charged that the administration was aiming both directly and indirectly at destroying the profit motive in business. The security measures proposed by the President, on the contrary, seem to assure a stability to profits which has been quite lacking in the past. The aim is really smaller profit per unit, but more in the aggregate—the underlying principle of mass production and mass marketing.

Actually, there appears to be small ground for complaint with respect to the recent profit showing in some quarters. Thus, the Federal Reserve Bank of New York reports net profits of \$119,000,000 for 308 companies in twenty-two lines of industry for the first quarter, as against a loss of \$53,300,000 in the first quarter of 1933. This was the best showing since the first quarter of 1931, when profits of the same companies amounted to \$134,800,000.

Instantaneous, concentrated heat flows from the nozzle of a new portable electric unit built like a hand gun. It is offered for garage use in thawing radiators, drying plugs, etc.

DRY GOODS CONDITIONS

Retail trade picked up last week. Lower prices featured in the usual clearances stimulated consumer purchasing, while seasonal needs in sportswear and vacation goods prompted other buying. The first effects of the Western drought upon trade were reported from stores in that region and one chain inserted a clause in orders permitting cancellations up to 50 per cent. if conditions grew worse.

So far the volume of retail business in this area is running about in line with May sales and an increase of 5 or 6 per cent. over a year ago is predicted for the first half of the month. Special effort is being made here to reduce stocks before the semi-annual inventory date.

Chain stores doubled their April gains on the average last month, the figures now show. A compilation by Merrill, Lynch & Co. of the sales of twenty-two organizations shows a May increase of 12.95 per cent., as against a gain in April of 6.17 per cent. The two mail-order houses did not make such headway.

In the wholesale merchandise markets demand was quieter for seasonal but also for other reasons. A readjustment of values is going on in line with the retail pressure for lower prices. Manufacturers may seek to justify their quotations on the basis of higher costs of one kind or another, but buyers are insisting that consumers have definitely indicated that they are in no position to follow the advances named late in the Spring season.

RETAIL PROFIT SHOWN

In the Harvard and Controllers' Congress reports on retail store operations in 1933 which were issued during the week, there were two features. Gross margins increased last year and enabled the stores to "turn the corner" and show a small profit. Secondly, the smaller stores did comparatively better than the larger stores.

For the gain in gross margins rising prices were entirely responsible. The Harvard group making the study for the National Retail Dry Goods Association has not been in sympathy with the administration recovery program and apparently let its political feeling overcome scientific instinct by refusing to credit NRA with this phenomenon.

Similarly, the results enjoyed by the smaller stores could be traced to the relatively larger improvement in smaller centers which the recovery program instituted. Wage minimums meant large advances in many of these communities, when in areas of larger population they may not have meant so much.

There will be little cause for rejoicing on the part of store managements at what these figures show, in spite of the upturn after so many years. The circumstances were fortuitous and no basic change has been effected in store operation which is calculated to obtain similar results in the future. Prices were rising last year and the stores added a little more to their margins to keep on the safe side. The trend is now downward and the advantage is destroyed.

Unhappy is he who cannot find happiness in his work.

OUT AROUND

Things Seen and Heard on a Week End Trip

Out Around is again true to name. Out of town trips were resumed last Saturday after a suspension of several months, due to the accident Mrs. Stowe sustained in fracturing a hip. The trip included Kalamazoo and intermediate towns from Grand Rapids to Kalamazoo. At the latter city a brief call was made on William L. Brownell, who has now been confined to his home for some months. He is slowly recovering and will, undoubtedly, be back to his desk in a few weeks. I have known Mr. Brownell in many capacities. Over fifty years ago he was conducting the finest grocery store in Kalamazoo on Rose street. He was my first subscriber in Kalamazoo and has never missed an issue since. I knew him later as a wholesale grocer, corset manufacturer and advertising writer, in all of which he achieved distinction. He is an enthusiastic Mason from A to izzard, a high churchman of the Episcopal faith and official toastmaster of Kalamazoo. I am told by old time residents of the Celery City that he has never been known to repeat an off color story. Few toastmasters enjoy this kind of a reputation.

In a newspaper headline in a local newspaper recently Mr. Brownell was referred to as "the venerable." But a man whose pulse, temperature and blood pressure are normal is not old enough to be venerated. He is simply envied. Everybody wants to know the secret of Mr. Brownell's long and useful life. "Moderation and cheerfulness," says he. To this might be added the admonition of the late ex-Senator Cole, of California, who died in his 102d year: "Keep out of the easy chair." Like Joseph Chamberlain, Mr. Brownell has never paid much attention to exercise, although he now goes through the postures of the Daily Dozen. He is in training for the century mark, but his doctor thinks it is more important to keep out of drafts than to do calisthenics. Mr. Brownell is his own system. Henry Jenkins, who is reputed to have lived to be 169, had no system, and Thomas Parr, who died of London hospitality at the premature age of 152, observed no rules or regular time for "eating." That iconoclast, George Cornwall Lewis, sought to discredit Old Parr, but there is plenty of evidence to support a claim of great antiquity. His tablet in Westminster Abbey states that he lived in the reigns of eight kings and two queens. Mr. Brownell cannot explain why he is so old and yet so young.

I never go to Kalamazoo that I do not hear some mutual friend of Mr. Brownell refer to his kindness. "Never a disagreeable word, a bitter word, a biting word" has he said of another in all the years of his public speech. It is not his specific deeds that have given him wide fame. It is the pervasiveness of his love for his fellow-men, his genius for friendship,

the power of his geniality. No living American better incarnates the motto of "live right and you will die right," for he is known "here and everywhere" to many by the endearing possessive "our" and he has cheered on their way unnumbered friends during their careers. Mr. Brownell still keeps his happy outlook upon life. His gallery grows as he goes from strength to strength. Many of his earlier friends, have ended their earthly pilgrimages, but younger men and youth have taken their places in this procession of devotion and acclaim. Dr. Johnson was underestimating such a cheerful attitude as Mr. Brownell's when he said that it was worth a thousand pounds a year to have the habit of looking on the bright side of things. It is worth something beyond computation in the currency in which income taxes are paid. It is, indeed, as Thomas Carlyle said, "altogether past calculation." No tax can touch the income of the satisfaction which it both brings and gives.

June 30 ends the time when any grocer can obtain the rebate due him from the Government for oleo tax he paid for the fiscal year of June 30, 1930, to June 30, 1931. This applies only to those grocers who sold vegetable oleo only during the period named. I have never yet found any good reason why Uncle Sam should have taken advantage of the statute of limitations in handling this rebate. He collected the money illegally and retained it wrongfully. Invoking the aid of the statute of limitations places him in a very peculiar position—a position no honest man would want to assume.

The campaign of crime started by the striking union labor men at the Grandville metal working plant a week ago came to a sudden ending, due to the return of Ab. Carroll to the head of the police department of Grand Rapids. Within a very few hours after an outbreak occurred—five union slugers against one non-union man—Ab. Carroll waved his wand and the would-be murderers ceased operations. The business public naturally feels very secure over the return of the old police officer to his post, because those who know the man and understand his methods realize that the reign of the union slugger will be brief in this locality.

Thomas Ford, who has resided in Flint for the past eight years, has returned to Grand Rapids, locating at 324 Gladstone avenue. He has discontinued the drug line he sold for many years, because the manufacturer insisted on selling his product to the chain stores for about two-thirds the price he obtained from independent druggists. He now handles the products of the Robertson-Rausbottom Pottery Co., of Roseville, Ohio, and D.L.D. LeGear, manufacturer of dog food and animal remedies at St. Louis, Mo. He expects to see his trade twice a year, the return of Mr. Ford to the city in which he was born is a matter of congratulation all 'round, especially because he brings with him Mrs. Ford,

the charming vocalist with the golden voice.

A new director now sits on every board. He owns no stock, he votes no shares, but he casts the deciding vote in corporate management.

The NRA is preparing, it is stated, to wind up its job of code making by applying one general code to the miscellaneous small industries for which individual codes have not yet been approved. A general code has been drafted, which, in addition to maximum hour, minimum wage provisions and collective bargaining provisions, will have fair trade practice regulations which can be applied generally. Small industries would subscribe to this general code on a voluntary basis.

The House of Representatives passed the Kerr Tobacco Production Bill placing a heavy tax on tobacco grown in excess of A.A.A., contractual allowances. It is supposed to do for tobacco what the Bankhead bill is supposed to do for cotton.

I have received from dry goods merchants in several cities in Michigan requests that I prepare and send them a paper for their clerks to sign, agreeing to discontinue the purchase of groceries from chain stores. In each case I have written to dealers who have made this request, enquiring if they have taken the matter up personally with the clerks who are addicted to the practice of buying their supplies from the chains. In all cases the reply is substantially as follows: "No, we are afraid to discuss the matter with our clerks personally, for fear they will throw up their jobs with us."

As there are not very many jobs open to clerks who have voluntarily left their former positions, I cannot help feeling that the attitude taken by the employers is untenable and verges on the lines of cowardice, which is about the last attitude any merchant should assume in dealing with a menace which involves such dire results for the legitimate trade. The logical outcome of the situation can be stated in a few words, as follows:

Supremacy of the chain store means the bankruptcy of the regular merchant and the beggary of the clerk.

If the situation is calmly and dispassionately presented to the clerk by his employer, I believe that ninety-nine out of 100 clerks would immediately see the point and never again darken the doors of the octopus owned concerns whose dominance threatens the destruction of legitimate business and the introduction of chaos and confusion. If, after reading the above, any merchant is still so timid that he does not wish to take the matter up personally with his clerks, I can suggest the following agreement that the recalcitrant clerks be requested to sign:

Fully satisfied that the supremacy of the chain store means the destruction of legitimate business

and the beggary of the clerks who now hold living positions in the regular stores, I cheerfully agree in writing that I will under no circumstances patronize chain stores or permit my family to do so and that I will do all I can in all the ways I can to curtail the volume and profits of the alien owned institutions.

The extent to which Federal agencies are taking over the banking and mortgage functions of the United States is shown by a statement prepared by the Farm Mortgage Administration of the farm mortgages filed during the six months period from October 1933 to March 1934. Of the grand total of \$857,466,304 worth of mortgages recorded in all states, 70 per cent. were held by Federal Land Banks and the Land Bank Commissioner. But 2.6 per cent. were held by insurance companies, 6 per cent. by commercial banks, 13.1 per cent. by individuals, 2.3 per cent. by mortgage companies, and 6 per cent. by miscellaneous institutions.

The Federal farm mortgage agencies are, of course, the only source from which farmers can obtain loans in many cases at present, and it should also be considered that the mortgages recorded represent in thousands of cases the shifting of loans from banks and individual hands to the Federal agencies. These conditions are spoken of as temporary, but by the very nature of the situation it will probably never be possible for the Government to retire from the farm mortgage field entirely and a large part of this formerly profitable field for banks, loan companies and private investors will be permanently in the hands of the Government.

John H. Millar, who rounded out fifty years as salesman for the Putnam Candy Co. before retiring to private life, calls my attention to the fact that he was born May 27, 1857, and that his grandson was born May 27, 1927—exactly 70 years apart. Both are in fairly good health. "Ole John," as he calls himself, enjoys the best wishes of every customer he ever called on. He is good for many years yet and enjoys every day he is permitted to share in the good things of this world. He has only one obsession—he does not like to have his friends address him as Miller when his real name is Millar.

Bartel J. Jonkman writes me that he will be a candidate for prosecuting attorney of Kent County this fall on the Republican ticket. Mr. Jonkman has performed the duties of the office so completely to the satisfaction of all concerned that there should be no opposition on the part of anyone to his retention in such an important position. He has given everyone a square deal. The record of his convictions is greatly to his credit and his record of the cases he prosecuted which went to the Supreme Court show very clearly that his legal ability is equal to any occasion.

(Continued on page 23)

FINANCIAL

Reminiscences of the Famous Swindler Cassie Chadwick

In the year 1904 I had a great deal of business in Flint. The banks in business in that town were then dominated by a group of old-fashioned pioneers who would hardly loan any money unless there were gold dollars back of it. One man especially in the bank by the name of Atwood was particularly conservative. About that time occurred the incident in Cleveland of Cassie Chadwick. The matter was spoken of in my presence in the bank and one of the officers stated that if she appeared at Flint they were going to have her interview Mr. Atwood, and they were sure she would never get any of his money.

Some years before this I remarked to John Shank in the Peninsular club that a fellow townsman of his from Gallipolis, Ohio, was in town, and that I had met him, Captain Oberlin M. Carter. Shank remarked, "Captain Carter is a very fine gentleman," at which I exclaimed, "Why, he was tried and convicted of stealing five million dollars from the United States Government in the Savannah Harbor frauds." Said Shank, "I repeat, he is a fine gentleman. Anyone who can steal five million dollars is a gentleman."

By the same measure, Cassie Chadwick must have been a very fine lady. She was born in Canada. Her father was a section boss on the old Great Western Railway, with a family of six girls and two boys. She apparently was an ordinary little girl, not good looking but she had brown eyes that had a fascination about them. One day when she was a young lady, she announced to the little town that a relative had died in England and left her an heiress, and even had cards printed, "Betsy Bigley, heiress to \$18,000."

She appeared some years later in Toledo, Ohio, by the name of Madame DeVere. She induced a clerk in an express office to advance her money on the promise of wealth, stating that she was a member of a prominent Cleveland family, and finally when the clerk's accounts were checked up and the transaction was brought to light, they both were arrested. The clerk was exonerated on the plea that he had committed the act under the hypnotic influence of the woman, a plea as ancient as Adam. During the trial, it developed that in the years since she had left Canada, she had been swindling in various parts of the country. She was found guilty and sentenced to the Ohio penitentiary, but in 1893 was pardoned by Governor McKinley, afterwards President. She had been a very model prisoner and apparently had reformed.

About 1896 she married a Cleveland widower by the name of Dr. LeRoy S. Chadwick, who lived in a palatial residence on Euclid avenue in Cleveland. The Chadwicks were an old and prominent Cleveland family. From then on until 1904, Cassie Chadwick, as she was called, played the role of a wealthy society queen. She bought expensive jewels and it is stated played with diamonds as a child would with sand. She

bought eight grand pianos. One Christmas eve she invited her husband to go to the theater and on their return home the Doctor was amazed at finding an entirely different house. Mrs. Chadwick said, "This is your Christmas gift." While they were at the theater, furniture men and decorators had entirely changed over the house. The list of her extravagances would make up a book. The nerve and effrontery with which she obtained nearly two million dollars from old seasoned bankers—this little Canadian country girl, daughter of a section hand—furnishes a most amazing and outstanding example of the gullibility of the most hardened and conservative money changers.

Mrs. Chadwick called on an eminent Cleveland lawyer and told him she was a niece of Frederick Mason, a life-long associate of Andrew Carnegie, and that she had been bequeathed seven million dollars which was held in trust for her by Carnegie, and that he had suggested that she put these securities in the hands of a Cleveland bank and that she desired to have the lawyer go with her to New York to see Mr. Carnegie about it. The lawyer went with her and they drove up Fifth avenue to the Carnegie mansion. Mrs. Chadwick suggested as they stopped in front of the house that she had better go in alone, as it was a delicate matter and Mr. Carnegie might shy at the presence of a stranger. At any rate she entered the house and stayed twenty minutes to half an hour, and came out with a package which she said contained bonds and showed the lawyer two notes signed by Andrew Carnegie, the bonds and notes aggregating ten millions dollars.

Returning to Cleveland she took pains to impress the lawyer with the necessity of keeping the matter very quiet, hinting in confidence that she was the illegitimate daughter of Carnegie. The alleged securities were deposited in a bank and she obtained from the bank a receipt, specifying the same and then her raid began. She exhibited the receipt from the bank at Cleveland, Ohio, and eventually obtained from Oberlin and Elyria and Pittsburgh banks and others about a million seven hundred thousand dollars on these forged notes of Carnegie.

When the matter finally broke and she was arrested and reporters interviewed Carnegie, with a twinkle in his eye, he said that Mrs. Chadwick had proved one thing and that was his own credit must be very good when his name signed to a paper by somebody else could siphon nearly two million dollars out of banks. She was arrested in New York and when she returned to Cleveland, a great crowd of people met her at the railroad depot. They were not particularly unfriendly, but there were cries of "Where is the money?" and "How is father Andy?"

She was placed on trial in the United States Court and Andrew Carnegie was called as a witness to testify to the forgery. She was found guilty and sentenced to the penitentiary for ten years and was put in the prison laundry where day after day she bent over a wash tub, but she who had dealt with millions a few years before could

not stand it and in a few years she died and was sent back to the little town in Canada where she was born. Northern Ohio was called the Cassie Chadwick belt and they advertised a Cassie Chadwick nerve tonic and sold Cassie Chadwick money at five cents a roll all over the country.

Claude Hamilton.

Business Will Decline More Than Seasonal

In general, business is mixed. Some of the business indices show a recession while others are holding fairly well. Steel industry in comparison was relatively good but some observers point out the fact that the threatened steel strike may account for this showing. Bank debits show that business is receding. Recent acts of the Administration, however, indicate that substantial government spending will continue to offset the declining business trend. This means the tapering off of government spending must be postponed and the balancing of the budget in 1936 is now doubtful. The failure of private industry to take hold so that government spending could be withheld, leaves doubt as to the future of business and profits. The strike problem may also be an adverse factor this week.

It now appears that nearly all countries indicate some recovery from unemployment and there seems to be a general basis for improvement in most countries in the employment situation. Corporate profits and incomes are not comparable with a few years ago. Securities that were formerly measured by income yield and capital values can now be considered attractive due to a scarcity of new financing and renewed confidence in business and investments must be restored thru establishment of an unquestionable basis for currency and a currency agreement with the chief foreign nations. It is still expected that business will decline more than seasonal but will be offset somewhat by Government spending as previously mentioned in this article.

J. H. Petter.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Muskegon Brewing Company, bankrupt No. 5684. The first meeting of creditors has been called for June 21st, 1934, at 10 A. M.

In the matter of Wilbur D. Bryant, bankrupt No. 5692. The first meeting of creditors has been called for June 20, 1934, at 11 A. M.

In the matter of Edward Tornga, bankrupt No. 5722. The first meeting of creditors has been called for June 19, 1934, at 2 P. M.

June 4. On this day the schedules, reference, and adjudication in the matter of Gerrit Van Lopik, bankrupt No. 5724, were received. The bankrupt is a merchant of Zeeland. The schedules show total assets of \$3,011.61, (of which \$850.00 are claimed exempt), and total liabilities of \$17,113.00, listing the following creditors: State of Michigan, sales tax—\$ 20.00 City Treasurer, Zeeland—18.00 Fidelity Trust & Savings Bank, Detroit—13,000.00 Zeeland State Bank, Zeeland—925.00 Zeeland State Bank, Zeeland—2,150.00 State Com. & Sav. Bank, Zeeland 1,000.00

In the matter of James Houlihan, Inc., bankrupt No. 4975. The final meeting of creditors has been called for June 18, 1934, at 10 A. M. The trustee's final report will be approved at such meeting. There will be a dividend for creditors.

In the matter of Edward C. W. Geisler, doing business as Hermitage Battery Co. and Majestic Battery Shoppe, bankrupt No. 5465, final meeting of creditors was held under date of May 11. Fred G. Timmer, trustee, was present in

person. Bankrupt present in person and represented by Warner, Norcross & Judd. One account bidder present. Trustee's final report and account approved and allowed. Bill of attorneys for bankrupt allowed. Balance bills, notes and accounts receivable was sold to Robert Wilson for the sum of \$25.00. Final report and account of Receiver was approved and allowed, and Receiver was

Sealed proposals for the purchase of the Chelsea Cement Plant, located at Chelsea, Michigan, together with all land, equipment and buildings and sundry properties, will be received at the office of the secretary of the State Administrative Board on June 20, 1934 at 10 o'clock A. M. A certified check covering 10% of the proposed bid must accompany sealed proposal.

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City of Muskegon	
School District	5½% due 1956
Berrien County	
Highways	4½% due 1938
City of Grand Rapids	
Generals	4½% due 1942
City of Grand Rapids	
Schools	4½% due 1938

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discharged. Order was made for the payment of expenses of administration as far as funds on hand will permit, including balance bankrupt's exemptions under the stipulation heretofore filed. No objection to discharge. Final meeting adjourned without date.

In the matter of Susie M. Sorensen, doing business as Economy Wall Paper Store, bankrupt No. 5445, final meeting was held under date of May 11. Fred G. Timmer, trustee, was present. Bankrupt present in person and represented by E. J. Millington. One creditor present in person. Two buyers on account present. Trustee's final report and account approved and allowed. Balance bills, notes and accounts receivable was offered for sale, and there being no bidders, were abandoned as worthless and burdensome. Order was made for the payment of expenses of administration and for a dividend to preferred claims as far as funds on hand will permit. No objection to discharge. Final meeting adjourned without date.

June 4. On this day the schedules, in the matter of Muskegon Brewing Co., bankrupt No. 5684, were received. The bankrupt is located in Muskegon, Michigan. The schedules show total assets of \$180,320.69, and total liabilities of \$76,027.13, listing the following creditors:

City Treasurer, Muskegon	\$1,125.00
Hackley Union National Bank of Muskegon	3,225.00
Westerlin & Campbell, Chicago	1,144.76
George J. Meyer Mfg. Co., Cudahy, Wis.	18,000.00
Armstrong Cork & Ins. Co., Lancaster, Pa.	2,280.87
Tabor Pump Co., Buffalo	550.00
Clarage Fan Co., Kalamazoo	299.14
Graver Tank Co., East Chicago	340.60
Hathaway Motor Co., Muskegon	588.71
Allen Bradley Co., Milwaukee	76.58
Allis Chalmers Mfg. Co., Milwaukee	153.44
American Anti-Formin Co., Brooklyn	19.25
Anaconda Wire & Cable Co.	17.34
Birk Bros. Agents, Chicago	7,214.51
Birk Bros. Brewing Co., Chicago	11,055.71
Bishop & Babcock Sales Co., Cleveland	4.24
Brinen Lumber Co., Muskegon	390.38
Brooks Oil Co., Cleveland	45.50
Brunswick Balke Collender Co., Muskegon	131.50
Chaddock, Winter, Mulder & Alberts, Muskegon	726.74
Chicago Glue Corp., Chicago	5.00
City of Muskegon Water Dept., Muskegon	76.95
Connell Co., Muskegon	482.38
Container Corp. of America, Chicago	75.00
Dana Printing Co., Muskegon	70.31
Daniels Co., Muskegon	210.16
Detex Watchclock, Chicago	36.60
Dobb Teaming & Trucking, Muskegon	50.00
Easton Agency, Muskegon	114.90
Economic Materials Co., Chicago	113.13
Eureka Machine Co., Cleveland	52.50
Factory Supply Co., Muskegon	21.98
Edward C. Farmer, Muskegon	3,043.70
Goettsche & Co., Chicago	9.70
Godyear Service, Inc., Muskegon	32.11
Grand Haven Brass Fdry., Grand Haven	2.05
G. R. Paint & Enamel Co.	121.19
Greater Muskegon Chamber of Commerce	50.00
Gugler Lithographic Co., Milwaukee	409.50
A. Gusmer, Inc., Hoboken, N. J.	27.95
Wm. D. Hardy & Co., Muskegon	1.55
Hathaway Motor Co., Muskegon	30.68
J. J. Howden, Muskegon	51.89
Hume Grocer Co., Muskegon	32.28
Alfred J. Hunter & Co., Muskegon	221.79
Hutchinson W. H. & Son, Chicago	877.00
Illinois Engineering Co., Chicago	28.65
Independent Electric Co., Muskegon	977.26
Industrial Chemical Sales Co., New York	62.05
Johnston Bros. Inc., Ferrysburg	105.06
Kalamazoo Tank & Silo Co.	1,338.22
Klein Filter & Mfg. Co.	1,510.00
Lakesore Corp., Muskegon	71.23
Don Lakie, G. R.	2,674.72
Larsen Storage Garage, Inc., Muskegon	8.85
Liquid Carbonic Corp., Chicago	77.10
Lofgren Sheet Metal Co., Muskegon	107.27
Maihofer & Moore, Muskegon	175.00
F. L. Meeske, Muskegon	91.52
Meyer, George Mfg. Co., Milwaukee	20.10
Michigan Lithographing Co., Milwaukee	468.12
Motor Rebuilding & Parts Co., Muskegon	3.21
Motor Wheel Co., Lansing	5,498.50
Mueller Brass Co., Port Huron	38.79
Muskegon Associated Weeklies, Muskegon	63.00
Muskegon Bldg. Materials Co.	51.98
Muskegon Chronicle	352.50
Muskegon Dock & Fuel Co.	318.46
Muskegon Glass Co.	61.95
Muskegon Hardware & Supply Co.	163.57
Muskegon Office Appliance Co.	65.94
Muskegon Print Shop	40.76
Muskegon Syrup Co.	24.12
North Muskegon News	45.00
Northwestern Brewers Supply Co., Milwaukee	389.47

Postal Telegraph Co., Muskegon	.95
G. L. Puntnam Fyr-Fytr Co., Muskegon	10.00
Richards Mfg. Co., G. R.	40.32
Risk Insurance Co., Muskegon	39.90
Rubinsky Iron & Metal Co., Muskegon	90.76
Rundle Spence Mfg. Co., Milwaukee	65.22
Service Machine Works, Muskegon	160.32
J. E. Seibel Sons' Co., Chicago	101.60
F. D. Smith & Co., Muskegon	19.95
Standard Conveyer Co., North St. Paul	50.00
Standard Register Co., Dayton	136.25
Steel Fabricating Co., Muskegon	30.76
Swift & Co., Chicago	1.35
Towner Hardware Co., Muskegon	205.31
United Auto Co., Muskegon	1.24
Wahl-Henius Institute, Chicago	15.00

West Michigan Dock & Market Corp., Muskegon	60.00
West Michigan Consumers Co., Muskegon	10.80
Western Union Tel. Co., Muskegon	2.16
L. L. Williams Roofing Co., Muskegon	46.30
Chaddock, Winter, Mulder & Alberts, Muskegon	57.31
J. J. Howden & Co., Muskegon	150.00
J. J. Howden & Co., Muskegon	137.63
J. J. Howden & Co., Muskegon	300.00
Johnston Bros., Grand Haven	6,033.83
Young Radiator Co., Racine	100.00

of which are claimed exempt), and total liabilities of \$1,697.50, listing the following creditors:

State of Michigan, Lansing, sales taxes	\$ 224.00
Donald Whiting, East G. R.	75.00
Industrial Mortgage Co., G. R.	270.00
Preusser Jewelry Co., G. R.	3500
A. May & Sons, G. R.	55.00
Loveland Drug Store, G. R.	9.00
Pastoor Bros., G. R.	65.00
John G. Oom, G. R.	4.90
Hammer & Cortenhorf, G. R.	40.00
Siegel's, G. R.	160.00
Apsey's Jersey Farms, G. R.	17.00
Walter E. Miles, G. R.	25.00
Community Coal & Coke Co., G. R.	20.00
Dr. Oscar Frye, G. R.	60.00
Dr. Wm. R. Vis, G. R.	200.00

(Continued on page 22)

REMEMBER

WHEN SHE USED TO BE
YOUR CUSTOMER?

NOW SHE NEVER COMES IN

WHY does she . . . why do other former customers . . . now pass by your store to shop with your competitors? It can't be your meats that dissatisfy . . . they're always the best quality. It can't be your prices . . . they're always right. Then most likely it is your wrapping that's causing offense.

POOR WRAPPING LOSES MANY CUSTOMERS

Investigations have shown that inferior wrapping paper is one of the greatest causes of lost trade. No modern woman will repeatedly stand for soggy, leaking packages. Nor will she put up with paper that sticks to the meat, taints it and leaves a bad odor. No . . . she'll quit you for such offenses!

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RETAIL GROCER

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Second Vice-President—O. A. Sabrowski, Lansing.
Secretary—Herman Hansen, Grand Rapids.
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Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; Paul Gezon, Grand Rapids; Lee Lillie, Coopersville; Martin Block, Charlevoix.

Progressive Grocers Progress Under Pressure

"The one salvation for any retailer is that he place his own house in order by studying every phase of his own business," says Canadian Grocer. "This is proved by the fact that to-day there are thousands of independent merchants operating successfully in the shadow of large department and chain stores."

That is not new. Neither is change a new phenomenon. But the way merchants of each succeeding generation act in the face of perfectly normal change and development, one would think it was a brand new discovery.

Because of changes which strike us as unusually rapid right now, a review of some occurrences of the last thirty years is apt to be helpful; so let this be noted: That all the competition which has so closely pressed us of late years is precisely the same as department store development brought with it, years ago.

More: What followed was what we are witnessing now — have witnessed right along if we have had our eyes open — and the outcome is exactly what is reflected in Canadian Grocer's remarks.

For this is what happened. Department stores took in all lines. All had grocery departments; and, while some ran on the basis of making some profit on foods, most gradually made groceries a leader—though perhaps drugs suffered even more.

But department stores, exactly like chain grocers, beginning on the plan of selling "for less," soon exhausted that ammunition. Why? Because, while the organization was apparently well-balanced, it must be complete in each store. That put a heavy expense burden on it.

Let us assume seventy-two departments, with groceries and drugs as leaders. Each department was charged — is charged now — a set rental per square foot which varies with its location; and every other expense is similarly chalked up — must be, to keep even. This includes cost of advertising and windows, plus window dressers' salaries.

Next must come a percentage to carry the leaders—groceries and drugs. Commonly enough that runs to 1 per cent. on sales. But the great burden is the executive staff and the Big Men Up Stairs. Not unusual is it to pay 6 per cent. on sales to carry that item.

Plainly, then, the manager of any department must be an exceptionally able man or he could not make the grade. As plainly, too, a successful manager soon reasoned thus: "If I can make a profit on top of my heavy overhead here—plus all the 'loadings'—I can run a store of my own and

get rich." Moreover, he knew what he was thinking about.

Result was, department stores trained up their own competitors; so while the old-time, out-of-date merchants in every line fell out before this new competition, another generation grew up in mighty short order. It has long been true, therefore, that bright specialty merchants have been eager to get located right in the shadow of their great competitors.

Training Goes Right On

If this seems like a hard school, let us reflect that the best merchants are trained therein, and let us realize further, that the same process is always operating. No sooner does it seem as if the Little Fellow had no longer a chance, than we find him quietly edging into business on his own under some new or partly new formula. This because men have to make their way in the world, and there is nothing to sharpen the faculties like old Mother Necessity.

The old time merchant, meeting an average of 10 per cent. margin in a competitor, sighed and gave up. His son said: "What that man can do, I can do!" and he went in and won. He also set new standards for the former leaders to cope with.

And here is the final parallel: "Sell for less" being exhausted because of heavy overhead, department stores had to seek other appeals. They stressed quality, selection and wide range of stock. They put in rest rooms, writing rooms with fine stationery free, a hospital with trained nurse in attendance; and they ran the service appeal so far that "the customer is always right" cost them tremendous sums to maintain.

Thus expense mounted to 27, 29, 32, 35 per cent. and even higher. What kind of merchandise or service could justify such a retail expense burden? Well, it began to appear that no kind could carry it; and of late years the stores have cut out many of their service features, limited exchange privileges, lopped off the free stationery and otherwise cut costs.

The circle in this line is closing again in our line particularly. For with the change from sell-for-less groceries were put onto upper floors or eliminated on the basis that they were such narrow margin goods that expensive space could be better used.

But of late those stores have received a new view of groceries. That is that while they are narrow margined goods, folks eat daily and customers for foods who are induced to go to any store keep in touch with that store with great frequency. Thus, when they want women's garments, or men's wear, household goods, drugs, etc., they are just so much more likely to think first of where they buy their foods.

So to-day you find large city department stores re-establishing their grocery departments, and on the first floor, convenient to shoppers. But here, too, a great difference has come. For the new food departments are not based on loss-leader appeal. They do carry staples and price them in fairly even line with normal market conditions, but their appeal is on the trade up plan—better goods, wider range, far finer

average character. Thus it seems department stores are now laying out a far stronger, saner merchandising plan than what they abandoned a few years back.

So it seems fairly evident that normal trade development has proven a far better readjustment than if the special anti-department store taxes which were vociferously demanded some years back had been imposed, for those would have become the same character of boomerang that special taxes in other directions have become in our own day.

Chain grocers have problems—plenty of them—but they are not such as we have seen before. They are offset as against what department stores found so disadvantageous because growth is in units of similar character and overhead expense. Hence the larger the chain the lower the general organization expense becomes. And chains have been balanced in many cases by voluntaries and grocer-owned jobbing houses—all good if the membership is high grade.

So then what, on general principles? Well, it seems to me once again that there is no stopping place. We have never a chance to sit down and rest. Wise grocers will now be watchful once again of department store grocery

departments, and if they are really wise, they will visit them often, take note and be alive to the change that is ever constant in life.

Paul Findlay.

Extent of Capital Goods Revival

Now that the enactment of the Securities Exchange Act has clarified the legal situation as it affects the long term capital market, manufacturers of heavy industrial equipment do not share the current optimism concerning an early marked revival of their business.

New issues may be largely restricted initially to refunding operations and the clearing up of difficult and complicated corporate structures, it is felt. This would help producers of capital goods only in so far as it releases existing cash resources for current and emergency replacements.

Large modernization projects, on the other hand, are likely to be postponed until managements realize that profits are difficult, if not impossible, with obsolete or run-down equipment.

A household enamel is being offered in a can which permits the contents to be stirred before the can is opened.

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MEAT DEALER

Green Wrapping Paper Is Found to Retard Spoilage

Rays of light at the blue end of the spectrum are responsible for much of the spoilage of foods commonly termed rancidity, reports Mayne R. Coe, a chemist in the U. S. Department of Agriculture. He arrived at this decision while following up investigations started three years ago on the causes of rancidity in foods. He showed that chlorophyll green wrappers retard the development of this kind of spoilage almost as well as does the total exclusion of light.

The original tests were made with the object of finding some kind of container or wrapper that would greatly retard or entirely prevent the development of rancidity in oil-bearing foods. When chlorophyll green and black showed their superiority the next step was to learn how the various light rays behaved in this respect.

Black wrappers exclude all light, but black is not desirable for commercial use so the department has recommended chlorophyll green, which gives almost as good results. The green used by Coe excluded light rays from both ends of the spectrum, so the identity of the harmful rays remained unknown.

One of the principal tests for rancidity is the development of peroxides in foods indicating the extent to which oxidation has taken place. Using this standard of measurement, a series of tests just completed reveals that light rays in the blue end of the visible spectrum are the most active in causing rancidity. Following is a list of the colors used, in the order of their desirability for protecting foods; black, chlorophyll green, medium red, orange red, red, dark yellow, tinted yellow, blue. At the end of the test, however, rancidity had developed with all wrappers except the chlorophyll and black.

In the recent tests aluminum foil, which has been used in comparison with the various colored wrappers, was found efficient in protecting both animal and vegetable oils and fats from rancidity. This is natural, as this material excludes all light. Tin foil gave equally good results but is more expensive. Where visibility is not necessary in a wrapper, foil seems to meet all the requirements. When properly sealed it excludes moisture as well as light, and retards temperature changes. An additional feature of foil is that it reflects most of the light that falls on it and thus to that extent protects the product from heat as well as moisture, both of which are contributive factors in spoilage.

Oxidation goes on in the dark as well as in the light, but the character of the oxidation is different. The oil which is exposed to light becomes rancid when the peroxide formation reaches a certain value; the protected oil, on the other hand, may develop an even greater peroxide value and still show no signs of ordinary rancidity. When the protected oils are subsequently exposed to light, they, too, become rancid. "This is good evidence," Mr. Coe says, "to show that the particular mechanism present in oils and fats which pro-

duces rancidity, requires the presence of light to catalyze or start the reaction. The remedy for spoilage of this kind may be found in the proper packaging of oily foods so as to protect them from light.

"If green is to be used in packaging, it is important that the one particular green be chosen which excludes the active rays that cause spoilage. Just because the wrapper is green is no assurance that it gives adequate protection against the development of rancidity. It is possible for a firm to suffer great losses by failing to choose the proper protective shade of green."

Boosting Meat Through "Mike"

Good afternoon! What will you have to-day? Oh! You are going to have company for dinner and the meat must be extra good. Now you know the meat is always good even when you do not have company. How many do you expect to serve? O. K., I will cut the right amount for you, and know your dinner will be very successful.

This type of service and assistance is being rendered by many meat dealers. Perhaps you call him as such or perhaps you still call him your butcher.

The best meat is the most nourishing, but the best meat does not necessarily mean the most expensive cut. A chuck pot roast or shank soup meat can give as much or more nourishment as a porterhouse steak; a rib roast of pork as much as center cut pork chops. In fact any of the so-called inexpensive cuts of same quality as those cuts in more demand can and do give equal amounts of nourishment when properly prepared. This best meat has had the benefit of good care and feeding, and such portions as you buy will give you and your family the most for your money in the upbuilding of good health. How can you tell when meat is the best? When live stock is purchased the degree of fatness and the conformation is taken into consideration, but when the steaks, chops and roasts are sold by the butcher, the fat is objectionable to the average purchaser. However, beef, lamb and veal should have a goodly amount of fat or the lean part will not have the nutritious value you desire. With pork the freshness and size are the factors, both can be readily noticed by the eye, the smaller loins, etc., being the younger.

The meat business is one of the few that has not lost the personal contact between buyer and seller. You may be attracted by quality, service or price or a combination of any or all of these points, but in any case there is always someone you prefer to service you as you know he can best fill your wants.

What are these wants? They vary with different families and different locations, even in as small an area as the city of Buffalo. Some retailers can sell cuts of meat to broil and fry more easily, while others can sell those to boil. Always you, his customer, determine which cuts he shall have in stock. Have you ever wished that someone would concoct some new kind of meat? Often the butcher is asked, "What have you that is different to-day?" The preparation of meat can be varied to-day more than ever before. The proof

of this is in growing attendance of the different cooking schools each year, where the different ways of cooking and the various cuts are demonstrated.

Your retail meat dealer is always trying to serve you with the best meat he can buy by proper selection and handling of same. When he purchases beef he buys a whole carcass or hind-quarter or forequarter. He then must break this up into the various cuts you desire to purchase. Likewise he must price these cuts. The pricing is determined by the amount of trimming of fat and bone before weighing, as there is no particular standard to go by. This is the reason you may see a variety of prices of same cuts of same quality. This holds true of any kind of meat that must be broken up. The pride of any meat dealer is having satisfied customers, whom he knows personally, satisfied to the extent that they continue to patronize him.

Lester I. Weil.

Why Cattle Are Selling Higher Than Hogs

Why cattle should be selling for more than hogs at the present time while the reverse was true in certain years before the war was explained by E. A. Cudahy, Jr., vice chairman of the Board of the Institute of American Meat Packers in a radio talk recently delivered.

"Because supplies of pork were 60 per cent. greater in 1933 than the 1909-14 average and those of beef were only 10 per cent. greater, it is natural that prices of pork should show a greater decline than beef during these two periods," he stated.

"The annual production of pork increased from an average of about 6¼ billion pounds in the 1909-14 period to about 9½ billion pounds in 1933," he continued. "During the same period, our exports of pork declined from 422 million pounds to 176 million pounds. There was, therefore, an increase in our domestic pork supply of nearly 3½ billion pounds, or 60 per cent. Meanwhile, there was an increase of less than ¼ of a billion pounds, or only about 10 per cent. in our supplies of beef on the domestic market."

Mr. Cudahy pointed out that the price is dependent upon two things: the purchasing power of consumers, which regulates the demand for beef or pork, and the available supply of cattle or hogs which yield that meat. If demand were to remain constant, the change in prices would be in close ratio to changes in supply. In other words, he stated, the price of cattle and hogs is determined by the demand for beef and pork, in relation to the supply.

"In 1913, for example," Mr. Cudahy continued, "as nearly as we can tell from figures which are available, the average price of pork at retail was about 10 per cent. higher than the retail price of beef. In 1933, the retail price of beef was from 10 to 20 per cent. greater than the retail price of pork. Consumers were willing in 1933 to pay that much more for the relatively smaller supply of beef than they were for the relatively larger supply of pork."

Never lose faith in your own conscience.

National Essay Champ Stresses Meat Preparation

"Meat contributes in large measure to a balanced diet," is the opening statement of Miss Anne Oczkewicz of Everett, Wash., in the essay which won for her national honors and a university scholarship in the National Live Stock and Meat Board's national meat story contest.

Calling attention to the fact that meat is a good source of protein, iron, phosphorus and vitamins and that it is valued for its flavor, Miss Oczkewicz emphasizes the fact that proper cooking is necessary to bring out the true flavor of meat.

New ideas in the cooking of meat, as revealed by recent studies, are stressed by the winner in her story. She brings out the fact that, contrary to old ideas, roasts need not be seared in order to keep in the valuable meat juices, and that searing results in a greater shrinkage of a roast. "It is not necessary to baste a roast," she states, "if the roast has a good outer layer of fat. The roast should be put in the pan fat side up, and then as the meat cooks, the fat will melt and will baste the roast."

That tender cuts are best prepared by dry heat and the less-tender cuts by moist heat, is another point brought out in the winning story. The value of the meat thermometer for the housewife is emphasized, accurate temperatures having been worked out for cooking roasts to the rare, medium, and well-done stages.

"The knowledge of what is a tender and what is a less-tender cut of meat," she states, "plus intelligent cooking of that cut, seasoned with a dash of ingenuity, helps to make the meat course a daily success."

The Changed Steel Situation

The acceptance by the American Iron and Steel Institute, as code authority, of the Administration's proposal for a steel labor board alters the situation with regard to the threatened steel strike fundamentally.

Should the agreement be accepted by the local steel union, to whom it is now being referred, the strike would be averted. In any case, it tends to outlaw both general and local walkouts, and thereby will make it difficult to finance "illegal" strikes, as had been anticipated.

It is held likely, therefore, that the general steel strike movement will be broken up into a series of local labor disputes in districts where the militant union elements have a strong following. While these may prove serious and violent in individual cases, such local disturbances are not expected to interfere to any material extent with operations in the industry as a whole.

Greater filing speed, space, convenience are claimed in a new filing cabinet. Drawers have swing fronts which drop outward as drawers are opened, give ample space for parting contents.

The flames of Revolution, often light the torches of Liberty.

HARDWARE

Michigan Retail Hardware Association.
President — Henry A. Schantz, Grand Rapids.

Secretary—Harold W. Bervig, Lansing.
Treasurer—William Moore, Detroit.
Field Secretary — L. S. Swinehart, Lansing.

THE RIGHT RING

Clarion Appeal to Travelers by Sturdy Merchandiser

Joseph C. Grant, the Battle Creek department store merchant, handed out a handsome welcome to the U.C.T. boys when they invaded the Cereal City last week. The appeal was in the space of a half page advertisement in the Evening News, as follows:

The Jos. C. Grant Co. is happy to extend the greetings and a hearty welcome to the United Commercial Travelers who will assemble in Battle Creek for their annual convention.

We are happy to welcome this great organization because the writer once was active in its ranks and to-day continues his membership.

This Battle Creek home owned and home operated institution is proud to pay tribute to the men and women still engaged in this work and gladly extend our sympathies to their many problems. Changing times have raised havoc with a once very important factor of the business world—the traveling man.

The havoc raised with the traveling man is one of the great contributing causes of present day conditions.

Not many years ago thousands and thousands — yes — hundreds of thousands of traveling salesmen were visiting hundreds of thousands of independent retail merchants throughout the country and doing a valuable service to every community in America by bringing the local independent merchant what he needed for his trade in the community which he served.

Came then the chain store and the elimination of thousands and thousands of traveling men's jobs and the elimination of everything else except the cash from the customers' pockets to the pockets of the millionaire bench managers in the already over-developed financial centers of America in the far off distant cities. At this same time followed a period of trade stagnation as these high grade, above average traveling men became unemployed — their salaries stopped — the millions of dollars that were spent in hotels and for transportation stopped from circulation.

Result — high-grade, high-character men out — Hotels in bankruptcy — thousands of them throughout the country closed and boarded up—railroads in a bad way—all because of the thousands of traveling men out of jobs and not the same money being spent for the same useful purposes.

And, of course, this was all economy but of no benefit to the consumer — the cutting down of the traveling man cut down the quality and the selection of merchandise of the consuming public.

One bench manager buyer took the place of several hundred traveling salesmen and hundreds of communities wore exactly the same hats and the same dresses.

Happily all traveling men were not eliminated—not all manufacturers fell for the new spell. For that reason to-day there are still a few of these fine gentlemen who still have their jobs and who represent the manufacturers of the better kinds of merchandise and the newer things that should be shown and sold—so that we independent merchants still have the edge when it comes to the right merchandise at the right time at the right price—because the up and coming traveling men bring it to us right when it's hot.

And so we are happy to be an independent Battle Creek home owned and home operated institution that may buy from the intelligent—well paid representative 'Traveling man' of the progressive manufacturers—who does not subsidize his soul to the syndicate store.

We are happy to deal with traveling men—even though their territory in Battle Creek is now limited—because to-day our city has 164 of these foreign owned companies doing in excess of six million dollars per year. Nevertheless we hope the day is not far distant when at a United Commercial Travelers Convention you will be able to report things turning back to the point of full employment of your idle members, with none on the welfare rolls and that will be the most important step toward the return to normalcy and better times in America.

This is food for thought for every traveling man and his wife—think it over, just how loyal are you to your own pay envelope and your family's welfare—Mr. Traveling Man?

Jos. C. Grant.

New Legislation of Closing Congress

The Congress approaches adjournment. It will have enacted during the past session a variety of measures which have excited wide disagreements in policy and principle. Within the brief period of a year we have witnessed a gradual absorption by Government of control of the major sources of credit, a renovation of our monetary system, a Federal co-ordination of the instrumentalities of transportation and an expressed intention to carry that control into the whole field of communication. The conditions of issuance and sale of corporate securities accompanied by drastic regulation of the agencies of sale, issuance and distribution, is an accomplished fact. Manufacture, distribution, merchandising and their contributory service industries, under the color of voluntary codes, likewise passed into Federal control and directive administration.

It is further proposed but not yet enacted that the Federal Government shall permanently fix hours, wages and working conditions, regulate local employment relations and prohibit or encourage particular forms of labor contracts and give its officials encouragement to collective bargaining by majorities to the exclusion of minority representation or individual contracts. It is further proposed, but for the moment in abeyance, that Congress shall establish a universal system of unemployment insurance and old age pensions, either by direct taxation or under the more specious pretext of threatening such levies unless the States enact legislation conformable to the Federal will.

Finally, and I merely epitomize major suggestions without even bare consideration of notable proposals to regulate every form of agricultural production and the processing of its commodities, vast appropriations unparalleled in even wartime history, have been granted in general terms to the Executive to be allocated in

his discretion, involving sums so vast that they have not merely increased the spread of an unbalanced budget but lifted the National debt billions beyond its wartime peak. The real tax bill and the necessary method of finding the revenue to meet interest, fixed charges and a balanced budget, is yet to be presented. Complex and critical as are the problems of policy presented in this immense variety of enactments and proposals, they are of minor importance in comparison with the innovations in our political system which the acceptance of these principles of control involves.

A reconciliation of individual liberty with social progress is the inescapable task of intelligent statesmanship. To preserve to each the fullest liberty compatible with the preservation of like liberty and opportunity for others is not only fundamental to our social progress but entirely compatible with the necessary regulation of private and collective action in a complex and inter-dependent civilization.

It is true that every generation must itself meet the conditions under which "it lives and moves and has its being." It must adapt its institutions to new conditions of living as they arise, but sensible men must still ask: What is the relation of temporary proposals to those great and permanent principles which underlie our civil so-

ciety? Surely, we will not be guilty of that reckless conceit which quickly assumes that in a few brief months it can reject as outworn rules for the practical conduct of everyday life, under ordered liberty, that represents the long experience of the English speaking race and the American Nation.

James A. Emery,
General Counsel Nat'l Ass'n of Manufacturers.

Changing Speculative Sentiment

The past week has witnessed substantial changes in speculative sentiment in both business and the financial and commodity markets.

Whereas earlier in the spring a severe summer decline, but eventual better business, were anticipated, now a smaller seasonal recession and a decisive recovery this fall are expected by many. Assailing of strike threats and higher world prices of agricultural staples are important contributing factors to this change in view. Most important, however, has been the more conservative trend of policy in Washington.

There has been gratification also that the machinery of the speculative security and commodity markets has not been seriously disrupted, as had been feared at first when regulatory measures in their early drastic forms were introduced.

A genial smile and a pleasant salute cost nothing and return much.

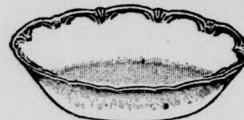
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12 doz. 9 in. Plates	10c
3 doz. 7 in. Plates	10c
3 doz. 6 1/2 in. Oatmeal	10c
1/2 doz. 11 1/2 in. Platters	10c
1/2 doz. 3/4 pt. Pitchers	10c
1/2 doz. 1 pt. Bowls	10c

1 doz. 7 in. Veg. Dishes	10c
1 doz. 8 in. Veg. Dishes	10c
3 doz. 1/2 pt. Cereal Bowls	10c
3 doz. 5/8 pt. Gravy Bowls	10c
2 doz. 1 pt. Table Bowls	10c
2 doz. 1 1/2 pt. Handy Bowls	10c
2 doz. 1 pt. Porridge Bowls	10c
2 doz. pt. Pitchers	10c

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mack, Ithaca.
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Port Huron.
Manager—Jason E. Hammond, Lansing.

To Meet on Overall Price War

In an effort to end the present price war in the overall industry, Colonel R. B. Paddock, executive director of the Cotton Garment Code Authority, has sent requests to the manufacturers involved to meet with him in New York for the purpose of solving the problem. No definite date has yet been decided upon, but he believes the conference will be held about June 15 or immediately after his return from Atlanta, where he is to address the Southern Garment Manufacturers Association to-day. He says that the overall industry employs 20,000 workers and has an annual output amounting to \$50,000,000. Present overall prices are about \$1 a dozen, or 12 per cent. under the February list.

Nautical Jewelry Still Active

While reorders on Summer novelty jewelry have shown some slackening lately, nautical and sports items continue to be purchased in good volume. Items to retail at \$1 lead, with interest centering chiefly on bracelets, pins and clips. White is strongly favored. Gold and silver effects, combined with composition, are still outstanding, with composition items stressed for sports wear. The call for necklaces has continued slow, but reports from Paris indicate a trend toward lower necklines for Fall, which would aid necklaces for the coming season. Fall costume jewelry lines will be opened next month.

Tufted Spread Prices Advance

Price rises of 7 to 18 per cent. have been established on candlewick bedspreads, as a result of the NRA code, which went into effect on Monday, according to advices received in the local market from Dalton, Ga., center of the industry. The 60-squares were advanced from \$1.40 to \$1.60, and the 64-squares from \$1.90 to \$2.25. The more intricate styles, based on the 64-square construction, were also moved up, one going from \$2.25 to \$2.40 and another from \$2.50 to \$2.85. Under the code home workers will receive 6¼ cents an ounce of tufting on 60-squares and 8 cents on 64-squares.

Kitchen Ware Orders Heavy

An active call for all types of metal kitchen tools and cooking utensils distinguished buying this week in the wholesale market. Fear of price advances accounts for the present demand for merchandise for immediate and later delivery. Threats of a strike in the steel industry have given substance to rumors that kitchenware manufacturers intend to raise quotations to take care of higher costs for raw materials.

Hardware Buying Eases Slightly

Buying activity in the wholesale hardware market fell off slightly last week. The drop was a natural reaction from the heavy buying done by retailers in the recent past. Although the

volume was off from the high levels of the previous week, the amount of goods ordered is still considerably greater than the weekly average for June last year. All types of hot-weather merchandise are ordered freely. Electric fans, including ventilating types made to fit into kitchen windows, were outstanding items in the week's buying.

Crockery Sales Up for Month

May business in the wholesale kitchen crockery market showed a 12 to 15 per cent. improvement over the dollar volume for the corresponding month last year. The increase in unit sales averaged 7 per cent. Regarding May as concluding the Spring selling season, producers are now devoting their chief attention to building up lines for Fall. The new season's goods will go on display early in July with prices similar to those now in effect. Reports of a possible shading in Fall quotations were current throughout the market yesterday, but producers are determined to maintain their current prices.

To Buy Men's Wear in July

Commenting on the comparatively small amount of Fall business which has been placed by men's wear retailers, manufacturers assert that stores have indicated they will not be in the market until July. Salesmen who have been on the road could book only few advance orders, despite their statements that deliveries would be tight if the business was concentrated in July. The lack of Fall orders will make the next six weeks difficult for many clothing and furnishings houses, but if they can weather that period, they will be kept busy from then on.

Glass Trade Quiet in Week

Production and demand in most divisions of the glass-manufacturing industry showed little change during the week. Interest largely centered on such developments as the passing by the House of the tariff bill, the current price uncertainties in various classes of flat glass and reports of pending acceptance of a code for the window-glass industry. Demand for plate glass from jobbers and mirror manufacturers was stable. A better volume of orders was noted for several classes of glassware for home use.

Garden Pottery Reordered

Retailers seeking additional stocks of decorative pottery visited the Eastern market last week and placed substantial orders for medium and low price merchandise. The demand centered largely on such seasonal items as sun dials, globes, bird baths and decorative figures for gardens and lawns. The sun dials were ordered in price ranges up to \$25, while smaller pieces were wanted to sell at \$5 to \$12. The season this year has been the most satisfactory from the point of volume in more than three years.

Summer Rug Demand Holds

Summer rugs of all types are in active demand in the floor coverings market. Buyers pick up off-price merchandise in the staple lines and display more interest in seasonal goods. Orders for fiber rugs in room sizes and for cotton floor coverings in smaller

sizes, are heavy. The purchases made cover requirements of retailers who are planning special promotions of Summer goods immediately after July 1. Manufacturers report that mail orders for seasonal floor coverings are heavy.

Protest Grocery Price Ruling

Up in arms over the NRA rule exempting grocery producers selling direct to retailers from the 2 per cent. labor mark-up provisions of the wholesale grocery code, independent retailers and jobbers have filed a vigorous protest in Washington. In telegrams to General Johnson the wholesalers charged that chain stores and large retailers buying direct from manufacturers will have an unfair price advantage over the small retailer who purchases from jobbers and must pay the 2 per cent. labor mark-up. Immediate modification of the order was asked by the National-American Wholesale Grocers' Association and by National and state organizations of retail grocers.

Camera Sales Showing Spurt

A gain in camera and film sales ranging to 30 per cent. or more over a year ago has been noted by retailers of this merchandise, with the prospect of larger sales increases for the Summer period. Accumulations of merchandise overhanging the market are being cleared up and new models in both "still" and movie cameras at lower prices are attracting notable consumer interest. The largest market in movie cameras continues in the 16-millimeter field, but popularization of the 8-millimeter types is being strongly pushed. Cheaper film, ranking slightly under panchromatic in quality, has been well received.

Knit Goods Prices Steady

Although NRA approval has been given to setting up of base prices in an emergency period for the knitted underwear industry, the price situation in the industry's major lines does not necessitate any such action at this time. On bathing suits and sweaters, which comprise the main production, quotations

are still regarded as satisfactory. The former's levels remain unchanged and, while there has been some easing of prices on Fall sweaters, it is as yet not serious. Women's sportswear lines for Fall have not been officially priced yet.

Slight Call for Off Price Rugs

Rug mills, releasing slow moving patterns this week to clear stocks for the scheduled Fall trade opening in July, are disappointed in the response from buyers. The merchandise available at discounts of 20 to 25 per cent. is limited in quantity but few of the mills cleared stocks at the reduced prices. Buyers complained that the merchandise offered constituted designs and weaves which would prove difficult to sell even at the levels made possible by the price concessions. In addition, they said, the number of 9x12 and other desirable rug sizes, was limited in all mill assortments.

Spring Underwear Trade Upset

Lightweight underwear manufacturers complain that the Spring season has been disrupted by the offerings of very low-grade goods at prices considerably under regular merchandise. A few producers are reported to be selling pullover shirts at under \$2 per dozen, with other manufacturers contending that goods selling below this level could not be of standard construction and weight. Jobbers, finding the market upset by these low prices, have held off buying until some degree of stability is reached but the cheap goods continue to come out.

Shoe Output Tapers Off

With demand still spotty, shoe production is tapering off in most important centers, according to reports from local houses. The volume is falling behind June of last year, as it was around that time that output began to break all previous monthly records. With stores holding off on Fall orders, manufacturers do not expect to get under way on production for year-end selling for some weeks yet. They look for a good demand to materialize before August, however.

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

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HOTEL DEPARTMENT

Germes of Mining Fever Always in the Blood

Los Angeles, June 9 — The germs of mining fever are ever in the blood of all Californians. Just a short time ago a vein of copper, which, the discoverers believe, is most exceptionally large and rich, was discovered in the Santa Anita canyon, between Mt. Wilson and Monrovia Peak, a short distance from Los Angeles, and ever since a miniature "gold rush" has been in evidence. Every little while pack trains made up of burros bring out loads of ore and take back supplies of provisions, reminding one of what he has read of the days of the forty-niners. Prospectors are constantly looking over the field, and now that the price of gold has advanced so perceptibly, they are going over these areas very carefully. Not only copper, but silver, gold and other minerals are usually found in such ore as has been assayed in various quantities. Of course, it is reasonable to suppose that in the early days prospectors were hardly thorough in their search for precious metals, and there are great possibilities for important discoveries being made at almost any time. It was in the Santa Anita canyon that "Lucky" Baldwin, known to fame, made a ten-strike and amassed a fortune a half-century since, and there is every reason for believing that there are just as good prospects to-day as there were then.

Somebody is always trying to take the joy out of life or at least we hear they are at every turn: but the real tragedy is the discouragement of the art of kissing by scientists. Some time ago Dr. Brady, or some one of these physicians who gets his picture in the paper daily, made the claim that each kiss bestowed shortened the life of the bestower just three minutes. Now comes a German professor who declares that kissing is the cause of the spread of pyorrhea. Hence if you would avoid this scourge so alarming to dentists and manufacturers of tooth paste, you must refrain from kissing. Now kissing as a pastime has been going on ever since the beginning of time, and we never heard of pyorrhea until a very recent period. Also Methuselah was accredited with being quite handy among the flappers of his day and age, which would almost prove that the life-shortening announcement is also of recent invention. However, I doubt if a scare of this character will altogether eliminate this habit.

Really scientists are doing about everything in their power to throw a scare into every little joy of existence. Now it is claimed that liquor—acknowledged for ages as the only reliable, blown-in-the-bottle antidote for the bite of a rattler—is fallacious, and the word of the desert trapper is no longer infallible. Why, these blessed scientists now openly assert that whisky is not and never was a cure for snake-bite or hydrophobia, and no longer will there be a medical reason, at least, for carrying a supply on the hip to be resorted to in case of emergency. The saving clause in the statement by scientists is that the victims of poisonous reptiles are in reality scared to death, and the only way that whisky helps is in removing this fear. If this is really the case, the gas used by dentists for painless extraction of teeth might be employed so that the person bitten might "laugh it off."

Recently I have spoken of three major National parks I have visited. One of the most satisfactory of government accomplishments has been the establishing of these parks, and it will only be a short time before the touring pub-

lic fully realizes the fact. It is using a lot of brains, discrimination and good taste in this work. A force of landscape engineers is always at work, for instance all the year round, in planning trails. These have shown rare good judgment in making such places accessible and comfortable without changing their wild character. One thing that especially impressed me in traveling through these parks is the friendly courtesy of these government employees, quite a contrast with the conditions a few years ago when visitors were made miserable by some thick-headed army officer who had an idea that Providence had especially designated him to discipline tourists. They, the tourists, often felt sorry to think that Providence had come between these officials and German bullets during the war.

The season for flowering trees has arrived in Los Angeles. For some weeks past the jacarandas have been flaring their light purple blossoms in the sunlight along the streets of the city. Now the eucalyptus trees have begun to show enormous, deep maroon blossoms that gleam richly against blue-green leaves and naked, writhing limbs. There are deep yellow flowers on the acacia trees, so numerous in the residential districts, and the waxen white petals of the pepper trees flutter down like April showers on the sidewalks and lawns. The orange and lemon trees also have those fragrant flowers, but in these instances they are ever present, as it is not unusual to discover blossoms, ripe and immature fruit on the trees at the same time. Our pomegranate trees have lately put on bright red blossoms, the stately oleander its pink clusters and now come the hibiscus in its many shades. But with all the attributes of spring and early summer, if you happen to mention innocently and unintentionally that it "looks like rain," if you escape the vigilance committee, you will undoubtedly wind up in the detention hospital. All this wonderful floral effect is accomplished without the aid of rainfall.

Somebody suggests that Congress ought to pass an act forbidding people from breaking laws. Seems rather harsh, doesn't it, but maybe it might be all right after all.

One of the most effectual organizations I know of anywhere is that of the Wisconsin State Hotel Association. At a nominal cost to its members, they have, among other advantages, a department for looking after hotel beats and spurious check passers—and they get them, too. Since the organization of this department several years ago, they have collected thousands of dollars from this class of swindlers and turned over to the proper authorities various offenders to be summarily dealt with. Years ago the American Hotel Association, under the management of J. K. Blatchford, its secretary, performed such a work. Nationally and established a wonderful record, but various "scientific" members thereof decided to make of it a great educational organization, though it rapidly ran "upon the rocks," as it were, and it was found necessary to reorganize the whole system, to prevent the establishing of pleasure jaunts, to the neglect of real business. So now they are again strong for protection, but they have nothing on the Wisconsin organization, which has been on the job all the time.

In 1877 a New York firm of patent attorneys issued and distributed a little booklet of information for inventors. One day recently, more than half a century later, an individual found one of these ancient publications lying around and it happened he was interested in the very subject which was

treated therein. He had never heard of the firm which issued it, but immediately traced it up and placed his business in the hands of the concern which now conducts the institution, all of which makes a sensible argument for advertising. It clearly shows that advertising pays, not only for to-day, but as long as the paper on which it is printed may hold together and the ink remains unfaded.

Every morning I pick up a Los Angeles newspaper and staring me in the face from the classified pages are scores of offerings in the way of cafes, restaurants and lunch counters. Already established or, really "hanging on" are thousands of these institutions which must ultimately give up the

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Muskegon Michigan

Columbia Hotel KALAMAZOO

Good Place To Tie To

ghost. Caterers — prospective and otherwise — do not seem to realize that individuals of the present day do not consume as much food as they did a few years ago, and when they do eat anything, especially down town, they are in a great hurry to get the matter off their minds, hence they demand simple and instant service. Most of us can remember when the mid-day meal was a dinner, and some function at that, where men especially would sit down to a well laden table and discuss business affairs by the hour, but to-day these same captains of industry, if they have the time to spare, proceed to their conveniently located clubs, and the restaurant operator waits for them in vain. Then again the checks are much smaller in value. Even at the prescribed dinner hour few take advantage of the table d'hôte course dinners. An entree, a salad, dessert and beverage are to the average individual what used to be designated as a "square meal." At banquets alone, and at a few restaurants of foreign accent and hidden from public view, can you ever find any more of the eight or nine course dinners. Nobody seems to want to eat them. The rules of dietitians, health lecturers and physical culture magazines are too strict. Dinner, instead of being a place where wit, humor and geniality meet and wrestle with each other, now is a mere halt between the office and the movie. Even the custom of dining out is disappearing. Instead of boasting how much you eat, the thing to do now is to tell how little you consume. Even the breakfasts are curtailed; the restaurant man instead of loudly proclaiming his speciality of "ham and" now comes unobtrusively forward and suggests a sliver of bacon and a solitary egg. But the convenient luncheon has now taken the place of the "regular" dinner, and their composition is getting to be a sandwich and coffee at some convenient drug store, where stenographers and office workers perch uneasily on stools before the marble counters of soda fountains, guzzle root beer and malted milk while munching leaf-thin chopped egg and peanut butter, pimento cheese and chicken salad, and now that real beer is once more a commercial offering thousands of others stand one foot on the "third rail" and accept something heartier in character. The real trouble is that everybody is, or thinks he is, in a hurry, and the individual who thinks he can keep up with the mad rush with his offerings of liver and onions has a rocky road to travel. Eating is no longer a treat but a necessity quickly glossed over. It is interesting to speculate on what will be the length and substance of meals 20, 50 and 100 years from now, when the world has proceeded farther along toward its unknown goal, which now seems to be speed. Several years ago the Saturday Evening Post, published an article prepared by the writer hereof, wherein the subject of food tablets was discussed at length. It seems I was not so wonderfully far ahead of the times, for I have recently been shown advertising offering such or similar tablets—a "month's supply for \$3.50"—with the assurance that in their preparation every necessary requirement has been met. Will it be the food tablet, or the offerings of dehydrated sawdust, nuts, raisins, etc., that will supply the human family with sustenance? Perhaps all this may happen and, again the pendulum may swing back once more, and we will really live to eat, rather than "eat to live." The changing of the hours of labor, if this arrangement should become permanent, would have a lot to do with the results in the finality, but the restaurateur will do well to keep strictly in touch with the signs of the times, rather than try to educate "food destroyers" against their will.

Frank S. Verbeck.

Reason is safer than emotion.

Questions of Interest to Grocers and Clerks

No. 1. Question: How many commercial canners are there?

Answer: A director of the National Canners Association lists, 2,758, commercial canners operating 3,805 plants. Every state but 4 has a cannery, including Alaska, Hawaii, Puerto Rico and the Philippines.

No. 2. Question: What is the technical definition of sarsaparilla?

Answer: Sarsaparilla is the carbonated beverage prepared from sarsaparilla flavor, potable water, and a syrup of one or more of the following: sugar, invert sugar, dextrose; with or without harmless organic acid and with or without the addition of caramel color.

No. 3. Question: What is straight-line depreciation?

Answer: Depreciation is known as straight-line depreciation when an equal amount is charged off or set aside for depreciation reserve at regular time intervals. If it is estimated that a truck will last three years, then on straight-line depreciation $33\frac{1}{3}$ per cent. of its cost will be charged off in each of the three years.

No. 4. Question: What precaution should be taken after washing linoleum?

Answer: Be sure that all traces of soap have been removed after a linoleum floor has been washed. If a sticky film is left on the floor it will collect dirt and prevent proper application of wax.

No. 5—Question: Does the metal of a can of food affect the wholesomeness of the food?

Answer: No. The can is simply steel covered with pure tin and for some products it is coated with carefully selected enamels baked at high temperatures. It is sterilized and clean. It can have no unwholesome action whatever on the food inside.

No. 6 Question: What is the stock turn rate in a well managed meat department?

Answer: The stock in a well managed meat department is turned from 50 to 90 times annually. Exceptional markets have attained 125 stock turns.

No. 7. Question: What is the difference between "vacuum packing" and the usual canning process?

Answer: All canned foods have a partial vacuum, which means that air has been removed from the inside of the can. The usual way of securing a vacuum is to fill the can, heat it to expand the food and drive out air, then seal and sterilize. "Vacuum packing" means that the can is filled and sealed with a vacuum sealing machine which withdraws the air without heating. The can is then sterilized as in the other process.

No. 8. Question: How can posts in a store be made inconspicuous?

Answer: Posts can be "washed out" by enclosing them with mirrors, starting the mirrors about three feet from the floor and continuing to about six and a half feet from the floor. In addition, a small open display table might be built around the post, or it might be encircled with comfortable seats.

No. 9. Question: Are the smallest

size canned peas superior in flavor to the larger ones?

Answer: The smallest size canned peas, called Petit Pois, are not superior in flavor to the other sizes. They cost more because fewer of them are canned and because it costs more to can them.

No. 10. Question: If the figures and words on a check conflict, which are binding?

Answer: Where the words and figures of a check conflict, the words are binding.—Kentucky Grocer.

Powdered Skim Milk in Small Packages

Powdered skim milk, a nutritious by-product of creameries, which in the past has been kept off the retail market because of the difficulty of marketing it in small quantities, is now available for distribution in small packages.

A new type of bag container for the product has been tested by the Bureau of Dairy Industry of the Department of Agriculture and found suitable for general use. It keeps the powdered skim milk dry and eliminates the danger of spoilage.

Powdered skim milk has been used chiefly by ice cream manufacturers, commercial bakers and other large manufacturers of food products. Since it is a cheap means of obtaining many of the valuable nutrients in milk, the Department recommends its purchase by families trying to economize on their food budgets.

Food experts say that one pound of skim milk is equivalent in food value to $4\frac{3}{4}$ quarts of fresh skim milk. If the powdered skim milk is made available at food stores at 15 cents a pound, when mixed with water it would provide fluid skim milk at 3 cents or less a quart, according to the Department.

Almost everything which is contained in whole milk, except the fat, is contained in skim milk. It has calcium, phosphorus—is high in protein and in vitamin G.

The Department nutritionists point out that dry skim milk has these same values and may be used in the same ways as fresh skim milk.

Nutritionists recommend that children be given dry skim milk in their cereals, milk soups, gravies, or in cocoa made with milk powder.

One warning is offered. The skim milk should be used to supplement the whole milk in the diet of children and not to take its place.

One way in which powdered skim milk can be used is in baking bread. Information on this use may be obtained by writing to the Bureau of Home Economics, Department of Agriculture.

Our Indians the Richest People on Earth

The plutocrats of all the Indian tribes in this country are the Osages in Oklahoma. They are called the richest people per capita on earth. They get large income from leases of their lands for oil and gas and other purposes. Under present law, the Federal Government has to distribute to adult members of the tribe, on what is called the restricted tribal list, not less than \$1,000 a quarter-year, out of the funds to their individual credit in the

Treasurer, regardless of their current income.

During recent years, owing to decreased oil and gas production and low market prices for commodities, the quarterly income accruing to the Osages has fallen below the \$1,000 mark and unless the law is amended a large number of these Indian plutocrats will fall from capitalistic grace because the accumulated funds to their credit will be entirely depleted.

The Senate Committee on Indian Affairs has favorably reported to the Senate a bill (S. 3393) to remedy this situation by reducing the quarterly payments to the actual income per quarter to all members of the tribe having less than \$10,000 to their credit. The proposed law also would permit payment of funds belonging to minors direct to them, or, in the discretion of the Interior Department, direct to the person, school or institution having custody of the minor rather than to the minor's parents or legal guardian.

The proposed legislation, including authority to invest in annuity insurance asked by the Osage Council, is approved by the Interior Department.

Poison Gas as Guard to Nation's Gold

Poison gas will guard the Nation's precious gold.

In the doors of the huge gold vault now being built at the Treasury Department are being concealed chemicals which will pour forth deadly gas if any master crook attempts to bore through the heavily re-enforced portals.

The poison gas is only one precaution against possible robberies which the Treasury is taking in building its new giant strong box. The walls of the vault, reported to be impregnable to boring or melting, are to be 27 inches thick, of solid concrete and matted steel.

Over, around, and under the vaults will be passageways and tunnels through which Treasury guards can pace day and night. Burglar alarms and time clocks will sensitize the huge block of concrete and steel.

The vault is to be large enough to contain all the \$7,755,000,000 worth of gold which America now owns, and most if not all of the precious metal is to be gradually concentrated in the vaults after they are completed in September. In addition, vast fortunes of silver, paper money, and securities may be locked away there.

Until the \$390,000 vaults are completed, the Treasurer has no way of storing safely large sums of gold or money. Recently there has not been a single bar of gold at the Treasury. Gold owned by the Government is scattered among the mints, assay offices and Federal reserve banks.

Auto dealers are offered a new repair-order system as a means of increasing sales in service departments. A light, portable autographic register is used to record the customer's repair order in triplicate, the forms also providing spaces for entering a date for a follow-up inquiry for further servicing, recommending additional repairs that should be made, recording any leads for new-car sales which the customer may supply.

DRUGS

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

Michigan State Pharmaceutical Association.

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

Program for Michigan State Pharmaceutical Association Convention

Tuesday, June 26

- 9 Registration at headquarters, Roosevelt Hotel. It will be necessary for each person attending the convention to register (\$3 for three days or \$1.50 for each day). This fee entitles you to attend all luncheons, dinners and all entertainment features listed on program. Your paid up dues card in M.S.P.A. entitles you to all business sessions.
- 9 to 10 a. m. Registration and informal reception.
- 10 a. m. First business session.
 Formal opening of convention, President Duncan Weaver.
 Reading of Correspondence, Secretary, R. A. Turrel.
 Appointment of Resolutions Committee.
 Appointment of Auditing Committee.
 Organization and Instructions to Nominating Committee.
 Speaker: O. L. Smith, on Pharmacy Laws.
- 10:30 a. m. Get acquainted meeting for ladies at Roosevelt Hotel.
- 12:30 noon Mixed luncheon for all at Roosevelt Hotel.
 Welcome addresses, James E. Mahar and other prominent Pontiac people.
 Response, Duncan Weaver, President of the Michigan State Pharmaceutical Association.
- 2:30 p. m. Business session with the following speakers addressing the Convention.
 Speaker: John Woodside, on Merchandising.
 Unfinished business.
 President's address, Duncan Weaver.
 Secretary's report, R. A. Turrel.
 Treasurer's report, William Johnson.
 Speaker: Harris Frazier, Bauer & Black, on Drug Store Arrangement.
- 8 p. m. President's Ball at Roosevelt Hotel.

Wednesday, June 27

- 9:30 a. m. Third business session.
 Executive committee's report, J. M. Ciechanowsky, Chairman.
 Legislative committee's report, D. G. Look, chairman.

Membership committee's report, E. J. Parr, chairman.
 Trades interest committee's report.
 Francis B. Drolet, chairman.
 Prescott Memorial Fund, Charles H. Stocking, chairman.

Auditing committee's report and publicity committee's report, Clare Wilkinson.

Speaker: Ralph Hayes, on Drug Store Operation.

12:30 p. m. Luncheon, Roosevelt Hotel, with speaker.

2:30 p. m. Board of Pharmacy report, E. J. Parr, Director of Drugs and Drug Stores of Michigan

Speaker: Earl E. Durham, president of Michigan Board of Pharmacy on Our Michigan Board of Pharmacy.

3:30 p. m. Golf tournament at Lochaven Country Club.

7 p. m. Buffet luncheon at Country Club.

Thursday, June 28—Old Timers Day

9:30 a. m. D.R.D.A. and M.S.P.A. Journal Report, Don Squier, chairman of publication committee.
 Unfinished business.

Report of resolutions committee.

Report of nominating committee.

Election of officers.

Speaker: A. L. Fritz, Indianapolis, on Drug Institute of America.

Report of tellers.

12 noon Open with private arrangements for the men. No noon day luncheon scheduled.

2:30 Coca-Cola sales picture.

Round table session in which the addresses heard at this convention will be discussed fully and a general discussion of all the problems confronting the members in the operations of their drug stores. This is an opportunity to attend a session in which everybody will be allowed to tell his troubles to the convention so they can help you in every way possible.

Question box.

8 p. m. Dinner dance, Hotel Roosevelt ball room.

Ladies Auxiliary of Pontiac Drug Club—President, Mrs. Cecil Newstead; First Vice-President, Mrs. Fred Beedle; Second Vice-President, Mrs. Sam Dunseith; Secretary, Mrs. James E. Mahar; Treasurer, Mrs. Ivan Moore; Publicity, Miss Francis Blink.

Ladies' Committees

Reception Committee

Mrs. Wm. Little, chairman
 Mrs. Melvin Luttrell
 Mrs. D. H. Mosure
 Mrs. I. M. Shockley
 Mrs. Robert Tallman
 Mrs. Roy McKenzie
 Mrs. Steve Cloonan

Tuesday Bridge Committee

Mrs. Frank Francis, chairman
 Mrs. Wm. Van Norman
 Mrs. Harry Allen
 Mrs. John Peebles
 Mrs. Roy McDougall
 Mrs. Roy McKenzie
 Mrs. Eddie Mosure
 Mrs. James Mahar

Wednesday Committee

Mrs. Cecil Newstead, chairman
 Mrs. Sam Dunseith
 Mrs. O. A. Blink
 Mrs. R. Tallman

Thursday Committee

Mrs. Mac McCallum, Chairman
 Mrs. Orville Rule
 Mrs. Fred Beedle
 Mrs. D. H. Mosure
 Mrs. Emery Beedle
 Mrs. Art Horst

Dance Committee

Mrs. Frank Hassee, chairman
 Mrs. Cecil Newstead
 Mrs. Melvin Luttrell
 Mrs. I. M. Shockley
 Mrs. Steve Cloonan
 Mrs. Wm. Van Norman

Decorations Committee

Mrs. Ivan Moore, chairman
 Miss Frances Blink
 Miss Lorraine Beedle
 Mrs. Chic Herrick
 Mrs. Maud Gustafson

Complete Ladies' Program

Tuesday, June 26

- 10:30 Get acquainted meeting for ladies at Roosevelt Hotel.
- 12:30 noon Luncheon with men at Roosevelt Hotel
- 2:30 p. m. Ladies Visit Cranbrook.
- 8 p. m. President's Ball at Roosevelt Hotel.

Wednesday, June 27

- 12:30 Luncheon with men at Roosevelt Hotel.
- 2:30 p. m. Bridge and tea at Thendara Country Club.
- 7 p. m. Ladies join men at Lochaven Country Club for buffet lunch and dancing.

Thursday, June 28

- 2:30 p. m. Theater party for ladies.
- 7 p. m. Final dinner dance at Roosevelt Hotel.

"Hot Oil" Problem Revives

Mecause of a reported ncrease in East Texas "hot oil" production to 75,000 to 80,000 barrels daily, the gasoline price structure in the Mid-Continent has become endangered again. Doubt concerning enactment of new oil legislation at this session of Congress is held the chief cause of the increased "hot oil" output.

As a result, correction measures are once again under serious consideration. Substantial purchases of emergency gasoline stocks by large concerns may be effected during the coming week in this connection, it is said. The market is currently in a position to absorb a large part of this illegal production, it is held, if consumption is maintained and "hot oil" output is not further increased.

The Federal crude oil tax of one-tenth of a cent a barrel which became effective Monday, may also tend to assist enforcement. Some feel that the right of Federal inspection of the companies' books given by this tax may eventually provt as effective as the income tax laws did in other instances of violations of law.

Myself and I

You were a lovely fitful leaf;
 I was a star,
 You were all fresh and bright,
 With a strange fairy light,
 —Like roses are,
 And frolicsome beyond belief,
 And you would call me as you whirled
 On your slim stem
 To leave my heavens behind,
 Come flutter with your kind,
 Be one of them—
 But I could see the whole wide world.
 I watched you get all crisp and brown,
 I saw you fall
 And mingle in a swamp
 With dead-wood damp—
 And that was all,
 But there I was, still looking down.
 Winnifred Moffett.

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

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

Hazeltine & Perkins Drug Co.
 Grand Rapids
 Michigan

WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER			NAPHTHALINE			NUTMEG			QUASSIA CHIPS		
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55	Balls, lb.	08 1/2 @	15	Pound	@	40	Pound	25 @	30
Boric, Powd., or Xtal., lb.	07 1/2 @	20	Chamomile			Flake, lb.	08 1/2 @	15	Powdered, lb.	@	50	Powd., lb.	35 @	40
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			NUX VOMICA			QUININE					
Denatured, No. 5, gal.	44 @	55	Pound	09 @	20	Pound	@	25	5 oz. cans, ozs.	@	77			
Grain, gal.	4 00 @	5 00				Powdered, lb.	15 @	25						
Wood, gal.	50 @	60												
ALUM-POTASH, USP			FULLER'S EARTH			OIL ESSENTIAL			ROSIN					
Lump, lb.	04 @	13	Powder, lb.	05 @	10	Almond			Pound		15			
Powd. or Gra., lb.	04 1/2 @	13				Bit., true, ozs.	@	50						
AMMONIA			GELATIN			Bit., art., ozs.	@	30						
Concentrated, lb.	06 @	18	Pound	55 @	65	Sweet, true, lb.	1 40 @	2 00						
4-F, lb.	05 1/2 @	13				Sweet, art., lbs.	75 @	1 20						
3-F, lb.	05 1/2 @	13				Amber, crude, lb.	71 @	1 40						
Carbonate, lb.	20 @	25				Amber, rect., lb.	1 30 @	2 00						
Muriate, Lp., lb.	18 @	30				Anise, lb.	1 00 @	1 60						
Muriate, Gra., lb.	07 1/2 @	18				Bay, lb.	4 00 @	4 25						
Muriate, Po., lb.	22 @	35				Cajuput, lb.	3 25 @	3 75						
ARSENIC			GLUE			Caraway S'd, lb.	1 50 @	2 00						
Pound	07 @	20	Brok., Bro., lb.	20 @	30	Cassia, USP, lb.	3 50 @	4 00						
BALSAMS			Gro'd, Dark, lb.	16 @	22	Cedar Leaf, lb.	2 10 @	2 60						
Copaiba, lb.	60 @	1 40	Whi. Flake, lb.	27 1/2 @	35	Cedar Leaf, Coml., lb.	1 00 @	1 25						
Fir, Cana., lb.	2 00 @	2 40	White G'd., lb.	25 @	35	Citronella, lb.	1 00 @	1 40						
Fir, Oreg., lb.	50 @	1 00	White AXX light, lb.	@	40	Cloves, lb.	1 75 @	2 25						
Peru, lb.	3 00 @	3 60	Ribbon	42 1/2 @	50	Croton, lbs.	4 00 @	4 60						
Tolu, lb.	1 50 @	1 80				Cubeb, lb.	4 25 @	4 80						
BARKS			GLYCERINE			Erigeron, lb.	2 70 @	3 35						
Cassia			Pound	17 1/2 @	45	Eucalytus, lb.	85 @	1 20						
Ordinary, lb.	@	30				Fennel	2 25 @	2 60						
Ordinary, Po., lb.	25 @	35				Hemlock, Pu., lb.	1 70 @	2 20						
Saigon, lb.	@	40				Hemlock Com., lb.	1 00 @	1 25						
Saigon, Po., lb.	50 @	60				Juniper Ber., lb.	3 00 @	3 20						
Elm, lb.	40 @	50				Juniper W'd, lb.	1 50 @	1 75						
Elm, Powd., lb.	38 @	45				Lav. Flow., lb.	4 50 @	5 00						
Elm, G'd, lb.	38 @	45				Lav. Gard., lb.	1 25 @	1 50						
Sassafras (P'd lb. 50)	@	45				Lemon, lb.	2 00 @	2 40						
Coaptree, cut, lb.	20 @	30				Mustard, true, ozs.	@	1 25						
Scriptree, Po., lb.	35 @	40				Mustard, art., ozs.	@	30						
BERRIES			GUM			Orange, Sw., lb.	3 00 @	3 25						
Cubeb, lb.	@	65	Aloes, Barbadoes,			Origanum, art., lb.	1 00 @	1 20						
Cubeb, Po., lb.	@	75	so called, lb. gourds	@	60	Pennyroyal, lb.	2 75 @	3 20						
Juniper, lb.	10 @	20	Powd., lb.	35 @	45	Peppermint, lb.	4 25 @	4 80						
BLUE VITRIOL			Aloes, Socotrine, lb.	@	75	Rose, dr.	@	2 50						
round	06 @	15	Powd., lb.	@	80	Rose, Geran., ozs.	@	1 00						
BORAX			Arabic, first, lb.	@	40	Rosemary Flowers, lb.	1 00 @	1 50						
P'd or Xtal, lb.	06 @	13	Arabic, sec. lb.	@	30	Sandalwood								
BRIMSTONE			Arabic, sorts, lb.	15 @	25	E. I., lb.	8 00 @	8 60						
Pound	04 @	10	Arabic, Gran., lb.	@	35	W. I., lb.	4 50 @	4 75						
CAMPHOR			Arabic, P'd, lb.	25 @	35	Sassafras								
Pound	80 @	1 00	Asafoetida, lb.	47 @	50	True, lb.	1 90 @	2 40						
CANTHARIDES			Asafoetida, Po., lb.	75 @	82	Syn., lb.	85 @	1 40						
Russian, Powd.	@ 4	50	Guaiac, lb.	@	60	Spearment, lb.	2 50 @	3 00						
Chinese, Powd.	@ 2	00	Guaiac, powd.	@	65	Tansy, lb.	3 50 @	4 00						
CHALK			Kino, lb.	@	90	Thyme, Red, lb.	1 75 @	2 40						
Crayons			Kino, powd., lb.	@ 1	00	Thyme, Whit., lb.	2 00 @	2 60						
White, dozen	@ 3	60	Myrrh, lb.	@	60	Wintergreen								
Dustless, dozen	@ 6	00	Myrrh, Pow., lb.	@	75	Leaf, true, lb.	5 60 @	6 00						
French Powder, Coml., lb.	03 1/2 @	10	Shellac, Orange, lb.	35 @	45	Birch, lb.	4 00 @	4 60						
Precipitated, lb.	12 @	15	Ground, lb.	35 @	45	Syn.	75 @	1 20						
Prepared, lb.	14 @	16	Shellac, white (bone dr'd) lb.	45 @	55	Wormseed, lb.	3 50 @	4 00						
White, lump, lb.	03 @	10	Tragacanth			Wormwood, lb.	4 50 @	5 00						
CAPSICUM			No. 1, bbls.	1 50 @	1 75									
Pods, lb.	60 @	70	No. 2, lbs.	1 35 @	1 50									
Powder, lb.	62 @	75	Pow., lb.	1 25 @	1 50									
CLOVES			HONEY											
Whole, lb.	30 @	40	Pound	25 @	40									
Powdered, lb.	35 @	45	HOPS											
COCAINE			1/4s Loose, Pressed, lb.	@	1 00									
Ounce	14 75 @	15 40	HYDROGEN PEROXIDE											
COPPERAS			Pound, gross	27 00 @	29 00									
Xtal, lb.	03 1/2 @	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	@	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									
Cajuput, lb.	3 25 @	3 75	Oxide, light, lb.	@	75									
Caraway S'd, lb.	1 50 @	2 00	MENTHOL											
Cassia, USP, lb.	3 50 @	4 00	Pound	4 54 @	4 88									
Cedar Leaf, lb.	2 10 @	2 60	MERCURY											
Cedar Leaf, Coml., lb.	1 00 @	1 25	Pound	1 50 @	1 75									
Citronella, lb.	1 00 @	1 40												
Cloves, lb.	1 75 @	2 25												
Croton, lbs.	4 00 @	4 60												
Cubeb, lb.	4 25 @	4 80												
Erigeron, lb.	2 70 @	3 35												
Eucalytus, lb.	85 @	1 20												
Fennel	2 25 @	2 60												
Hemlock, Pu., lb.	1 70 @	2 20												
Hemlock Com., lb.	1 00 @	1 25												
Juniper Ber., lb.	3 00 @	3 20												
Juniper W'd, lb.	1 50 @	1 75												
Lav. Flow., lb.	4 50 @	5 00												
Lav. Gard., lb.	1 25 @	1 50												
Lemon, lb.	2 00 @	2 40												
Mustard, true, ozs.	@	1 25												
Mustard, art														

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

Raisins
Sugar

DECLINED

Corn Flakes
Hart Tomatoes

AMMONIA

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

APPLE BUTTER

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

BAKING POWDERS

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



10 oz., 4 doz. in case 3 40
15 oz., 4 doz. in case 5 00
25 oz., 4 doz. in case 8 10
50 oz., 2 doz. in case 7 00
5 lb., 1 doz. in case 6 00
10 lb., 1/2 doz. in case 5 75

BLEACHER CLEANSER

Clorox, 16 oz., 24s 3 25
Clorox, 32 oz., 12s 3 00
Less special factory
discount of 25c per case
Lizzie, 16 oz., 12s 2 15
Linco Wash, 32 oz. 12s 2 00

BLUING

Am. Ball, 36-1 oz., cart. 1 00
Boy Blue, 18s, per cs. 1 35

BEANS and PEAS

100 lb. bag
Dry Lima Beans, 100 lb. 8 25
White H'd P. Beans 3 50
Split Peas, yell., 60 lb. 3 10
Split Peas, gr'n, 60 lb. 6 10
Scotch Peas, 100 lb. 7 00

BURNERS

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

BOTTLE CAPS

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

BREAKFAST FOODS

Kellogg's Brands
Corn Flakes, No. 136 2 26
Corn Flakes, No. 124 2 26
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 10
Kaffee Hag, 6 1-lb. cans 2 57

Whole Wheat Fla., 24s 2 40
Whole Wheat Bjs., 24s 2 31
Wheat Krispies, 24s 2 40
Post Brands
Grapenut Flakes, 24s 2 10
Grape-Nuts, 24s 3 90
Grape-Nuts, 50s 1 50
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 10 2 25
Post Toasties, 36s 2 26
Post Toasties, 24s 2 26
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, dozen 90
Shaker, dozen 90

Stove

Shaker, dozen 90
Topcen, dozen 90

BUTTER COLOR

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

CANDLES

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

CANNED FRUITS

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

Apple Sauce

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

Apricots

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

Blackberries

Premio, No. 10 6 20

Blue Berries

Eagle, No. 10 8 75

Cherries

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

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

Cherries—Royal Ann

Supreme, No. 2 1/2 3 20
Supreme, No. 2 2 25
Gibraltar, No. 10 9 00
Gibraltar, No. 2 1/2 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 1/2 3 15
Supreme, No. 2 2 35
Supreme, No. 1 1 80
Quaker, No. 2 1/2 3 15

Goosberries

Michigan, No. 10 5 35

Grape Fruit

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

Grape Fruit Juice

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

Loganberries

Premio, No. 10 6 75

Peaches

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

Pears

Premio, No. 10 water 5 75
Quaker, No. 10 8 25
Quaker, Bartlett, No.
2 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

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

Prepared Prunes

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

Raspberries, Black

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

Raspberries, Red

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

Strawberries

Hunt, Superior, No. 2 2 35

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Chowder, No. 2 2 75
Clams, Steamed, No. 1 2 75
Clams, Minced, No. 1/2 2 40
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 55
Cove Oysters, 5 oz. 1 35
Lobster, No. 1/4 2 25
Shrimp, 1, wet 1 45
Sard's, 1/4 Oil, k'less 3 75
Sardines, 1/4 Oil, k'less 3 35
Salmon, Red Alaska 2 25
Salmon, Med. Alaska 1 85
Salmon, Pink, Alaska 1 50
Sardines, Im. 1/4, ea. 6 @ 13 1/2
Sardines, Cal. 1 00
Tuna, 1/2 Van Camps,
doz. 1 75
Tuna, 1/4s, Van Camps,
doz. 1 15
Tuna, 1s, Van Camps,
doz. 3 45
Tuna, 1/2s, Chicken Sea,
doz. 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, 2 70
Chili Con Car., 1s 1 05
Deviled Ham, 1/4s 1 35
Deviled Ham, 1/2s 2 20
Potted Meat, 1/4 Libby 43
Potted Meat, 1/2 Libby 75
Potted Meat, 1/2 Qua. 65
Potted Ham, Gen. 1/4 1 35
Vienna Saus. No. 1/2 90

Baked Beans

Campbells 48s 2 30

CANNED VEGETABLES

Hart Brand

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

Baked Beans

1 lb. Sacc, 36s, cs. 1 75
No. 2 1/2 Size, doz. 1 05
No. 10 Sauce 4 90

Lima Beans

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

Red Kidney Beans

No. 10 4 25
No. 2 90

String Beans

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

Wax Beans

Choice, Whole, No. 2 1 70
Cut, No. 10 7 25
Cut, No. 2 1 35
Marcellus Cut, No. 10 5 50

Beets

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

Carrots

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

Corn

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

Peas

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

Pumpkin.

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

Sauerkraut

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

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 5 50
No. 2 1 85
No. 2 1 40
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

CHILI SAUCE

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

OYSTER COCKTAIL

Sniders, 11 oz. 2 00

CHEESE

Roquefort 70
Wisconsin Daisy 15
Wisconsin Twin 14 1/2
New York June, 1932 25
Sap Sago 48
Brick 16
Michigan Flats 13 1/2
Michigan Daisies 14
Wisconsin Longhorn 15
Imported Leyden 27
1 lb. Limberger 18
Imported Swiss 56
Kraft, Pimento Loaf 24
Kraft, American Loaf 22
Kraft, Brick Loaf 22
Kraft, Swiss Loaf 25
Kraft, Old End, Loaf 31
Kraft, Pimento, 1/2 lb. 1 60
Kraft, American, 1/2 lb. 1 60
Kraft, Brick, 1/2 lb. 1 1/2
Kraft, Limburger, 1/2 lb. 1 1/2

CHEWING GUM

Adams Black Jack 61
Adams Dentyne 65
Beaman's Pepsin 65
Beechnut Peppermint 65
Doublemint 65
Peppermint, Wrigley's 65
Spearmint, Wrigley's 65
Juicy Fruit 65
Wrigley's P-K 65
Teaberry 65

CHOCOLATE

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

CIGARS

Hemt. Champions 38 50
Webster Plaza 75 00
Webster Golden Wed. 75 00
Websterettes 37 50
Cincos 38 50
Garcia Grand Bables 40 00
Bradstreets 38 50
Odins 40 00
K 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

Cocoonut

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

CLOTHES LINE

Household, 50 ft. 2 09
Cupples Cord 2 91

COFFEE ROASTED

Lee & Cady

1 lb. Package 21
Ryco 24 1/2
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.

CRACKERS

Hekman Biscuit Company
Saltine Soda Crackers,
bulk 14
Saltine Soda Crackers,
1 lb. pkgs. 1 86
Saltine Soda Crackers,
2 lb. pkgs. 3 24
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 38
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 84

CREAM OF TARTAR

6 lb. boxes 25

DRIED FRUITS

Apricots
Evaporated, Ex Choice 17
Choice 15
Standard 15
Ex. Fancy Moorpack 25
Citron
5 lb. box 25

CURRENTS PACKAGES, 11 oz. 14 Dates Imperial, 12s, pitted 1 90 Imperial, 12s, regular 1 60 Imperial, 12s, 1 lb. Imperial, 12s, 1 lb. Figs Calif., 24-83, case 1 70 Peaches Evap. Choice 13 1/2 Peel Lemon, Dromedary, 4 oz., doz. 1 10 Orange, Dromedary, 4 oz., dozen 1 10 Chkon, Dromedary, 4 oz., dozen 1 10 Raisins Seeded, bulk 7 1/2 Thompson's S'dless blk. 7 1/2 Quaker s'dless blk. 7 1/2 15 oz. 7 1/2 Quaker Seeded, 15 oz. 8 California Prunes 90@100, 25 lb. boxes @07 80@ 90, 25 lb. boxes @07 1/2 70@ 80, 25 lb. boxes @08 1/2 60@ 70, 25 lb. boxes @08 1/2 50@ 60, 25 lb. boxes @09 1/2 40@ 50, 25 lb. boxes @10 1/2 30@ 40, 25 lb. boxes @11 1/2 20@ 30, 25 lb. boxes @12 1/2 13@ 24, 25 lb. boxes @15 1/2 Hominy Pearl, 100 lb. sacks 3 50 Bulk Goods Elb. Macaroni, 20 lb. bx. 1 35 Egg Noodle, 10 lb. box 1 25 Pearl Barley 0000 7 00 Barley Grits 5 00 Chester 4 50 Lentils Chili 10 Tapioca Pearl, 100 lb. sacks 7 1/2 Minute, 8 oz., 3 doz. 4 05 Dromedary Instant 3 50 Jiffy Punch 3 doz. Carton 2 25 Assorted flavors. EVAPORATED MILK Quaker, Tall, 10 1/2 oz. 2 85 Quaker, Baby, 4 doz. 1 43 Quaker, Gallon, 1/2 doz. 2 85 Carnation, Tall, 4 doz. 2 95 Carnation, Baby, 4 doz. 1 43 Oatman's D'dee, Tall 1 43 Oatman's D'dee, Baby 1 43 Pet, Tall 2 95 Pet, Baby, 4 dozen 1 45 Borden's, Tall, 4 doz. 2 95 Borden's, Baby, 4 doz. 1 43 FRUIT CANS Ball Mason F. O. B. Grand Rapids One pint 8 00 One quart 9 30 Half gallon 12 40 Mason Can Tops, gro. 2 55 FRUIT CAN RUBBERS Presto Red Lip, 2 gro. carton 78 Presto White Lip, 2 gro. carton 83 GELATINE Jell-o, 3 doz. 1 90 Minute, 3 doz. 4 05 Knox's, 1 dozen 2 25 Jelsert, 3 doz. 1 40 HONEY Lake Shore 1 lb. doz. 1 90 JELLY AND PRESERVES Pure, 30 lb. pails 2 60 Imitation, 30 lb. pails 1 60 Pure Pres., 16 oz., dz. 1 80 12 oz. Apple Jelly, dz. 95 13 oz. Mint Jelly, dz. 1 60 7 oz. Cranberry Jelly, dz 90 JELLY GLASSES 1/2 Pint Tall, per doz. 85 JUNKET GOODS Junket Powder 1 20 Junket Tablets 1 35 MARGARINE Wilson & Co.'s Brands Oleo Nut 11 Cut A F Oleo 09 MATCHES Diamond, No. 5, 144 6 25 Searchlight, 144 box 6 25 Crescent, 144 5 65 Diamond, No. 0 5 00 Safety Matches Red Top, 5 gross case 5 25 Signal Light, 5 gro. cs. 5 25 Standard, 5 gro. cs. 4 00 MUELLER'S PRODUCTS Macaroni, 9 oz. 2 10 Spaghetti, 9 oz. 2 10 Elbow Macaroni, 9 oz. 2 10 Egg Noodles, 6 oz. 2 10 Egg Vermicelli, 6 oz. 2 10 Egg Alphabets, 6 oz. 2 10 Cooked Spaghetti, 24c. 17 oz. 2 20 NUTS Whole Almonds, Peerless 15 1/2 Brazil, large 14 1/2 Fancy Mixed 15 Filberts, Naples 20 Peanuts, vir. Roasted 09 1/2 Peanuts, Jumbo 10 1/2 Pecans, 3, star 25 Pecans, Jumbo 40 Pecans, Mammoth 50 Walnuts, Cal. 14@20 Hickory 07 Salted Peanuts Fancy, No. 1 10 1/2 12-1 lb. Cellophane case 1 25 Shelled Almonds 39 Peanuts, Spanish, 12s lb. bags 7 1/2 Filberts 32 Pecans, salted 45 Walnut, California 48 MINCE MEAT None Such, 4 doz. 6 20 Quaker, 3 doz. case 2 65 Yo Ho, Kegs, wet, lb. 16 1/2 OLIVES—Plain 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 OLIVES—Stuffed 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 PARIS GREEN 1/2s 34 1s 32 2s and 5s 30 PICKLES Sweet Small L and C, 7 oz., doz. 92 1/2 Paw Paw, quarts, doz. 2 80 Dill Pickles Gal., 40 to Tin, doz. 8 20 32 oz. Glass Thrown 1 50 PIPES Cob, 3 doz. in bx. 1 00@1 20 PLAYING CARDS Blue Ribbon, per doz. 4 50 Bicycle, per doz. 4 70 Torpedo, per doz. 2 50 POP CORN Sure Pop, 25 lb. bags 1 25 Yellow, 25 lb. bags 1 25 COD FISH Mother Ann, 1 lb. pure 25 FRESH MEATS Beef Top Steers & Heif. 11 Good Steers & Heif. 10 Med. Steers & Heif. 08 Com. Steers & Heif. 07 Veal Top 09 Good 08 Medium 07 Lamb Spring Lamb 20 Good 18 Medium 15 Poor 10 Mutton Good 07 Medium 05 Poor Pork Loins 12 Butts 12 Shoulders 09 Spareribs 06 Neck Bones 03 Trimnings 06 PROVISIONS Barreled Pork Clear Back 16 00@18 00 Short Cut, Clear 12 00 Dry Salt Meats D S Belles 20-25 10 Lard Pure in tierces 07 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 Sausages Bologna 11 Liver 15 Frankfort 13 Pork 15 Tongue, Jellied 32 Headcheese 13 Smoked Meats Hams, Cert., 14-16 lb. 18 Hams, Cert., Skinned 16-18 lb. @18 Ham, dried beef Knuckles @22 California Hams @11 Picnic Boiled Hams @16 Boiled Hams @28 Minced Hams @11 Bacon 4/6 Cert. @19 Beef Boneless, rump @19 00

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.

Getting Most Out of a Sports-Summer Season

Business makes a habit of comparing this month's figures with those of the corresponding month a year ago. Whether the habit is good or not is for experts to determine. The fact remains that it is a characteristic practice and in all probability will long continue.

Plenty of bragging followed the showing of this year's figures for the month of March. In comparison with a year ago, they indicated tremendous gains. But when April's figures were closed and compared, business blues prevailed the country over. The merry month of May, however, brought the business man into a more happy frame of mind, and so it goes.

Ups and downs of sales totals produce corresponding peaks and valleys of emotion. June gives real promise of being a great month at retail. If our prediction is true, then as a retail industry we have done our part toward our own recovery in the first six months of 1934. But now is the time for foresight. We are treading on the very heels of a Fall season. While we are operating at retail in the Summer cycle, we are thinking as planning merchants of the possibilities for Fall. If we have comparisons to make with last year, then let us consider the following:

A year ago June, July and August shoemaking was very much accelerated in anticipation of the higher prices under the code. Almost every factory, everywhere, was running to normal capacity and some were even operating two and three shifts. Such production was stimulated by the hopes that the public would buy early and often. The public did respond and August of a year ago was a great sales month, for the customers, too, wanted to buy before the rise.

If we are planning now for August, we must develop forces of stimulation within ourselves. There is no alarm in the price field because of the codes to force anticipatory buying. There is no artificial stimulant to sales to come out of Washington. We've got to, as an industry, develop our own sales effort by a change of shoes in anticipation of a change of season.

Other industries have tied up their sales effort with the month of August. The first two weeks of the month are made whirlwind clearance sales. It is the hope of many Summer lines in apparel to delay real clearance until late July and early August to get the most out of sports attire business. Other industries believe that the public has

plenty of money to spend in August and that if it is a dull month at retail, it is due to a lack of aggressiveness on the part of the merchant in getting his share of the public's dollar.

The dribbling of Summer sales in the last weeks of August makes the merchant sluggish, his clerks indifferent and his efforts almost negative. We know that the Fall season, as such, is mighty short.

Other industries accept the idea of anticipating the coming season with the first flash of fashion promotion. They therefore devote the final weeks in August to well-planned season openings.

If an industry shouts with one voice for its share, it does much better than if it passively waits for the public to buy its goods last. It is the first dollars of the season that are spent with greater freedom. Our thought was that perhaps by mutual consent a number of merchants in communities throughout the country might, by a well-planned campaign of publicity (such as some very excellent newspaper releases and photographs), encourage the desire for Fall goods early.

Mid-Summer records, as issued by the U. S. Department of Labor, show that, in comparison with a year ago, factory payrolls have increased 50 per cent.; all lines of industry have increased 50 per cent.; production has increased 35 per cent.; the number of employees, 25 per cent.; and the rate of hourly earnings of factory workers, 20 per cent.—with a net per capita increase of 15 per cent. All these are factors in getting the most out of the Summer season. Then can we collectively plan on opening a Fall season in time and in tune with the public's willingness to spend money for Fall shoes and other Autumn goods.

We will have more to say on this subject of timing in next week's issue; but in this week's Editor Outlook we have indicated the necessity for planning at least three months ahead. The fact remains that we will have this year the longest sport shoe season on record, and if we don't watch out we will have the shortest Fall shoe season unless we plan something—of which we will tell you next week.—Boot and Shoe Recorder.

Mrs. Franklin D. Roosevelt on Chain Stores

At a recent meeting of code authorities in Washington Mrs. Roosevelt thus expressed herself on chain stores:

It is easy to say, of course, that all small shops will have to go out of business, but I question the desirability of saying that, for in many cases, even in food shops, one can, on the whole, get better values for the money and the customers will pay less on all around buying than in the chain stores. Even though we acknowledge that chain stores in cities can always do it more cheaply, I doubt if they can in smaller communities and give the same value. Even if it were true, it would do away with what I should say was our ultimate aim in building up community spirit and consumption at home of as much as possible of what is produced in the neighborhood.

Genius invariably triumphs.

Proceedings of the Grand Rapids Bankruptcy Court

(Continued from page 11)

East End Shoe Store, G. R.	3.50
Dr. Leon C. Bosch, G. R.	20.00
Blodgett Memorial Hospital, G. R.	5.00
Dr. R. H. Denham, G. R.	35.00
Harley Smith Furniture Co., G. A.	20.00
Texas Co., Chicago	175.00
Robert Stafford, East G. R.	50.00
Eli Cross, G. R.	5.00
Freyling & Mendels Floral Co., G. R.	5.00
Huekels, G. R.	90.00
Fidelity Corporation, G. R.	30.00

In the matter of J. F. Eesley Milling Co., a corporation, bankrupt No. 5070, final meeting of creditors was held May 25, at which time M. N. Kennedy, trustee, was present and represented by Hoffman & Hoffman, attorneys. Certain creditors were present, as well as bidders on sales. The trustee's final report and account was approved and allowed. Bills of attorneys approved and allowed. Certain assets were sold at auction. An order was made for the payment of administration expenses, preferred and secured claims and a first and final dividend to creditors of 1/2 per cent. No objections to bankrupt's discharge. Meeting adjourned without date and the files will be returned to the U. S. District Court.

June 7. On this day the schedules, reference, and adjudication in the matter of Peter Rynt Drenth, bankrupt No. 5726 were received. The bankrupt is a building contractor of Kalamazoo. The schedules show total assets of \$275.00, (all of which are claimed exempt), and total liabilities of \$7,000.19, listing the following creditors:

Godfrey Lumber Co., Kalamazoo	2,566.30
Peoples Savings Association, Kalamazoo	\$2,442.45
Neil Moerdyk, Kalamazoo	228.80
Peter Van Dyken, Kalamazoo	67.50
Ray Wanzo, Kalamazoo	25.75
Emmett F. and Glenn E. Rooney, Kalamazoo	370.00
L. V. White Co., Kalamazoo	28.00
Peter Smith, Kalamazoo	1,271.39

In the matter of Mapes-Nebellus Cadillac Co., a corporation, bankrupt No. 5011, final meeting of creditors was held May 21. Fred G. Timmer, trustee, was present in person and represented by Glenwood C. Fuller, attorney. Certain creditors were present and by Attorneys Starr & Starr. Certain account bidders present in person. Trustee's final report and account was approved and allowed. Bills of attorneys approved and allowed. Final account of the Michigan Trust Co. and Glenn E. Mapes, receivers, also approved and allowed. By vote of creditors, claims against A. A. Northquist and Glenn E. Mapes transferred to Fred C. Timmer as trustee for creditors whose claims have been proved and allowed in the bankruptcy matter. An order was made for the payment of administration expenses, a second supplemental first dividend of 10 per cent, a supplemental second dividend of 10 per cent and a final dividend to creditors of 6.8 per cent. No objection to bankrupt's discharge. The files will be returned to the U. S. District Court.

In the matter of Harry L. Fox, doing business as Fox Brothers, bankrupt No. 5493, final meeting of creditors was held April 6, at which time M. N. Kennedy, trustee, was present in person and represented by Burns & Hadsell, attorneys. One creditor was present in person. The trustee's final report and account was approved and allowed. Bills of attorney for bankrupt and attorneys for trustee were approved and allowed. An order was made for the payment of administration expenses, preferred claims and a first and final dividend to creditors of 2.15 per cent. No objections to bankrupt's discharge. Meeting adjourned.

without date and files will be returned to the U. S. District Court.

In the matter of L & B Cartage Corporation, bankrupt No. 5633. The sale of assets has been called for June 26 at the premises formerly occupied by the bankrupt on Western avenue, Muskegon. The property for sale consists of tools, parts, equipment, office furniture and fixtures, trucks, tractors, trailers, etc., all appraised at \$2415.89. All interested in such sales should be present at the date and time above set forth.

Home Modernization

The beginning of the home modernization campaign under the auspices of the Home Owners' Loan Corporation, which is scheduled for this week, is likely to create a substantial amount of activity in many local communities all over the country.

There has been a good deal of home repair work done this spring without direct financial assistance from the Government. In a large number of cases installment payment facilities made available by building material and equipment manufacturers have been used, reports indicate.

However, credit terms of the Government agencies are likely to be more liberal and they will, in addition, reach home owners in many instances where the credit standing of the local contractors was not such as to make their endorsement acceptable to a finance company, it is expected.

Survey of 10,000 Children to Fix Nutrition Standards

The first nutrition survey to be conducted by a public relief organization is being made of 10,000 children in cities and towns in New York State to gather information which will be of help in formulating standards for the maintenance of child health. The survey is being made by the Division of Maternity, Infancy and Child Hygiene of the State Department of Health and the Emergency Relief Administration.

Children of all ages up to 16 years are being included in the study, regardless of economic status. Nutritional and general physical conditions are being studied and recommendations are being made to parents of steps to take to correct defects.

If the uses of adversity are sweet there ought to be more sugar-coated hams on the stage.

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Questions and Answers of Interest to Grocers

Question: Does baking powder lose some of its strength in time?

Answer: All baking powders lose some of their strength in time. This is because the expansion and contraction of the air in the can, caused by temperature changes, gradually works the outside air into the can. This causes slight deterioration, especially during the periods of the year when there is a great amount of moisture in the air. For this reason it is best to keep as fresh a supply of baking powder in the store as possible.

Question: What should be done to prevent weevils and other insects from getting into flour and bulk cereals such as rolled oats, farina, and cornmeal?

Answer: To prevent flours and meals becoming infested with weevils and other insects, the outsides of bags containing them should be kept clean and swept often. All sweepings should be collected and removed or burned, as these contain most of the eggs, larvae, and adult insects. The full sacks should be kept in good repair, as this will prevent the insects from entering.

During the summer great care should be taken to see that the chests or bins in which bulk cereals are kept are perfectly tight and that they are well covered at all times. All such chests and bins should be thoroughly cleaned at least once very two weeks, especially in warm weather. If quantities of old flour or meal are left in the corners or cracks, the fresh product emptied into the bins will be contaminated in a short time.

Care should be taken in storing bags of flours and meals to have sufficient space between the tiers to allow abundant ventilation.

Question: Why do some powdered sugars contain starch?

Answer: Powdered sugars which contain starch (the usual amount is 3 per cent) are intended for use in making icings. Such sugar works up into a smoother icing than ordinary powdered sugar. The addition of the starch also keeps the sugar from getting hard and lumpy.

Question: In how many grades and sizes are lemons packed?

Answer: California lemons are packed in two grades and seven sizes as follows: 240's, 270's, 300's, 360's, 420's, 442's and 490's. The second grade sells for approximately 50c less per crate than the first grade.

Question: How many orders should a delivery man deliver in one day?

Answer: Delivery man in all parts of the country are making 100 deliveries daily within a five-mile radius of the store. If the delivery man has a helper he can deliver 150 orders without unusual effort. He does not assemble orders.

Question: Is a Sunday Closing Law constitutional?

Answer: Sunday closing laws have been held constitutional in several states. Under the "police power" of the state (protecting health, welfare, morals or safety) any state has wide latitude.

Question: How are extracts preserved for common use?

Answer: For commercial use extracts are preserved in alcohol. When a lemon or vanilla extract is mixed, for instance, in a cake, the alcohol evaporates, leaving the extract as a flavor.

Question: What is the difference between "steel cut" oatmeal and rolled oats?

Answer: "Steel cut" oatmeal is the grain of the oat cut into small particles by specially designed knives. Rolled oats are made by rolling the grain of the oat between specially designed steel rollers.

Question: From what does Easter get its name?

Answer: Easter gets its name from a Pagan goddess "Eostra." The Central Feast of Christendom was named after Eostra, worshipped by the ancient Saxons as the goddess of Dawn and Spring. To her was consecrated the month of April and to her were also consecrated the rabbit and the egg as the emblems of fertility.

Question: How many more apples than pears do we eat?

Answer: We eat about seven pounds of pears per person in a year, but sixty pounds of apples.—Kentucky Grocer.

Quick Freezing Process Preserves Quality and Flavor

Asparagus, broccoli, lima beans, peas, peaches and many other products which were available formerly out of season only as canned products are now being placed on the market as frosted foods.

This is pointed out by Fred W. Jackson, of the New Jersey Department of Agriculture, as the newest development in the food processing industry.

Quick freezing processing, say Mr. Jackson, means that the fresh quality products are subjected to sub-zero temperatures which must be retained in storage and retail channels until the consumer is ready to use them.

Perfect fruits and vegetables, fully ripened, are brought directly from the fields or orchards to the plant before wilting can occur or quality can deteriorate. Each product is treated with careful consideration given to its properties of acidity, vitamin value, color, consistency and flavor.

The finished products of quick freezing processing resembles quite closely the fresh raw product coated with a covering of frost. They are packed in paper cartons and are dry in the case of vegetables and some of the fruits. Other fruits are taken in a sugar syrup.

Mr. Jackson reports that consumers who have tried these frozen products have commented on their excellent quality, closely approximating that of fresh fruits and vegetables. This may be explained by the fact that only the best products are used and they are only a few hours removed from the orchard or field before being frozen.

As a consequence of this new development "fresh" fruits are being made available at all times in prime condition regardless of season.

Tea is being vacuum-packed in glass containers by a Texas company.

OUT AROUND

(Continued from page 9)

In his talk over the radio Sunday evening Arthur Sears Henning stated that 24,000,000 persons—constituting practically half the voters of the United States—are now on the payroll of the Nation. With such a condition, what show would an opposition party have at the general election for Congressmen this coming fall? Mr. Henning stated that the extra expenses thus far precipitated by the New Deal, so called, will increase the taxes levied by the Government four fold.

After years of honoring mother on the second Sunday in May, half-shamed into it, Dad was finally given a day on the third Sunday in June. Lovely, indeed, is the commemoration of mother. Why not father?

Unemotional dad. Nevertheless, the same pride and love for his child dwells in his honest heart. True, you can not give him flowers or dainties, but how about a nice long letter or visit to brighten his somewhat monotonous days?

Recall the dad who gave you a home? Who held the grocer, meat dealer, the baker, the candlestick maker, off with his little green roll? Who hauled out the ashes and brought home the bacon?

Is there a vivid picture in your mind of a holiday festive table with the family gathered round and father struggling with the goose? Finally it was served and nobody noticed very much that all that was left for dad was a neck or a wing.

True, mother darned the socks; but who paid for the yarn?

He was called upon to investigate the odd noises in the basement in the middle of the night.

He didn't have much time to hold your hand in his, because it was always busy reaching into a too generous pocket.

Think back about your "youth" and you'll find that it is memories of dad's sober, steady presence which formed an instrument whose strings steal into your very soul with a song that sounds a great deal like "Home, Sweet Home."

Never go back on your dad.

President F. W. Steinsberger, of the Indianapolis Retail Meat and Grocers' Association recently broadcasted a sharp blast at grocers who are unfaithful to their ideals, in other words, who fail to practice what they preach, as follows:

Most independent grocers are extremely inconsistent.

They spend much of their time in berating their chain competitors, pointing out the unfair advantages of the chains, their attacks on constitutional freedom, their unfair merchandising tactics.

It is all true.

But the average grocer thinks little of stepping into a chain tobacco shop to buy cigars or cigarettes—he thinks nothing of buying toothpaste or cough syrup at a chain drug store—sometimes he

takes the whole family to a chain shoe store for new shoes.

The grocer isn't the only offender. There are many salesmen who make their living through the independent merchants who do the same thing.

Actions are louder than words. Refusal to buy anything from any chain store by every independent grocer and every independent salesman in Indianapolis would mean something. It would mean money in the pocket of the independent merchant and money out of the pocket of the chain stores.

I have heard many sermons preached by clergymen which contained less truth than the above warning by Mr. Steinsberger.

E. A. Stowe.

Humble Dandelion Greens Rich in Minerals

The first greens of the season in many northern localities are furnished by a plant which is generally regarded as a weed pest,—the dandelion.

Leaves of the dandelion have a high mineral and vitamin content and because of this, Government nutritionists recommend their use. Many families, it has been found, can make frequent use of dandelion greens while the plants are young and tender.

Green and yellow vegetables, especially sweet potatoes and carrots, are rich in carotin—the source of vitamin A.

According to the North Carolina State Board of Health the best method of preparing sweet potatoes to retain the vitamin content is by baking or roasting them in the skin. The Board quotes scientific opinion to the effect that two or three ordinary yellow sweet potatoes are enough to supply an individual with all the vitamin A he requires.

This vitamin promotes growth, prevents a serious eye disease which appears when the diet is deficient in vitamin A and also prevents rickets.

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Eliminating Overlapping in Codes

Efforts are currently being made by NRA officials in co-operation with code authorities to adjust conflicts of interest that arise out of overlapping or inequitable provisions in codes of related industries.

The preliminary work in this field is being done by many code authorities, usually in joint meetings of trade practice and industrial relations committees of the industries concerned. The final decision as to the changes of either the wage and hour schedules or of fair practice rules in the codes in question, however, is usually arrived at in joint code hearings before the division administrator in charge.

Elimination of the contradictory rules in related codes will be an important contribution to the smoother working of NRA it is held.

Back President on Deficiency Bill

Although they do not like the proposition of leaving it solely to the President to apportion large funds among the various enterprises of the Government, earmarking them for specific purposes, Democratic Senators will vote for the proposition as set up in the deficiency appropriation bill.

The alternative for this would be the earmarking of the funds and the addition of a clause which would permit the President to make transfers from one allotment to another, which would mean the same thing. Some Senators are trying to call a halt to what some privately denominate a public spending spree, but partly regularity and the general political aspects of relief associations make the problem a difficult one to accomplish.

Retail Trade Prospects

The moderate improvement in retail trade, which appeared in the last days of May, was sustained last week.

Sales averages are about 5 per cent. ahead of last year and prospects are that seasonal merchandise will continue to move freely, except in drouth area centers and in sections suffering from strikes, such as the Pacific Coast.

Merchants are, nevertheless, concerned over the future outlook. The revival of price cutting reported in some lines will entail inventory losses. The pressure for lower prices from both consumers and the Government may cut the markup percentage to a point, it is feared, where profits will be endangered and code wage and hour scales can no longer be supported out of operating profits.

Removes Germs Which Make Fish Smell

A method of preparing and packing sea food stated to prevent the development of a "fishy" odor has been patented by Julius Alsberg, of Tompkins

Corners, N.Y. The process depends upon the fact that "fishy odor" develops in fish as a result of bacteria always present in sea water and which are harbored in large quantities in the slimy coating which surrounds the fish. The removal of these bacteria by mechanical means is the basis of the process. Fish must first be in absolutely fresh condition in order that the saprophytic bacteria may not have had a chance to penetrate into the meat. The raw fish is immediately placed in a refrigerated room maintained at 32 to 35 degrees F., and the fish is surrounded with ice to prevent its dying out. It is washed in sterilized brine or sea water to remove the slime and dirt and a mild antiseptic solution may be added at this point (chlorine, sodium hypochlorite, etc.). The fish so prepared is then taken to the "dressing" room which is kept at room temperature, where it is scaled, skinned, and boned or fileted. The dressed fish, placed on sterilized wire, is again washed in sterilized brine and drained, then dipped in cold brine for a short period. Next, the fish is again drained and dried with air, chilled, and wrapped in two thicknesses of parchment paper. The salt treatment "leatherizes" the fish and renders it less liable to bacterial infestation when it is later kept at room temperature.

Cures for Troubles of Your Watch

That delicate bit of mechanism you wear on your wrist or carry in your pocket would be a better timekeeper if it operated at the same temperature all the time and if it were not subject to magnetic influences. Of course, there are other watch troubles, such as changes in position, bumping and changing spring tension.

But the first two difficulties are partly overcome as a result of tests at the Bureau of Standards. To allow for changes in temperature, most good watches now have a cut balance wheel made of two kinds of metal which offset each other as the thermometer goes up or down. However, this does not wholly eliminate the effect.

The Bureau has been working on a new idea. Instead of the two-metal cut wheel, it has been testing a solid balance wheel made out of one kind of metal. In the tests, the new wheel has performed better than the prevailing type.

Besides, the Bureau has devised a hair-spring made out of a peculiar alloy steel called "elinvar." With the new hairspring and balance wheel, magnetic effects are almost entirely overcome. This is especially valuable to engineers on electric locomotives, whose watches are subject constantly to magnetic forces.

Proper Cooking of Cereals and Gravies

One of the problems of inexperienced cooks is to keep cereals and gravies from becoming "lumpy." The explanation is that in the presence of moisture and heat, starch granules swell rapidly. If they are not separated so they can all swell at one time, those on the outside stick together and form lumps with unswollen granules in the center.

The first principle in cooking with the finer starches such as flour, cornstarch, or fine breakfast cereal, accord-

ing to scientists in the United States Bureau of Home Economics, is to separate the grains by mixing them with some other substance before combining them with a hot liquid.

Secondly, starch should be slowly diluted with any hot liquid. The third principle is to stir continually to keep the grains separate until they finish swelling.

Butter Code Bans Unfair Practices

The organized butter and egg men have submitted a proposed code to NRA. It forbids the following unfair practices: False advertising of butter, the buying for sale of inedible products, secret rebates or allowances in the form of money or otherwise, commercial bribery, interference with contractual relations by competitors and defamation of the conduct or credit standing of competitors, destructive price cutting, quoting different prices in different localities aside from normal transportation costs in order to create a monopoly, giving of premiums, prizes or gifts with merchandise, label allowances greater than actual cost of packages and the requirement forced on buyers to purchase certain groups of products as a condition to the purchase of any one or more exclusively controlled products.

Influences that Mold Child's Character Most

Who influences a child most, his parents or his playmates

The answer to this question was given recently by David C. Adie, Commissioner of the New York State Department of Public Welfare in a talk before parents. He based his statement on a survey carried out among children from 12 to 15 by a group of churches and university agencies.

It was found that 43 per cent. of the children were influenced most by other children of their own age, 37 per cent. were influenced most by their parents, 17 per cent. by a "most admired adult," 2 per cent. by their school teachers, and 1 per cent. by their Sunday School teachers.

Corporations Wound Up

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

Allied Distributing Co., Detroit.
Vacuum Carburetor Co., Detroit.
Community Land Co., Lansing.
Graham Motor Sales, Inc., Detroit.
Clark Transmission Co., Berrien Springs.
Spa Corporation, Detroit.
Terminal Building Corp., Muskegon.
Tiltan Investment Co., Detroit.
Frigidaire Sales Corp., Detroit.
Connor Fountain Supply Co., Detroit.
Rankin Realty Co., Grand Rapids.
Anchor Tool & Die Co., Detroit.
Home Insulation Co., Grand Rapids.
Banner Manufacturing Co., Detroit.

The chief bond of military service is superstition, and the love of banners. —Seneca.

The worst taxes are those we impose on ourselves.

Safety First the Slogan at Threat of Appendicitis

Despite the fact that the majority of deaths from acute appendicitis are preventable, their number has shown an increase. The Minnesota State Medical Association direct attention to this condition, pointing out that all cases of abdominal pain which continue more than a few hours should be given medical attention to determine if the suffer has appendicitis even through the pain is far from the location of the appendix.

The tendency to put off medical attention is blamed by the Medical Association for the abnormal number of cases of fatal appendicitis reported last year among unemployed.

Ohio Considering Chain Store Tax Legislation

The Ohio Secretary of State has approved the form of an initiated petition proposing a law for submission to the Legislature in 1935 providing for a tax on chain stores. The proposed law would levy an annual tax of \$3 on each retail and wholesale mercantile establishment in Ohio. Upon two stores or more under the same management or ownership, and up to five stores, the tax would be \$25. On each store in excess of five, up to ten the tax would be \$250. On all units in excess of ten the tax would be \$1,000. The income would go to "the school relief fund" of Ohio. There is no such fund in Ohio now.

Small Strike Can Tie Up Whole City

How completely a modern city is at the mercy of its machines! Drop a monkey wrench in one comparatively minor set of cogs and you can paralyze an entire community.

Gasoline filling station operators and gasoline truck drivers in Cleveland walked out. So effective was their strike that the city's supply of gasoline was completely cut off. As a result the whole city was left helpless. Private cars delivery trucks, buses—all of these could run until their tanks were empty, and then they had to stop.

Because of a disagreement involving only some 2,000 or so men, a community of a million people was brought to the edge of utter paralysis.

Ten New Readers of the Tradesman

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

Leo Palmer, Grand Ledge
Dougherty's Grocery, Lansing
Gates & Son, Lansing
Schmidt Bros., Lansing
Frank A. Rouse, Lansing
Alphonso Belsito, Lansing
Paul & Son, Lansing
A. C. Alberts, Holt
S. F. Leeke, Leslie
Mitchell Bros., Leslie

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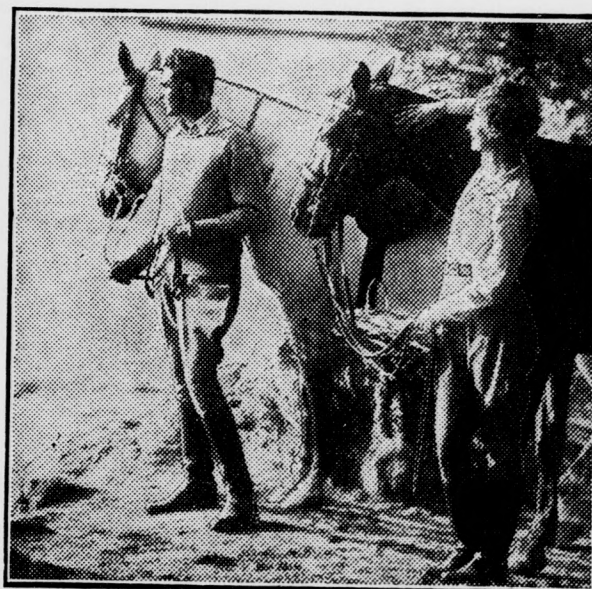
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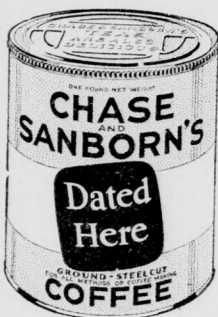
And, no matter which part of Michigan you visit this summer, banish worry by telephoning home and office frequently. Call ahead for reservations, or to tell friends that you are coming. Long Distance calls will add but little to the cost and much to the enjoyment of your vacation.



★ . . . Begin to Boost ICED COFFEE . . . Now!

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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Orchard Jellies.....	24/5c	Malty Milkies.....	24/5c
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