

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, JUNE 20, 1934

Number 2648

The Land Where Hate Should Die

This is the land where hate should die—
No feuds of faith, no spleen of race,
No darkly brooding fear should try
Beneath our flag to find a place.
Lo! every people here has sent
Its sons to answer freedom's call;
Their lifeblood is the strong cement
That builds and binds the nation's wall.

This is the land where hate should die—
Though dear to me my faith and shrine,
I serve my country well when I
Respect beliefs that are not mine.
He little loves his land who'd cast
Upon his neighbor's word a doubt,
Or cite the wrongs of ages past
From present rights to bar him out.

This is the land where hate should die—
This is the land where strife should cease,
Where foul, suspicious fear should fly
Before our flag of light and peace.
Then let us purge from poisoned thought
That service to the state we give,
And so be worthy as we ought
Of this great land in which we live!

What every merchant knows

A "SHOE DEALERS" Policy represents
a real adventure in thrift ✓ ✓ ✓

because —



It saves you money — dividends to policyholders, of 25 to 30 per cent since organization, is a record to be proud of.

• •



It saves worry — prompt and careful adjustments.

• •



It saves costly errors — our insurance auditing service meets a popular and growing need.

• •

MICHIGAN  SHOE DEALERS
MUTUAL FIRE INSURANCE COMPANY
Mutual Building • • • Lansing, Michigan

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Printed by the Tradesman Company, Under
NRA Conditions

SOME TRENDS IN TRADE

Sidelights on the General Business Situation

The rebellion of consumers at higher prices is shown strikingly in the General Motors car sales for May, which dropped 10 per cent. from April, and were only 12 per cent. higher than last May. Henry Ford, who recently reduced prices, has been getting an increasingly larger percentage of the total business. Both General Motors and Chrysler announced price reductions early in the month.

The department store index of dollar sales in May was 75 per cent. as compared with 77 in April and in March. Against an average increase of 12 per cent. in dollar sales over last year, the Federal Reserve districts of Cleveland, St. Louis, Dallas, Richmond, Atlanta and Kansas City, with gains of 19 to 24 per cent., made the best showings, San Francisco, Boston and New York made the smallest gains.

Detailed figures of department store sales in April showed that in the following Federal Reserve districts stocks on hand increased over last year at a greater rate than retail sales: Richmond, New York, Chicago, Atlanta, Philadelphia, Cleveland, San Francisco and St. Louis.

The twenty-four leading chain store companies, including the two large mail-order companies, had a dollar sales increase in May of 17.9 per cent.—The increase for the first five months was 20.8 per cent. Mail-order, shoe and apparel chains made the largest increases, grocery chains the smallest.

Hotel Business in May was 29 per cent. better than last year—the increase being 15 per cent. in room sales and 49 per cent. in restaurant business. Repeat and better general business have combined to boost New York's restaurant sales 72 per cent. over last

year; Chicago, 62 per cent.; Detroit, 76 per cent.; Cleveland, 56 per cent., and so on.

Although automobile sales seem to be tapering off, they are still a bright spot. Reo's business in May was well over three times that of last year. Hudson's business last week was exceeded only by three other weeks in the past three years. Plymouth's business to date is more than one and three-fourths times the shipment during the same 1933 period. All companies making trucks report higher percentage gains than are shown by passenger cars.

Brookmire estimates that the United States consumer income during the next six months will be 23 per cent. greater than last year. The fifteen states showing the highest percentage of increase are in order: North Carolina, Georgia, Michigan, Nebraska, Mississippi, Oklahoma, Iowa, Kansas, Virginia, Indiana, Ohio, Texas, Illinois, Wisconsin, Colorado.

The astounding success of the book, "One Hundred Million Guinea Pigs," and the publicity achieved by the Consumers' Research Association, are now reflected in some retail stores. An editor dropped in a New York Walgreen store to make a purchase and the salesgirl recommended a "special." When asked as to why the store was pushing this item, the girl replied, "Oh, it's recommended by Consumers' Research."

The temporary insurance fund has begun its sixth months of operation without having experienced a failure. Nearly 14,000 banks in every section of the country are enjoying the benefits of deposit insurance. The insured accounts total nearly 56,000,000 and the insured deposits exceed \$15,700,000,000.

The Drug Institute, representing 27,000 individual retail druggists, claims that the first sixty days' experiment of the prohibition of sale of drugs and cosmetics below the manufacturers' list prices a dozen has worked out satisfactorily both to the druggist and the consumer. The spokesman for R. H. Macy & Co. disputes the statement and claims that the code has materially raised prices to the consumer without increasing profits to the druggist.

Our Washington representative reports that General Johnson has fought price fixing provision in codes, and had but little reluctance in abandoning price-fixing. Indications are that NRA will gradually shrink into a small compact unit designed to provide lubrication, not the power and brakes, for the wheels of industry.

The Administration's statisticians and economists are agreed that the big kink in the recovery program is in the

heavy industries and building trades. They employ more working men than any other four industries combined. This is why the Administration was determined to obtain the machinery with which to carry out the program of direct loans to industry and the Housing Bill.

Use of Rules Instead of Law

Government agencies failing to induce Congress to grant them additional powers through legislative means are planning to accomplish rules and regulations to accomplish the same results, it is said.

For instance, the Agricultural Adjustment Administration was unable to influence Senate and House leaders to agree to the enactment of the so-called innocuous amendments to the law under which it operates. It has been doing by rules and regulations what it sought to have enacted into law.

Last minute efforts to put through the omnibus banking bill were none the more fruitful. However, it has been asserted that the provisions in it can be duplicated largely by rules and regulations of the Federal Reserve Board and the office of the Comptroller of the Currency.

The only difference appears to be whether the rules and regulations will be tested in the courts, as some of those under the Agricultural Adjustment Act are bound to be. Although the amendments to the law might have been declared unconstitutional had they been enacted, resort to rules and regulations would have less standing in the courts and thus would be more vulnerable.

Economy Drive in Retail Stores

Retail sales in the past week have retained a slight gain in dollars over the corresponding week last year. The gain is not sufficient, however, to carry the additional expense burdens that the stores have assumed in the meantime under the NRA, stores executives report.

As a result, a new intensive economy campaign is being initiated in many of the financially weaker stores all over the country. In many cases, a first attempt will be made to effect economies by exerting increased pressure on all vendors of merchandise as well as of supplies. In other instances, it is found necessary to discharge part of the additional personnel that was taken on under the code.

In spite of these measures, merchants fear that the profit figures reported last year will not be duplicated currently. Consumer buy-

ing resistance forces a reduction of mark-ups and there will also be inventory losses on merchandise bought above current market prices, it is said.

Sugar Price Prospects

Sugar prices which have been rising slowly since the sugar bill was enacted, are expected to receive a further stimulus in the near future, if the proposed plan to increase the Cuban preferential on import duties from the present rate of 20 per cent. to 40 or 50 per cent. is effected.

The President has the power to make this change, and the trade expects he will act soon in view of the new disturbances in Cuba. A condition to reducing the duty on Cuban raw sugar to approximately 1c, from the present 1.5c, would be that the Cuban export control organization force all growers to raise their prices correspondingly.

Another stimulating factor is the withdrawal from the market under bond of Philippine sugar imports in excess of the legal quota. This will reduce raw stocks available and stimulate imports from Cuba. Since refiners' raws supplies are generally not heavy, an aggressive demand for raw sugar is held likely in the near future, if the expected advance buying of refined sugar in anticipation of higher prices materializes.

Revival of Marketing Agreements

Indications are that the attitude of many farmers toward the Agricultural Adjustment Administration has undergone a change as a result of the drought.

Many sections of the country that vigorously rejected the plan to regulate the dairy industry through a system of licenses some months ago, are now in favor of AAA marketing agreements. They have apparently recognized that the price raising effects of the drought can be turned more quickly to their own advantage through minimum price fixing and Government control of licensees.

In view of this fact, executives in the food industries are wondering whether there may not be a general revival of previously abandoned marketing agreements in other lines also. The trend toward higher prices will give producers a stronger competitive position, and the AAA might be expected to help them to take full advantage of the situation, it is said.

Learn to-day and you'll earn tomorrow.

Sidelights on Some Southern Michigan Towns

Jackson—Jackson is a fine old city, located in a forest of large and beautiful trees. At the corner of Franklin and Second streets, I was attracted by a heap of large boulders. The top stone was inscribed with a bronze plate attached, announcing that at this spot, under the oaks now growing there, was born the Republican party, July 6, 1854. Local papers announce that on July 6-7 a large delegation of the national leaders of the party will assemble here to commemorate the anniversary of the birth of this political organization. Some years ago, I was told, a national movement was begun by leading party members to buy this site and erect a suitable memorial building here, but depressed business conditions have prevented carrying out the proposed plan. Nowhere in a city of this size will one find more beautiful homes, schools and churches, and it is well supplied with excellent hotels. Few cities have as large industries as are located here and in normal times thousands of people were given steady employment.

The invasion of the greedy chain corporations has raised havoc with the home merchants here. Among the smaller merchants there is much need of organization. They are watching the cut prices of the chain stores too much and not paying the attention to market price changes and keeping in step with them. The big chains stocked heavily on sugar, which they use to bait on trade, while the small merchants were able to buy only a small supply: so with the heavy advance they are in hard luck. Merchandising, especially in foods, is more a commercial warfare, than a real business, which should always show a profit, for without profit the whole community suffers. Jackson, like other cities, will not see a return of prosperity as long as its people patronize the greedy monopolies, which line its main business thoroughfare, some of which have numerous branch stores through the city. The profits on trade is what built this city and maintained its institutions. Monopolies take the profit on trade away, depriving the community of its life blood.

Dr. G. A. Blumenthal desired to be remembered to the editor and his accomplished wife. He also took occasion to commend the Tradesman and said he liked my contributions to it. Ran across a little different type of chain store here than what I have previously seen. The store is well located and is of double width. About the side wall is a large, well-selected stock of groceries and baked goods, at the back of the room is a large display of fresh and cured meats, fish etc. The center of the room is used in serving foods, lunch counter plan. The second floor is reached by elevator, and here food is served cafeteria plan. Prices on foods are in line with the other chains. I was told this place was operated by Michigan owners, who now have similar stores in Flint, Pontiac, Sainaw and one or two other cities. The chains are giving the home mer-

chants a hard rub and it is a real job to interest them. Organization among them seems to be at a low ebb.

Concord—This is a fine country village with a newly paved main street. The community supports an excellent brass band, which stages a concert on the street one evening of each week. The merchants all carry good stocks of merchandise and sell at fair prices, which has no doubt had much to do with keeping chain stores out. I did not hear any complaints among these merchants and all are working in harmony for the best interests of the community.

Albion—According to my observations, the big chain stores find rich picking in college towns, and the home merchants find it more difficult to live than in other towns and cities. I was told that at least half of the store buildings in Albion are empty and a losing investment to the owners. My observations fully confirm this report, which is not an encouraging admission for any community.

Albion is the home of one of the best small colleges in the state. From its portals have gone forth young men and women who are numbered among the leading citizens of this state. Before I reached this beautiful little city many informed me that it is greatly impoverished by the greedy chain stores, which come only to exploit its people by sending away each day the profits upon trade. This explains why there are so many empty store buildings. In the days when Albion citizens and the farmers of the country bought of the home merchants, the profits on trade remained in the community. It was used to build its business blocks, beautiful homes, schools and churches, as well as helping to build its college buildings. It was not necessary to call upon chain store magnates for building funds and endowments, as many educational institutions are doing. Our colleges and universities should broaden their course of study to include loyalty to home institutions, which should include financial support. Money is the life blood of business. No line of business, school, church or other educational institution can get along without it. When the people of a community give their patronage to these gigantic monopolies, they drain the life-giving money from their city and the blighting effect is soon visible. The home merchants are not the only ones hurt, but every property owner and those depending upon a wage. May the faculty of this splendid college awake and use its wide influence in teaching loyalty, not only to the Government, but to home communities as well.

Albion has one of the finest fire-proof hotels I have seen in a city of this size. It is located just out of the business district in a grove of fine old trees on M 12. The manager reports a pickup in trade from the many tourists coming this way. The city has one of the largest malleable iron plants in the state, also several other smaller industries.

Homer—Homer is a beautiful country village, with a fine little park at

the intersection of its main streets. Here the village has built a large circular basin with a fountain at the center. All is surrounded by an ornamental iron fence, all of which bespeaks community pride of its people. Here I met a young merchant, formerly with a chain store. He recognized at once the value of the Tradesman and asked to be enrolled as a subscriber, with no solicitation on my part. During the brief time since he entered business, he reported excellent progress, and with the Tradesman coming to his desk each week, he will increase his business more rapidly.

Litchfield—Litchfield is another excellent country village. A large banner across the main street announces its centennial celebration next month. This occasion will be a great event and attract thousands of visitors. This village has a beautiful park near the business center. The merchants all carry good stocks of merchandise. Very little oleo is sold here, as the village has one of the largest cooperative creameries in the state. No other butter is sold by its merchants.

Jonesville—Jonesville is located on M 112, the pioneer route between Detroit and Chicago. In former days the village had considerable manufacturing, the Deal Buggy Co., among them. A more recent factory builds store equipment. Jonesville merchants are on the alert and have not suffered from loss of trade by the chain stores, as have many other towns. In my travels I find stores in one community much like those in the others, but here I found a grocer, C. A. Cronk, who has created a new idea that is proving profitable. Mr. Cronk is a student of psychology. A few years ago the basement of his store was flooded, causing considerable loss. When restoring the place, he conceived placing shelving about the walls of the basement and stocking art and novelty goods, china and earthen dishes. He did not spend a cent on decorating the walls and joists overhead, nor did he lay a floor, but uses mother earth in oldtime cellar fashion. He carries a stock of many thousands of dollars, a part of which is displayed on the second floor, the main one being used for his grocery stock. He says his cellar store is widely known and tourists from many states buy from him. Enquiring as to his plan of advertising, he said "women are worth more than ten newspapers, because the novelty of his cellar store and the class of goods he sells makes a distinctive hit with those who are always looking for 'something different.'" He says his art gods are bought from nearly every country on the earth, and the assortment has high appeal to women well able to buy.

Had nice shower at Homer, but dry and hot here. I hope you may be able to get a special act through Congress next session, waiving the statute of limitation, covering the time the Government collected the tax upon vegetable oleo unlawfully. It would be most pleasing to the food merchants of that period.

E. B. Stebbins.

A poor mind means poverty no matter how big the bank account.

Items From The Cloverland of Michigan

Sault Ste. Marie, June 18—The most pretentious pageant ever attempted in the Upper Peninsula will be put on by the promoters of the Nicolet celebration, to be held here the first three days in July. Jean Nicolet landed at the Sault before he went any other place in what is now Michigan. It was fitting that the first setting be given here and tercentennial plans call for portraying some activity of this intrepid explorer most of the season. In searching for a short route to China he left the banks of the rapids and traveled through the Straits of Mackinac and on Mackinac Island will be given another pageant. St. Ignace will follow and Green Bay, Wis., is making elaborate plans for commemorating the advent of the first white man to reach Wisconsin. The thorough-going co-operation being given the local event by all asked to assist means a highly successful dramatization. Thousands of people will come to the Sault to participate and view the field mass on Sunday July 1. The following Monday and Tuesday will be the dates for the Nicolet landing. Canada will join with Michigan in making these days unusually historical.

The members of the Detroit Board of Commerce due to arrive here at 4 p. m. Wednesday, arrived at 2:15 p. m., nearly two hours ahead of time, but our committee was on hand and received the visitors, numbering about 350. Some went direct to the Country Club for golf, while many took in the locks. Others visited the merchants and gave the Sault the once over. The Detroiters held open house on the boat where visitors were welcome to look over the great steamer Greater Detroit. The visitors seemed to enjoy their visit and the boat left at 8:30 p. m. A good time was had by all.

James Biskus has opened the Lincoln cafe, after a thorough redecoration and changing the interior, removing all of the booths and replacing them with tables. Mr. Biskus has been working for over a month making changes and now has a cafe that will enable him to get his share of the tourist business, which has already started. All he wants is warm weather to get the crowds headed this way.

Why is it that a man who has a lot of time to waste always wants some one to help him do it?

Harry Rapin has opened his beer garden on the Riverside road for the season. This is one of the popular places, about six miles from the city, located on the river front, where a cool breeze is always found, regardless of the heat in other places. Meals and lunches are served by a competent chef at all hours and a more comfortable place to spend the time pleasantly would be hard to find.

John Schomacher, who has been representing the Tapert Specialty Co. on the D. S. S. & A. territory, has resigned. He is succeeded by Herbert White, who will continue selling on this territory.

H. Earl Russell, American Consul General to Egypt, paid the Sault a visit last Tuesday to see the St. Mary's falls canal. He was very much interested in the canal and was getting notes and statistical information, comparing the Sault locks with the Suez canal. The St. Mary's falls canal handles more freight than the major canals in the world combined, including the Panama, Suez and Kiel.

Minutes are to hours what pennies are to dollars and he who wins saves both.

The Sault expects to send quite a few Rotarians to the International convention at Detroit next week. On account of the nearness it is expected that many will take advantage of this opportunity.

William G. Tapert.

At last men will quit smoking to prove they aren't effeminate.

Bankruptcy Stigma Is Avoided

Under our old laws, liquidation was a necessity. It was the only way to handle the affairs of an insolvent concern. And when the legal steps were taken it sometimes meant costs so high as to leave little for division among creditors.

The new law permitting re-organization of corporations stands on sound constitutional ground in that it enables the Federal courts to assume jurisdiction under the bankruptcy powers of the Constitution but at the same time does not adjudge any company bankrupt unless its affairs are not susceptible of reorganization. Thus the stigma of bankruptcy is entirely avoided.

This step forward has been accomplished by the simple method of giving a company "unable to meet its debts at maturity" the same consideration as a bankrupt, namely the protection of a federal court.

So any concern with notes or debts whose principal or interest or both cannot be met at maturity can apply for the protection of the court against the incursions of a few creditors who might otherwise throw a company into bankruptcy.

Also any corporation now in receivership can ask to be lifted out of receivership and receive the benefits of the new law, provided a reorganization plan is submitted.

The law is intended to give the petitioners a reasonable opportunity to reorganize. The petition can be submitted by the management or a petition, if it alleges an act of bankruptcy, can be filed by three or more creditors holding unsecured provable claims of \$1,000 or more. During the proceedings, any creditor or stockholder may also propose any plan of reorganization which has been approved by not less than 25 per cent. in amount of any class of creditors and not less than 10 per cent. in amount of the total claims, or, if the corporation is not insolvent, by persons holding 10 per cent. of any class of stock and not less than 5 per cent. of the total shares.

David Lawrence.

Fall Pricing Cutlery Problem

Cutlery producers preparing lines for Fall are uncertain regarding price tendencies of that season. The majority feel that an advance of 10 per cent. or more is justified but hesitate to make the move because of the keen competitive situation in the industry. In addition, buyers have argued that consumer resistance against further advances will be strong. Higher costs for raw materials and increases in production expenses are cited by producers as justification for raising quotations.

Prosperous Merchant

A grocer in an Indiana city recently reported confidentially that if he didn't read the newspapers he wouldn't know there is a business depression. For the past five years his volume has been steadily around the \$75,000 figure. He has made a fine profit each year.

The strange part of it is that in all these years he has never offered a special or a bargain, never had a "sale." He has made a fair profit on every item he has sold. A cash-and-carry chain

down the street—his only near competitor—was forced to move out.

He is located in a well-to-do neighborhood. He has as fine and clean a store as any of its size in America. He handles quality merchandise only. His salespeople are of the best.

He stands as another living example of an old grocery axiom, namely, "The method and manner of service is more important than price."

Most Glassware Rules Firm

General firmness persists in most glass products, with production showing little change. The drop in demand since early in May was not as great as many had anticipated, and manufacturers now view the situation more calmly. Movement of glassware for home and table, including liquor glassware, continues fair to good, with the market not as pressing as it was three months ago. In the bottle and container field, much interest is being displayed in the evident purpose of the Washington government to get some form of control over liquor bottles, especially second-hand ware, as a means of hampering output of illicit liquor.

Grocers Balk on Codes

Increasing numbers of grocery manufacturers are withholding payment of code assessments until the NRA program for the industry is simplified. Paul S. Willis, president of the Associated Grocery Manufacturers of America, Inc., asserted. Producers, he added, are taking the stand that by spending money for code enforcement under present conditions they are "only buying further confusion for the industry."

"With the multiplicity of pending and approved codes affecting food-stuffs," Mr. Willis said, "manufacturers who handle a varied line of merchandise are coming to realize that they face the prospect of contributing an exorbitant amount of their income to support codes."

Not to Cut Hose Price

Reports that the Berkshire Knitting Mills would shortly reduce hosiery prices in order to meet the very low quotations heard in the market are flatly denied at the company's New York offices. It is said that the company's base price continued to be \$5.75 a dozen and that no cuts were contemplated. In the last week rumors of prices as low as \$4.75 per dozen have been heard in the market, but could not be confirmed. Selling agents said there were always quantities of substandard goods available at levels 50 to 75 cents under regular merchandise and that the low quotations probably applied to such styles.

To Oppose Cotton Dress Change

Strong protest will be made against transference of cotton dresses, particularly hairdressers, to the jurisdiction of the Dress Code Authority by the Association of Buying Offices, comprising the leading resident buyers in New York. Emil Sostman, of the May Department Stores and vice-president of the group, will present the buyers' views at the meeting to be held in Washington beginning Monday. The organization holds that the change will be unfair to the consumer, involving

higher prices, and will react adversely upon the large class of agricultural users of this type of merchandise.

Complain of Price Demands

Form letters from some retail organizations conveying the idea that prices should be cut because of the new NRA policy with respect to price-fixing provisions in codes are being received by manufacturers. The communications received in the toy industry are described as an "obvious and malicious attempt to weaken prices" by James L. Fri, managing director of the Toy Manufacturers of the U. S. A. He said the letters are based on the first erroneous report that the NRA had banned price provisions entirely and made no mention of the clarifying statement later issued by the NRA.

Group Buying Ban Stressed

In the absence of NRA approval of the fair trade practice rules for the cloak trade, reliance is being placed upon the trade regulations, banning group showings by the Industrial Council of Cloak, Suit and Skirt Manufacturers and the Merchants Ladies' Garment Association. Telegrams from the groups to members have stressed the importance of adhering to the ban. One of the leading group buying organizations has agreed to visit manufacturers' showrooms in response to the trade stand. The council has come out strongly against the purchase of single garments by groups on the ground that this is a "subterfuge."

Poor Sales of Umbrellas

Maybe it's the drought!

Umbrella sales this season have dried up to a point where the industry finds itself in "a definitely chaotic state" which threatens its continued operation under a code, the NRA was told June 14 at a hearing on plans to change the code.

In 1929 umbrella sales amounted to \$26,000,000, the industry states, but last year they totaled only \$5,000,000 and now they are much worse. The makers are getting lower prices for their rain-shedders, although production costs have jumped one-third.

Bid For Chinaware Volume

Manufacturers of chinaware are making a strong bid for additional business in the hope of ending the seasonal slump in orders which developed over the last few weeks. They contend that most retailers planning special Summer sales need merchandise and are trying to induce buyers to place orders so that production can be carried through July on a normal basis. Buying at present has dropped considerably below the levels attained some weeks ago before the price rise on extreme low-end dinner sets went into effect.

Vogue of Going Hatless

It is a sad state of affairs for the hat manufacturers—this vogue of going hatless. In Germany the plight of the hat makers has caused several cities to request their employees not to follow the hatless fad. A report the Commerce Department has received from Consul J. F. Huddleston, Dresden, says that during the last ten years the number of plants manufacturing straw hats has dropped from 42 to 20 and the value of

the hats manufactured has fallen 90 per cent.

Canned Goods Situation

The outlook for canned foods has undergone a distinct change in the past several weeks because of unfavorable weather. Unfavorable growing conditions in various parts of the country have curtailed crops and in some sections storms have damaged them extensively. To add to the vagaries of the weather, labor trouble both in the canning industry itself and in the transportation systems on which the industry depends, have further acted to alter plans of producers.

The Government has reported that the condition of the crop of green peas as of June 1 was 60.7 per cent. as compared with a ten-year average of 83.5 per cent. The Middle West was particularly affected, prospects there not being over 50 per cent. In Eastern states such as Maine, Pennsylvania, Maryland and Virginia and in the Northwestern states the yields look relatively better. Recent rains improved the outlook, too, in New York state, the second largest state in point of canned peas production.

Although it is much too early to talk about tomatoes, setting of plants has been delayed to greater or less extent in all states. Hot weather and the drought in the Middle West, the Ozarks, Kentucky, Tennessee and New York have damaged plants already set and resetting has been put off until more favorable conditions. However, somewhat better conditions have been reported in New Jersey, Pennsylvania, Delaware, Maryland, Virginia, Colorado, Utah and California. Some reports of a scarcity of plants have been received because of poor development of seed beds during the cold, wet weather of the early spring.

Unfavorable weather has also delayed planting of sweet corn in the Middle West and New York state as germination of the early planting in these states was poor and the present outlook for the crop is uncertain. A few sections, however, report sufficient moisture and prospects are good. Some rains have relieved the condition up-state, but packers and growers are cautious in making predictions at the present time.

Refugee and string beans have likewise been hit by dry, hot weather and unfavorable soil conditions. In western New York early plantings did very poorly and operations have been retarded by conditions in the Middle West and in some localities suspended. A better outlook is reported from Maine, Pennsylvania, Delaware, Maryland, Tennessee, Mississippi, Louisiana, and the Far Western states find that prospects are as good or better than usual.

Cheerfulness aids work as well as digestion.

MOVEMENTS OF MERCHANTS.

Manistee—Edw. Zarwacki succeeds John Rozga in the grocery business.

Grant—The Grant State Bank has increased its capital stock for \$30,000 to \$45,000.

Detroit—The Commercial Malt Co. has changed its name to the American Malting Co.

Bay City—The Superior Fish Co. has reduced its capital stock from \$35,000 to \$15,000.

Monroe—The Dansard State Bank has decreased its capital stock from \$300,000 to \$163,200.

Rosebush—The Rosebush State Bank has increased its capital stock from \$20,000 to \$27,000.

Advance—James F. Beale, has purchased the grocery stock and cottage from Mrs. Patrick O'Brien.

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

Detroit—The Vacuum Cup Metal Pulley Co. has been organized with a capital stock of \$25,000 of which \$5,000 is paid in.

Detroit—The Harbaugh Packing Co. has been organized to conduct a meat and grocery business. The capital stock is \$1,000, all paid in.

Port Huron—The Basshead Ale & Brewing Co. has been organized to operate breweries. The capital stock is \$275,000, with \$2,500 paid in.

Rapid City—Daniel S. Way, general dealer here for many years, has passed on. The business will be conducted by the widow, Mrs. Blanche M. Way.

Elbridge—Raymond Wierick succeeds H. B. Beattie in the grocery business. Mr. Wierick has recently been employed by C. W. Fenner of Hart.

Hastings—Geo. E. Endsley has purchased the interest of R. W. Hansen in the business of Houvener & Hansen, conducting a grocery and meat market as the Hastings Food Shop.

Grand Rapids—Joseph S. Michalowski, 63, for over 35 years a grocer on the west side, died at his home, 944 Butterworth street, late last night. Surviving are his widow Anna and one brother Michael of this city.

Alanson—Clyde Maxfield, who has conducted a grocery store in the George Rotter building for the past two years is this week moving his stock of goods into what is now occupied by the Stears restaurant.

Grand Rapids—The round-up of Red and White grocers at the Rowe Hotel last Tuesday evening was well attended. The occasion proved exceptionally enjoyable, especially the informal talks by President Kelly and Vice-President Berner, of Lee & Cady.

Manistee—Funeral services were held Monday morning for Vincent A. Miklas, prominent grocer and vice president of the Michigan Retail Grocers' and Meat Dealers' Association, who died Thursday night. He was 35 years old. He was a member of the Elks and Eagles lodges and of the American Legion. He is survived by his parents, Mr. and Mrs. Anthony Miklas, of Manistee, his widow and two children.

Hart—No definite assurance has been given stockholders and members of the Great Lakes Fruit Industries, Inc., that their plant would be able to operate this season, although a crew of men have been getting machinery in readiness the past few days. The co-operative concern is seeking Federal assistance to operate this season, but has thus far been unable to obtain help. Last year the 1,000,000 pound crop of members of the firm was packed by W. R. Roach & Co.

Kalamazoo—A. William Walsh, president of the A. W. Walsh Company, wholesale grocers, widely known resident of Kalamazoo county for the last forty-nine years, died Saturday afternoon at New Borgess hospital after a brief illness. Born in England in 1860, he came to the United States with his parents when he was only seven years old. The family first located in Warsaw, Ind., but in 1884 he came to Kalamazoo county, residing near Augusta on a tract which now includes the Kellogg Bird Sanctuary.

Bronson—Fred Wilkins, 60, who had conducted and worked in Bronson stores at intervals for more than thirty-five years, was found dead in bed in his hotel room at the Bronson Inn. Mr. Wilkins had resided in Branch county the major part of his life. About thirty-five years ago he was in the dry goods business in Bronson, part of a firm known as the Carol & Wilkins dry goods store. Mr. Wilkins was manager of the first A. & P. store in Bronson and eight years ago was sent to Greenville by that firm and from there to Reading. His wife's health failed and Mr. Wilkins retired, moving to a farm near Reading where Mrs. Wilkins died three years ago. A year ago Mr. Wilkins returned to Bronson and was working in the I. G. A. store at the time of his death.

Forty years ago he opened a retail grocery store in North Burdick street. Twenty years later the wholesale company now bearing his name, with many branches in Michigan, was organized. The deceased was married first to Mary Holton, who died. Forty years ago he was married to Ann Winn, who survives. There were three children by the former wife, of which only one, John F. Walsh, vice president of the A. W. Walsh company, survives. Mr. Walsh was a member of the St. Vincent de Paul society, a member of the Knights of Columbus, and a member of St. Augustine church and Holy Name society. Besides the widow he is survived by three sisters, Mrs. Nell Anderson, Tiffin, Ohio; Mrs. Katherine Chadsey, St. Louis, Mo.; and Mrs. Thomas Winder, Chicago; a niece, Mrs. Ed Locher, Kalamazoo, and three grandchildren, Mary Jean Walsh, William Walsh, and Richard Walsh, all of Kalamazoo.

Detroit—John L. Sullivan died Tuesday night aboard the steamship South American while en route with his wife, Lucy Vroman Sullivan, to Georgian Bay on a tour celebrating their thirty-first wedding anniversary. He was 61 years old. Born in Wyandotte, he was educated in the public and parochial schools there and started his business

career as a clerk for the Bishop Fur Shop, later working in the shipyards there. In 1909 he was elected City Clerk and served for three terms. After his retirement from public life he entered into a partnership with Richard D. Lynch in the furniture business on Biddle avenue and five years ago purchased his partner's interest. He was a director of the Wyandotte Board of Commerce, the National Bank of Wyandotte, trustee of St. Patrick's Church, a member of the Ancient Order of Hibernians, the Holy Name Society and the fourth degree council of the Knights of Columbus. Always interested in sports, he was manager of the "Old Timers" baseball team and played in the championship Wyandotte baseball team several years ago.

Hart—The installation of a new 150 horsepower steam boiler is one of the several improvements being made at the Hart plant of W. R. Roach & Co. in preparation for the opening of the season in two weeks. Gooseberries will be the first product to be packed at the local cannery. The crop in this vicinity is only about 25 per cent. of normal, according to G. B. Rollins, plant superintendent, and the bulk of the pack will come from the company's farms at Kent City. Besides the boiler installation, a new 20 inch conveyor has been built on the cherry tanks, replacing the two 12-inch conveyors formerly used. A new outlet on the outside of the factory has also been made for cherry pits and refuse. The Hart cannery will operate this season under the new national canner's code which went into effect June 11. The code provides for minimum wages of 32 cents per hour for men and 27½ cents per hour for female employees. No limit for the number of hours of employment has been set when perishable crops, such as cherries, are being canned. The maintenance and shipping crews are now working a 44 hour weekly schedule. Mr. Rollins made no prediction as to the probable price to be paid to growers this season other than he believed it would be as much as the 2½ cent per pound rate paid last year. The Oceana cherry crop, while hard hit by frost in many localities of low elevation is now believed by many leading growers to be nearly as large as last year's excellent yield.

Manufacturing Matters

Highland Park—G. B. Purcell, Inc., has been organized with a capital stock of \$2,000, all paid in, to engage in the manufacture of brass goods.

Ecorse—The W. S. Bache Co. has been organized to manufacture stout, ale and porter. It has a capital stock of \$50,000, with \$3,350 paid in.

Detroit—The Crystal Linen Supply & Laundry Co. has been organized to furnish linen and laundry to the trade. The capital stock is \$7,000, all paid in.

Detroit—The Detroit Broach Co. has been organized to engage in the manufacture of broaches. It has a capital stock of \$50,000 with \$10,500 paid in.

White Pigeon—The Lower Incubator Corp. has been organized to manufacture incubators. It has \$30,000

capital stock, of which \$24,000 is paid in.

Detroit—The Midwest Corporation has been organized to manufacture and sell home furnishings with a capital stock of \$10,000, of which \$3,000 is paid in.

Grosse Point Park—The General Conveyors Corporation has been organized to manufacture sheet steel and tanks. The capital stock is \$25,000, of which \$5,250 is paid in.

Reprehensible Practices Which Can Be Curbed

Karlin, June 19—I was asked by a group of grocers who held a meeting here last night at one of the county stores to write you for information, so here I am with some of our troubles. Of course, the big chains are one, but here is a new one: Some young farmer boys bought themselves trucks and started to pick up cream for the different creameries. That would not be bad, but they ask the people for the cream and tell them that if they get their cream they will bring them their groceries or what not from the A. & P., Kroger, J. C. Penny or Montgomery Ward stores, charging only a small fee for such service. That is hard to compete with. These trucks make two trips a week and always have a group of passengers on the truck. We do not know whether they charge them or not. So we are asking you for your fatherly advice as to how to handle these truckers and the proper state office to write and get some action at once. Last night at the meeting we had quite a talk about your Tradesman and we found that a few of the grocers did not know what the Tradesman was all about. As we had some copies here in Karlin, we gave the men the latest Tradesmans and think you will hear from them soon. The grocers interested in this meeting were from Grawn, Interlocken, Monroe Center, Hanna, Wexford, Buckley, Karlin, and we expect to hear from Kignsley. Mr. Stowe, we will be more than glad to hear from you. Frank J. Komrska, Jr.

As the information requested is best handled by correspondence, we deem it the part of wisdom to communicate with the writer of the above letter by mail. The merchants have ample protection against such practices as the letter describes.

Personnel Changes in the NRA

Smoother and quicker co-operation between NRA headquarters and business and code authority executives is anticipated in the future as a result of changes currently being made in the NRA official staff, business men believe.

Business men returning from Washington report that instead of being asked to state their case to junior executives who are under strict orders and are rarely able to negotiate, they now meet with executives of considerable business experience who are able to grasp problems easily and to render quick, intelligent decisions.

If this new personnel policy in the NRA is retained over a period of time, business men believe that the irritating friction that in the past has greatly impeded the progress of the NRA itself as well as of business, will soon be reduced to a minimum.

Life is worth living, if only for its taking of chances.

Essential Features of the Grocery Staples

Sugar—Jobbers now hold can granulated at 5.24 and beet sugar at 5.02.

Tea—The business in first hands tea market during the week has been rather quiet, but primary markets report an upward tendency, especially in Ceylons and Formosas. There have been no price changes on this side. The situation is steady.

Coffee—The week opened with declines in future Rio and Santos, green and in a large way. News has come from Brazil that the necessities of the situation have compelled Brazil to destroy nearly 4,000,000 bags of coffee during the present month, if the market is to be gotten into fairly controllable position. Later in the week the future market made up some of the early declines. Following this the market became somewhat irregular. Actual Rio and Santos business has been quiet with some slight declines and a light demand. Milds have shown no special change since the last report. Jobbing market on roasted coffee also about unchanged. Consumptive demand for coffee is good.

Canned Fruits—California fruits are featured at present by advances being made on new pack apricots, while in pears, the situation is wide open and aside from the fact that opening prices are expected to be above last year's opening no indication has come out of the West as yet.

Canned Vegetables—In the major vegetables, the Tri-States have been holding attention, as the peak of the pea packing season is under way. With prices on No. 4 sieve Early Junes up as high as \$1 and in some cases above that, packers in that section are reaping a harvest on the misfortune that has befallen the Middle West. However, there has been some improvement in Wisconsin and adjoining states lately, as showers have eased the drought.

Canned Fish—The salmon situation is unchanged for the week with present and future stocks short. More detailed description of the salmon situation appears in the individual market reports. Some of the packers of Columbia River salmon have quoted the new prices on a high basis. No change has occurred in other tinned fish.

Dried Fruits—The dried fruit market here was fairly active last week for this season of the year. Stocks in the hands of the trade are relatively light, as compared with last year, when there was considerable speculative buying in all lines. For this reason, the amount of replacement business done during the Summer should be improved. Then, too, higher priced canned fruits may act to stimulate a consumption of dried fruits, which are still a relatively cheap food. Dried apricots, which have been advanced considerably here of late, are moving out as well as could be expected for this time. The demand is pretty well spread over the various grades, and with price ideas on new crop apricots very high, there is little likelihood of a recession. Santa Clara and Oregon prunes have held within very narrow price limits. The larger and medium sizes have shown little or no quotable change in the last several price lists, but there was a narrow

trading range on some of the smaller sizes. New crop Oregon prunes are being quoted on the basis of 6¼c for 30s, as against a tentative price of 6½c recently. This is well in line with last year's opening prices. The raisin situation is well maintained. Growers are holding relatively little stock just now and goods are largely in first hands. Prices, of course, continue steady, in view of the rigid control over next year's crop. There has been a fair interest in raisins here, mostly of a routine nature.

Beans and Peas—Demand for dried beans continues very slow with the undertone easy. The same is to be said of dried peas.

Nuts—The nut market was unchanged last week, and there was continued strength in Brazils, both here and abroad. Brazils are doing much better and costs of importation have risen to the point where spot prices are hardly profitable any longer. The demand for walnuts and almonds is still largely a replacement affair, with the possibility that as stocks of domestic nuts are moved out, there will be increased need for imported goods. Filberts were still slightly easier during the week, and there is less trade confidence in them.

Olive Oil—The olive oil market abroad continues steady. Prices in Italy are especially firm, and first hands here report they are unable to get any counter bids over. Spain is relatively firm, too, but not quite as strong as Italy. There is a good business being done here for oil under the better known labels.

Pickles—New developments are lacking in pickles. Dills are virtually nominal because of the small stocks left. Brine stock is also low. Only a limited demand is reported.

Rice—The rice market is somewhat more active, as demand from the trade has improved considerably over what it was in May, and the indications are that the distribution of clean rice during June and July will be much better than it was during April and May. There has been encouraging export business done on brown rice where receiving countries have a lower duty on brown than on milled rice, because milling operations in such countries relieve unemployment. Reports coming from Washington indicate that the Government is giving serious consideration to using surplus rice in the drought sections, and this will be a further strengthening factor. Distribution of clean rice for May was 425,000 pockets and this leaves some 2,000,000 pockets of rough and clean to be disposed of. It is pointed out, however, that stocks in the hands of distributors are much lighter than they were a year ago, and that taking into consideration all stocks in the trade with those in first and second hands, the total would probably be around 1,000,000 pockets less than all rice in all hands a year ago.

Salt Fish—Demand for mackerel and other salt fish is still very quiet and, as before stated, reasonably certain to stay that way for several weeks. Prices are about unchanged. Stocks are small and probably will be largely cleaned up before the new season opens.

Syrup and Molasses—Sugar syrup continues unchanged with a controlled and limited production and a fair demand. Following the recently reported advance in compound syrup the market declined again by about the same amount, so that it now rules about where it was for several months. Demand is quiet, although brisked up when the advance occurred. The better grades of molasses are selling fairly well without change in price.

Vinegar—Cider vinegar is commanding firm prices because of the dwindling stocks. Sweet cider supplies virtually nil, with the quotation quite nominal. Outlook for the state apple crop is very poor.

Review of the Produce Market

Alligator Pears—19c each.
Apples—Yellow Transparent, \$1.75 per ½ bu.

Asparagus—75c per doz. for home grown.

Bananas—5c per lb.
Butter—Creamery, 26c for cartons, and 25½c for tubs.

Cabbage—Home grown 75c per bu.
Cantaloupes—\$3.50 for standards and \$4.00 for jumbos.

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

Cauliflower—\$2 per crate for California.

Celery—Home grown 75c per doz. bunches.

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.....\$2.00
Light Red Kidney from farmer.. 3.75
Dark Red Kidney from farmer.. 4.50

Eggs—Jobbers pay 10c per lb. for all clean receipts. They sell as follows:

Fancy, fresh white.....18c
Candled, fresh.....17c
Candled, large pullets.....13c

Checks11c

Egg Plant—\$3 per crate.
Garlic—12c per lb.

Green Beans—\$2.50 per hamper.
Green Corn—50c per doz. for Alabama stock.

Green Onions—20c per dozen.
Green Peas—\$1.75 per bu. for home grown.

Green Peppers—40c per dozen.
Honey Dew Melons—\$2.50 per case.

Lemons—The price is as follows:

360 Sunkist\$7.50
300 Sunkist 7.50
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.....\$4.50
Leaf, out-door04

Mangoes—Florida, \$2.25 per dozen.
Onions—Texas Bermudas, \$1.75 for Yellow, and \$2 for White.

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—60c 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 available. There is no stable price. Fine fruits command most any prices the seller is disposed to ask.

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

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

Turnips—50c per dozen.

Veal Calves—Wilson & Company pay as follows:

Fancy7½c
Good 5 c
Watermelons—60c.

Wax Beans—\$2.50 per hamper for Louisiana.

Twenty-Seven New Readers of the Tradesman

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

Thomas J. Seaman, Jackson
George H. Smyth, Jackson
George M. Winslow, Jackson
Frank J. Bennett, Jackson
Warren A. Cartier, Ludington
Anna M. Meyer, Traverse City
Arthur J. White, Jackson
W. J. Riedel, Jackson
Bouldrey & Tucker, Concord
Fred A. Sessions, Concord
Fred Hyliard, Concord
E. H. Snow & Son, Concord
W. F. Rosenau, Albion
Howard Trowbridge, Albion
Richard Bundy, Albion
Wocholz & Gress, Albion
Gillick & Harrod, Albion
Ralph E. Carrick, Homer
J. L. Church, Litchfield
H. E. Stoddard, Litchfield
J. M. Lang, Jonesville
C. A. Cronk, Jonesville
L. D. Johnson, Jonesville
Charles Stover, Hillsdale
Kenneth C. Lawrence, Hillsdale
Wm. S. Watkins, Allen
Wm. Carpenter, Allen

If you like an affectionate pet crawling over you every time you sit down' what's wrong with the fly?

A woman is a person who hates her furniture if it isn't like her neighbor's and hates her hat if it is.

Americanism: Fearing and hating the vague something called Socialism; forcing the prosperous to divide with the unfortunate.

MUTUAL INSURANCE

(Fire and Life)

Review of Chicago's Second Great Fire

Fighting its most serious fire since 1871, the Chicago fire department struck out the \$6,000,000 stock yards conflagration on May 19 after seven hours of strenuous effort to keep the roaring flames from sweeping eastward to the lake.

The stock yards fire will go down in history as a tribute to the efficiency and the courage of the Chicago department as well as co-operation of the men off duty and the neighboring city fire departments.

Although the source of the fire will probably never be definitely determined, it was probably from a cigarette stub carelessly tossed into a cattle pen. Fanned by a moderate (9 to 15 miles-per-hour) southwest wind and fed by wooden cattle pens and runways and hay, the fire spread rapidly in all directions but mostly to the northeast. The fire was first discovered by a watchman at 4:21 p. m., who pulled an A. D. T. box. A still alarm was transmitted a minute afterward and in the next two hours 24 alarms were sounded bringing 132 pieces of apparatus and insurance patrol companies.

Under the command of Chief Fire Marshal Michael J. Corrigan, more than 2,000 firemen were assembled, 90 per cent. of those off duty responding to radio appeals. Forty companies were immediately summoned at the first outbreak and an attempt was made to check the fire in the pens and yards, but intense heat forced the fire fighters back. Their first stand in the lee of the fire was taken in front of two-story brick barns near the huge International Amphitheater, where the annual stock shows were held. From there it was necessary to retreat back to where a number of brick buildings were defended in a second stand. The division marshals kept in close touch with Chief Corrigan through messengers and the fighting line gradually moved back out of the yards proper. A third stand was taken, but the fire leaped across a street and destroyed a number of cheap, poorly constructed buildings. The final line of defense, where the blaze was halted, was in form of a semi-circle. Reserve companies were in back of the fire line (toward the lake), connected to fire plugs there.

Chief Corrigan kept in constant contact with the weather bureau for data on possible wind changes. Fortunately there were no shifts and the wind died down naturally in the evening.

"The greatest danger was when the fire jumped across Halsted street," said Chief Corrigan. "That's when I thought it was headed for the lake. When the wind subsided and the crisis was over, it was just a matter of battling the fire in the area already attacked. It was bottled up and could spread no further."

Fortunately the prevailing wind direction sent the fire away from the congested values in the packing house

district which were only 200 feet west of the fire area. If the wind had been from the east, the loss would have been far greater.

One of the most interesting features was the aid rendered by nearby cities and towns, 32 of them sending men and equipment, while a number of other cities, including Detroit and Milwaukee, offered help. In Milwaukee five flat cars were ready to take engine companies to Chicago, the Chicago and Northwestern Railroad guaranteeing to transport the equipment in one hour and 45 minutes. Of the outside companies that came to the fire, only two saw action in the stock yards fire, the majority being stationed in the vacated engine houses. Joliet and Hammond, Ind., each had a company in the stockyards fire, both later being retired to vacated engine houses for duty. Retired firemen reporting for duty were sent to help the out-of-town department in answering alarms. Out-of-town departments answered 15 alarms from Chicago stations while on duty.

The out-of-town departments were of great aid in protecting the balance of the city while the stock yards conflagration raged. In addition, the Chicago department had 30 pumpers, six or seven squads and 30 hook and ladder trucks stationed in various sections. It is, of course, almost impossible to protect all areas adequately under such circumstances and it is reported that only two engine companies were left in the highly congested down-town district. Several good-sized fires occurred in other districts while the stock yard fire was burning, but the answering companies fought them without calling for additional help, as they would have under ordinary circumstances.

There was a plentiful supply of oil and gasoline available for fire apparatus, three oil companies each having six tank trucks available in addition to the Chicago fire department's three, and there were three other oil company trucks in reserve. Each Chicago engine company carries a five gallon can of lubricating oil in reserve and the gas tanks are always kept full, being serviced every day. In this connection it is interesting to note that the gasoline in the filling stations near the scene of the fire was siphoned out to avoid dangerous consequences.

Evidence that Chicago firemen fought hard was shown in the fact that six engines were lost, two or three of which may be repaired. Truck 15 was injured, Tower 1 was badly scorched. Engine house 59, in the devastated area, was burned to the ground. Twenty-eight thousand feet of hose was lost and some heavy stream appliances and much minor equipment.

In addition to the 132 regular companies and their apparatus, five engines were brought out from the shop and one from the drill school, all fully equipped and manned. Nine other extra pieces of apparatus were equipped with hose and brought to the fire.

Ninety percent of the men off duty reported for duty in response to radio appeals. It is said that this is the first

time since the double platoon system has been in effect that men off duty have been called to action. Of the 56 battalion chiefs, 20 of the 28 off duty reported while all six division marshals off duty reported, the full force of 12 being on hand. Chief Fire Marshal Corrigan directed the fire fighting and Fire Commissioner Seylerich and Chief McAuliffe of the Fire Insurance Patrols were on hand. A Century of Progress fire department sent five men and an officer to the fire, although its equipment stayed on duty at the fair grounds.

The entire three shifts of the fire alarm office in the city hall were on active duty. The electrically lighted board in the alarm office shows the fire map of the city and where the fire companies are located. In case of a serious fire, a division marshal is assigned to duty at the office and to direct the answers to alarms.

The total fire damage, which was originally estimated at \$8,000,000, was about \$6,000,000, all except \$500,000 being in the stock yards section.

Dynamite was not used in fighting the fire, although the Corn Products Refining Co. offered a large supply of dynamite and professional bombers. Water pressure in the hydrants was satisfactory, ranging from 20 to 35 pounds and water was delivered to the fire at the rate of 70,000 g. p. m.

The fire got out of control because of several reasons. The long-continued hot, dry weather had dried out the wood of which pens and runways were

constructed; the large quantities of hay contained in the area also added fuel to the fire; the intense heat created by the burning wood and hay prevented close approach to the fire, especially since there was a scarcity of large buildings or other shelters to keep the heat from the firemen; flimsy wooden construction which was prevalent did much to foster the quick spread of the fire. It is understood that wherever possible, concrete will replace the burned-out wooden construction.

C. D. Spencer.

The 1934 Fire Loss

If our municipal officials and our fire prevention committees relax because of the favorable (fire loss) experience enjoyed last year, we may expect a return to the disgraceful high level of former year.

The lack of municipal funds has forced economies not always wise, as there is much evidence that necessary replacements of water mains, hose and apparatus have not been made.

The unprecedented cold of last winter, coupled with the industrial idleness, has brought to the country an added problem in structural and mechanical deterioration, sometimes as in the case of flues and furnaces, entirely unsuspected faults, which will only make themselves known upon resumption of plant activity.

A final general observation, and a cheering one, is in reference to the great increase in the movement to secure training of firemen. New firemen's training schools have been estab-

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

lished in all parts of the country and more firemen are in attendance—a most healthy condition, and one bound to mean much in the future.

Summer Rhoades,
President N. F. P. A.

Proceedings of the Grand Rapids Bankruptcy Court

June 12. On this day the schedules, reference, and adjudication in the matter of Albert Tabor, bankrupt No. 5729, were received. The schedules show total assets of \$250, (all of which are claimed exempt), and total liabilities of \$502.75, listing the following creditors:

Mike and Florence Tabor, G. R.
(Judgment and costs) \$502.75
June 11. On this day the schedules, reference, and adjudication in the matter of George M. Tuttle, bankrupt No. 5728, were received. The bankrupt is a golf professional of Muskegon, Michigan. The schedules show total assets of \$835.30 (of which \$5.15 is claimed exempt), and total liabilities of \$1,533.75, listing the following creditors:

Arnold Fethke, Muskegon \$ 65.00
General Motors Acceptance Corp. 274.00
Raymond J. Engle, Muskegon 125.00
The Kroydan Co., Maplewood, N. J. 184.20
L. A. Young Gold Co., Detroit 352.98
The Crawford, McGregor, Canby Co., Dayton 49.00
Vulcan Golf Co., Portsmouth 36.00
A. G. Spalding & Bros., Chicago 263.18
Beckley, Ralston Co., Chicago 50.69
United States Rubber Products Co., Muskegon 233.70
In the matter of Herman Schoonbeck, doing business as H. Schoonbeck Co., bankrupt No. 4839, final meeting of creditors was held May 22. Fred G. Timmer, trustee, was present in person and represented by Benn M. Corwin, attorney. Bankrupt represented by Warner, Norcross & Judd, attorneys. Certain creditors were present in person and represented by Dunham & Sherk, attorneys. The trustee's final report and account was approved and allowed. Bills of attorneys were approved and allowed. Final report and account of Fred G. Timmer as receiver in bankrupt was approved and allowed. Certain property, consisting of two unliquidated claims, was turned over to Fred G. Timmer as trustee for the benefit of creditors whose claims have been proved and allowed in the bankruptcy estate. An order was made for the payment of administration expenses, supplemental first dividend of 10 per cent. and final dividend of 2 per cent. No objections to bankrupt's discharge. The meeting adjourned without date and the files will be returned to the U. S. District Court.

June 11. On this day the schedules in the matter of C. G. Fleckenstein Co., Muskegon, leather and shoe findings, bankrupt No. 5715, were received. The schedules show total assets of \$192,146, and total liabilities of \$356,048.19, listing the following creditors:

State and county taxes \$25,611.37
Township of Muskegon, taxes 131.00
City of Muskegon Heights, taxes 20,333.28
Steve Rakosky, Muskegon Heights 60.62
Floyd Graham, Muskegon 85.60
Don King, Muskegon 88.80
Henry Willacker, Muskegon Heights 31.00
John Quirk, Muskegon Heights 63.40
Anthony Esh, Muskegon 24.80
William Bolles, Muskegon Heights 39.90
Albert Ponzl, Muskegon 19.67
J. R. Cooper, Muskegon Heights 19.56
Fred Sercher, Muskegon Heights 19.56
Steve Rakosky, Muskegon Heights 10.00
Don King, Muskegon 10.00
John Quirk, Muskegon Heights 10.00
Fred Sercher, Muskegon Heights 38.60
Terry Steam Turbin Co., Hartford, Connecticut 125.00
Charles Meeske Est. Muskegon 27,000.00
Otto G. Meeske Est., Muskegon 20,000.00
American District Tile Co., Muskegon 258.81
American Dyewood Co., N. Y. 3,000.00
Aulson Tan Mocky Co., Waukegan, Ill. 5.28
Addressograph Co., Chicago 6.09
American Syan Chemical Co., New York 15.20
Bolles Roger Co., Chicago 119.00
Boston Blacking Co., Boston 51.75
Bunker & Rogski, Muskegon 25.00
Benner Chemical Co., Chicago 150.00
Benner Chemical Co., Chicago 50.00
Cardinal Dixie Co., Muskegon 204.24
Chaddock, Winter, Mulder & Alberts, Muskegon 69.70
Commonwealth Colors Chemical Co., New York 133.68
Central United Coal Co., Chicago 259.83
Close Electric Co., Muskegon 23
Cincinnati Time Record Co. 7.57
Daniels Co., Muskegon 2.58
Diamond Match Co., New York 83.14
R. G. Dun & Co., G. R. 225.00
Elliott Addr. Machine Co., Cambridge, Mass. 3.55
Firestone Service Stores, Muskegon 31.05
J. B. Ford Sales Co., Wyandott 140.90
Hall Electric Co., Muskegon 12.85
Green Oil Soap, Chicago 8.00

Harris Abbatoir Co., Toronto 1,075.00
Alfred J. Hunter, Muskegon 113.55
William S. Harman, Columbus 100.00
Hamblet & Hayes Mfg. Co., Boston 2.70
Hoween Leather Co., Chicago 22.24
Hostler Coal & Coke Co., Chicago 164.43
C. L. Hauthaway & Son, Boston 2.00
Heights Chemical Co., Muskegon Heights 7.19
Havey Cooper Agency, Muskegon 59.13
Keefe Le Sturgeon Co., Arkansas 50.00
Lake Shore Machinery Co., Muskegon 6.89
J. H. Lees Sons, Muskegon 31.78
A. Meister, Muskegon Heights 120.43
J. C. Miller Co., G. R. 6.00
Moyer Moiser Inc, Fort Wayne 485.96
Motor Rebuilding & Parts, Muskegon 5.36
Muskegon Building Material Co., Muskegon 171.06
Mossbarger Co., Muskegon 8.72
Muskegon Engraving Co. 62.94
Muskegon Engraving Co. 51.11
Muskegon Hardware & Supply 1.00
Muskegon Glass Co. 43.67
Muskegon Boiler Works 52.16
Occidental Hotel Co., Muskegon 23.07
Pere Marquette Railways, Muskegon 49.00
E. Rouks Sons, Dayton 691.61
Reliable Tire & Accessories Co., Muskegon 32.76
A. M. Shapiro Sons, G. R. 14.30
A. M. Shapiro Sons, G. R. 152.50
Straayr Drug Co., Muskegon 2.10
Texas Co., G. R. 63.28
Tamin Corporation, New York 1,012.42
United Shoe Machinery Corp., N.Y. 5.00
Western Union Tile Co., Muskegon 84.89
John T. Wiersema, Muskegon 6.90
John Wood Mfg. Co., Conshohocken 7.50
John T. Wiersema, Muskegon 3.45
White Star Refining Co., Muskegon 2.66
Flexement Corp., Muskegon 45.00
Muskegon Hide & Rendering Co. 3,150.00
Bolles & Rogers Co., Chicago 6,000.00
Albert Kerr & Co., Toronto 2,650.00
Provision Co., Atlanta, Ga. 11,435.73
A. Moyer & Co. Inc., Ft. Wayne 2,217.15
A. Tennenbaum Co., Little Rock, Ark 17.70
Greenville Fertilizer Co. 50.03
United Packing Co., S. St. Paul 4,250.00
Elmer Henry, Lima City, Ohio 340.00
Home Packing Co., Toledo, O. 1,150.00
Elmer Henry, Lima City, Ohio 340.00
Neuhoff Packing Co., Nashville, Tenn. 2,500.00
A. Moyer & Co., Ft. Wayne, Ind. 1,050.00
Home Packing Co., Toledo 1,350.00
American Show Case Co., Muskegon 200.00
Elmer Henry, Lima City, Ohio 340.00
Home Packing Co., Toledo 1,100.00
G. Lehman & Son, Dayton, O. 950.00
Isaac Rosenbaum & Sons, Louisville, Kentucky 425.00
Elmer Henry, Lima City, O. 1,500.00
E. Rauh & Sons Co., (Union Trust Co.) 8,695.00
G. Lehman & Sons, Dayton, O. 3,550.00
Elmer Henry, Lima City, O. 1,095.00
G. Lehman & Son, Dayton, O. 1,350.00
Vail Rubber Works, St. Joseph 165.00
E. Rauh & Sons Co. 1,570.00
Walter Dixon, Muskegon 100.00
E. Rauh & Sons Co. 540.00
Muskegon Paper Box Co. 180.00
Alfred J. Hunter, Muskegon 200.00
Lake Shore Machinery Co., Muskegon 50.00
Muskegon Hide & Rendering Co. 75.00
Lincoln Nat'l Bank & Trust Co., Ft. Wayne 3,900.00
Dana Printing Co., Muskegon 5,015.00
Muskegon Hide & Rendering Co. 150.00
Apple & Field Ft. Wayne 900.00
A. Weil, Ft. Wayne 1,650.00
A. Moyer & Co., Ft. Wayne 1,575.00
Weil Bros. & Loeser Co., Ft. Wayne 325.00
Laurants & Hartshorn Co., Ft. Wayne 180.00
Oscar Moyer & Co., Madison, Wis. 1,796.28
Superior Packing Co., Chicago 850.00
E. Rauh & Sons Co. 4,400.00
A. Moyer & Co., Ft. Wayne 3,250.00
Wides & Baker 300.00
A. F. Ries, Hanover, Penna. 5,500.00
Michigan Lithographing Co., G. R. 3,000.00
Oscar Mayer & Co. 460.49
Keefe Le Sturgeon Co., Arkansas City, Kan. 500.00
Carstens Packing Co., Tacoma, Wash. 6,306.07
J. Amdoseky & Son 1,892.22
G. R. Packing Co. 350.00
Gus Dreyfuss, Chicago 136.83
Hackley Union National Bank, Muskegon 59,000.00
Gustav Meeske, Muskegon 45,000.00
Gustav Meeske, Muskegon 50,200.00
In the matter of Adolph E. Melrose, bankrupt No. 5539, final meeting of creditors was held under date of June 11. Fred G. Timmer, trustee, was present in person and represented by John G. Anderson, attorney, of Muskegon. Claims were proved and allowed. Lot No. 5 of Block 15, Glenside Subdivision No. 2 of Muskegon, was sold by agreement to John G. Anderson for the sum of \$64. Order was made for payment of expenses of administration. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court. No dividend to creditors.

In the matter of Paul Hayward, bankrupt No. 5454, final meeting of creditors

was held under date of May 11. Fred G. Timmer was present in person. Bankrupt was present in person. Certain creditors and bidders on account were present. Trustee's final report and account was approved and allowed. Balance bills, notes and accounts receivable was sold to Albert E. Emmon, of Big Rapids, Michigan, for the sum of \$40.00. Order was made for the payment of expenses of administration, preferred claims and a first and final dividend to creditors of 5.6 per cent. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

In the matter of Majestic Book Shop, Inc., bankrupt No. 5555, final meeting of creditors was held under date of June 11. Fred G. Timmer, trustee, was present. Certain creditors were represented by attorneys Dilley & Dilley, Dunham & Sherk and G. R. Credit Men's Association. Trustee's final report and account was approved and allowed. Balance bills, notes and accounts receivable was sold to L. R. Vercoe, of Grand Rapids, Michigan, for the sum of \$2.00. Order was made for the payment of expenses of administration as far as funds on hand will permit. No dividend to creditors. No objection to discharge. Final meeting adjourned without date. Files will be returned to the U. S. District Court.

June 15. On this day the reference and adjudication in the matter of M. A. Guest Co., a Michigan corporation, bankrupt No. 5648, were received. The bankrupt is located at Big Rapids, Michigan. This is an involuntary case and the schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

In the matter of Gerrit Van Lopik, bankrupt No. 5724. The first meeting of creditors has been called for July 2, at 10 a. m.

In the matter of C. G. Fleckenstein Co., bankrupt No. 5715. The first meeting of creditors has been called for July 2, at 2 p. m.

In the matter of George M. Tuttle, bankrupt No. 5728. The first meeting of creditors has been called for July 6, at 11 a. m.

In the matter of Peter Rynt Drenth, bankrupt No. 5726. The first meeting of creditors has been called for July 9, at 2 p. m.

In the matter of Gerrit Van Lopik, bankrupt No. 5724. The sale of assets has been called for July 10, at 2 p. m. The assets for sale consist of household goods, hardware, candy, dry goods and notions, school supplies, glassware, toys, wall paper, yarn, automobile, real estate, store fixtures and equipment etc., appraised at \$3,381.92. The store is located at 154 East Main street, Zeeland. All interested in such sale should be present at the date and time above set forth.

Small Merchant Can Thrive Under Existing Conditions

Country merchants might as well face some unflattering facts. Our trouble is that we have been talking ourselves out of business.

In many cities retail sales are gaining. But in the smaller places many of us continue to bewail our lot.

We like to say that the reason city sales are doing so well is on account of the re-employment drive and the increased payrolls, that no wonder city stores can do so well when NRA and relief expenditures favor them.

This sounds plausible and might be convincing were it not for the fact that mail-order houses report that orders received from rural sections have increased within the past few months by leaps and bounds.

If the mail-order houses can get more business, why cannot the local retailer also increase his sales? Lower prices, we say. The old alibi. Mail-order houses get the business mainly for two reasons: they go after it, and we expect them to get it.

Meanwhile, we've gone on bewailing our lot—and talking. Just think of the exciting topics of conversation! There was the CWA. Did it, or did it not, take political influence to get a job? Then there was inflation. Should we have it or shouldn't we have it? From there, we have branched out into learned discussions of economics and politics and ethics.

I am willing to concede that we all went through a period when all this talk served the useful purpose of letting us get rid of a lot of steam. It served the further useful purpose of making us more conscious of the mechanics of government and brought home to us the individual responsibility of citizenship.

But the talk-fest is over. We have reached the time when we need to work and work hard, and subordinate every other interest to our business.

It is time that the small businessman stopped feeling sorry for himself. No use to grieve over money lost, no use to keep harping on the dreadful things the big fellows used to do to the little ones, no use predicting what big combinations are planning to do to the independent retailer in the future. We will have to leave that in the hands of the government officials, with the belief that everybody will get a square deal and the determination to use our ballots to this end.

There is business to be had in the country retail stores. There is money to be spent, but business is not coming to us like manna. Whatever seems now to come easily to any merchant in any town or city is coming because that merchant has never during all the depression stopped cultivating the soil that is now bearing him the fruit of increased sales. He continued to advertise, he kept right on talking merchandise, he kept smiling and saying, "It'll all come back. Just hold steady for a while. It's a good old country, we'll come out all right."

Many years ago, a man named Mr. Aesop wrote a prescription for the modern business man. Once upon a time, the story goes, a man had two lazy sons. When he came to die, the old man told his sons that there was buried treasure in the orchard he was bequeathing them. The sons, thinking to find the treasure, dug and dug, and spaded the earth all around the trees, close up to the roots, and were disappointed in finding no gold buried there.

But later, the trees in the orchard began to bear fruit, from the good spading the hard soil had received.

The retailer has inherited the orchard. The Government has planted the treasure. And now the rest of it is up to the individual merchant. You can continue to talk away your days, to argue and quibble and tell how it should be done until you reach again the alibi stage when you are blaming your failures on everybody except the one who is to blame—yourself.

Or you can dig.

Get a spade, get a grubbing hoe, get some new tools—maybe an outside salesman to canvass the same old trade territory, maybe some new merchandise to sell—and then dig!

Dig steadily, dig deeply, and dig cheerfully. And the orchard will bloom.—Ellen S. Newman in Forbes Magazine.

The first sure sign of prosperity is the merchant's unchanged expression when people say: "Charge it."

You can tell nobodies. They endorse patent medicine for the advertisers instead of soap.

To control others, control self.

RISING FOOD PRICES AHEAD

Rising prices on practically every staple food product face consumers in the coming months because of drought conditions in agricultural sections, manufacturers, jobbers and retailers of grocery products and meats agreed here yesterday. Already this Spring average prices on raw foods purchased for processing have risen an average of 16 per cent. from Jan. 1 levels, the American Institute of Food Distribution estimates. Further increases are looked upon as inevitable, but competitive factors and improved weather conditions may help to limit the extent of the rise.

Effects of the drought are most apparent in the West, where many grain crops, including wheat, will be the smallest in more than forty years, but the damage in other states, including New York, has been tremendous, food dealers say. New packs of canned peas, string beans, apricots, corn and possibly tomatoes will be much smaller this year than last, with rising prices on all five items considered certain.

In dairy products sharp price advances are looked for late in the Summer. The egg yield, which should be good at this time, is the smallest in ten years. High prices for feed, due to the drought damage to feed crops, have affected all divisions of the industry and will mean higher prices for consumers of butter, eggs, milk, cheese and related items, dairy men explained.

The outlook in the meat industry is not encouraging, packers said. Although there will be ample supplies, the amount of quality meats available will be limited. Here again the drought is the major influence. Scorched grazing grounds in the West have reduced cattle to poor condition. The Spring pig crop, smallest in years, has also been affected. Estimates yesterday were that prices on quality meats, including beef, pork and mutton, will be 10 to 15 per cent. higher by Fall.

Effects of the small wheat crop and higher prices in that grain will be felt chiefly in macaroni, breakfast foods and cereal products of all kinds where particular types of wheat, not included in the huge carry over from previous crops, are required.

The peach crop is estimated at 15 per cent. under average so far this year and the apple yield, according to recent reports, will fall more than 50 per cent. below normal.

Food manufacturers and canners agree that fear of consumer resistance to high prices will help considerably in curbing a sharp upward swing in Fall quotations. Rivalry among producers of competitive food products will also be a major factor in limiting price rises.

Competition between producers of canned peaches and canners of pineapples will force the former to keep quotations as much in line with pineapple prices as possible. As explained by canners, a sharp difference between prices for the two types of canned fruit causes public demand to swing to the lower price item. Except for limitations placed on the pineapple pack by the agreement, the yield in that fruit is normal. The peach packers also esti-

mate that they will put up a normal pack, but the prices paid for desirable peaches will probably be much higher than in former years.

Imports of rye, oats and hay at prices well below the domestic levels may help to keep quotations on those products from rising sharply, it was said, but drought conditions have also affected foreign grain fields and other nations may limit their exports.

LABOR MEASURE PASSED

The adjournment of Congress and a steel strike truce for ten days are favorable developments. The administration labor measure, passed by the House, provides for conciliation boards which would be empowered to order and conduct secret ballot elections for collective bargaining purposes, thus permitting the company union question to be brought to an issue.

A six months' moratorium upon her long-term debt by Germany did not sit very well with England and France, which, in turn, were in full default upon their debt payments to us due on June 15. Only Finland paid up. A tentative suggestion that payments in kind might be arranged has elicited little interest abroad, though it was proposed as a means of overcoming exchange difficulties.

The Peek report on our foreign transactions, which indicated a loss of more than \$22,000,000,000 since 1896, was in some ways a curious document. Nevertheless, it did emphasize that, if all our foreign loans are to be continually subject to default, then of course we can only make progress backward. The whole situation has been ridiculous, with debtor countries dictating terms to creditors, and creditors, in turn, making it impossible for debtors to work themselves out of debt.

In the meantime the general business situation does not appear to have changed much. While some recession in trade was reported for the week, important industrial activity continued upon a large scale considering the period of the year.

DRY GOODS MARKETS REVIVE

After a dull period lasting about two and a half months, the wholesale dry goods markets became more active last week. The demand was for replenishing stocks, but also for Fall lines which now appear to be priced as low as they are likely to be for the season. In the men's wear markets some purchases for next Christmas delivery were reported.

Just what this new trend in wholesale operations signifies is somewhat vague as yet. Price easing still continues in some of the markets, although it has stopped rather abruptly in others. Furniture manufacturers last week, for instance, in spite of the overstocked condition of their market, decided against lower prices at both the market here and those to be held shortly at New York and Chicago.

With Congress out of the way, some upturn in business may come along, although this is a rather poor time of the year to expect any such development. Capital may be released under the amended Securities Act for undertakings of one kind or another. Important interests may try to make busi-

ness very good by next Fall so that their political representatives may stand more chance of election or so other New Deal chances may be dropped and present ones modified.

A growing sensitiveness, however, is noted in the markets. The German default may mean further gold devaluation and inflation.

JUST ADDING EXPENSE

Changes which have been ordered or suggested in NRA codes recently make it clear that these documents will be greatly modified within the near future. The best of them in the end may provide little more than what a first-class trade association formerly furnished.

Once the price-fixing provisions of one kind and another are removed "through agreement," there remain only the wage and hour regulations to be enforced. These should be taken care of by labor organizations finally.

Plenty of work would be left, of course, and of the most constructive kind—the type carried out by capable trade associations, of which there were entirely too few, before the depression. Trades and industries which were served by efficient organizations are not disturbing themselves unduly over the new code set-ups.

Many of the so-called new problems, these trades and industries find upon analysis, are just old problems with new names. In the shuffling about and present confusion the net result is usually only the expenditure of money to do the same job. The grocery industry is one that is now protesting a million-dollar budget for a complicated system that some of its leaders say will merely buy "more trouble."

It would not be surprising to see a sudden reaction set in against such useless and expensive appendages to the business system.

ONE YEAR OF NRA

The National Industrial Recovery Act was one year old last Saturday and doubt over just what it has contributed to lift the country from the depression was still manifest. Supporters of the NRA quote plenty of figures and critics claim we might have made just as much progress without this plan, citing other countries where, however, there are many measures in force which put ours to shame.

It was scarcely appropriate of the second Darrow report to contain a criticism of General Johnson so close to the time when congratulations were in order on the NRA birthday. The general has been military to the nth degree, and many business men have resented his abrupt and pointed style of address. On the other hand, it is difficult and almost impossible to imagine any other handling of the recovery plan which seemed to accomplish so much in so short a time. Ordinary business convention tactics would have gotten nowhere—just as they got nowhere for years on the same problems.

In basic principles NRA receives very wide acceptance in business. General Johnson is not admired as a leader. His choice of personnel has not always been so happy, and his own conduct has been anything but satisfactory.

SMALL BUSINESS HOPELESS

Most commentators upon the long-awaited Darrow report agree that it was very much along the lines expected. Monopolistic practices were found in the eight codes investigated and oppression of the small business man. The summary which put the choice between monopoly sustained by the Government and a planned economy based upon socialized ownership was stigmatized by General Johnson as fascism or communism.

The peculiar effect of the Darrow document is, therefore, to turn what was generally regarded as a movement to the left through the NRA into a movement to the right, according to Mr. Darrow and his majority on the review board. The NRA has been scored as radical, socialistic and communistic by numerous critics, only to have it labeled as highly monopolistic and reactionary by these investigators.

In essence, most business men will agree that the outlook for the small concern is fully as utterly hopeless as the Darrow report paints it. Many such concerns have been giving an excellent account of themselves even through the darkest days of the depression and they have not needed to "chisel" on wages and hours. Their flexibility and closer contact with markets have been advantages which their largest competitors have often envied.

Given protection against unscrupulous union racketeers and Big Business practice such as would be afforded by the proper enforcement of the Anti-Trust Law, there is no reason why the efficient small dealer or manufacturer should not carry on very comfortably if the NRA were abolished, root and branch.

FOR PRISON PRODUCTS

A custom-built Blue Eagle will adorn garments made henceforth by prison workers in 29 states.

Answering the demands of domestic industries for a fair basis of competition with prison industries, General Johnson approved the new emblem on June 14 for institutions operating under the compact of fair competition for prison industries.

Originally, prisons of the 29 states operating under the compact were allowed to use the standard Blue Eagle, but the cotton garment industry objected on the ground that its goods, which also carry the Eagle, could not be distinguished from convict products.

The Prison Compact limits the inmates to 40 hours of work a week and requires that their products shall not be sold below a fair market price. Feeling that the compact provides fair competition, the NRA ordered the compromise emblem.

Every letter that leaves your desk is a picture of your organization and of you. Every letter you send out helps someone decide what kind of a man you are, what kind of an enterprise you conduct, and whether or not he wants to do business with you. Your company's standing in the business world is in a very great degree placed in the hands of the men (and women) who dictate letters. Every letter you send out is a sales letter—if you make it so.

OUT AROUND

Things Seen and Heard on a Week
End Trip

It certainly seems good to get out on our regular Out Around trips again. Last Saturday we visited Holland and Grand Haven and near-by towns.

At Grandville evidences of the strike in the Winters & Crampton plant are no longer in evidence. The factory is running three eight hour shifts with adequate forces, made up of former employes who refused to join the union and some union men who were coerced into going out through threats of violence and who did not resort to any overt acts of illegal practice while the strike was on. The forces now at work are sufficient to get out all the orders the factory has on hand.

The strike was conducted under the offices of polishers and buffers union No. 7 under the direction of a man named Kaufman, who resides in Cincinnati and who is an officer of the National organization of the strikers. Kaufman's conduct of the strike does not meet the approval of the local members of the organization who asked him to retire when it was conceded that the strike was a dismal failure and the cause was lost.

The local officials handled their end of the controversy very creditably. Grandville has only one policeman and really had no funds to employ additional assistance, so it appealed to Sheriff Kelly for assistance. He sent two excuses for men who plainly showed they were in sympathy with the strikers. Their attitude served to add fuel to the flames and encouraged the 400 rabid men who assembled at the plant, throwing sticks, stones and eggs, to increased act of violence. Grandville thereupon found a way to finance itself and hired a half dozen men from a local detective agency to work under the official policeman and stem the tide of riot and disorder which threatened disaster to the town. I know Sheriff Kelly to be a well meaning man and am exceedingly sorry he should have failed to keep the trust reposed in him on an occasion of this kind. The fact that he is a candidate for re-election may have had something to do with his action in this matter. If so, I am mistaken in my measure of the man.

The complete collapse of the strike was due to three causes—the additional policemen employed by Grandville, the accession to the head of the police department by Ab Carroll at a critical time and the resolute manner in which Judge Verdier upheld the decision of the Michigan Supreme Court in prohibiting all forms of picketing by disorderly persons. Grandville owes a great deal of gratitude to both Ab Carroll and Judge Verdier.

Merchants in Grandville with whom I talked expressed the hope that the company may persist in its present announcement never to permit a man who went out on strike voluntarily and indulged in disorder to cross the threshold of the factory again. Grandville

has seen all it cares to know about union methods and apparently does not wish to have any union man as a resident of the town. That is the only reasonable way to keep a town wholesome and a safe place for honest men to live in. The man who holds up his hand and takes the iron-clad oath of unionism automatically ceases to be a Christian or good citizen. In order to make good on his oath he becomes a liar, a thief, an incendiary, a slugger and a potential murderer.

I asked a union man on what basis the strike was predicated. He replied that the union men made only four demands, as follows:

1. The closed shop.
2. The recognition of the union.
3. No women to be employed.
4. Only married men to be given employment.

As a matter of fact there was one man in the factory who refused to join the union, despite the threats of violence made by the union officials if he did not comply with the demands of the beasts who directed the strike. A committee finally waited on the manager and demanded that he be immediately discharged. The manager refused to comply with the demand, whereupon the committee asserted that every other polisher in the factory would walk out on a certain date. There were 210 polishers on the payroll of the company at the time, but only 110 obeyed the strike order, plainly showing the untruthfulness of the union committee. The union men who have returned to work under open shop auspices have torn up their cards or turned them over to the manager of the company.

The closed shop and the recognition of the union are twin infamies which no honest man can countenance for a moment. They are contrary to the Bible, violations of the declaration of independence, the constitution of the United States and the N I R A enacted during the Roosevelt Administration, and result in more crime and misery than any other infamies of which I have knowledge.

The complete collapse of the strike leaves the poor dupes of the union devils who precipitated it in a precarious situation. They are marked men for all time to come. They will never be permitted to cross the threshold of an open shop, unless they change their names or renounce the vicious organization they premitted to put a yoke on their necks. The only occupation left open to them is ditch digging.

I am sorry to have to render this verdict against union labor, because I have many friends who may be pained to read it because of their relation with union men at some angle, but duty to myself and my readers impels me to tell the truth as I see it. Some may think my radical views on unionism are due to prejudice, but such is not the case. I have an open mind on every element which enters into our daily life and all its functions and manifestations with unionism leads me to the conclusion that unionism is an infamous thing—even when it is on pa-

rade—which will ultimately destroy our civilization. Unless effectually curbed, unionism will create a race of serfs and ruin the country.

I suppose I have known a thousand union officials in my life and have never met up with one who was honest. My first experience was with the then president of the Grand Rapids typographical union. He had sent three representatives of the union to me to investigate a complaint which had no existence in fact. The alleged complaint was that we had refused to pay extra for overtime. As no employe had worked overtime for years, I could see at once that it was a frame-up—which is only another name for blackmail. I excused the committee in short order. An hour later the president dropped in to whisper in my ear that the committee would make an unfavorable report in my case at the next meeting of the union, but I could forestall action on the matter by "slipping" him \$100. I still declined to be blackmailed and the next day the president reduced his price to \$50. I promptly told him if he ever entered my office again I would kick him out. He did all he could to injure me and my business, but he died a pauper and has long been forgotten.

I enjoyed a brief visit with Mr. Yonker, of Yonker & Boldt, who has long been engaged in general trade at Hudsonville, for thirty-five years. He is one of the best merchants on my books and very generously attributes his success in part to the information he has gleaned every week from the Tradesman.

I was told that the new cement building which was recently erected at the Eastern entry to Zeeland will shortly be occupied by a company which has been organized to engage in the manufacture of caskets.

At Holland I was surprised to note that J. Hulst & Son had disposed of their dry goods stock and have made their double store a single store by taking out the partition between the two departments. The entire store is now devoted to groceries and meats. It has been repainted and presents a very attractive appearance.

I could have talked a week with Mr. Verberg, of the Verberg Hardware Co., on our pet aversions—trade unions and chain stores. He thinks as I do—that between the two they will ruin our country unless they are curbed or outlawed.

At Grand Haven I found every merchant I called on as mad as a wet hen over the action of the Grand Haven State Bank in leasing its branch bank building at the corner of Washington and Seventh streets to the A. & P. for a term of years. My readers well know how I feel about the leasing of property to chain stores—that I regard such a practice unpatriotic and not in line with good citizenship, because the tendency of the chain store is to destroy the prosperity of the community and any act favorable to the growth of

the chain store menace is a death blow to the well being of the community. I am not a little surprised that any bank should voluntarily go out of its way to make such an exhibition of bad faith to the independent merchants of a town which has already too many chain stores for the good of the town.

John J. Bour, of Bour & Son, furniture dealers on Washington street, tells me he has been engaged in business at Grand Haven forty-five years—nine years in the grocery business and thirty-six years in the furniture trade. He is sixty-eight years old, but walks and talks like a man of fifty.

Van Zanten & Fisher have gone over the interior of their grocery store with great care and thoroughness and produced a marvelous result.

I was told at Spring Lake that Wm. M. Connelly has sold his home at Spring Lake to his next door neighbor, Mrs. Mills, who will present it to her daughter and husband, Mr. Dornbos. It is reported that Mr. Connelly has leased apartments at Holland and will make that city his headquarters so long as he remains Manager of the Chamber of Commerce.

The new cement road from Nunica to Muskegon, constructed on the right of way of the abandoned Muskegon interurban, is now completed as far as Mona Lake. It is eleven and a half miles long, being 3½ miles less than the distance from Nunica to Mona Lake via US 16 and US 31. The scenery enroute is somewhat primitive, due largely to the sandy condition of the soil. The cement will be completed from Mona Lake to Muskegon Heights in the near future.

I was told by a member of the Daggett family at Coopersville that the cannery at that place is not likely to be operated this season, owing to the death of the senior Daggett. The son, E. P. Daggett, has arranged to engage in the merchandise brokerage business in Grand Rapids in the near future. His office will be located in the Association of Commerce building.

I am in hopes that President Roosevelt will change the head of the NRA to a business executive before he leaves on his trip to Honolulu. I think General Johnson would make a good soldier, but as a business director he is anything but successful. Three months ago he served notice on Henry Ford to sign the NRA within three days or he would put him out of business. Mr. Ford did not sign and Johnson has not put him out of business. Then he served notice on Mr. Wier (National Steel Co.) to sign or to be put out of business. Mr. Wier did not sign and the courts have held that Gen. Johnson is without authority in his unfortunate attempt to force an issue of that kind. About a dozen other instances of this kind have occurred, so that the General's bluffs are now regarded as utterly meaningless. The Chicago Tribune says he has a large rug factory in New Jersey and that no union man is ever

(Continued on page 23)

FINANCIAL

Two Characteristic Stories of Blodgett and Canfield

Another story of a rush to purchase Government timber which was told to me referred to one of our best and most eminent citizens. It was Delos A. Blodgett. He was born in New York State, and had come to Illinois and from there to Michigan and located on the Muskegon River at a place now called Hersey. In the early days it was called Blodgett's Landing.

As a young man he was starting a career in the wilderness which would make him one of the most outstanding men of the State, with very little money but much vim and energy and integrity. He had a mill and a store and was doing a little lumbering in a small way. It became known as a general stopping place for travelers in the wilderness as the country was then for hundreds of miles about. There was no railroad in the Lower Peninsula North of the Detroit, Grand Haven and Milwaukee Railroad from Detroit to Grand Haven.

Timber lookers had brought to Mr. Blodgett information in regard to the timber around Clam Lake where Cadillac is now located and he, with vision of the expanding possibilities of the lumber business, had been considering the purchase of that timber from the Government for some time. While he was still considering, there appeared at his house one day a man by the name of Benjamin with an outfit, who put up for the night. He told Mr. Blodgett he was going up to Clam Lake to look over that timber with the intention of buying it,—the very timber that Mr. Blodgett had been considering himself. Mr. Blodgett said nothing.

The next morning Benjamin started leisurely on his way. As soon as he was gone, Mr. Blodgett hastily got together a little tea, sugar and bacon, and started off by a different trail in light marching order. He reached the vicinity of Clam Lake long before Benjamin and, finding the township and section lines, hastily went through the timber in a most cursory way, surprised and delighted at the quality and run per acre. It was usual with timber lookers to go over each section very carefully and make an estimate of the timber, but Mr. Blodgett satisfied himself that there was enough timber there to justify paying the Government's price of \$1.25 per acre, and after this cursory investigation, did not go home, but started immediately for the land office at Traverse City, in which the Clam Lake district was located.

Arriving at Traverse City, he asked to see the plat books and marked up whole townships for himself, taking up thousands of acres. Having done this, he said to the clerk, "you prepare the proper papers for this land in my name and I will be back with the money to pay for the same on a certain date (a few days later)."

Bear in mind that Benjamin was all this time leisurely camping out, carefully estimating the timber and enjoying himself.

Mr. Blodgett went to Chicago to some friends and raised the necessary money by mortgaging everything he had, including the timber he was about to buy, and was back at the land office at Traverse City, received his papers for the land, and when some time later Benjamin arrived there, he found that he was too late.

The outlet of Clam Lake is the small river called Clam River which flows into the Muskegon and for a long time after Mr. Blodgett began to manufacture, the logs were run into the Muskegon River and down the Muskegon for sale to mill owners. Later Mr. Blodgett engaged in the manufacture of lumber himself at Muskegon, as recounted by John W. Blodgett in a previous article, but thereafter, due to troubles about running logs in Clam River, he located at Cadillac and was one of the leading operators there.

As I got to know these really successful lumbermen, one thing about them impressed me and that was their lack of any bad habits whatever. Mr. Blodgett did not even smoke. Our general impression was that an old-time lumberman was a rip-roaring rough woodsman. It may have been true of some, but the real men like Blodgett, Canfield, Filer and a dozen others who were successful were most abstemious.

Speaking of Mr. Canfield, it reminds me of a story Mr. Filer told me about him.

John Canfield had gone to Manistee from Racine, Wisconsin, in 1848, and immediately started the activity which led to a successful career. The timber lands of Michigan were seemingly inexhaustible. It was much later than this there began these rushes to the land offices to buy timber which I have heretofore described.

Occasionally even the best of lumbermen would not exactly observe the lines in cutting timber. It was said about one man in particular that when chided for trespassing he remarked that he was not an educated man and could not exactly tell when he ran over the line of his own timber onto the Government's.

This was not, however, the cause of the trouble which came to John Canfield. The lumber manufactured at Manistee came from logs floated down either the Manistee or the Little Manistee Rivers, flowing into Lake Manistee. There were then through that district roving woodsmen, trappers and hunters, and being occasionally short of supplies and the wherewithal, they would cut a few fine trees near the river and float them down to Manistee for sale. No one knew where they came from. John Canfield would occasionally purchase these logs and it began to be whispered about that the logs came from Government timber, and finally the Government endeavored to take a hand. They made one endeavor to arrest Canfield, but his men protected him, and finally they hired out to Canfield two or three of their own men and when the marshalls appeared this time they captured him and put handcuffs on him and started to take him down to Grand Haven, a distance of eighty miles by trail.

The first night out they put up at a boarding house in the forest kept by a woman. As usual, the woman's heart went out to the prisoner and Mr. Canfield knew by her looks that he had her sympathy, and in some way she communicated directly with him that she would help him to get away that night. While Mr. Canfield was a lumberman, his physique was very feminine. His hands were long and delicate and he found that the handcuffs would slip off his wrists very easily. He was given a room by himself and the marshalls and guards went to sleep. He was apparently asleep also, until he heard them snore, and then he slipped off the handcuffs and the woman let him out and he started back in the darkness towards his home. Mr. Filer told me that as a boy he remembered getting up just at daybreak, aroused by a knock at their back door, and opening the door he found John Canfield, who had run on the forest trail all night. He said he looked like a frightened deer, white and trembling.

The marshalls never came back and dropped the matter and Canfield pursued a long honorable career as one of the leading citizens of the State.

Claude Hamilton.

Manufactured Goods Will Decline in Price

In general, business has not receded more than was expected. Volume is holding up fairly well. Steel production is near its current peak and automobile production increased as well as electric power production. Business in July and August is still regarded with a not too optimistic outlook. Many businessmen are claiming that the low margin of profit and the outlook for profits, along with the reorganization of the NRA, which means lower profits, makes the outlook pessimistic.

There, however, has been some improvement in the financial markets. Congress is about to adjourn which usually helps them. Rain has relieved the drought situation and the labor dispute in the steel industry looks, at the present writing, as if the walkout is not likely over the near term future. Business sentiment, however, is not as good as statistics indicate. Fear of government competition from the reopening of canning factories and the New England underwear mills by direct Government subsidy partially accounts for this attitude. It is expected that manufactured goods will decline in price during the next few months.

The general picture seems to be quite confused and bears careful watching on the part of investors. J. H. Petter.

Preferred Terms for the Government

A substantial strengthening in the competitive position of Government purchasing departments is being effected by a new Administrative order granting far-reaching exemptions from code fair practice provisions in dealings with Government agencies.

For approximately six months, Government purchasing agents were restricted, like everyone else, from exacting more favor-

able terms from industry than the code permitted.

This is now being changed. While prices are to remain equal to those charged to commercial customers, terms have been liberalized greatly by reintroduction of indefinite blanket contracts and elimination of freight charge equalization. If these exemptions are to apply not only to the Federal Government but also to local subdivisions such as school districts, many supply industries will find their business seriously affected.


Value of Tomato Juice

A quart of tomato juice daily is recommended by the North Dakota Agricultural College Home Economics Department as the amount the average family of four or five can use to best advantage. It has been found that tomato juice is rich in vitamins A, B and C. The percentage of vitamin C which tomatoes contain is comparable to that found in oranges.

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IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Traverse City, June 15.—In a recent court action instituted by us against one Sidney Erickson, of Onkama, who has recently been adjudicated a bankrupt, said Sidney Erickson was bound over to the circuit court and upon his appearance before said court changed his plea from not guilty to guilty. As a result, Judge Cutler placed him on parole for a period of one year, upon the conditions and requirements that during the year he reimburse the Grand Traverse Grocer Co. in the sum of \$100 to take care of the three worthless checks given to us, together with the protest fees. He was also required to reimburse the county for costs in his case in the sum of \$25.

The writer thought you might be interested in knowing of this case, as it involved the issuance and passing of checks to our company at a time when he had no money in the bank, having balanced his account previous to the issuance of the checks and made no further deposits. We decided that rather than let him get away with this high-handed practice of issuing checks without having money in the bank to cover that we would prosecute him and the result is as above stated.

We are enclosing herewith a copy of a letter from our attorneys in Manistee, which will explain the result of the examination and the action of the court upon his plea of guilty.

Fred D. Vos,
President Grand Traverse Grocer Co.

Manistee, June 13—Yesterday morning Sidney Erickson, through his attorney, appeared before the justice court and waived further examination and was immediately bound over to the circuit court. Judge Cutler also held a special term of court at that time, and when he appeared before the bar Erickson entered his plea of guilty.

During his statutory private conversation at court, he advised the court that he was in the habit of giving post-dated checks to your company and that your company has been accepting them. However, I attempted to explain to the court just the situation as it had been explained to me by you.

As a result of Erickson's plea of guilty, Judge Cutler placed him upon parole for a period of one year, upon the conditions and requirements that during the year he reimburse your company in the sum of \$100 to take care of the three worthless checks given you, together with protest fees.

He was also required to reimburse the county for costs in his case in the sum of \$25.

Judge Cutler cautioned him not to wait until the last minute to make these payments, but to pay them along as fast as he could, the first \$25 to be applied upon the court costs and the remainder to be paid by the country clerk to your company.

In the event that Erickson does not make these payments within a year's time, the court can bring him back and sentence him upon the plea of guilty, which he entered yesterday.

I believe that this sentence is about all that we could hope for, and it will mean that sometime we will obtain at least \$100 from Erickson.

I do not believe that it will avail us anything to file a claim in the bankruptcy court. Campbell & Campbell.

The Federal Trade Commission has ordered the Drew Corporation, of New York City, to cease and desist from using words, pictures or other repre-

sentations which imply that the flavoring extracts it sells are compounded and packaged abroad and imported into this country, when such are not the facts. The company did not contest the Commission's proceeding and consented to issuance of a cease and desist order.

Holding out of false prospects to prospective students, is charged in a formal complaint just issued by the Federal Trade Commission against Lincoln Extension University, Inc., of Cleveland, Ohio, conducting a correspondence course in factory management and salesmanship.

Misrepresentation of earnings possible to be attained by pupils who take the course, is charged in the complaint. The respondent advertised that knowledge and power to be derived from this course "should certainly add at least an average of \$100 a month to your earnings for the rest of your working life." It was said also that "in only twenty years this will amount to \$24,000, which you would not have earned without the training service."

The respondent is charged with misrepresenting to prospective pupils that their names had been submitted by the management of a factory or other place of employment, thus causing the pupil to believe that if he were to purchase the required books and take the course, his prospects for employment or promotion would be bettered.

"An ordinary common school education is absolutely all one needs to tackle this training service," the school asserted in advertising to prospective students, "but at the end of it (the training service), a Lincoln man can rub shoulders with college graduates and be accepted as one of them."

The respondent, according to the complaint, is not the equivalent of a university nor do the books and pamphlets comprise an extension of any university.

Trade misrepresentations of numerous commodities, including metal burial vaults and used watches alleged to be new, are banned by the Federal Trade Commission in a series of twelve agreements signed by respondents who promised to cease and desist from such practices. The agreements were made public June 12.

Among the commodities are cigars advertised as "factory throw-outs," nursery products, clothing and mattresses. A dealer in wastes and cloths such as used in polishing motors and other mechanical equipment, agreed to stop misrepresenting the preparation and quality of this material, while two companies agreed to cease using labels which would imply that their goods originated in France and were imported into this country.

Two of the stipulations, Nos. 173 and 787, are redrafts of stipulations negotiated in past years but recently revised to conform to later rulings and precedents.

Details of the cases are as follows:

Employing the word "wool" or "woolen" to falsely imply that a product is wool, will be discontinued by a

corporation engaged in selling men's, women's and children's clothing and accessories. In the event the article advertised is composed in substantial part of wool and the word "wool" or "woolen" is used to describe it, such word is to be printed so as to indicate clearly that the product is not composed wholly of wool. A similar provision applies to the company's use of the word "pongee" to describe a product which is not silk or is only composed in substantial part of silk. Other provisions concern use of the word "silk" and the expression "Manchesterian wolf."

Engaged in the quarrying of stone and the building of stone burial vaults, a corporation will no longer carry in its advertisements offers to pay a reward to anyone who will permit the disinterment of a burial vault sold by a competitor; nor will the company have burial vaults of competitors on display or avail itself of the cooperation of cemetery superintendents in conducting campaigns involving the making of untrue statements against its competitors' products.

Certain individuals engaged in the manufacture of mattresses will cease and desist from the use on labels or in advertising matter of a misleading or fictitious price known to be in excess of the price at which the mattresses are normally sold or contemplated to be sold in the usual course of trade.

Use of the term "factory throw-outs" to designate cigars which are not actually throw-outs, will be discontinued by an individual manufacturer of cigars.

Foods, drugs and household necessities sold by a distributing corporation will no longer be advertised so as to mislead purchasers into believing the company to be the maker or compounder of these articles or the owner of a laboratory or factory in which the products are manufactured.

Sponges and chamois skins sold by a corporation will not be advertised by means of the word "Frenchy" so as to falsely imply that they are of French manufacture imported into the United States. The company will also cease using the word "producers" so as to falsely suggest that it owns and operates a vessel or vessels engaged in the sponge fisheries.

Use of a Paris address to falsely imply that its products are of French origin imported into the United States, will be discontinued by a corporation distributing beauty products which will also cease the erroneous allegation as to face powder it produces.

Co-partners engaged in the sale of waste and of cloths used for cleaning and polishing motors and other mechanical equipment, will cease employing the words and figures "15 running feet," "5 double running yards" and "contents 2 hemmed pieces" on any label used to describe their products, which do not consist of fifteen running feet or five double running yards, or are not hemmed.

A corporation manufacturing carbon paper and typewriter ribbons will ban use of the word "Triplecote" to erro-

neously imply that its product has been coated with carbon ink three times in the process of manufacture.

Purchasing used watches from a dealer handling second-hand merchandise, an individual agreed to cease and desist selling used watches without distinctly stating that they are used or second-hand.

A corporation manufacturing shingles will stop employing the words "extra clear" to designate or advertise products so as to deceive purchasers respecting the grade or quality.

A corporation selling nursery stock and agricultural goods agreed to cease using the word "nursery" as part of its trade name or in connection with the phrase, "Nurseries Suburban 1,000 Acres," which would deceive buyers into believing the company owns, controls or operates a nursery wherein the products sold by it are grown and propagated, when this is not true. The company also agreed to discontinue use in advertising of the phrase, "Stock Certified by Government Inspectors," when no such Governmental certification has been made.

Livestock Liquidation Ends

Hurried liquidation of livestock herds in the drouth areas is apparently coming to an end, notwithstanding the recent advance in fresh meat prices and the Government livestock purchase program. Both these factors tended to encourage offerings.

Livestock offerings in the ten important markets for the first five days of this week fell sharply below last week's high figures. Hogs showed the outstanding drop to 277,910, from 428,340 offered in the same period last week.

Another factor likely to cause meat prices to rise further was seen in the Government's cold storage report for June 1. Stored meat reserves dropped about 17,000,000 pounds from a month ago. This reduced the total storage reserve supply approximately 17 per cent. below the five-year average for this time of the year.

Co-ordinated Program Contemplated

Co-ordination of various industrial acts of the Government largely having to do with housing and other undertakings of a kindred nature somewhat similar to the Farm Credit Administration, probably will be undertaken next year, it is forecast.

Grouped in such an organization would be all activities under the present housing legislation, the National Home Loan Bank Board, Home Owners' Loan Corporation, slum clearance operations under the Public Works Administration, subsistence homes, and similar phases of Government relief.

It is contended by those sponsoring such a step that a definite, co-ordinated program could be worked out to effect material savings. It would constitute also another step toward planned economy for the whole Nation.

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Rudolf Eckert, Flint.
First Vice-President—Vincent Miklas, Manistee.

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

Secretary—Herman Hansen, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.

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

What Real Benefit Can Come From NRA?

I like to read British speeches. They are longer than ours. The speakers are not in such haste to get through. To "make it snappy" does not seem to them so important as to convey their meaning fully and accurately. Plenty of our speakers are long-winded, but plenty of them leave a feeling after them that in the multitude of words there wanteth not sin."

One speaker at a Manchester gathering last March spoke on Reorganization of Retailing with a view to Economic Distribution from a personal background of "forty years experience, first in the co-operative movement, then for over thirty years as a private trader" and he invited his audience to "weigh what I have to say; sift the wheat from the chaff; blend your fierce criticism with mercy and roast me with loving care in the following discussion."

He gives some extremely interesting figures thus: "Shopkeeping gives direct employment to more people than any other single trade. Over half the national income is concerned with it. In half a million shops men and women struggle to earn a living by meeting and anticipating public wants. They represent the public. They give orders for goods and in 1930 he quotes a sum in sterling which translates into \$8,750,000,000 as having passed through these traders' hands.

If we assume England's population at 45,000,000, this works out to \$194.50 per inhabitant, \$972.50 for each family of five persons. On that basis, here is certainly not what looks like a low living standard, even considering that this means all expenditure in shops.

But what I like to read is the steadfastness with which trade ideals are held to and reiterated by that ancient body of tradesmen. "The shopkeeper consciously seeks to give the best for the lowest price," he asserts, as a familiar condition of the trade. "He strives to bring all the choice cereals, fruits, spices and other products within the reach of the maximum number of people. Politicians, a portion of the daily press, and some members of the general public have assumed that distributors were making unduly large profits. That assumption is easily disposed of by the income tax returns, the means test of the middle classes with its access to turnover and profits."

"The 'politicians' part of this indicates that our troubles are duplicated among our English forebears, but the emphasis of the grocer's attitude toward his duty to the public is what interests me, because in England that attitude is more truly reflected by the average grocer than with us. Only our higher grade grocers really hold to

such ideals and seek to make practical application thereof. Yet no grocer does his job well, or deserves the best of his calling who thinks on any lower, more selfish plane.

The speech I quote bristles with figures, to me intensely interesting. I condense it considerably, but at that may have to run part into another article, so —

"Retailing to-day is done chiefly through six avenues: 1. The small independent shop; and the specialty shop, direct successor of the craftsman retailer. 2. The small multiple store-keepers with four, ten or fifteen branches. 3. The "multiple firms"—chains, as we say it. 4. The departmental stores. 5. The co-operative movement with all its ramifications, political pull and financial advantages. 6. The fixed price store, like Woolworth's.

"After these come the club-trading system: clothing clubs, furnishing clubs, Xmas clubs, chocolate clubs; the canteens in public institutions— Asylums, homes for mental defectives, industrial schools—where members of the staff can buy foods at wholesale prices without paying any rates (special trade taxes) on the store or overhead for service; the public markets held in cities and towns usually fostered by municipalities because they contribute toward the rate fund. Last year, Manchester's market contributed \$90,000; Liverpool, \$60,000; Oldham, \$40,000; Blackpool, \$25,000. Stall holders in those markets are often noted cut-price traders."

Is that not an interesting picture? Observe that it is of conditions in a land of perhaps the greatest commercial freedom and least business regulation and restriction. Note further that what burdens there are result in expenses to the merchant with little or nothing of the "protection" we think we are getting from NRA; and I say we think advisedly because it seems to me that we are sacrificing far more than we can hope to get back.

Note finally that special burdens are not put on any segment of the grocery business in England and that the competition emphasized as serious in this talk is that of the co-operatives with their "financial advantages." What an amazing thing to say of a movement which started in the homes of a few coal miners who pooled their pennies at the rate of four cents per week that thereby they might pool their purchases and cut their bills for life's necessities. And yet —

"The individual grocer is still, numerically, the strongest distributive class. He survives by personal salesmanship, efficiency of service given and will, I believe, in small towns and villages, continue to do so. But lack of purchasing power and slow turnover of the small shop are beginning to tell against it, and this is likely to be accentuated. Quite half of the small shops operate on an uneconomic basis. Overhead, depreciation and stocks are not systematically accounted for. If these small grocers turned stock as do the multiples, they could operate on \$300,000,000 less capital than they now require.

"Already American grocers have felt this handicap so severely that they

have formed voluntary associations for buying in bulk and stocking exclusive lines, marks and packs. This offers one solution to multiple-shop competition, a form strongly advocated in a recent meeting of the Council."

Thus the general picture in the oldest mercantile country differs from our own only in detail. And there, as here, the ranks of able grocers able to hold their own and grow are recruited from the small men who have the stuff in them of which sound business executives are made.

As I look at those grocers, working their way upward if and to the extent that they evince ability, until we find strong merchants not only in little English towns but in the heart of London, and as I note the same process among ourselves, virtually unchanged by any "regulations" from what it always has been, I wonder what real benefit ever can come from NRA?

Last week I heard a remarkably successful grocer eloquently praise the NRA code for what abuses it had already eliminated; and I wondered whether later on that man might not awaken to realization that he had given far more than he got back—in the priceless boon of individuality of action.

I incline to think that Esau thought he had a good trade when he gave his birthright for a mess of pottage. Perhaps he was hungry—and starving men do not reason clearly. But we have a hint of the sequel. Paul Findlay.

Where Married Women Buy Their Beer

Among the questions asked were the following:

"Where do you obtain your beer for home use?"

12.3% stated that they obtained beer from the brewery.

4.1% said they obtained it from Drug stores.

52.1% said they obtained it from grocery stores.

15.1% said they obtained it from confectionery stores.

13.7% said they obtained it from other sources.

2.7% said they obtained it from Commission Merchant.

"In what quantities do you usually purchase your beer?"

1.3% said they bought it by the keg.
54.7% said they bought it by the case.
8.0% said they bought it in quantities of 12 bottles.

18.7% said they bought it in lots of 6 bottles.

9.3% said they bought it in lots of 3 bottles.

4.0% said they bought it one bottle at a time.

4.0% bought it in different quantities.

Cash Register Sales Ahead

More than 45 per cent. of the present active demand for cash registers and other business machines for retail store use comes from established stores replacing old equipment. Current sales of cash registers and related products are at the highest level since the Spring of 1931. The ratio of replacement orders to total business throughout last year was only 35 per cent. Grocery, hardware and dry goods retailers are furnishing the bulk of the repeat business. Restaurants, bars, liquor stores and beer gardens make up almost all of the sales to new accounts, it was said.

Let us learn to be content with what we have, let us get rid of our false estimates, set up all the higher ideals—a quiet home; vines of our own planting; a few books full of the inspiration of a genius; a few friends worthy of being loved and able to love us in return; a hundred innocent pleasures that bring no pain or remorse; a devotion to the right that will never swerve; a simple religion empty of all bigotry, full of trust and hope and love—and to such a philosophy this world will give up all the empty joy it has.—David Swing.



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MEAT DEALER

Meat Making is a Christmas Tree Industry

The perishability of meat tends to turn both farming and packing into "Christmas tree industries" in which the seller must sell quickly for whatever price he can get, declared John W. Rath, chairman of the board of the Institute of American Meat Packers, to the annual meeting of the Chamber of Commerce of the United States.

Speaking on the subject of "The Packer and the Agricultural Program," Mr. Rath, who is president of the Rath Packing Co., of Waterloo, Iowa, declared that the perishability of most forms of meat puts their owner "on the spot" just as if he were selling Christmas trees on Christmas eve.

"The farmer whose chief crop is live stock, must sell this year's crop this year," he explained, "not only because he owes his banker on it, but also because there is a definite time in the growth of stock at which it should be marketed, just as there is a certain moment to take a cake from the oven."

"Thus thousands of farmers, at certain seasons, must sell their live stock in a single week or a single month and they must sell it at the quickest possible moment after reaching the market, no matter whether the demand is strong or weak. Then the packer in turn must sell the meat for whatever he can get for it; he, too, is handling a perishable product, and even if it were not, he would lack the room to store it indefinitely; like a dealer selling Christmas trees on Christmas eve, if the demand is not there immediately, he must drop the price until one is created. We have to sell our trees before Christmas, and the buyer knows it. He, on the other hand, may not have to buy immediately; in fact, he may not have to buy our kind of Christmas trees at all."

As a sample case, Mr. Rath cited last year, in which the farmers raised and marketed "half a million more calves, a million and a quarter more cattle, and more than two million more hogs than the year before"—and the packers had to sell them. Sixty thousand carloads more meat was sold last year than in 1929, to consumers who had less than half as much money with which to buy as in 1929. "You consumers ate it," he said, "but you got it at your own price, and that was a price so low that it helped to keep thousands of farmers close to the subsistence level a year longer, and left many of them still unable to buy from you all the shoes and dresses and books and insurance policies that their families may have needed."

This year, though, he stated, larger purchasing power has permitted some price recovery, so that in the first three months the packers had been able to pass on to the farmers for their live stock \$59,000,000 more, or about 29 per cent. more, than in the first quarter last year. Even hog purchases contributed nearly \$13,000,000 of this gain, in spite of the fact that the hog processing taxes collected from the packer for eventual transfer by the Govern-

ment to the farmer, as benefit payments and in other ways, totaled an additional \$42,000,000.

Mr. Rath described hogs as apparently the only "perishable" product on the list of processing taxes, and noted that the slaughter tax of 2½¢ per pound on a hog that sells for but 4¢ a pound, is equivalent to 56 per cent. of his value and is perhaps the highest tax on the list. He pointed out also that if the tax could be compared with the value of the product, the ratio would be considerably higher than 56 per cent., because hogs are a "diminishing commodity"—the best any packer can possibly do with each hundred pounds of hog is to get about 72 pounds of meat and lard from it. He declared that the \$200,000,000, "or nearly that," which the packing industry will turn over to the government in processing taxes this year, is more than six times the profits of the entire industry from all sources last year, and more than three times its entire profits in 1923 or 1924, its record years of the so-called prosperity era.

For the ten-year period ending in 1932, he declared, the packing industry was averaging but 3.8 per cent. on its investment, while all the industries of the country were averaging 8.1 per cent., or more than twice as much. He added that "if every cent of their 1933 profit from all sources had been passed on to the farmer in higher prices for his live stock, the increase would have been only about one-seventh of one cent per pound."

Menu Built Around Lean Meat

Medical authorities from every part of the United States in attendance here at the annual convention of the American College of Physicians, learned that a menu built around lean meat, and including eggs, vegetables, and fruit is being used effectively as a reducing diet. The speaker was Miss Anna E. Boller, chief dietitian of the dispensary of Rush Medical College and director of the department of nutrition of the National Live Stock and Meat Board.

Citing successive trials with groups of patients at the dispensary, Miss Boller stated that not only had these every-day foods been used successfully in bringing about satisfactory weight losses, but also that better results were obtained when the protein intake was increased through larger daily consumption of lean meat and other protein foods. Her subject was "The Use of High Protein in Reducing Diets."

"The studies," said Miss Boller, "have established the fact that reducing need no longer be a hardship. There is no necessity for resorting to starvation rations in order to lose weight. We have found that the reducing diet should be a normal diet except for lowered caloric values. This fact may not be fully appreciated by those who regard their reducing as something dramatic or heroic, but the results are no less valuable."

In the initial study of twenty-two cases, according to Miss Boller, the daily protein intake was fifty grams per 100 pounds of weight. The average consumption of meat was from

one-fourth to one-third pounds daily per person. In a twelve weeks' period the average weight loss was fourteen pounds, or one and one-tenth pounds weekly per person.

In a later study, the average meat consumption was increased to more than half a pound daily per person. The protein intake was 27 per cent. higher. In a period of eight weeks, the weight losses per person averaged one and seven-tenths pounds weekly per person.

Contrasting this reducing diet with the "fad" diets which have been so publicized, Miss Boller said that the very fact that these "fad" diets are recommended only for specified periods, is an acknowledgment of their inadequacy. She mentioned one in which the iron requirement was one-third less than normal, the phosphorus a bare minimum and the protein below the basal requirement for a person weighing 80 pounds.

"It is not at all strange that patients under such a diet develop weakness and become discouraged at progress made," she cited. "The diet in which meat, milk, eggs, vegetables, and fruit are included in controlled amounts has demonstrated its efficiency in the many cases with which we have dealt. There has been none of the usual discomforts associated with the fad diets. The diet advised is a low caloric diet which adequately meets the body needs, giving all the satisfaction of an unlimited diet. The best recommendation comes from the patients themselves who have reduced with comfort and whose health has actually improved during the reducing period."

Program to Create Jobs Questioned

Differences of opinion have arisen among Administration advisers as to the efficacy of the public works program as a means of relieving unemployment.

This program, initiated for the purpose of making a quick onslaught upon unemployment, seems to have been almost snail-like in its approach to the problem. This has caused restiveness among some advisers, who would have the Administration turn to other means for accomplishing its objectives.

The Ickes Public Works Administration should be junked, they contend. For the amount of money he has spent and the indebtedness that has piled up on the States in undertaking this make-work program Ickes did not get work made fast enough, they charge.

Public works activity will reach its peak in August, although initiated last November. Given another large amount of money to spend, these critics say he will probably not be able to get it into circulation before next summer. They say, too much stress is laid on the merits of a given project, when unemployment is the primary issue. They aver that unless something like a dozen big Government works projects can be instituted in a major attack on un-

employment in various parts of the country, putting to work large numbers of unemployed, the scheme is of little avail.

Government Considers Character Loans

Studies made in connection with the home repair loan program of the detailed collection and loss statistics of personal loan companies, such as the Morris Plan banks and the credit unions, have greatly impressed Administration officials with the excellent record of these character loans, it is reported.

As a result, suggestions have been made to incorporate some such individual loan plan in the relief program for the coming winter. This could be done at substantially reduced rates, it is held, if rediscount facilities were provided by the Government for the existing industrial banks and similar institutions.

Banks of this type have already been made eligible for membership in the Federal Reserve system. However, there has been no ruling so far on the eligibility of personal loan paper for rediscount. Should the Government decide to follow the suggestions made by some very prominent sponsors of liberal social policies, the situation of many individuals, particularly the white collar class, could be eased and their purchasing power sustained with a proved minimum of risk, it is held.

Smaller Exports to Germany

The full effects of the German foreign exchange crisis on the American export business and in turn on some of our commodity markets are not expected to be felt before some time in the fall of the year.

German purchases of cotton, lard, fresh, canned and dried fruits, nuts and feedstuffs have in the past contributed substantially to the increase of activity in the fall. Other less seasonal exports, particularly metals and chemical raw materials, have also tended to rise in the fall in connection with the seasonal increase in German industrial activity.

Should financial conditions in Germany force a reduction of these vital imports for a protracted period, repercussions in the domestic markets must be expected, particularly in regard to commodities that were bought for actual consumption in Germany rather than as raw materials for German export products.

Offer Lower Price Appliances

Introduction of special lines of electrical household appliances priced to sell at 14 to 35 per cent. below established levels on similar merchandise was started yesterday by producers in the electrical appliance industry. Emphatic in denying that the new lines represent price cuts, producers said the merchandise has been developed for retailers who wanted special goods to sell in seasonal promotions.

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.

What Are We Going To Do About It?

It seems to me, if we expect to get anywhere under the acute existing conditions, we must all literally look to the consumer for guidance—what does he want?—when does he want it?—what will he pay?—how much will he buy? If we can answer these questions and fill the order, there should be nothing more to it.

From practical studies which have been going on for many years, it has been found that the consumer will buy in large volume some 1500 hardware items, and these are the highly competitive items as carried by the chains.

In addition to these, there are about 3,000 service hardware numbers for which there is a reasonably high demand. Then, of course, there are the seasonable items and specials, which may add 1,000 more, making a total of 5,500 items, which represent about the maximum number of items which any ordinary hardware dealer need carry to satisfy, possibly, 95 per cent. of the demand which will be made upon him.

The chains, which are variety stores, of course, only carry the 1,500 best hardware sellers, while our hardware dealer, being a combination of both service and variety store, must carry a well-proportioned, but strictly limited, stock of service items to maintain his position in his community.

However, the consumer has apparently decided that he requires, and will buy freely, some 5,500 hardware and co-related items, providing he is offered real values—but not otherwise. Therefore, if we are willing to accept this as probably being an accurate diagnosis, then it would seem as if we were wasting our time and resources by trying in vain to force thousands of useless items on the consumer of hardware, and thereby gumming up our channels of distribution!

In other and simpler language—the manufacturer, to serve the best interests of the country in this critical period—to help restore volume buying, which is imperative—to serve his own selfish interests—can do nothing better than to cut down his lines severely—withdraw every number which does not sell readily—and produce only such items as meet with ready consumer acceptance. He should then price these goods to meet, quality for quality, all competition—thus his line will be placed on a true-value basis.

If the manufacturer will make careful market studies—find out which of his numbers are in active demand—re-price these numbers to meet competition—see that there is a margin for the wholesaler of at least 21 per cent. on his selling price, and at least 30 per cent. for the retailer on his selling price—concentrate his entire efforts on these few items—he will be surprised to find that his gross volume will increase rapidly—his costs go down and his profit rise.

This can be done—has been, and is being done; and where it is being done, the manufacturer has been loaded down with orders. In other words, concentrate on your few best-sellers—push the balance of your line to the background for the present—readjust your consumer prices to meet equal quality competition—see that the jobber and dealer get enough to pay for their services—and you will immediately begin to prosper—your operations will expand—your business will become profitable.

I know that many of you will say it can't be done—that you couldn't sell enough of these few numbers to cover your overhead. Have you ever tried to do it? As a matter of fact, the moment you would cut down your offerings to include your few best-sellers, your selling expense would literally fade away. It costs very little to sell best-sellers. It costs a great deal to sell slow-movers. The volume in best-sellers—at the right price—is great. The unit volume of slow-sellers is always small, and cost of making and handling is great.

Of course, to do this you will have to use the pruning knife on your overhead—but what of it? You are not going to get anywhere unless you do! What you well-established concerns need most is to get back in the picture—you must meet the competition of the new concerns which you brought into the field. If you don't, you're through; and the only way you can offer equal values to-day is through increased volume on the few numbers that are selling, instead of scattering your money and your efforts over a long list of items which are not selling.

Many blue-chip manufacturers are selling the chains and catalogue houses, whether we admit it or not. Some of you are selling your own brands to these concerns—some are making special brands for them. But, in any event, you are selling them the best quality of goods you can produce—often better quality than you build into your own blue-chip brands.

There is no objection to your selling to chains—they are good customers and are good pay. But there is a very good reason why you should not sell the chains at lower prices than you quote to your best customers—the jobbers! I am going to try to make this clear.

We manufacturers are only selling the chains our best-sellers, for the very good reason that they do the buying—we don't do the selling—you can't "sell" them anything—and they buy only best-sellers, which they know they have a market for.

On the other hand, we are "selling" the jobber—unfortunately for him—and we are high-powering him into buying a great mass of cats and dogs that you couldn't possibly sell to anyone who was a keen merchandiser.

We have built up a regular organization of keen, high-powered sales executives, who oversold the jobber for years. Their sole object in life is to load the jobber down with goods you can't sell to anyone else. These men don't sell "best-sellers"—"best-sellers" sell themselves. They do sell the balance of your line, which, in most cases, both the jobber and dealer would be

much better off without. Thus, manufacturers are directly responsible for the plight of the independent jobber and dealer, and it is the manufacturers who have put them out of competition.

And, after having loaded them down with a lot of slow-turning and often worthless stuff—after having received from them a very handsome volume on a mixed order—we have the nerve to sell our few best-sellers to the chains at very low prices, because of the "volume" they give us on these few numbers, then we refuse the same price to the jobber on these "best-sellers" because, we state, his volume is not as great as is that of the chains.

It is a question, of course, of the concentration of buying of the few best-selling numbers vs. the same volume scattered over a large variety of goods. We will talk of this later.

But why don't you try to soft-pedal your sales to jobbers on the slow-movers? You could dispense with most of your high-powered salesmen if you did! And this is probably your highest item of expense. Why don't you educate the jobber to buy only what you know he can sell rapidly?

Why don't you give the jobber the benefit of the chain volume on your fast-turning goods—his volume added to theirs would probably fill your plant, as his potential buying power is three times greater than that of the chains. As a matter of fact, gentlemen, this is just about what you're going to have to do—whether you like it or not—the jobber is getting wise.

E. B. Gallagher.

Above is an extract from an extended address delivered before the recent convocation of the Southern Hardware Jobbers Association. It contains much thought for the retail hardware dealer.

Divergence in Industrial Trends

The tendency for heavy industries to improve and for light industries to register declines, by a comparison with a year ago, has been especially marked this month.

The relief and recovery measures, along with the inflation threat, which turned business up sharply at this time last year, benefited chiefly the light manufacturing industries at the time. This year, the automobile revival and public works have been reflected chiefly in greater activity in iron and steel, chemicals, mining and other heavier lines.

This divergent trend between the two great groups of industries is expected to be checked shortly. Most light manufacturing industries are held likely to enjoy a full seasonal recovery this fall, while heavy industry has been temporarily overstimulated, many believe, by strike threats.

Summer Hat Trade Excellent

Prolongation of the demand for Summer millinery at wholesale has stamped this season as one of the best ever experienced in this type of merchandise. Retail reorders for several weeks have been notably heavy and store stocks are currently credited with being very low. The outstanding feature has been the demand for white millinery, in which activity continues exceptionally well maintained. The vogue for linen suits and for white accessories generally has played no small part in the favor for this type of millinery, which has sold well in the popular price brackets up to \$1.95 and higher. Panamas and fabrics types have also moved well.

SHEET METAL PRODUCTS

ROOFING and FURNACE SUPPLIES—CONDUCTOR PIPE and FITTINGS
EAVETROUGH—TONCAN IRON SHEETS

THE BEHLER-YOUNG CO.

342 Market Street, S. W. — Wholesale Only — Grand Rapids, Michigan

Hungry For New Things?

A complete new line of Live Fresh Merchandise — Everything Spic and Span — Covers every demand — Every Price Range.

DINNERWARE—DISHES
SUMMER GOODS—GIFTS
VARIETY GOODS
TINWARE—ENAMELWARE
KITCHEN GADGETS
KEROSENE COOK STOVES
GLASSWARE—OVENWARE
ELECTRIC FANS
ELECTRIC HOT PLATES
ASK FOR OUR SALESMAN



COME TO GRAND RAPIDS

Big Profit Opportunities For Dealers.

See our Electric Refrigerators.

H. LEONARD & SONS

FULTON and COMMERCE SINCE 1844 PARK IN OUR YARD

DRY GOODS

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

Another Bombshell From the Jos. C. Grant Co.

Battle Creek, June 16—Thank you for using the advertisement recently sent you. Thought you might be interested in the enclosed if you want to use any or all of it, O. K., or if none of it, O. K.

My reason for running this in the form of an advertisement was we had a sale of sheets and it was a Nationally known brand (Fruit of the Loom) and it so happened the day I prepared the advertisement I just happened to get hold of a New York Times and noted R. H. Macy Co. were running an advertisement on the same goods and lo and behold if our price in our advertisement wasn't exactly the same as theirs in the New York Times. Well, that was just too good not to take advantage of it.

You know in this day of chain stores all you hear is volume buying—they buy in trainlots and carloads, etc., and, of course, as such buyers sell cheaper, etc., according to them. Well, if any concern could buy trainloads it's Macy, but this was ample proof to me that we can buy from a manufacturer who has not sold his soul to the chains to just as good advantage as any of the chains, so we played it up in our advertisement and then one of the chains came after us and this is our reply. I found, however, to do this as I wanted it would take a full page and I felt we could not afford it, so I did run a good sized advertisement in answer, but took the hot stuff out of this and used it. I thought that inasmuch as the Michigan Tradesman is not yet at least subsidized by the chains, as so much of the daily press is, that if you could get any meat out of this to pass on to your readers I would shoot it along to you, so here it is for you to do as you see fit.

Joe C. Grant.

The Jos. C. Grant Company, since its inception in this great community a dozen years ago, has been an open antagonist of the store that lived on the community and not in it. We have preached the doctrine of community building as regularly as our advertisements appeared, and the result has been very gratifying.

We were sort of sailing along a clear track, so to speak. The element of free speech still worked within the walls of this store because our soul continued our own. A loyal patronage enabled us to quite successfully carry on our own business in our own way. We are home folks, dealing with home folks, and we are the final judge as to the fairness of our dealing and the legitimacy and timeliness of what we have to sell. We are proud of our record as a business institution. We are proud of the personnel of our store—all Battle Creek people. We are jealously proud of our successful attempts to enlighten the intelligent shoppers of this great community on some very true facts regarding merchandising. This advertising is to be construed as a further endorsement of all that is for the good of the community, and an eager condemnation of all that tends to tear down the progress of our community and its home-owned institutions.

In a recent issue of the newspaper one of the citadels of a prosperous chain undertook to take us to task for a truthful statement regarding a merchandising event which once again had demonstrated to the community the benefits of the home-owned store. To this store there was no thought of

stepping on any toes. We were merely continuing our pledged determination to serve our ever-growing clientele. We are very proud of this particular instance and, likewise, we are happy to bring response.

Of course it may be that the local manager was irritated. He had a right to be. He is placed here in the field with a store which must produce or else move on. He remembers the unhappy tradition before him of a list of managers' names which would rival in length the same number of months that would constitute the envious period of service his store has sponged upon the community. What chance is there for him to reach the figure set in the luxurious home office if he doesn't attempt to discount other honest statements when a home-owned store is able to extend the public values it is seeking? The bench-manager has no interest in the community except for what it has to spend, and the local manager is forced to offer what the bench-manager decides the community is going to have rather than what is new and timely and needed. Profit on the present sale is the only consideration because a certain amount of the community's cash must leave town by every mail and go on its way toward the development of some distant city. The community is beginning to understand thoroughly.

Defies the Bench-Managed Stores

The challenge has been accepted in the usual round-about way. The item of quality merchandise and fair prices are involved as something which are to be considered an impossibility only by a privileged few. The Jos. C. Grant Co. repeats its well-known statement: Quality considered our merchandise is the lowest priced that is obtainable and here is the reason: We own and operate our own store. We select what our store sells to the people in the community. We are the judges of the quality of the merchandise we offer to our customers. And we stand ready to guarantee this quality with the reputation of a long-established, reliable store that is daily operated in every detail by people of the community without any outside interference whatsoever.

There will be no illusions on the part of the smart shopper that price will ever overshadow quality. A cheap-price tag has never yet been able to successfully replace the label of a manufacturer of nationally known and nationally used merchandise. One dollar bills have always sold as such and will continue to be sold that way. Imitations have established their niche and there they will stay established.

Here are some of the ways we like to compare ourselves in the community:

The Jos. C. Grant Co. is an integral part of the city of Battle Creek. Its greatest interest is in the progress of the community and the progress of the people of the community. Founded to be a part of every community betterment idea, it points with pride to twelve years of community activity.

The personnel of the Jos. C. Grant store is composed entirely of residents of the city of Battle Creek. There are records of service which date to the opening of the store. The people who greet you daily in your transactions in this store fear no unseen power, offer no unfair merchandise. You will find pride among them, both for where they are employed, and of the methods under which they serve the public.

One of the early theories of the Jos. C. Grant Co. was all that transient stores should become active in community affairs. To those that did so, we were happy to offer complete cooperation. To those who came only to take from the community and give nothing in return, we have been eager to criticize. The records of the Welfare Fund are an interesting part of community history, and the name of the Jos. C. Grant Co. has always been there without pressure or dictation.

From the first day this store opened its doors there has never been one piece of merchandise which was not first quality. We have never held a sale to just have something for bait. We have never been a clearing house for something "just as good." We have never attempted to sidetrack a request for standard merchandise. We either had it or we did not have it. We told the truth very quickly. We did not found this successful and honorable business dealing in second-class merchandise.

Price appeal has always been over-emphasized. There can be no low price unless there is low quality. Price and quality must be consistent and the integrity of the store is the deciding factor. We at the Grant store cannot feature job lots that are robbery of the customer's pocketbook and expect to pass it off by sending in a new manager. We guarantee quality at the lowest consistent price and we will have the same organization here to make that guarantee good. There are no alibis in the home-owned store. We buy the merchandise, we set a fair price, we guarantee the value, and the same people are always here to back up what has been said and sold.

Perhaps there should have been a law against such business as charge accounts because it really is unfair to a chain store that a home-owned institution can accommodate its customers to this extent. But it is a nice feature of this store. We gladly extend this service to thousands regularly. We are happy to do business with our friends and neighbors as business should be done, and keep away from this cold method of cash or no sale. The bench-manager demands cash, for there is little comeback after most deals have been made.

Every phase of management of this store is located under this one roof. We receive no daily bulletins to do this or that. We are not forced to load upon the public merchandise the bench manager has been able to pick up for practically nothing. We are entirely free from any sort of dictation except that which we derive in our own minds as our obligation to a loyal patronage.

Because we personally purchase all merchandise that is ever sold through this store we are able to accurately describe and price it when it is offered for sale. We need never guess about what's coming, we know; we need not estimate what they might look to be worth, we purchased and we are fully aware of the truthful facts. We have a complete knowledge of all we advertise, and we prepare our advertising

message only after we have determined that we have to offer quality that our customers depend upon at this store. We never sell some item under cost to get people into this store; that has never been necessary. We have never in the entire time of our operation of a business in Battle Creek in any way been connected with any sort of a comeon lottery that would give dollar bills or automobiles to customers who did not realize that they were paying through the nose by receiving cheap merchandise.

And we pride ourselves most of all that we are able to greet the public day after day with a clear conscience. We are determined to serve cheerfully. We have done that. We do business honorably. We will continue to do so. We are very happy that here in our own store we are able to greet thousands daily not only as customers but as loyal friends—the result of our years of service as a home-owned institution in a great home community.

In spite of all this we are still lending chain-store managers our hammer and saw. We will continue to do so from sympathy. At least until the bench manager will release enough money in Battle Creek to buy their own.

Jos. C. Grant.

Black Leads in Fall Coats

The color trend in women's Fall coats will be strongly toward black, with this hue expected to average about 50 to 55 per cent. of the demand. Browns were placed second with about 30 per cent. of the business, with the remaining percentage divided over other shades, in which green is outstanding. While bark weaves are expected to meet with considerable favor, a return to favor of crepes is anticipated owing to difficulties encountered with the bark fabrics. Fur-trimmed styles are being stressed, particularly in swirl and boa versions.

No man works to himself alone. That is an impossibility. No matter what he may be doing his thoughts and his efforts have some effect on others. His own effort not only is dependent on the efforts of others, but other are dependent on his. One, in a comparatively insignificant place, may hold back the efforts of hundreds of his fellows, or he may advance their efforts.

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

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

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION
320 Houseman Building
Grand Rapids, Michigan

HOTEL DEPARTMENT

Ignorance on What Constitutes a Certified Check

Los Angeles, June 16—Phil Jordan, manager of the Morton Hotel, Grand Rapids, announces a general program of renovation for his hotel which will be carried out at the ratio of \$2,500 per month for a considerable period. According to my personal observation I should say that this set up would go a long way, as the Morton was certainly in fine trim at my last visit a few weeks ago. One vast improvement, however, will be the installation of solid copper plumbing. The space formerly occupied by the soda bar is now a cocktail room, and is reported to be the real thing. The general business of the Morton has increased 100 per cent. over one year ago and the food department 120 per cent. The bar business is reported quite satisfactory.

Active members of the Sigma Gamma Upsilon fraternity, formed last January by students of the Hotel Administration at the Michigan State College, at Lansing, were Harold F. Barcalow, James R. Brakeman, George E. Lott, Leslie W. Scott, Donald A. Cameron, Basil J. Creager, William J. Kesl, B. R. Proulx, James C. Gates, Thomas C. Struthers and Howard G. Thorson.

Roscoe L. Mosena, whom we all remember on account of his connection with Webster Hall, Detroit, and who connected up with Hotel Stevens, Chicago, in general charge of catering, made his first ten-strike in the handling of a big banquet at the world's fair, just prior to the opening of that institution. There were 500 guests present and it required seventy-two waiters to serve the food, in addition to an army of chefs.

Milner Hotels, Inc., Detroit, seem to be branching out in Eastern fields, recently acquiring the Osburn House, at Rochester, N. Y., which will be rechristened the Milner. It will be conducted according to the regular Milner program—\$1 per day or \$3 per week.

Mac W. Butterfield has severed his connection with Hotel Owosso, at Owosso, as manager, and is now vacationing in New York. Butterfield was manager for sixteen months, after being with the United Hotels Co. for several years. His successor is Jay Terbush, Jr., one of the directors of the Hotel company.

There seems to be more or less ignorance on the part of the average hotel man, and, so far as that is concerned, the general public, too, as to what constitutes a certified check, and, as to its added value as same. The minute a check is certified, it becomes the direct obligation of the certifying bank, the effect is almost the same as if the name of the original drawer has been erased and the name of the certifying bank substituted. This is the reason why one schooled in banking has such a wholesome respect for certified checks. Bad check artists know this, and make it their business to furnish unsuspecting check cashers with the kind of bait on which they best bite. The usual practice consists of stamping the check with a rubber stamp, leaving one line open for the signature of the bank's officer, usually the cashier. This is all the outward evidence of certification so far as the public is concerned; all the other necessary and proper steps take place in the bank's bookkeeping department, where the amount of the check is immediately charged to the depositor's account. Now it takes very little effort on the part of the criminal to buy a

second-hand vulcanizing outfit for a few dollars, and turn out all the bank certification rubber stamps he and his immediate pals need at a very small cost and inconvenience. Now the experienced hotel man is always suspicious of certified checks presented by strangers. He knows from his own experience that such paper is anything but safe to cash. In the first place honest men in business rarely pay their bills with certified checks. In certain cases they meet certain legal requirements, where the drawer is known, but it is never safe to cash them for strangers.

The different ports on the Pacific coast are more or less aggravated and torn up by seamen's strikes, and now in Los Angeles these selfsame strikers are bringing pressure to bear on the various relief associations in order to secure assistance in supporting themselves and families. The authorities are looking askance at the proposition. For the past four years this class of labor has been in the dumps for want of employment. Now they have a chance to do something for themselves, but are falling for the influence of venal and unscrupulous agitators, and will probably continue to do so until the transportation companies have filled up their ranks, and the average unionists will, as usual, be left on their uppers. It seems pitiful to think that families of such may be starving, but the taxpayers are making a big fuss because the aforesaid strikers are throwing away a golden opportunity to do something for themselves, and asking them to hold the sack. It makes a delicate proposition for the politicians to handle.

The Hotel Red Book for 1934, issued under the auspices of the American Hotel Association, is now being distributed. The current issue lists 19,155 hotels—214 more than were listed in the 1933 edition. This year for the first time, the resort hotels of the country are separately classified. The new book also contains a list of the officers and members of various state associations.

Mae Murrey, the film star, recently bought a tumble-down shack in Beverly Hills, with an accompaniment of junk—sometimes called antiques—for which she paid a fabulous sum. In hope of restitution she has begun a lawsuit for the purpose of getting her money back. Mae discovered, after the mist had cleared away, that this was not a collection of antiques, but was really the dumping ground for Los Angeles' rubbish, the assortment consisting of near-beer placards, instead of the products of old masters, and sardine cans in place of scabbards. It made Mae sore.

Anent popular meal prices, there are scores of cafes and restaurants in Los Angeles which are tumbling all over themselves in the matter of price reductions. Every day one sees where popular feeding resorts, among them prominent hotel dining rooms, are introducing lower prices. Of course these can only be maintained by simplifying the menus, but at that they are made attractive and draw the multitudes. The simple facts are that most people feel they cannot afford to pay the prices charged by the restaurants ordinarily, although, no doubt, the offerings are well worth the charges made, and it is the wise operator who meets this ever growing sentiment.

Every time a bunch of hotel men get together in a convention they bring up the question of entertaining the wives of commercial men who occasionally accompany their husbands on their regular trips, by complimenting their room charges. It never seemed to me to be a subject to be legislated upon in conventions. When a traveling man

was a frequent visitor at my own hotel and brought his wife on a trip with him occasionally I always tried to make them think their advent was just a friendly visit, and I continued the practice after I left the commercial field. I hate to see so much system exercised in the hotel field. A little touch of friendliness ought to be indulged in now and then. We all believe more or less in advertising, and to my mind making your hotel a green spot in the memory of one's guests goes a long way in that direction.

The U. S. Bureau of Agriculture, backed by the Interior Department, favors making a war on predatory animals. "Predatory," according to Webster, means plundering, which I pre-

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KALAMAZOO

Good Place To Tie To

sume means coons, squirrels and jack-rabbits. But these animals only plunder cornfields and granaries. What about the "predatory" beasts which walk like men and menace human life and are permitted constantly to increase in numbers. There seems to be no relentless warfare against them except possibly in the scare headlines of the newspapers. Only sham battles are fought for the protection of the mere human. When a slinking coyote is caught and killed we reward its destroyer with a bounty. When a man-killer is accidentally captured the sob staff begins to work and we seek the florists for tokens of our sympathy. When a wolf, that might make a meal out of a sheep, comes within range of a rifle it is dispatched forthwith. When we catch a burglar who enters our homes with a loaded revolver and all natural restraint unthought of, we usually send him to comfortable quarters in some prison until such time as the pardon board can prepare parole papers whereby he is sent back to play more pranks on the home folks. The poor "predatory" who follows the instincts of nature gets the extreme penalty, but the human being who lives off of others, by devious illegitimate methods, finds his hunt for loopholes in existing laws an easy stunt.

I happened to be present at a luncheon of a local noon-day club the other day, when a traffic official from San Diego said a few pertinent things on the subject of traffic regulations. In his city, instead of allowing the aggressor to make private settlement with his victim, every case comes before the proper authorities, whether personal injuries occur or not. In case the court is in doubt as to who is the real aggressor, he usually fines them both. "Car owners would carry insurance against accidents, therefore the reckless or careless tendencies of those so injured would often be aggravated by the mere assurance that they had nothing to fear from a bump. That classic phrase, so often spoken of by the guilty driver, to the man he has crashed into: 'I'm insured; here's my card,' has disappeared in San Diego. There is no insurance against a heavy fine, a few days in jail, or the locking up of a car for three months." By these methods San Diego has reduced traffic accidents by one-half in a very few months and expects to do much better in the near future. It is an acknowledged fact that indemnity insurance taken out by auto operators is responsible for a majority of car thefts. Owners become careless, once all responsibility is removed, leave their cars unlocked and encourage car theft. Every time we hear of an act of banditry on the highways, it is committed by some one operating a stolen car. It is all well enough for insurance companies to undertake to bear a share of the risk, but the owner of the car should be compelled to accept partnership responsibilities. Crime investigators almost unanimously agree that insurance against bank hold-ups, jewel thefts, etc., has brought about a sense of irresponsibility, which encourages crime, instead of acting as a preventive. For instance in about every case of a bank hold-up, one of the officers usually comes out with the statement to the effect that such loss was fully covered by insurance, and they are seldom perturbed by the incident, and the occasional employee whose existence is snuffed out by the robbers, is mourned temporarily, and another victim is led up to be slaughtered. Some day Jones will get sick of "paying the freight," and banks will arrange for more adequate physical protection for its resources, and bureau tops will cease to be depositories for valuable gems and jewelry.

Frank S. Verbeck.

But why does a government job always cost even millions, with never a bit of change left over?

Cancer's Cause and Cure Baffling Problem Still

Science is still baffled in its search for the cause of cancer but it has shown that many so-called causes are not responsible.

Cancer is not caused by water or germs, says the Minnesota State Medical Association, or by cooking utensils or climate or any particular method of living. It never gets well of its own accord and cannot be classified among the constitutional diseases which can be cured by medicine and diet.

"We know of no way to prevent cancer," says the Public Health Education Committee of the association "except to avoid all chronic irritations inside and outside of the body."

It has been established that cancer often develops at the site of an irritations such as a sore in the mouth that fails to heal because of the presence of a jagged tooth; or the location of a formerly harmless wart or mole which is exposed to rubbing.

Lotions, ointments and massage applied to cancerous sores do not heal them, it is pointed out, often simply serving to stir them up to sudden and fatal activity.

Removal by surgery, and destruction by radium or x-rays are still the only known cures.

Unless the cancerous growth is discovered early and removed before the cells have detached themselves from the parent growth and become distributed through the system, thus establishing new cancers, even these methods of cure are of no avail, according to the committee.

The Danger in Work Soon After Illness

Scarlet fever, whooping cough or measles, diseases often trivial in themselves, may open the way for serious complications if their victims attempt work or study too soon.

"Once a child is sick with measles, whooping cough or scarlet fever," says Dr. Frank J. Jirka, Illinois State Health Director, "probably the worst thing a parent can do is to permit or try to hasten the return of the child to school or play."

"Even mild attacks weaken the defensive forces of the body so that such complications as pneumonia, tuberculosis, heart impairment and nephritis may have an opportunity to develop."

Studies have shown that about one in each seven persons who get scarlet fever is left with some complicating impairment such as defective hearing, arthritis, kidney disease or heart impairment. Measles may cause a latent tuberculous infection to flare up or lead to pneumonia. Whooping cough taxes the defensive forces of the body for an extended period, opening the way for other infections more serious in character."

Value of Oranges in Building Up Good Teeth

Oranges, one of the important protective foods, help to keep the gums in good condition and to make good teeth. This is because they are an excellent source of vitamin C, which is also a promoter of general health and essential to keep away scurvy, according to the United States Bureau of

Home Economics.

Orange juice, it is pointed out, is especially good for babies. They can take it easily; and they need it, because milk does not provide enough vitamin C, and because they do not eat enough other foods which contain this ingredient of health.

Florida growers have donated approximately 3,000,000 bags of oranges to be distributed free to needy families throughout the Eastern half of the United States. This is regarded as a large contribution to health of babies likely to be liable to nutrition troubles.

Larger Tomato Pack in 1933

The 1933 pack of canned tomatoes, exclusive of tomato products, amounted to 17,896,332 cases of all sizes, compared with the 1932 pack of 17,400,000 cases, according to figures collected from the canning industry by the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce. When converted into cases of 24 No. 3 cans, the 1933 pack is shown to have been the equivalent of 11,986,469 cases.

Detailed figures, by states, showing comparisons for 1932 and 1933 in the canned tomato pack are contained in the 1-page release from this survey, which is available free from the Foodstuffs Division.

Lost Legislation

The 30-hour week bill went through the Senate and was favorably reported to the House but the House never considered it.

The Frazier-Lemke bill that contemplated a comprehensive plan of aid to farmers that would have run up to huge sums in Government costs never reached action. Neither did the McLeod bill that would have authorized the RFC to buy the remaining assets of all closed Federal Reserve banks, pay off depositors in full and liquidate the assets over a ten-year period.

The Copeland food and drug regulation bill, though favorably reported to the Senate, was never considered.

The Oil Administration's bill for Federal control was lost.

Certainly an Appreciative Merchant.

Mears, June 19—Two pages of the Tradesman are worth more than all the remainder of the trade journals of the United States put together. The Tradesman is full to overflowing with dependable facts and that is what we want in these times. I only wish that every official in Washington, D. C., could have the Tradesman. Then I am sure us little fellows would get somewhere and the big men would be just as well off, as we would all have a little money instead of a few. When the kaiser's war was going on they had plenty of room for me and other men, so why not give me and all the other little fellows a chance now in the retail business? If we only had a few more papers like yours I am sure we could win. And I am not so sure but what your paper will do it alone.

R. J. Franklin.

Somebody has said, "Tolerance is the only real test of civilization"—and I think there is much in that statement. In a high civilization, opinion is free, and the right of opinion is everywhere expected. Men differ courteously though vigorously. Modern industry has introduced standardization to personality as we apply it to machines and commodities. That is the

certain road to the destruction of civilization. Human personality must be at liberty to expand, to adventure, to leave the beaten track and blaze new roads.—Duncan Clark.

This Veto Will Stand

A law long on the statute books (U. S. Code, Title 18, Section 80) provides \$10,000 fine and 10 years in prison or both for false statements or concealing of material facts in an effort to perpetrate a fraud against the United States.

With that in mind, President Roosevelt on April 17 refused to sign a bill passed by Congress which would provide \$5,000 fine and five years for frauds against the Government. The House sent the veto message to the Judiciary Committee, which was interpreted as a move which sidetracks the measure.

Special Code for Corncob Pipe Industry

Without a code for their corncob pipes, makers of the "Missouri Meer-schaum," centered in the show-me state, want the NRA to present them with a compact of fair competition. At a hearing May 17 they presented their claims.

Opposed to a corncob pipe code was John A. O'Donnell, Jr., of the NRA Labor Advisory Board, who thinks the Missouri industry belongs under the general code for the smoking pipe industry.

What It Is All About

"What is the NRA?"

The Recovery Administration itself tells what it is all about in a 30-page booklet with that title. It will be distributed to study groups, women's clubs, Summer schools, and, on application, to other interested adults.

The principles and methods of the NRA are explained for study, with special attention to the formulation and administration of codes. Topics for community discussion groups are outlined.

All my life people have been coming to me with plans to make over society and its institutions. Many of these plans have seemed to me good. Some have been excellent. All of them have had one fatal defect. They have assumed that human nature would behave in a certain way. If it would behave in that way these plans would work, but if human nature would behave in that way these plans would not be necessary, for in that case society and its institutions would reform themselves.—Elihu Root.

The best educated man is the one who is always picking up knowledge at every turn and the man who thinks while he works. The deeper and longer you think, the better you will be prepared for the surprises of life through increased efficiency and resourcefulness. Thoughts are things. No matter how much book learning may be crammed into a man's head, if he has stopped thinking he has really stopped living. Deep thinking and hard work are the real Aladdin's lamp. There is no real success without them.

Money does not talk until it gets big.

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.

Famous Discoveries by Famous Pharmacists

Much has been written regarding the achievements of the scientist in the fields of chemistry, medicine and engineering concerning their gifts to mankind. It is not commonly known that the pharmacist has tendered mankind many truly great gifts; in fact, some of the greatest of all gifts to mankind have been made possible through the labors of the pharmacist.

One of the greatest of all discoveries by pharmacists was that of morphine, the active medicinal principal of the opium poppy of the orient. This epoch-making discovery was made by Friedrich W. Serturmer in 1816. Without morphine, the medical profession would not have advanced as it has in the past. True it is that there are many synthetic products prepared from coal tar at the command of the physician, but nevertheless morphine stands supreme in its class. To date the chemist has not succeeded in preparing synthetic morphine and it may be many years before this accomplishment has been effected.

Another valuable constituent of opium is that of codeine. It is chemically and pharmacologically related to morphine but its action is much milder and is widely employed by the physician to alleviate irritation and produce rest. Codeine, just as morphine, was discovered by a pharmacist, namely, Robiquet.

A French pharmacist, Bernard Courtois, while experimenting on seaweeds, noticed that a purplish-colored fume arose from the mixture in the vessel on the table before him. Through this accidental discovery, mankind was presented with that great gift, Iodine, which to-day ranks supreme as one of the most important of all antiseptics and which in addition to its antiseptic action is used for a number of complex and obscure ailments that defy other forms of treatments. During the past decade or so many antiseptics have been developed, but iodine like that of morphine still commands a place of first rank in its class.

We are all familiar with hydrogen peroxide, frequently referred to simply as peroxide. This medicinal preparation was the result of scientific investi-

gation on the part of Thenard, a French pharmacist, in 1818.

Atropine, the active constituent from Belladonna, or Deadly Nightshade, was discovered by a pharmacist, Brandes. Atropine is a truly important drug, possessing a very wide range of usage in medical practice. It dilates temporarily the pupil of the eye, so as to enable the eye specialist to make a proper examination of the interior of the eye when required.

One of the greatest of pharmacists of all times was Scheele. Working independently of Priestley and Lavoisier this famous pharmacist discovered Oxygen. Scheele likewise discovered Chlorine, the gas employed during war time, constituting one of the poisonous gases, and which has been employed during times of peace as an agent to relieve one of colds. Scheele likewise discovered Phosphoric acid from bones, Tartaric acid from the substance known as argol or crude Potassium Cream of Tartar found as a sediment in wine casks. He is also credited with the discovery of Hydrobromic acid, a chemical reagent so powerful that it must be kept in specially prepared wax bottles, for it readily attacks glass. Because of this property it is widely used in the etching of glass, the glass first being covered with a coating of wax, leaving exposed those parts of the glass to be etched.

Antoine J. Balard, a pharmacist, first prepared Bromine from salt gathered from a salt marsh, thus paving the way for the preparation of a rather extensive list of bromides of various kinds as used in medical practice.

From the East Indies comes a very interesting drug known as Nux Vomica, which translated means Vomit Nut. From this important drug, which has also been assigned the names of dog button and quaker button, as well as poison nut, Pelletier, a French pharmacist, working in conjunction with another pharmacist, Caventou, extracted that powerful medicinal substance known as strychnine, widely employed in medical practice for its stimulating effects.

Physicians will gladly acknowledge the fact that the substances mentioned so far representing discoveries by pharmacists are some of the most important drugs that they have at their command in combating the bodily ills of Mankind. To this list we must likewise add the well-known substance, quinine, for it was discovered in cinchona or quinine bark by two French pharmacists, Pelletier and Caventou in 1820. To-day one-third of the population of the world suffers with malarial fever and there are some 2,000,000 deaths a year.

Quinine constitutes the only known specific remedy for the treatment of malarial fever. True it is that there is a synthetic compound on the market, but it has been found that it only acts on the malarial parasite in the human blood stream at a certain point in the cycle of the parasite, which point in the cycle is not commonly found in the blood stream, this making it a drug complementary in action to that of quinine.

Common, every-day aromatic spirits of ammonia, prescribed by many physicians and kept in the majority of home medicine cabinets, was developed through the efforts of the pharmacist, Jacob Sylvius.

It was a pharmacist, Guillaume Francois Rouelle (1672-1731), who was the first to classify chemical compounds into acid, basic and neutral groups, thus paving the way for modern chemical methods of determining the degree of alkalinity and acidity in place of the older litmus paper method.

Seidlitz Powders constitute one of the many important items dispensed by pharmacists. One of the ingredients of seidlitz powders is Rochelle salt, named after the town of Rochelle in France. Rochelle salt was discovered by Peter Seignette, a pharmacist, in 1672.

Potassium acetate, an important medicine but little known to the general public, and widely prescribed by physicians, was first prepared by a pharmacist, Mueller, in 1610.

One of the most important of all procedures in pharmaceutical practice is the one known as percolation, by means of which the pharmacist prepares concoctions known as tinctures, fluid extracts, and extracts. This important procedure was developed by Boullay, a pharmacist. Boullay is also credited with the discovery of picrotoxin, the active constituent of the drug known as fish berries, a drug employed in the combating of body parasites.

During the course of the past decade great advances have been made not only in chemistry, medicine and pharmacy but also in all branches of the biological sciences and many of the arts through the agency of what is known as colloidal chemistry. Before the introduction of this newer

acquisition to the science of chemistry, the chemist was chiefly concerned with the constitution of matter. Colloidal chemistry is not especially concerned with constitution of matter but deals rather with the so-called "particular state of being of matter" involving the nature of the electric charge of matter, particle size, plasticity, and other physico-chemical phenomena. A leading medical authority in this country stated a few years ago that the future of medicine resides in the colloidal realm. The foundation of this great development, which is doing much at the present and offers tremendous possibilities for the future, has in a large measure been based on the scientific investigations of a living Cincinnati pharmacist, John Uri Lloyd, who is one of the best informed men on the botanical, pharmaceutical and chemical properties of our many native medicinal plants.

During the course of the past decade many advances have been made in American pharmacy. The course of instruction now comprises four years' scholastic endeavor. In addition to teaching duties pharmacy teachers throughout the country are conducting scientific investigations along many lines in modern, well equipped pharmaceutical laboratories which involve botanical, chemical, pharmaceutical and pharmacological equipment.

Many of the colleges of pharmacy maintain splendid medicinal plant gardens, so as to furnish their research men and women fresh and authentic medicinal plant materials for scientific investigation. In the past the majority of the scientific investigations dealing with medicinal plants have been conducted on dried and imported materials, excluding, of course, materials derived from our native medicinal

(Continued on page 22)

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

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

ACID			FLOWER			No. 1, lb. 25 @ 35			Xtal., lb. 20 @ 27		
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55	NAPHTHALINE			Powd., lb.	19 @	27
Boric, Powd., or Xtal., lb.	07 1/2 @	20	Chamomile			Bals, lb.	08 1/2 @	15	Gran., lb.	32 @	40
Carbolic, Xtal., lb.	36 @	43	German, lb.	55 @	60	Flake, lb.	08 1/2 @	15	Iodide, lb.	2 30 @	2 60
Citric, lb.	33 @	45	Roman, lb.	@	1 40				Permanganate, lb.	25 @	40
Muriatic, Com'l., lb.	03 1/2 @	10	Saffron						Prussiate		
Nitric, lb.	10 @	15	American, lb.	50 @	55				Red, lb.	80 @	90
Oxalic, lb.	15 @	25	Spanish, ozs.	@	1 35				Yellow, lb.	50 @	60
Sulphuric, lb.	03 1/2 @	10	FORMALDEHYDE, BULK						QUASSIA CHIPS		
Tartaric, lb.	33 @	40	Pound	09 @	20				Pound	25 @	30
ALCOHOL			FULLER'S EARTH						Powd., lb.	35 @	40
Denatured, No. 5, gal.	44 @	55	Powder, lb.	05 @	10				QUININE		
Grain, gal.	4 00 @	5 00	GELATIN						5 oz. cans, ozs.	@	77
Wood, gal.	50 @	60	Pound	55 @	65				ROBIN		
ALUM-POTASH, USP			GLUE						Pound	04 @	15
Lump, lb.	04 @	13	Brok., Bro., lb.	20 @	30				ROOT		
Powd. or Gra., lb.	04 1/2 @	13	Gro'd, Dark, lb.	16 @	22				Aconite, Powd., lb.	@	90
AMMONIA			Whi. Flake, lb.	27 1/2 @	35				Alkanet, lb.	35 @	40
Concentrated, lb.	06 @	18	White G'd, lb.	25 @	35				Alkanet, Powd., lb.	@	50
4-F, lb.	05 1/2 @	13	White AXX light, lb.	@	40				Belladonna, Powd., lb.	@	75
3-F, lb.	05 1/2 @	13	Ribbon	42 1/2 @	50				Blood, Powd., lb.	35 @	45
Carbonate, lb.	20 @	25	GLYCERINE						Burdock, Powd., lb.	@	60
Muriate, Lp., lb.	18 @	30	Pound	17 1/2 @	45				Calamus, Bleached, Split and		
Muriate, Gra., lb.	07 1/2 @	18	GUM						Peel, lb.	@	65
Muriate, Po., lb.	22 @	35	Aloes, Barbadoes,						Calamus, Ordinary, lb.	@	25
ARSENIC			so called, lb. gourds	@	60				Calamus, Powd., lb.	@	50
Pound	07 @	20	Powd., lb.	35 @	45				Elecampane, lb.	25 @	30
BALSAMS			Aloes, Socotrine, lb.	@	75				Gentian, Powd., lb.	27 1/2 @	40
Copaiba, lb.	60 @	1 40	Powd., lb.	@	80				Ginger, African, Powd., lb.	15 @	25
Fir, Cana., lb.	2 00 @	2 40	Arabic, first, lb.	@	40				Ginger, Jamaica, Limes, lb.	30 @	40
Fir, Oreg., lb.	50 @	1 00	Arabic, sec., lb.	@	30				Ginger, Jamaica, Powd., lb.	25 @	35
Peru, lb.	3 00 @	3 60	Arabic, sorts, lb.	15 @	25				Goldenseal, Powd., lb.	1 75 @	2 00
Tolu, lb.	1 50 @	1 80	Arabic, Gran., lb.	@	35				Hellebore, White, Powd., lb.	20 @	30
BARKS			Arabic, P'd, lb.	25 @	35				Indian Turnip, Powd., lb.	@	50
Cassia			Asafoetida, lb.	47 @	50				Ipecac, Powd., lb.	3 00 @	3 60
Ordinary, lb.	@	30	Asafoetida, Po., lb.	75 @	82				Licorice, lb.	30 @	35
Ordinary, Po., lb.	25 @	35	Guaiac, lb.	@	60				Licorice, Powd., lb.	15 @	25
Saigon, lb.	@	40	Guaiac, powd.	@	65				Mandrake, Powd., lb.	@	40
Saigon, Po., lb.	50 @	60	Kino, lb.	@	90				Marshmallow, Cut, lb.	@	50
Elm, lb.	40 @	50	Kino, powd., lb.	@	1 00				Marshmallow, Powd., lb.	@	60
Elm, Powd., lb.	38 @	45	Myrrh, lb.	@	60				Orris, lb.	@	35
Elm, G'd, lb.	38 @	45	Myrrh, Pow., lb.	@	75				Orris, Powd., lb.	40 @	45
Sassafras (P'd lb. 50)	@	45	Shellac, Orange, lb.	35 @	45				Orris, Fingers, lb.	@	1 75
Sassafras, cut, lb.	20 @	30	Ground, lb.	35 @	45				Pink, Powd., lb.	1 50 @	2 25
Sassafras, Po., lb.	35 @	40	Shellac, white (bone dr'd) lb.	45 @	55				Poke, Powd., lb.	@	30
BERRIES			Tragacanth						Rhubarb, lb.	@	30
Cubeb, lb.	@	65	No. 1, bbls.	1 50 @	1 75				Rhubarb, Powd., lb.	@	60
Cubeb, Po., lb.	@	75	No. 2, lbs.	1 35 @	1 50				Sarsaparilla (Honduras, cut)	1 30 @	1 40
Juniper, lb.	10 @	20	Pow., lb.	1 25 @	1 50				Sarsaparilla, Med., Cut, lb.	@	50
BLUE VITRIOL			HONEY						Squills, Powd., lb.	42 @	80
Pound	06 @	15	Pound	25 @	40				Tumeric, Powd., lb.	15 @	25
BORAX			HOPS						Valerian, Powd., lb.	@	50
P'd or Xtal, lb.	06 @	13	1/2s Loose, Pressed, lb.	@	1 00				SAL		
BRIMSTONE			HYDROGEN PEROXIDE						Epsom, lb.	03 1/2 @	10
Pound	04 @	10	Pound, gross	27 00 @	29 00				Glaucous		
CAMPHOR			1/2 lb., gross	17 00 @	18 00				Lump, lb.	03 @	10
Pound	80 @	1 00	1/4 lb., gross	11 00 @	11 50				Gran., lb.	03 1/2 @	10
CANTHARIDES			INDIGO						Nitre		
Russian, Powd.	@	4 50	Madras, lb.	2 00 @	2 25				Xtal. or Powd.	10 @	20
Chinese, Powd.	@	2 00	INSECT POWDER						Gran., lb.	09 @	20
CHALK			Pure, lb.	31 @	41				Rochelle, lb.	17 @	30
Crayons			LEAD ACETATE						Soda, lb.	02 1/2 @	08
White, dozen	@	3 60	Xtal, lb.	17 @	25				SEED		
Dustless, dozen	@	6 00	Powd. and Gran.	25 @	35				Anise, lb.	40 @	45
French Powder, Com'l., lb.	03 1/2 @	10	LICORICE						Canary, Recleaned, lb.	10 @	15
Precipitated, lb.	12 @	15	Extracts, sticks, per box	1 50 @	2 00				Cardamon, Bleached, lb.	@	1 75
Prepared, lb.	14 @	16	Lozenges, lb.	40 @	50				Caraway, Dutch, lb.	25 @	30
White, lump, lb.	03 @	10	Wafers, (24s) box	@	1 50				Celery, lb.	90 @	1 00
CAPSICUM			LEAVES						Colchicum, Powd., lb.	@	2 00
Pods, lb.	60 @	70	Buchu, lb., short	@	60				Coriander, lb.	15 @	25
Powder, lb.	62 @	75	Buchu, lb., long	@	70				Fennel, lb.	30 @	40
CLOVES			Buchu, P'd, lb.	25 @	30				Flax, Whole, lb.	06 1/2 @	15
Whole, lb.	30 @	40	Sage, bulk, lb.	@	40				Flax, Ground, lb.	06 1/2 @	15
Powdered, lb.	35 @	45	Sage, loose pressed, 1/4s, lb.	@	40				Hemp, Recleaned, lb.	08 @	15
COCAINE			Sage, ounces	@	85				Lobelia, Powd., lb.	@	85
Ounce	14 75 @	15 40	Sage, P'd and Grd.	@	35				Mustard, Black, lb.	15 @	25
COPPERAS			Senna						Mustard, White, lb.	15 @	25
Xtal, lb.	03 1/2 @	10	Alexandria, lb.	35 @	40				Poppy, Blue, lb.	20 @	25
Powdered, lb.	04 @	15	Tinnevela, lb.	25 @	40				Quince, lb.	1 00 @	1 25
CREAM TARTAR			Powd., lb.	25 @	35				Rape, lb.	10 @	15
Pound	25 @	38	Uva Ursi, lb.	@	31				Sabadilla, Powd., lb.	58 @	75
CUTTLEBONE			Uva Ursi, P'd, lb.	@	45				Sunflower, lb.	11 @	20
Pound	40 @	50	LIME						Worm, Levant, lb.	@	4 50
DEXTRINE			Chloride, med., dz.	@	85				Worm, Levant, Powd.	@	4 75
Yellow Corn, lb.	06 1/2 @	15	Chloride, large, dz.	@	1 45				SOAP		
White Corn, lb.	07 @	15	LYCOPodium						Castile, Conti, White		
EXTRACT			Pound	45 @	60				Box	@	15 75
Witch Hazel, Yellow Lab.	1 10 @	1 70	MAGNESIA						Bar	@	1 60
gal.	50 @	60	Carb., 1/2s, lb.	@	30				Powd.	50 @	55
Licorice, P'd, lb.			Carb., 1/4s, lb.	@	32				SODA		
MENTHOL			Carb., Powd., lb.	15 @	25				Ash	03 @	10
Pound	4 54 @	4 88	Oxide, Hea., lb.	@	75				Bicarbonate, lb.	03 1/2 @	10
MERCURY			Oxide, light, lb.	@	75				Caustic, Co'l., lb.	08 @	15
Pound	1 50 @	1 75	MENTHOL						Hyposulphite, lb.	05 @	10
NAPHTHALINE			Pound	4 54 @	4 88				Phosphate, lb.	23 @	28
Balls, lb.	08 1/2 @	15	PETROLATUM						Sulphite		
Flake, lb.	08 1/2 @	15	Amber, Plain, lb.	12 @	17				Xtal., lb.	13 @	23
NUTMEG			Amber, Carb., lb.	14 @	19				Dry, Powd., lb.	12 1/2 @	20
Pound	@	40	Cream Whi., lb.	17 @	22				Silicate, Sol., gal.	40 @	50
Powdered, lb.	@	50	Lily White, lb.	20 @	25				SULPHUR		
NUX VOMICA			Snow White, lb.	22 @	27				Light, lb.	04 1/2 @	10
Pound	@	25	PLASTER PARIS DENTAL						SYRUP		
Powdered, lb.	15 @	25	Barrels	@	5 75				Rock Candy, Gals.	70 @	85
OIL ESSENTIAL			Less, lb.	03 1/2 @	08				TAR		
Almond			POTASSA						1/2 Pints, dozen	@	1 00
Bit., true, ozs.	@	50	Caustic, st'ks, lb.	55 @	88				Pints, dozen	@	1 50
Bit., art., ozs.	@	30	Liquor, lb.	@	40				Quarts, dozen	@	2 75
Sweet, true, lb.	1 40 @	2 00	QUASSIA CHIPS						TURPENTINE		
Sweet, art., lbs.	75 @	1 20	Pound	25 @	30				Gallons	63 @	78
Amber, crude, lb.	71 @	1 40	QUININE								
Amber, rect., lb.	1 30 @	2 00	5 oz. cans, ozs.	@	77						
Anise, lb.	1 00 @	1 60	ROBIN								
Bay, lb.	4 00 @	4 25	Pound	04 @	15						
Bergamot, lb.	3 25 @	3 75	ROOT								
Cajuput, lb.	1 50 @	2 00	Aconite, Powd., lb.	@	90						
Caraway S'd, lb.	3 50 @	4 00	Alkanet, lb.	35 @	40						
Cassia, USP, lb.	2 10 @	2 60	Alkanet, Powd., lb.	@	50						
Cedar Leaf, lb.	1 70 @	2 20	Belladonna, Powd., lb.	@	75						
Cedar Leaf, Com'l., lb.	1 00 @	1 25	Blood, Powd., lb.	35 @	45						
Citronella, lb.	1 00 @	1 40	Burdock, Powd., lb.	@	60						
Cloves, lb.	1 75 @	2 25	Calamus, Bleached, Split and								
Croton, lbs.	4 00 @	4 60	Peel, lb.	@	65						
Cubeb, lb.	4 25 @	4 80	Calamus, Ordinary, lb.	@	25						
Erigeron, lb.	2 70 @	3 35	Calamus, Powd., lb.	@	50						
Eucalyptus, lb.	85 @	1 20	Elecampane, lb.	25 @	30						
Fennel	2 25 @	2 60	Gentian, Powd., lb.	27 1/2 @	40						
Hemlock, Pu., lb.	1 70 @	2 20	Ginger, African, Powd., lb.	15 @	25						
Hemlock Com'l., lb.	1 00 @	1 25	Ginger, Jamaica, Limes, lb.	30 @	40						
Juniper Ber., lb.	3 00 @	3 20	Ginger, Jamaica, Powd., lb.	25 @	35						
Juniper W'd, lb.	1 50 @	1 75	Goldenseal, Powd., lb.	1 75 @	2 00						
Lav. Flow., lb.	4 50 @	5 00	Hellebore, White, Powd., lb.	20 @	30						
Lav. Gard., lb.	1 25 @	1 50	Indian Turnip, Powd., lb.	@	50						
Lemon, lb.	2 00 @	2 40	Ipecac, Powd., lb.	3 00 @	3 60						
Mustard, true, ozs.	@	1 25	Licorice, lb.	30 @	35						
Mustard, art., ozs.	@	30	Licorice, Powd., lb.	15 @	25						
Orange, Sw., lb.	3 00 @	3 25	Mandrake, Powd., lb.	@	40						
Origanum, art., lb.	1 00 @	1 20	Marshmallow, Cut, lb.	@	50						
Pennyroyal, lb.	2 75 @	3 20	Marshmallow, Powd., lb.	@	60						
Peppermint, lb											

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

Tea
Grape Fruit

DECLINED

AMMONIA

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

APPLE BUTTER

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

BAKING POWDERS

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



10 oz., 4 doz. in case 3 40
15 oz., 4 doz. in case 5 00
25 oz., 4 doz. in case 8 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
Krumbles, No. 412 1 55
Bran Flakes, No. 624 1 90
Bran Flakes, No. 650 55
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 lb. 1 10
Kaffe Hag, 6 1-lb.
cans 2 55
Whole Wheat Fla., 24s 2 40
Whole Wheat B's, 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. 6 2 25
Post Toasties, 36s. 2 26
Post Toasties, 24s. 2 26
Post Bran, PBF 24s 3 15
Post Bran, PBF 36s 3 15
Sanka 6-1 lb. 2 57

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

BROOMS

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

BRUSHES

Scrub
Progress, dozen 90
Stove
Shaker, dozen 90
Shoe
Topcon, 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 2 25
Supreme, No. 2 2 40
Supreme, No. 2 1 80
Quaker, No. 2 1 75
Quaker, No. 2 1/2 2 35

Blackberries

Premio, No. 10 6 20

Blue Berries

Eagle, No. 10 8 75

Cherries

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

Cherries—Royal Ann

Supreme, No. 2 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 40
Quaker, 8 oz. 90
Quaker, 2 1/2 1 40

Grape Fruit Juice

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

Loganberries

Premio, No. 10 6 75

Peaches

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

Pears

Premio, No. 10 water 5 75
Quaker, No. 10 8 25
Quaker, Bartlett, No.
2 2 30
Quaker, Bartlett, No.
2 1 85

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 85
Curfew Tid Bits, No. 2 1 80
Quaker, Tid Bits, No.
10 8 25
Quaker, No. 10 8 25
Quaker, No. 2 1/2 2 35
Quaker, No. 2 1 90
Quaker, No. 1 1 10

Plums

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

Prepared Prunes

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

Raspberries, Black

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

Raspberries, Red

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

Strawberries

Hunt, Superior, No. 2 2 35

CANNED FISH

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

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., Sli. 1 30
Corn Beef Hash, doz. 1 90
Beefsteak & Onions, s. 2 70
Chili Con Car., 1s. 1 05
Deviled Ham, 1/4s. 1 35
Deviled Ham, 1/4s. 2 20
Potted Meat, 1/4 Libby 48
Potted Meat, 1/4 Libby 75
Potted Meat, 1/4 Qua. 65
Potted Ham, Gen. 1/4 1 35
Vienna Saus. No. 1/4 90

Baked Beans

Campbells 48s 2 30

CANNED VEGETABLES

Hart Brand

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

Baked Beans

1 lb. 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 50
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

Soinack

No. 4 1/2 2 25
No. 2 1 80

Squash

Boston, No. 3 1 35

Succotash

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

Tomatoes

No. 10 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, 1/4 lb. 1 60
Kraft, American, 1/4 lb. 1 30
Kraft, Brick, 1/4 lb. 1 30
Kraft, Limburger, 1/4 lb. 1 30

CHEWING GUM

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

CHOCOLATE

Baker, Prem., 6 lb. 1/2 2 30
Baker, Pre., 6 lb. 3 oz. 2 40
German Sweet, 6 lb. 1/4 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 Babies 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

Cocoanut

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

CLOTHES LINE

Household, 50 ft. 2 09
Cupples Cord 2 90

COFFEE ROASTED

Lee & Cady

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

Coffee Extracts

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

CONDENSED MILK

Eagle, 2 oz., per case 4 60

Cough Drops

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

COUPON BOOKS

50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50
Where 1,000 books are
ordered at a time, special-
ly printed front cover is
furnished without charge.

CRACKERS

Hekman Biscuit Company
Saltine Soda Crackers,
bulk 14
Saltine Soda Crackers,
1 lb. pkgs. 1 86
Saltine Soda Crackers,
2 lb. pkgs. 3 26
Saltine Soda Crackers,
6 1/4 oz. pkgs. 1 00
Butter Crackers, bulk 13
Butter Crackers, 1 lb. 1 72
Butter Crackers, 2 lb. 3 12
Graham Crackers, bulk 14
Graham C's, 1 lb. 1 90
Graham C's, 2 lb. 3 36
Graham C's, 6 1/4 oz. 1 00
Junior Oyster C's, blk. 13
Oyster C's, shell, 1 lb. 1 84
Club Crackers 1 86

CREAM OF TARTAR

6 lb. boxes 35

DRIED FRUITS

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

Citron

5 lb. box 37

Currants	
Packages, 11 oz.	14
Dates	
Imperial, 12s, pitted	1 90
Imperial, 12s, regular	1 60
Imperial, 12s, 2 lb.	
Imperial, 12s, 1 lb.	

Figs	
Calif., 24-33, case	1 70

Peaches	
Evap. Choice	13 1/2

Peel	
Lemon, Dromedary, 4 oz., doz.	1 10
Orange, Dromedary, 4 oz., dozen	1 10
Citron, Dromedary, 4 oz., dozen	1 10

Raisins	
Seeded, bulk	7 1/2
Thompson's Seedless blk.	7 1/2
Quaker Seedless blk.	
15 oz., doz.	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
18@ 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, 3 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 48
Oatman's D'dee, Tall	2 95
Oatman's D'dee, Baby	1 48
Pet, Tall	2 95
Pet, Baby, 4 dozen	1 45
Borden's, Tall, 4 doz.	2 95
Borden's, Baby, 4 doz.	1 48

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.	35

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
Pilberts, 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, 125 lb. bags	7 1/2
Pilberts	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

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	08
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
3 lb. pails	advance 1
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.	19
Hams, Cert., Skinned	@19
Ham, dried beef	@22
Knuckles	@22
California Hams	@11
Picnic Boiled Hams	@16
Boiled Hams	@28
Mixed Hams	@11
Bacon 4/6 Cert.	@19

Beef	
Boneless rump	@19 00
Liver	
Beef	10
Calf	35
Pork	07 1/2

RICE	
Fancy Blue Rose	5 00
Fancy Head	6 10

RUSKS	
Postma Biscuit Co.	
18 rolls, per case	2 10
12 rolls, per case	1 39
18 cartons, per case	2 35
12 cartons, per case	1 57

SALERATUS	
Arm and Hammer 24s.	1 50

SAL SODA	
Granulated, 60 lbs. cs.	1 35
Granulated, 18-2 1/2 lb. packages	1 15

COD FISH	
Mother Ann, 1 lb. pure	25

HERRING	
Holland Herring	
Mixed, kegs	75
Milkers, kegs	80

Lake Herring	
1/2 bbl., 100 lbs.	

Mackerel	
Tubs, 60 Count, fy. fat	6 00
Pails, 10 lb. Fancy fat	1 50

White Fish	
Med. Fancy, 100 lb.	13 00
Milkers, bbls.	18 50
K K K K Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 50
Boned, 10 lb. boxes	16

SHOE BLACKENING	
2 in 1, Paste, doz.	1 30
E. Z. Combination, dz.	1 30
Dri-Foot, doz.	2 00
Bixbys, doz.	1 30
Shinola, doz.	90

STOVE POLISH	
Blackne, per doz.	1 30
Black Silk Liquid, doz.	1 30
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 30
Enameline Liquid, doz.	1 30
E. Z. Liquid, per doz.	1 30
Radium, per doz.	1 30
Rising Sun, per doz.	1 30
654 Stove Enamel, doz.	2 30
Vulcanol, No. 10, doz.	1 30
Stovoil, per doz.	3 00

SALT	
F. O. B. Grand Rapids	
Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 20
Colonial, Iodized, 24-2	1 25
Med. No. 1, bbls.	2 90
Med. No. 1, 100 lb. bk.	1 00
Farmer Spec., 70 lb.	1 00
Packers Meat, 50 lb.	65
Cream Rock for ice	85
cream, 100 lb., each	85
Butter Salt, 280 lb. bbl.	4 00
Block, 50 lb.	4 00
Baker Salt, 280 lb. bbl	3 80
6, 10 lb., per bale	93
20, 3 lb., per bale	1 00
9 lb. bags, table	45



See Run'g, 32, 26 oz.	2 40
Five case lots	2 30
Iodized, 32, 26 oz.	2 40
Five case lots	2 30

BORAX	
Twenty Mule Team	
24, 1 lb. packages	3 35
48, 10 oz. packages	4 40
96, 1/2 lb. packages	4 00

WASHING POWDERS	
Bon Ami Pd., 18s, box	1 90
Bon Ami Cake, 18s	1 65
Brillo	85
Big 4 Soap Chips 8/5	2 30
Chipso, large	3 45
Climaline, 4 doz.	3 60
Grandma, 100, 5c	3 50
Grandma, 24 large	3 50
Snowboy, 12 large	1 80
Gold Dust, 12 lb.	1 80
La France Laur, 4 dz.	3 65
Lux Flakes, 50 small	4 80
Lux Flakes, 20 large	4 55
Old Dutch Clean, 4 dz.	3 40
Octagon, 96s	3 90
Rinso, 24s	4 80
Rinso, 40s	2 95
Spotless Cleanser, 48, 20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Speedee, 3 doz.	7 20
Sunbrite, 50s	2 10
Wyandot, Cleaner, 24s	1 60

SOAP	
Am. Family, 100 box	5 05
F. B., 60c	2 25
Fels Naptha, 100 box	4 65
Flake White, 10 box	2 75
Jap Rose, 100 box	7 40
Fairy, 100 box	3 25
Palm Olive, 144 box	6 20
Lava, 50 box	2 25
Camay, 72 box	3 05
P & G Nap Soap, 100@2	75
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48
Lux Toilet, 50	3 05

SPICES	
Whole Spices	
Allspice Jamaica	@24

SHOE MARKET

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

The Tale of a Shoe

In days of old, a cobbler received an order for a pair of shoes. He drew forth a hide well tanned, thread, and his tools. After two or three days of toil, he had finished the shoes. The customer paid the price and took them. In the course of four or five months he had worn the soles thin. Some threads had broken. An eyelet had been pulled out. The straps were broken. So he fetched them back to be repaired. And they were. Then he went on wearing them until at length the cobbler vowed they were no longer worth patching and heeling. And that was the end of the shoes—and the beginning of my tale.

To produce these shoes, the cobbler had to expend a certain amount of energy. Nearly all of it was in the form of brawn. But a trace of it was the energy of his tools, while another fainter trace was energy of his mind—still hopelessly beyond man's power to measure so tiny is it.

Little by little, cobblers of the western world sought to reduce the energy needed to make the shoes. Ingenious souls studied leather and brought to light amazing chemical processes of tanning and dyeing hides. After several generations of inventing, acre-broad factories packed with machines took the entire burden off the cobbler. Shoes were spewed forth at the rate of ten, twenty, even thirty thousand a day from a single factory. And the amount of energy needed to make a pair was also reduced.

At the same time, shoes were so much stronger and better in leather and in fit that people wore them much longer. So, relative to the number of buyers, fewer shoes were used in the course of a year. And that led to a grave crisis in the shoe industry. At this stage the experts observed that the very virtues of scientific shoemaking were defeating the hopes of the manufacturers who sighed for unlimited mass production. So, they inferred, only two courses of action were open. Either sell shoes which wore out fast, or else persuade people to buy and wear many more pairs than they now do.

Both suggestions led to one idea: the transforming of the shoe from a thing of simple usefulness into an object of luxury and style. This was tried out on the women and, up to a certain point, it worked well. Tried on men, it ended in failure and a heavy loss. While I was following these experi-

ments from the inside of the shoe trade, I noticed that none of the shoe experts thought the matter through to its psychological end. For a long time makers of men's shoes believed that thousands of men might be persuaded to wear three pairs of shoes in the course of an ordinary day. So sure were they that they spent thousands of dollars trying to "put it over."

What did they fail to see? They were oblivious to consumers' energies. They did not recognize the fact that consuming uses up energy; and the kind and amount of energy so used exerts its own peculiar influence upon the consumer. In the old days of hand labor and low living standards, the buyer of shoes usually had to make them carry him the largest possible number of miles before he discarded them. He was concerned with service values, above all. But in order to get these, did he not have to walk hundreds of miles over cobblestones or else up and down his office floor or in the hall of his dwelling? Of course! The farther he walked daily, and the poorer the surfaces under foot, the sooner the shoes wore out. Naturally, he sought the best leathers and the most skillful cobbler. Naturally, he urged the shoe industry on and on toward making shoes everlasting. Naturally, too, he came to build smoother sidewalks and more substantial roads. Finally, he rode instead of walking; and that spread his shoe-using energies over a much longer period.

A shoe, considered solely as a utility, can today be designed to fit low pedestrian energy. American makers seem to have overlooked this fact entirely but the shrewd Czechoslovakian genius, the late Mr. Bata, anticipated the new trend and founded a colossal fortune on it. He aimed at the ideal of the thirty-day shoe; and though he did not live to realize this dream, at least he saw it approach fulfillment. He understood that the ancient standards of shoemaking have been made obsolete by the modern city and its effortless transportation. He did not commit the blunder of the American manufacturers who tried to persuade city men to change shoes thrice daily. He sought rather to sell them twelve or more very cheap, flimsy pairs a year, to be worn in quick succession. This is a wholly different matter, especially from the point of view of consumption energy. To change shoes thrice daily involves considerable effort apart from tying and untying shoe laces. But wearing one pair daily and getting a new pair once a month is much easier. It may prove more interesting to try out Bata's idea on the American shoe buyer. Some large class might favor it, and so a new fortune would be founded.

Now, some manufacturers and salesmen with whom I have discussed the issue have assumed that they can escape the predicament of use-energies by persuading people to buy shoes as fashion articles.

"A woman," say they, "why buys fancy dancing pumps at fifteen dollars a pair isn't going to wear them until they fall apart. She'll discard them as

soon as a new style comes in. She won't be seen in out-of-date pumps on a dance hall floor. So, you see, we get away from the old bugaboo."

But do they escape it? Not at all! They have exchanged one bugaboo for another; and perhaps, in so doing, they have jumped from the frying pan into the fire. They have ignored the collateral energies involved in using style shoes. Let us look carefully at the young lady who buys the stylish dancing pumps.

She takes them home. Then what? Will she be satisfied to put the dainty creations under glass in the parlor, where the young men callers may see them? Will she enjoy them to full simply by sitting around at home with them on her little feet? Well, not if we know our Susie! She must sally forth and dance. That means, among other things, getting suitable stockings and gowns, the right rouge, the appropriate hat, and incidentally the right escort. It means making dates, riding in taxicabs or the escort's own car, sitting up late, losing sleep in all probability, and romping for miles and miles over waxed floors to the lilt of music.

Has any shoe expert ever attached pedometers to dancing damsels? Do they travel as far as the humble toiler ere they discard a pair of shoes? It may well be worth inquiry. In any case, I know that even the most stylish pumps must claim a certain substantial mileage; and they will not satisfy their owner on less.

Style-goods makers pay far too little attention to the energy required in doing things incidental and indispensable to the proper use of fashionable clothes, jewels, cars, homes, and the like. True, everybody recognizes the broad fact, but nobody seems to penetrate to its heart. "It isn't the first cost, but it's the upkeep that counts." This old saying can be translated into the field of energies with a fresh meaning. It isn't the effort of putting on the new dancing pumps nor the exertion of moving across the dance-hall floor that exhausts Susie, the shoe buyer. Rather is it the labor entailed by seeking the shoes, shopping from store to store, trying on many pairs, practicing new dance steps, getting stockings, gowns, hats, and lesser fripperies for a season of dancing, walking or riding to and from the dance hall, chatting with people there, eating and drinking between dances, going home in the wee small hours, and so on. Here is a corner in the Web of Life, full of strands tightly interwoven. Once you step into the web at this point, you are caught by a hundred strands.—Walter B. Pitkin in *Boot & Shoe Recorder*.

Americanism: Making war on the sellers of fake stocks; giving free rein to the sellers of fake beauty aids.

The Japs think their ruler a god. This makes them as funny as four other races you could mention.

Some people believe in being merciful to crooks, which proves that some haven't yet been trimmed.

Genius invariably triumphs.

Famous Discoveries by Famous Pharmacists

(Continued from page 18)

plants. With fresh and authentic and properly dried materials at his command, the pharmacist of the future engaged in scientific pursuits in these modern laboratories will carry on as the pharmacists who gave to the world such great gifts as morphine, codeine, quinine, iodine, bromine and a vast array of many other important medicinal substances, thus enabling the members of the medical profession to better combat the various bodily ailments of mankind. Research work of this character, especially the type dealing with the study of a medicinal plant requires frequently many years before results can be achieved, for plant chemistry is a difficult and complex study and the one conducting the investigation must be well versed in many of the sciences.

Thus we have noted, in a brief manner, that the pharmacist has played a major role in the history of mankind. His work will continue as it has in the past, for he is imbued with the thought that he occupies a position of importance and responsibility in that interesting trinity comprising the physician, the patient and the pharmacist. All three must fulfill the parts assigned them if the desired results are to be obtained, namely, that man may enjoy the great gift of health, thus making life a real pleasure rather than a handicap.

Anton Hogstad, Jr.

Fall Shoe Lines Opened

With prices in general unchanged from the levels prevailing recently on shoes in the volume ranges Fall lines of several important houses were sent on the road this week. The new quotations, however, were reported to be anywhere from 5 to 25 cents per pair under the opening Spring levels, the reductions being spread over the Spring season. Weaker leather quotations were chiefly responsible for the downward adjustments. While there is still a lack of confidence in leather prices shoe manufacturers do not expect any further revisions during the remainder of the year.

Japanese Hose Imports Heavy

Increased imports of men's socks from Japan are worrying domestic producers of hosiery. Heavy shipments to be retailed at 10 cents per pair have been brought in recently. Some of the merchandise is being sent into bonded warehouses and the remainder entered for immediate sale. At the offices of the National Association of Hosiery and Underwear Manufacturers officials said that the problem of Japanese competition had been brought to their attention by complaints from domestic mills and that an investigation of the matter has been started.

Blue Eagle on Neckties

Neckties made under the men's neckwear code will carry a new adornment. Under a ruling of General Johnson June 14, all such ties will be labeled with a Blue Eagle.

Happiness, like everything worthwhile, has to be earned.

How to Foil Purloiners of Narcotics

Watch your narcotics!

This is the warning sent out by the Bureau of Narcotics of the Treasury Department to the medical profession and the drug trade. The Bureau is endeavoring to cut down petty thieves in narcotics through which thousands of addicts obtain their drugs.

Doctors and druggists are being urged by the Treasury to keep all narcotics under lock and key.

The new drive has been launched despite the fact that the Treasury already has succeeded in reducing the number of drug thefts. Letters have gone out to medical journals and drug trade publications asking them to urge caution on their readers.

Throughout the country in 1932, 1,033 thefts were reported to the Bureau of narcotics. In 1933, they had dropped off to 931 thefts. In 1933, thefts caused losses of 576 ounces of morphine, 11 ounces of heroin, 125 ounces of cocaine, and 244 ounces of opium.

Treasury Can't Buy Its Own Bonds

Government securities are worth so much that even the United States Treasury can't afford to buy them.

The Treasury has decided to postpone until later the purchase of \$80,000,000 worth of Government bonds scheduled for sinking fund purposes this year. The reason given is that Government security prices are too high to make buying attractive. The purchases will be postponed until the new fiscal year, which begins July 1.

Each year, in order to retire a part of its debts, the Treasury is required by law to purchase and cancel a certain percentage of its outstanding securities. This year the Treasury purchased all but \$80,000,000 worth of the required percentage and then found Government security prices too high.

This \$80,000,000 must, under the law, be carried forward and added to the required sum of purchases in the coming fiscal year.

Loss Leaders Bring No Permanent Good

Edward A. Filene, in the course of an address, had the following to say: "Perhaps the greatest mistake of modern retailers has been over emphasis on bargain prices, of the purely mercenary appeal of magnifying items and minimizing store, of focusing the public's attention upon price instead of upon the desirability of their goods and excellence of service. When our stores reach the stage where they will have continuously those things which most of their customers want most of the time, at prices which will cause most of them to buy, the consumption of all desirable goods will be greatly increased and mass distribution will catch up with mass production. Both will then progress at double speed and give us permanent prosperity."

Not All Women Addicted To Returning Purchases

More than half of the American women interviewed by the General Federation of Women's Clubs and the Bureau of Foreign and Domestic Commerce in a recent survey prefer to buy from stores with rigid rather than lib-

eral "return" policies. Actual objections against buying what other customers return were recorded by 52.8 per cent.

"Wrong size" is the cause of 37.2 per cent. of all reported returns, the study showed, and the customers blamed a large part of this figure on the producers. Thousands of women in ten states were interviewed.

Drive To Stamp Out Parrot Fever

Parrots, parakeets, and "love birds" have been under suspicion by the United States Public Health Service since the epidemic of psittacosis, or "parrot fever" of 1930 and the two years following.

Measures which have been taken to prevent the spread of the disease are the prohibition or transportation across state lines of birds of the parakeet family which are less than eight months old and requirement that all birds of this family must have a health certificate before they can be sold.

In its investigation of "parrot fever" during the past four years the Public Health Service has found that birds of the parrot family are not the only ones susceptible to the disease. Canaries and other bird pets may acquire it.

Recently, the disease has been given experimentally to chickens.

It has been found that the disease is extremely serious, with a high mortality, and that it can be conveyed to the human being in several ways, by the bite or scratch of a sick bird as well as by mouth or through the respiratory system.

Measures taken by the Public Health Service and state officials have greatly reduced the number of cases among humans.

Removes Caffeine While Brewing Coffee

Caffeine is removed from coffee or tea while it is being brewed, instead of before it is placed on the market, under a German invention patented in this country under U.S. 1,930,257. The invention provides an absorbent such as zinc chloride-activated carbon to be mixed directly with the roasted coffee or tea leaves to be treated. In the case of coffee the latter is first ground to the desired fineness. After the beverage is brewed, the absorbents may be separated from the liquid by settling or by straining.

Japan's Boom in Chemicals

More capital was invested in Japan's chemical industry last year than in any other line—7.2 per cent. of the total investment in all Japanese corporations employing more than five workmen. This fact was contained in a report from Tokyo last week to the Commerce Department by Assistant Trade Commissioner Donald W. Smith. Of 368,119,000 yen invested in new enterprises and in the expansion of all companies in Japan during 1933, the chemical industry got 189,870,000 yen, or more than 50 per cent.

The NRA is afraid of nothing. It has cracked down on a woman who made artificial flowers at home.

Head guards are nice things for football players, doughboys and people who pick up hitch-hikers.

OUT AROUND

(Continued from page 9)

permitted to get on the payroll, yet he works hand in hand with the infamous union labor leaders to precipitate the closed shop, which is forbidden by God and man.

Ellen B. Newman, whose diagnosis of the country merchant appears elsewhere in this week's paper, is certainly very fruitful in suggestions. I hope every small town merchant reads the article carefully. Most writers on the subject nowadays play up the dark side of the picture. It is a pleasure to find an authority who can see a bright side and present it so graphically. The author is engaged in general trade at Valley Falls, Kansas.

The Holland-American Wafer Co. has started the production of Dutch Twins with an entirely new filling made from banana flour. This product is now being made by the United Fruit Co. at its mill in New York City. The Grand Rapids factory has the exclusive right to use the new product in its wafers. It will also continue to produce wafers with a vanilla filling the same as in the past.

Detroit, June 16—Allow me to commend you for printing Jos. C. Grant's article addressed to the traveling man, which originally appeared as a half page advertisement in the Battle Creek Enquirer and Evening News of Thursday, June 7.

Jos. Grant has certainly analyzed the situation to a tee, and I join with the three thousand members of our organization in Michigan and the eighty thousand throughout the United States and Canada in acknowledging the services Mr. Grant has done to the U.C.T. and every traveling salesman in the country by his clear cut description of one of the important causes of the present condition of business in general.

We are proud to have him as a member of the U.C.T.

He has shown his interest in the "other fellow" and the "other fellow's problems" and if more people would to-day begin to do likewise and forget their own trivial troubles and try to help that "other fellow" it would broaden them out to such an extent that it would only be a short time before we all would be in a position to again enjoy the blessings of life which we now have, but have failed to see because of the fact that our visions have only gone so far as the end of our individual noses.

Thank you again, Joe Grant, and you, too, Mr. Stowe, for your unflinching interest in the traveling salesman and his co-partner, the independent merchant.

A. G. Guimond,

Jurisdiction Director Team Work Group.

I sincerely hope the suggestion that a monument be erected to the memory of Charles W. Garfield is carried into execution at as early a date as possible.

Of course, such a monument is not needed with the present generation, because everyone who knows Mr. Garfield has great respect for him and great appreciation of his many accomplishments, but for the sake of the generations to come there should be a memorial which would be in keeping with the wonderful life he has lived

and the remarkable things he has done in behalf of the people. Such memorials are usually deferred until after death, but in this case I think Grand Rapids should follow the example of Fort Wayne and create a memorial which will be a lasting reminder of the greatness of the recipient.

E. A. Stowe.

Prices Resume General Advance

Despite the various efforts of the Administration to halt the price advance of manufactured products, the general price trend is again definitely upward. Government spending, the effects of the drought, and increased labor costs constitute the chief price raising factors.

In many industries where prices recently were subject to strong pressure, such as in textiles, the pressure has relaxed. In other cases price advances are again under consideration, if not for the immediate future, then for the early fall. The major exception are goods to be sold directly to consumers in which there is an accumulation of stocks, such as automobiles and some lines of general merchandise.

Code for Manufacturers of Electric Refrigerators

Seventy-four companies producing well over a million electric refrigerators a year will be brought under an NRA code June 20. The code was approved June 11. Under it their 40,000 employees will have the same labor conditions as under the electric manufacturing industry code. One rule forbids them to use advertising which would mislead the uninformed or casual reader.

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

BUSINESS WANTS DEPARTMENT

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

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

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

FOR RENT—Brick store building, 24 x 100 feet, well finished inside, and fixtures. Good opening for dry goods business. Town of fourteen hundred population. Address No. 654, c/o Michigan Tradesman. 654

FOR SALE—One NEW Birdsell clover huller 31; one J. & I. case separator; one Rumley oil pull tractor, large size. Write law office of A. F. Cooper, Albion, Mich. 655

FINE BUSINESS OPPORTUNITY—A real opening for a furniture and house furnishing store, an ideal location in a live city in Northern Michigan's famous resort region. Do not reply unless amply financed. Address No. 656, c/o Michigan Tradesman. 656

ARE YOU A MASON?

I am of a band
Who will faithfully stand
In the bonds of affection and love
I have knocked at the door,
Once wretched and poor,
And there for admission I strove.

By the help of a friend
Who assistance did lend
I succeeded an entrance to gain;
Was received in the West,
By command of the East,
But not without feeling some pain.

Here my conscience was taught,
With a moral quite fraught,
With sentiments holy and true;
Then onward I traveled,
To have it unraveled,
What Hiram intended to do.

Very soon to the East
I made known my request,
And "Light" by command did attend;
When lo! I perceived,
In due form revealed,
A Master and Brother and Friend.

Thus far I have stated
And simply related
What happened when I was made free;
But I've "passed" since then,
And was "raised" up again
To sublime and ancient degree.

Then onward I marched,
That I might be "arched"
And find out the treasures long lost
When behold! A bright flame,
From the midst of which came
A voice which my ears did accost.

Through the "veils" I then went,
And succeeded at length
The "Sanctum Sanctorum" to find;
By the "signet" I gained,
And quickly obtained
Employment which suited my mind.

In the depths I then wrought,
And most cheerfully sought
For Treasures long hidden there;
And by labor and toil
I discovered rich soil,
Which are kept by the craft with due care.

Having thus far arrived,
I further contrived,
Among valiant Knights to appear;
And as Pilgrim and Knight
I stood ready to fight
Nor Saracen foe did I fear.

For the widow distressed
There's a chord in my breast;
For the orphan and helpless I feel;
And my sword I could draw
To maintain the pure law
Which duty the Masons reveal.

Thus have I revealed
(Yet wisely concealed)
What the "free and accepted" well know;
I am one of the band
Who will faithfully stand
As a brother, wherever I go.

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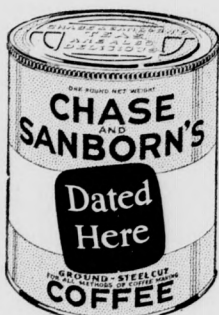
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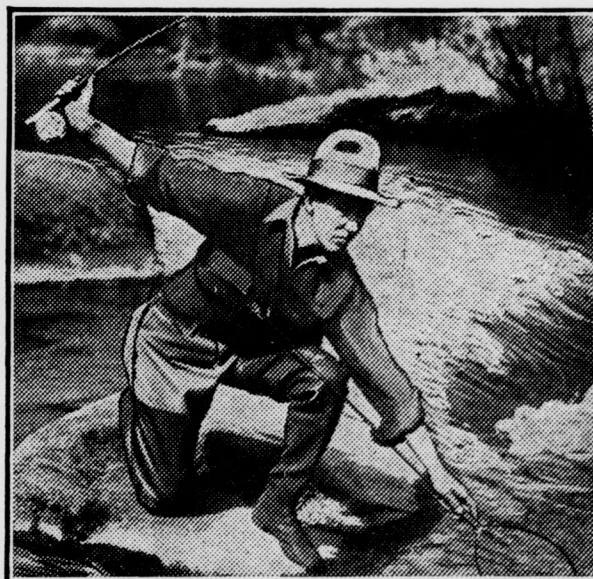
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