

Sherman's March to the Sea

Our campfires shone bright on the mountains
That frowned on the river below,
While we stood by our guns in the morning,
And eagerly watched for the foe;
When a rider came out from the darkness
That hung over mountain and tree,
And shouted: "Boys, up and be ready,
For Sherman will march to the sea."

Then cheer upon cheer for bold Sherman
Went up from each valley and glen,
And the bugles re-echoed the music
That came from the lips of the men:
For we knew that the stars in our banner
More bright in their splendor would be,
And that blessings from Northland would greet us
When Sherman marched down to the sea.

Then forward, boys, forward to battle!
We marched on our wearisome way,
And we stormed the wild hills of Resaca;
God bless those who fell on that day!
Then Kenesaw, dark in its glory,
Frowned down on the flag of the free,
But the East and the West bore our standards,
And Sherman marched on to the sea.

Still onward we pressed, till our banners
Swept out from Atlanta's grim walls,
And the blood of the patriot dampened
The soil where the traitor flag falls;
Yet we paused not to weep for the fallen,
Who slept by each river and tree;
We twined them a wreath of the laurel
As Sherman marched down to the sea.

Oh! Proud was our army that morning,
That stood where the pine darkly towers,
When Sherman said: "Boys, you are weary;
This day fair Savannah is our!"
Then sang we a song for our chieftain,
That echoed o'er river and lea,
And the stars in our banner shone brighter
When Sherman marched down to the sea.
SAMUEL H. M. BYERS.

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MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, JUNE 27, 1934

Number 2649

MICHIGAN TRADESMAN E. A. Stowe, Editor

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Sidelights on a Dozen Southern Michigan Towns

Hillsdale—Hillsdale is a beautiful forest city located over hills and dales. It is the county seat of one of the best agricultural counties of the state. The business section adjacent to the courthouse square is unusually triangular and the stranger within its gates is quite apt to lose his bearings. The city has a beautiful municipal building, just across the street from the Federal postoffice building. Its business blocks, schools, churches and many fine homes are evidence of the days of prosperous advancement. A number of factories are located here, producing auto specialties, dies for steel presses, also window and door screens. Also there is located here the Stock flour mill, one of the largest in the state. Employment here is not yet up to normal. Charles M. Storer, grocer at 41 Westwood street, is rebuilding and enlarging his store, so at present business is carried on at some inconvenience, but when plans are completed he will have one of the most convenient stores in the city. Hillsdale is not without the chain stores, in fact it has a "full hand" of them, which makes it difficult for the home merchants to get ahead. The college here is the oldest in the state. For many years it was conducted as a denominational institution of the Baptist faith. I was told that some 500 students were enrolled this past year, and that for some years the college has been undenominational.

Quincy—Quincy is a fine old country town of 1200 people, located on M 112. It is quite citified in one way, as it sports two mail carriers to wait upon its people. It must be the postmaster had an extra strong pull with the postal department, as I have not learned of any other town of this size having mail delivery to the homes and business places. Three home food merchants survive the onslaught of the

two national food monopolies. Drove South from here, calling upon several country merchants, among them A. V. Waterbury, who has taken the Tradesman several year. When he read of the oleo refund, the editor of the Tradesman prepared his claim and he received a two year refund of over fourteen dollars. Like a good neighbor, he notified merchants in nearby villages and at country crossroads and helped several to get the refund. Out of several of these, whom I called upon, one of them subscribed for the Tradesman. The others, having received their refund money, were not appreciative enough for the service rendered them to give a trial subscription and get acquainted with a publication that would teach them to become more successful merchants. However, we are pleased to say that all merchants are not so ungrateful, and are ready to go out of their way, as Mr. Waterbury did, to help others and to recommend the Tradesman as a valuable partner to any merchant.

Pittsford—I had been in the village of Pittsford but a few minutes, when one of the leading merchants introduced me to the editor of the local newspaper, K. A. Eldridge, who for several years was a grocer of this village. Editor Eldridge instructed me to convey his best wishes to Editor Stowe and his wife, of the Tradesman, which he quotes frequently in his own paper. Arthur C. Reek conducts a Red and White store here, having a fine stock of general merchandise and reports a satisfactory trade. There are few merchants who have been as long in active trade as W. H. Chesley, who started here as a clerk for S. W. Lyon in 1882. Five years later he was admitted to partnership, which continued up to 1914, when Mr. Lyon died and since then he has continued the store alone, having always carried a stock of groceries and drugs. Mr. Chesley has acquired three farms nearby and is an extensive dealer in livestock, as well as being vice-president of the local bank. He also holds interests in other local enterprises. Three years ago he was made a life member of the Masonic fraternity, he having been a member over forty years. His lodge dues cease during his remaining years.

Hudson—Hudson is one of the nicest little cities in the state. In former years it had considerable manufacturing of various kinds, but the principal industry now is the large milk condensary of the Pet Milk Co. This city was the boyhood home of a number of men who have achieved fame in the sphere of business, politics and literature. Among them is Edward Frensdorf, now holding an important Federal appointment of his party. He has long been a leader of the democrat

party and its nominee for governor. At his home I find that Edward Frensdorf stands high among his neighbors and business associates, and leaders of his party would have profited much if they had sought his counsel more. If I remember rightly, the editor of the Tradesman spent his boyhood here, and no man in the business circles of the state is better known than he or stands higher in the estimation of Michigan merchants. Hudson was also the home of the poet, Will Carleton, who attended country school a few miles East of town and later attended the Hillsdale college. Tradition has it that he spent all his spare time as a boy in the bookstore of Wm. T. Stowe, father of Editor Stowe, reading every new book which came to the store during the early '60s.

Addison—The little village of Addison is more of a trading center than I expected. The Central Supply Co. has a large general store, such as one seldom sees to-day. They carry a large stock of general merchandise, hardware, farm implements and formerly a stock of furniture. Swartout & Lewis carry a good stock of groceries and meats, and have served the people here for many years. A large flour mill, erected in the early days, is driven by the power of Bean creek, the village being built about the mill pond. Below the dam is a beautiful public park. Somerset, on M 112 has one large general store, and at Somerset Center, two miles West on this route, both cater largely to tourist trade. Business in this section is reported much better than a year ago.

Adrian—Adrian is a fine city of 12,000. It is noted for its wire fence industries, which at present have largely turned to auto parts, and not much fencing is being produced. There is also a large plant which manufactures door and window screens. It is quite an industrial center when times are normal. At the head of Main street is an imposing city hall. Directly in front of the building is a granite statue, life size, of a Michigan woman who won National recognition during the civil war, Laura Smith Haviland, a pioneer in this locality. She founded the Raisin academy, located near this city, in the valley of the Raisin river. Her religious faith was that of the Quakers, and she wore the garb of that society. She is so posed by the sculptor, seated in a chair, and the kindly expression of her face is shaded by her Quaker bonnet. She was an ardent believer in education and though the academy she founded in 1839 has long been closed, she was instrumental in getting the state to establish a school and home at Coldwater to care for unfortunate children. Adrian has a full hand of chain stores. Many

of the home merchants can match their stocks and selling methods, but all admit there is little if any profit. Most merchants think they are getting on quite well if they can keep even, but if prosperity is ever to return, there must be a profit in doing business. One thing is certain, and that is, as long as the people of Adrian or any other city, spend their money with the greedy chain stores, they cannot expect to see a rise in property value and wages for the home people.

Brooklyn is a fine country village, with a boulevard park in the center of its wide main street. I was told that the local bank came through the depression well by limiting withdrawals of deposits to actual needs. Among the leading merchants are L. C. Barstow and David Walker, both carrying large stocks of general merchandise.

Clinton—On my drive to Clinton, I passed over the Irish Hills and through the finest scenery in the Southern part of the state. The country is well wooded, with many beautiful lakes nestled among the hills. In Clinton I was told there was not an empty store or dwelling. A large woolen mill here has been operating day and night shifts for some months, producing khaki fabric for the Federal Government to provide clothing for the young men in the CCC camps. The mill has a large government order for woolen cloth for overcoats, which will keep it operating for many more months.

Tecumseh—Tecumseh is a fine old town bearing the name of a noted Indian Chief. Here is where Henry Ford recently completed a replica of an old flour mill upon the dam across the Raisin river. He is said to own several thousand acres of land near here and the watermill will be used in converting soy beans into a manufactured product for accessories to his automobiles and trucks. A large overshot waterwheel has been installed. It is built of steel and is about sixteen feet in diameter and six feet in width. On the outer rim of the wheel are cog teeth, which engage a pinion upon the main shaft that drives the machinery. About forty h.p. is available. Men with tractors were busy grading and landscaping the grounds, giving employment to several men, while a large force are tending the fields of his many acres. The greedy chain stores find a hearty welcome here as they gather the profits on trade and send it away daily. This makes it unprofitable to the home merchants, who have always been loyal to the community and spent their profits here when they were given the patronage of the citizens. Who ever heard of these chain stores spending any of their profits where they get it? They

(Continued on page 17)



Lines of Interest to Grand Rapids Council

This may never smell the odor of printers' ink because we received a letter from Editor Stowe congratulating us on our decision to take a temporary vacation, but as he is only the owner and editor we may be able to get by with this one article.

We felt that an emergence from retirement to chronicle the U.C.T. picnic which was held in Townsend Park Saturday would not be out of place because it was really a grand and glorious affair. So many funny things happened and the crowd enjoyed themselves so much that we just had to blow off about it.

A beautiful day dawned on June 23 to go down in the history of the Council as one long to be remembered by those who were fortunate enough to be able to attend the affair.

A cavalcade of cars pulled out of the city at 2 o'clock for the popular park well loaded with all the necessities for a real picnic.

Section "A", consisting of grove and ball ground had been reserved by chairman Tom Fishleigh so that the tables, benches etc., were already arranged for the reception of the picnickers.

After the arrival of the crowd the tables were soon loaded with baskets, packages and boxes containing mysterious somethings to be disclosed later.

Games and contests were started at 2:30. There were foot-races, ball-throwing contests, bean-guessing exercises, nail-driving and balloon-blowing contests which furnished real fun. In the nail-driving contest the ladies were furnished with light hammers, three fine finishing nails and a piece of hard oak. The first lady that drove one of the three nails completely into the hard wood without bending it won a prize. When signaled to start one thought he was in an old fashioned basket factory. You'd be surprised how some of the ladies can mangle a hammer. Following the nail-driving contest, long cucumber balloons were produced and each contestant given one. The ladies participated first. The contest consisted of blowing the balloon so full of wind that they would burst and the first one who exploded a balloon won a prize. No doubt some of the ladies will be rather silent for a day or two because of lack of breath. When the men contested one got a general view of every map that has faced a camera since the day of its inception. The attempt to burst the balloons did not improve any of the countenances. Tom Fishleigh won the contest for men and when his balloon let go it set him back on his heels from surprise. With all the hot air that salesmen are supposed to possess, very few showed up efficiently in the contest.

The most important athletic event of the afternoon was the big ball game

between Gil Ohlman's "Dirty-Foot" and Charles Ghysels "No Sox." An odor of brimstone and sulphur permeated the air from the time bats were crossed until the end of the game. Each captain was profuse in his peculiar method of coaching. The opposing pitchers were Tom Fishleigh with his famous back-throw delivery and Clarence VanDen Berg with his long sweeping grass-hoppers.

The game progressed inning after inning without any outstanding happening, except the steady scratching of the scorer's pencil, until Gil Ohlman smacked a short single and tried to stretch it into a triple. Upon approaching the keystone sack he observed second-baseman Barclay about to do something to his progress. Things looked bad so he decided to slow down and park at second. When he began to put on the brakes something grabbed and he threw two shoes or at least heels off both shoes. With all the wear and tear on his gear he was declared out.

As we looked upon the motly mob we were almost inclined to assume that we were in the midst of a nudist colony. Long-clout Holman looked like a swashbuckling seaman, Carl Dingman wore rolled up pants legs and succeeded in getting a skinned knee, Clare Vanden Berg's fair, blond complexion absorbed the violent rays of old Sol, and was his face red! Paul Schmidt was half naked because he played without a hat and Harry Nash continued to disturb the peace by acting as umpire. Charley Ghysels kept cool and did not remove his shirt. We understand he had forgotten his undies so necessity demanded formality. No-hit Saxton struck at a fast, slow one is still wondering what happened to his cigar stub. Jake "Whale Back" Vanden Berg gave the rooting section a few lessons in dishing out raspberries and Jerry Wagner became exhausted from marking down scores. Many other notables deserve favorable mention but time demands we make no more comments.

As a natural sequence supper followed the ball game. The ladies had piled the tables high with food of all kinds. There were eats like nobody's business and the coffee and ice cream made a meal complete for the hungry bunch that no self respecting tramp would pass up.

Bob Groom and Lee Lozier, members of the prize committee distributed prizes for no reason at all. In other words, they endeavored to give something to everyone even though it was but their good wishes. They were accorded a razzing vote of thanks because they awarded the scribe a box of spaghetti without a hook to string it on.

After all the dishes—they were not eaten—had been packed away the tired but happy crowd gradually drifted on their way and when darkness prevailed all that remained of the picnic were the heels off Gil Ohlman's shoes and memories of a beautiful day and a wonderful outing. Notgniklip.

Do not brag. Possibly some ancestor helped to burn witches.

SECRETARY'S REPORT

Of the Michigan State Pharmaceutical Association

Another year has come and gone; a report must be made. This year's report as usual covers a hectic year's activity. In making this, my final report, I am almost tempted to cover previous years' activities but I am fearful that this would be superfluous.

The past year, not being a legislative year, if it followed the usual precedent would be a very quiet year. However, such does not appear to be the case. There have been many problems that your officers have had to answer. The problems of N.R.A.—establishment of code authorities—the problem of repeal of the 18th amendment and the many peculiar situations surrounding the distribution of liquor and its place in the drug store—the problem of cut rates and stabilization of prices—the matter of finances has also been a major problem.

All of these matters have been tackled by your officers in an honest effort to do a good job. Duncan Weaver as President has been alert and on the job all the time. He has worked intensely, as his report shows.

The Executive Committee has had an extra amount of work. Under the chairmanship of Dr. Cichanowsky, they have carried on and we feel have also done a good job. The extra effort of taking over the responsibility of the annual convention has been a lot of work. We feel this also has been well done and that this convention will show the interest they have taken in their work.

The chairmanship of the Trades Interest Committee was accepted by Mr. Drolet when Mr. Gillispie was appointed on the Board of Pharmacy. Much of the work in straightening out the liquor situation was loaded on Mr. Drolet and I am sure that his report of these activities will be equally interesting.

The membership committee, under the leadership of E. J. Parr, has laid the foundation of a future that at this time can hardly be understood. He has succeeded in organizing county associations in nearly every section of the state. This means co-operation among those who in years past were competitors, but who have now learned are not competitors but co-operators. When this system covers the state we will then have associations that really represent the views of the independent druggist and they will be heard, together with their brothers from the other States and when this big combination speaks, those in authority in Washington and in Lansing can have no doubt as to whom they represent.

Your officers have worked this year without compensation. They have paid their own expenses. Such a condition should not exist. For several years it has been apparent that a more complete centralization of activity should prevail. A full-time secretary and an association with ample funds and a central office is possible, and such a set-up should be accomplished. A central office with sufficient help and with

the responsibility of publishing of a state journal should go a long way toward placing the state association on a par with those of other states. I am confident that this should be and can be accomplished.

There are now two National associations; one the commercial and one professional in character. There is only a nominal affiliation between these two and the state associations which are now organized in each state. Membership in state associations is based on various requirements. In no case does state association membership carry with it any rights to membership in the National association, except by payment of extra fees. This being true, it is quite impossible for registered pharmacists to express their views as individuals or as a profession on any valid basis. It was demonstrated that the present arrangement could not function properly during the past year—witness the establishment of the Drug Institute and the accompanying fees—a duplicate of state association dues. What is needed to-day is a consolidation of national associations and state associations in one federated group. Membership in the state association, whether being in local county units or with the state as a whole, should carry membership in the larger group. This could be worked out quite similar to the organization of the American Medical Association and far greater results could be accomplished at far less cost and in a more efficient manner than under the present arrangement.

I am presenting to the Resolutions Committee for their consideration the following resolution:

Be it resolved that a consolidation of the American Pharmaceutical Association and the National Association of Retail Druggists be urged and that the consolidated group combine with the state and territorial pharmaceutical associations into one group or federation with membership in the former dependent on membership in one of the latter and active members be limited to registered pharmacists and that a report on this resolution be transmitted to both National associations.

It is quite evident that the National retail drug code authority, as now constituted has no connection with the state associations, but rather with district code authorities direct. It seems as if the various state association could and should be made a clearing house for code information and this could be accomplished if such information would be distributed to state associations in addition to local authorities. I present this also or your approval.

In the matter of distribution of 10 cent sizes of nationally advertized products in over sized packages should be condemned unless such merchandise be available to independent retail druggists as well as chain stores.

In the matter of stabilization of prices much has been accomplished. Much can be accomplished in the future and much must be accomplished if we are to succeed. All sales must carry a profit. If the NRA is to rule all commercial business, this fact must be taken home to Washington so strongly and so forcibly that there will be no question as to the ruling.

These are serious times. Serious thoughts and comprehensive action must be carried through if we are to exist. The druggist on the corner must be more concerned with political matters. Honest men must be elected to public office. Men who know the right and honest thing to do and have the courage to do it. Only in this manner can we expect to have laws enacted that will deal honestly with our business and with our citizens.

The present sales tax has taken thousands of dollars toll from your pockets. I have no argument with political leaders who simply must have public money in order to carry on, but I must object to a system that makes our business the goat for the uncollectable tax on small sales. Either the tax must be reduced, or our bracket of collection must be changed. A continuation of the present system will simply bankrupt the small merchant. It is up to you men to see that this matter is rectified in the next legislature.

For me to say in making my last report that I have not enjoyed the years I have spent as your Secretary would be false. I have come to know hundreds of druggists by their first names. I am well acquainted with their problems. I have been in their stores in many cases and I know their families. These friendships I will long cherish. But I am called on to maintain my own business, to devise some system where I can place enough money in the cash register so that the sales tax, the gasoline tax, the school tax, the head tax, and many more can be paid and I can not give the necessary time to the Secretary's office. I hope that each member will give his support to my successor and I hope that we can arrange to have that successor a full-time man. I want to thank each and every druggist in Michigan for the support you have given me in the past and can only say that I have enjoyed every moment of it.

The financial report is as follows:

Treasurer's Account

Receipts	
Balance on hand.....	\$ 397.60
Check from Secretary.....	100.00
Check from Secretary.....	125.00
Check from Secretary.....	100.00
Check from Secretary.....	100.00
Check from Secretary.....	100.00
Check from Secretary.....	100.00
Check from Secretary.....	50.00
Check from Secretary.....	100.00
Total Receipts.....	\$1,172.60
Disbursements	
D.R.D.A. postage.....	\$ 60.00
R. A. Turrel, salary account.....	200.00
R. A. Turrel, conv. expense.....	21.22
W. S. Lawton, postage.....	50.80
Sec. of State, report.....	2.00
N.A.R.D. annual dues.....	25.00
Edna L. Barker, stenography.....	104.00
Greeland Press, printing.....	11.80
R. A. Turrel, phone-telegrams.....	7.19
Duncan Weaver, postage, etc.....	10.50
D.R.D.A., postage.....	60.00
R. A. Turrel, telegrams.....	5.99
Greeland Press, printing.....	2.00
R. A. Turrel, postage.....	6.00
G. A. Harrington, secretary dues.....	5.00
Duncan Weaver, telegrams.....	4.05
Greeland Press, printing.....	6.75
Rogers Printing Co., cards.....	9.75
R. A. Turrel, salary, petty cash.....	120.00
Croswell Jeffersonian, printing.....	3.61
C. N. McNaughton, bonds.....	10.00
Duncan Weaver, expenses.....	8.60
Duncan Weaver, telegrams.....	5.85
F. H. Taft, telegrams.....	1.69
R. A. Turrel, telegrams.....	10.81
D.R.D.A., postage.....	60.00
Greeland Press, printing.....	25.37
Croswell Jeffersonian, printing.....	2.06
Duncan Weaver, expenses.....	12.00

Duncan Weaver, expenses.....	9.30
R. A. Turrel, expenses.....	23.10
Duncan Weaver, expenses.....	6.50
R. A. Turrel, telegrams.....	7.97
D.R.D.A., postage.....	60.00
Duncan Weaver, expenses.....	11.20
Croswell Jeffersonian, printing.....	2.58
R. A. Turrel, telegrams.....	7.42
Duncan Weaver, expenses.....	4.00
C. F. Allan, stationery.....	3.75
R. A. Turrel, telegrams.....	2.76
Duncan Weaver, expenses.....	14.00
D.R.D.A., postage.....	90.00
Stamp tax on 42 checks.....	.84

Total Disbursements.....\$1,095.46
Balance on Hand.....\$ 77.14

Secretary's Cash Report

Receipts	
Cash on hand.....	\$ 127.70
Dues 118 members at \$2.25.....	265.50
Dues 82 members at 3.00.....	246.00
Dues 14 members at 1.50.....	111.00
Dues 120 members at 1.12½.....	135.00
Cash from impounded funds.....	39.66
Dues 3 members at \$4.50.....	13.50

Total Cash Received.....\$ 938.36

Disbursements	
Check to Treasurer.....	\$ 100.00
Check to Treasurer.....	125.00
Check to Treasurer.....	100.00
Check to Treasurer.....	100.00
Check to Treasurer.....	100.00
Check to Treasurer.....	100.00
Croswell Postmaster, stamped envelopes.....	16.70
Western Union, telegrams.....	5.12
Check to Treasurer.....	100.00
Federal tax on checks.....	.40
Hotel Olds, committee expenses.....	16.22
Certificate Participation.....	40.04
Unpaid check bank holiday.....	3.00

Total Disbursements.....\$ 856.48
Balance on Hand.....\$ 1.88
\$ 938.36

Petty Cash

Receipts	
Balance on hand.....	\$ 6.75
Cash from Treasurer.....	20.00
Total Cash.....	\$26.75
Disbursements	
Telegrams, phone and postage.....	\$ 6.75
Telegrams.....	3.76
Stamped Envelopes.....	16.70
Total Disbursements.....	\$27.21
Overdrawn.....	.46
	\$27.21 \$27.21

Recapitulation

Cash on hand, secretary's account.....	\$81.88
Cash on hand, treasurer's account.....	77.14
	\$159.02
Overdrawn, petty cash.....	.46
Total balance on hand.....	\$158.56
R. A. Turrel, Secretary.	

Drug Trade Faces Price Reductions

Angered because the suggested minimum resale prices of a number of drug product manufacturers do not permit what they consider a reasonable operating margin, drug retailers all over the country are demanding reduction in the list prices of producers, according to reports here yesterday.

At the same time, the refusal-to-sell plan of manufacturers, who intend to boycott those stores offering goods below the suggested minimums, has aroused the opposition of a small number of distributors, with the result that the Federal Trade Commission, on the appeal of these stores, is now investigating the practice.

Manufacturers are welcoming the commission's investigation, as they are most anxious to find out whether this effort on their part to stabilize prices is legal. If it receives the commission's sanction, it is expected that a great many more manufacturers will take up the scheme.

The trend to lower manufacturers' list prices and resale quotations was expedited by the approval of the provision in the Retail Drug Code prohibiting sales below the manufacturers' list price per dozen. Since that went

into effect about fifteen manufacturers of drugs, soaps, tooth paste, shaving cream and other drug store items have announced lower list prices, together with full and minimum retail prices.

Although about 50 per cent. of the industry still clamors for full resale price maintenance, competition has made the holding of these quotations an impossibility. The result has been that, in addition to lowering list prices, manufacturers have suggested minimum resale prices, usually not more than 21 per cent below the full resale quotation carried on the package. In this manner they admit the impossibility of obtaining the full price, but at the same time they attempt to set a limit below which stores will not go.

According to their refusal-to-sell plans, they reserve the right to withhold their products from those distributors who sell below the suggested minimum. Between the manufacturers' list price and the suggested minimums there is a leeway of about 12 to 15 per cent., which manufacturers feel it is necessary for stores to have in order to recover at least part of their costs. Operating expenses for the average drug store range around 28 per cent., while the difference between list prices and full resale quotations is around 33 per cent.

Retailers, however, particularly in competitive areas, where chains and "pine-board" stores are numerous, insist that the suggested minimums tend to become the average level and that under those circumstances they cannot possibly operate at a profit. Accordingly, they want manufacturers to reduce their list prices further.

How much further price reductions in the industry will go is a debatable question, according to unbiased observers. It was thought that as the price stabilization plan undergoes fur-

ther tests and the full effects of it are seen, revisions of the scheme will be in order. The general feeling was, however, that further cuts can be expected as companies feel the brunt of competition from "key" organizations that have reduced quotations.

The most recent reduction by a large aspirin producer, for instance, will probably be followed by other manufacturers in the field.

In general, the full and minimum resale prices are as follows: 50 cents and 39 cents; 35 and 28 cents; 25 and 19 cents; and 15 and 12 cents. Of course, some of the price-cutting organizations bring these levels down to the manufacturers' list prices.

The effect of the price stabilization program will be to level out the entire range of prices, so that in a year's time the average family will have paid slightly less on their drug bill, proponents of the scheme say. Consumers may not be able to obtain some of the very low quotations previously offered, but at the same time they will not be paying the previously top levels on some products, it was held.

William J. Enright.

Jim Flack, a milkman, dashed into a drug store one cold day recently with about two inches of wood projecting from his mouth and gurgled helplessly to the astounded druggist. Examination disclosed an all-day sucker frozen to Jim's teeth. The wood was cut off and copious application of hot water released Flack's mouth from its sticky vise.

Evidently a Hard Case

"Do you know your wife is telling around that you can't keep her in clothes?"

"That's nothing. I bought her a home, and I can't keep her in that either."

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

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

Hazeltine & Perkins Drug Co.
Grand Rapids Michigan

MOVEMENTS OF MERCHANTS.

Bentheim—Berens Bros. succeed Neal Kruithof in general trade.

Lansing—The Crouse Dairy Co. has changed its name to the Crouse Cream Co.

Nashville—R. A. Stuart succeeds Mrs. G. M. Belson in the bakery business.

Detroit—The Velvet Specialty Co. has reduced its capital stock from \$25,000 to \$1,000.

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

Detroit—The Detroit Metal & Rubber Co. has reduced its capital stock from \$12,000 to \$4,000.

Vermontville—The Barber State Bank has increased its capital stock from \$25,000 to \$50,000.

Sault Ste. Marie—The Sault Savings Bank has reduced its capital stock from \$100,000 to \$80,000.

Detroit—The Timken-Detroit Axle Co. has reduced its capital stock from \$33,842,100 to \$32,965,500.

Detroit—The Brownie Food Co. has been organized with \$10,000 capital stock, of which \$3,500 is paid in.

Detroit—The Rodman Coal Co. has been organized with a capital stock of \$50,000, of which \$35,000 is paid in.

Highland Park—The Tuxedo Pharmacy Co. has been organized with a capital stock of \$1,000, all paid in.

Lansing—The Harvin Ice Cream Co. has been organized with a capital stock of \$25,000 of which \$20,350 is paid in.

Detroit—The Jacobson Quality Shoe Co. has been organized with a capital stock of \$5,000, of which \$1,000 is paid in.

Flint—Cummings Brothers, wholesale auto supply dealer, has reduced its capital stock from \$300,000 to \$77,000.

Iron Mountain—The Commercial Bank of Iron Mountain has increased its capital stock from \$100,000 to \$200,000.

Fenton—The Genesee Tool Co. has been organized to make tools and dies. The capital stock is \$25,000, with \$4,000 paid in.

Detroit—The Household Paper Products, Inc. has been organized with a capital stock of \$60,000, of which \$40,000 is paid in.

Alma—The Central Michigan Co-operative Elevator Co. has been organized with a capital stock of \$16,670, of which \$1,000 is paid in.

Detroit—The Motor City Display Service, Inc., has been organized to display and advertise merchandise in retail stores. The capital stock is \$1,000 all paid in.

Detroit—The Associated Business Service, Inc., has been organized to do book-keeping and general office services with a capital stock of \$60,000, of which \$40,000 is paid in.

Burnips—John Hocksema, who has for a number of years conducted a hardware store at this place, has purchased the hardware and lumber stocks of W. J. Buer & Son, at Dorr. He will conduct both places.

Milford—Frank T. Kennedy, shoe dealer, died from heat prostration while on his way to Salisbury, Md. He

had been in Milford thirty-five years, and was sixty-two years of age. He was a member of the Elks and the Knights of Columbus. Burial was at Howell.

Lansing—Misses Dot and June Green, formerly with the Scheidt restaurant, have opened a coffee shop and restaurant at 1205 Turner street, in what was formerly the Breisch company's offices. The place has been completely altered and equipped for the new business.

Lapeer—Michael J. Carey, 88 years old, retired business man of Lapeer, died Monday from old age. He was born in Limerick, Ireland, and came to Michigan when 4 years old. He was associated with the Stephens Lumber Co. and went into the general store business for himself in 1875, retiring in 1920.

Iron Mountain—Purchase of the interests of the Northern Fruit Co., of Iron Mountain, Frank and Quinto Valenti, proprietors, by Cohodas Brothers, wholesale fruit distributors with branches in Upper Michigan and Wisconsin, is announced. The Valenti brothers, former employees of the Cohodas company, resigned from the latter concern last February to start their own distributing house at 402 East Main street, in this city. The territory covered by the firm included Crystal Falls, Iron River, Channing, Sagola, Norway, Niagara, Wis., and Iron Mountain. Both Frank and Quinto Valenti will return to the employ of Cohodas brothers.

Big Rapids—Formation of a corporation to market mineral water taken from the Gilbert farm mineral well is announced by J. H. Gardner and George W. Marr, Detroit. The corporation will be known as the Big Rapids Mineral Waters Corporation, a subsidiary of Gardner Engineering Co., Detroit. The well, out of operation for many years, is located on the Gilbert farm one mile south of the city. According to officials of the new company, the well produces some of the strongest natural mineral water for medicinal purposes found in the world. It has a 5,500 gallon per day capacity output. The company intends to ship the medicinal water both in bulk and in bottles. Operations are scheduled to start soon.

Allegan—The Allegan Casket Co. announced Saturday that it had leased Factory No. 1 of the Baker Furniture Co. here. The Casket company, which has been manufacturing, in addition to caskets, a line of furniture novelties, will use the former furniture plant for making bookcases, tables, magazine racks and smoking stands, together with a new line of beds. The caskets will be made at the present plant on depot hill. Emil Schmitz will be general manager of both plants. The casket company will continue under the management of Otto Schmitz. William Schmitz will be general sales manager. The casket plant employs thirty men and it is anticipated that an equal number will be added by the middle of July, others to be added as business demands.

Carson City—Chas. R. Culver, Sr., of St. Johns, died recently at the Ford hospital in Detroit. He had been a patient there about a week and was being prepared for an operation when he was taken with an attack of pneumonia and despite the use of oxygen and everything possible to save his life, he passed away. He was nearly 81 years of age. Mr. Culver had been a resident of Carson City for almost half a century previous to removing to St. Johns. He had been superintendent of the Methodist Sunday school for twenty-five consecutive years. He also had been active in the community in many ways, and had served as Postmaster for four years, having been appointed by President Taft. The funeral services were held at St. Johns and the remains were brought to Carson City cemetery for interment in the family lot.

Petoskey—Occupying the same location, Fochtman's, Inc., will continue the name of Fochtman in local retail circles where it has been a leader for almost sixty years. The new corporation for the present will have only the first floor of the Fochtman building at 422-24 East Mitchell street. The show windows have been re-decorated with black and white checked floors, a silver background and a black border with the letter F centered at the top of the glass. Wilburt Fochtman, William Maus and Leonard Schomberg are the organizers of the new corporation. Eugene Fochtman, for the present, will continue in his capacity as receiver of the Fochtman department store, settling accounts and disposing of assets of the old firm. Fochtman's, Inc., has purchased the remaining stock of the department store, which has been isolated at the rear of the store, and part of the fixtures. The purchase has been approved by Judge Victor D. Sprague of the circuit court. At present only temporary arrangements have been made for the use of the building. Wilburt Fochtman will have charge of the grocery department as in the past. The bakery has been sold to S. T. Jacobs, long time baker for the department store. Fochtman's, Inc., will handle Mr. Jacobs' baked goods exclusively. Fred Perry will again have charge of the meat market. Mr. Maus will have charge of the clothing department which, for the present, will be confined to a complete line of men's clothing.

Manufacturing Matters

Saginaw—The Universal Water Purifier, Inc., has been organized with a capital stock of \$65,000, of which \$5,500 is paid in. It will manufacture mechanical and chemical water purifiers.

Lansing—Lansing is to have a pretzel factory. A number of potato chip factories have started up in the town since the advent of real beer, but the community has suffered from the want of home made pretzels. Now comes Stephen Manzyriski, formerly in the baking business on South Washington avenue, South Lansing, with the plans to manufacture genuine German style hand made pretzels. Mr. Manzyriski

has leased a building at 613 East Grand River avenue in which to establish his pretzel, bread and pastry business. The building will be converted into a modern baking plant and will be equipped and ready for business by July 1.

Twenty-five New Readers of the Tradesman

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

V. R. Statler, Quincy
Lewis V. Johnson, Quincy
Ora M. Safford, Quincy
Arthur C. Reek, Pittsford
W. H. Chesley, Pittsford
Webb Bros., Hudson
Geo. H. Tripp, Hudson
F. G. Chapman, Hudson
Swartout & Lewis, Addison
Central Supply Co., Addison
A. Leutheuser & Co., Somerset
Geo. E. Schomm, Somerset Center
C. C. Hagerman, Adrian
W. E. Bly, Adrian
L. E. Barstow, Brooklyn
David Walker, Brooklyn
C. H. Howe, Clinton
E. R. Quigley, Clinton
Throop Bros., Milan
T. C. Pullen & Sons, Milan
Wm. F. Noble, Azalia
Henry J. Meyer, Dundee
H. C. Bogert, Dundee
W. L. Helzer, Maybee
E. D. Littler, Walz

New Fur Racket

In Detroit a few months ago a young man was approached on the street about buying a fine fox fur from some men with a truck load which they were delivering. This one, they claimed, was without a tag and was therefore not deliverable. He offered them \$10 for it and after some haggling it was sold to him. He then took it to the Annis Fur Co. for appraisal and was told that it was not fox but was worth what he had paid, fortunately.

Then in Eaton Rapids, the same racket was attempted with a business man, but he was not interested and sent them on to some one else, forgetting that he had heard of the Detroit deal, but it is hoped that the small towns are not going to let such a racket be put over on them.—Eaton Rapids Journal.

Holiday Makers Warned Against the Wood Tick

Vacationists should be careful to avoid the bite of wood ticks. It has been found that these parasites may transmit tularemia to humans.

Although the ticks are likely to attach themselves to persons who pass through the shrubbery in which they are found, they may be kept from doing any damage if they are removed before they have had a chance to burrow under the skin.

The Minnesota State Medical Association suggests that everyone who spends his vacation in tick-infested country should make it a rule to examine his clothing and personal belongings once each day.

The more quickly you can put into customers' hands the things they have bought, the better they will like to buy of you.

Essential Features of the Grocery Staples

Sugar—Jobbers now hold cane granulated at 5.34 and beet sugar at 5.12.

Tea—The first hands tea market reports some improvement in the demand during the week, but no change in prices in the markets of this country. The trade are reluctant to buy Formosa teas because they consider prices too high. Ceylons and Indias are higher in primary markets, but no change in this country as yet. Consumptive demand for tea improving on account of the iced tea season.

Coffee—The week started with other substantial declines in future Rio and Santos, green and in a large way. The reason was unsatisfactory conditions in Brazil. During this slump the market got to the lowest point it reached for several months, but later news came from Brazil that cold weather down there might affect the crop and the market advanced, but did not make up all of its previous losses. At the present writing the situation in future Rio and Santos is about steady. Spot Rio and Santos has followed futures to some extent. If the news of unfavorable weather in Brazil is confirmed, prices will undoubtedly go up further. Milds show no change since the last report. Jobbing market on roasted coffee has not yet followed fluctuations in green. Consumptive demand for coffee is rather light at present.

Canned Fruits—New pack canned foods are taking on more definite shape as the summer advances and there are more prices coming out. It happens now that there will be a wider differential than formerly expected between new pack pears and peaches. This is due to the fact that the first tentative prices on new pack California pears have been advanced and apparently the relatively small pear crop has been even shorter than expected. Growers are determined to benefit to the largest degree possible by the short pear crop available for canning. There will be an adequate supply of cling peaches, of course; so that the prices finally determined upon will be based on the new certificate control plan rather than on any other consideration. The chances are that growers will receive a flat price for their certified fruit, rather than a price based on competitive bidding among canners. The plan for control in the coming season has been studied from all angles and is still under consideration.

Canned Vegetables—The major vegetables are holding well without much doing. Packers of peas are still generally on the side lines, except in the South, where some offerings are still being made. Spot and futures tomatoes show no change.

Canned Fish—The demand for salmon has improved slightly, but the price situation remains about unchanged. There is some improvement in the strike situation on the coast.

Dried Fruits—The dried fruit market shows little change here in the week. Prices on the spot are holding within a narrow range and business has been hampered to some degree by the hot weather, but stocks here are

not heavy and the prospects of higher replacement costs on new pack goods keep things pretty well stabilized. There has been a slightly irregular tone in new apricots for shipment, some varieties being up slightly and some off slightly, but the net changes are insignificant. Values on new crop apricots and peaches are becoming better defined, and reports from the Coast have indicated that there has been some improvement in the business done for shipment on new goods, although the New York market has not gone in for them as yet. There has been a fairly good interest shown in Oregon prunes, however, which are now believed to have touched bottom and to have discounted pretty much the unfavorable developments in Germany. Santa Clara prunes have held on the Coast, but are still too low as against pool parity, a situation which must correct itself if first hands are to make any money on prunes in the coming season.

Cheese—The market has been quiet since the last report. Prices steady.

Beans and Peas—Demand for dried beans continues very light with a weak undertone and a downward tendency. Dried peas unchanged and dull.

Nuts—The market continues active in a replacement way this week, with Brazils showing strength at home and abroad, and filberts held at better prices in Turkey. Shelled walnuts are unchanged and business continues routine. There is a chance that increased interest in imported walnuts will be shown when domestic supplies are out of the way. The California Almond Growers' Exchange takes issue with the report that the domestic almond market had shown an easier tendency and contends that it is stronger, with prospects that the new crop will be lighter than any in the past three years.

Olive Oil—Olive oil prices in both Spain and Italy were moderately easier in the past few days, because, it is believed, the demand has fallen off to some extent that there is more anxiety to sell. The declines are slight, but nevertheless evident. Business here continues fair for oil under the well known brands, but otherwise demand is rather quiet.

Rice—The market continued fairly active last week, with a good volume of business being done in domestic markets. Grocery jobbers were taking rice to build up depleted stocks, and the cereal manufacturers were active. The export business is still reassuring. Europe taking a good quantity of brown rice. Various plans for the disposal of surplus rice are being considered, but on the whole, stocks of rice in all hands are not unduly heavy, and the smaller acreage this year has improved future sentiment.

Salt Fish—Mackerel and other salt fish selling very slowly, but prices are firm on account of light stocks.

Syrup and Molasses—Demand for sugar syrup continues moderate but steady. Prices are unchanged, production limited. Compound syrup has advanced 20 cents per hundred pounds, which just makes up the recent decline of that amount. Demand is rather good. The better grades of molasses are selling in a small way, but steadily at ruling prices.

Review of the Produce Market

Alligator Pears—19c each.
Apples—Yellow Transparent, \$2.75 per bu.
Asparagus—75c per doz. for home grown.
Bananas—5c per lb.
Butter—Creamery, 25c for cartons, and 24½c for tubs.
Cabbage—Home grown 80c per bu.
Cantaloupes—\$3.50 for standards and \$4 for jumbos.
Carrots—50c per dozen bunches of Calif. or \$2.75 per case.
Cauliflower—\$2 per crate for California.
Celery—Home grown 45c per dozen bunches.
Cucumbers—Home grown hot house command 60 @ 70c, 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
Checks.....11c
Egg Plant—\$2.50 per crate.
Garlic—12c per lb.
Green Beans—\$2.25 per hamper.
Green Corn—35c per dozen for Alabama stock.
Green Onions—20c per dozen.
Green Peas—\$2 per bu. for home grown.
Green Peppers—30c 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-door......04
Onions—Texas Bermudas, \$1.75 for Yellow, and \$2 for White.
Oranges—Fancy Sunkist California Navels are now sold as follows:
126.....\$5.75
176.....5.75
200.....5.75
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 \$1.75 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—\$2.75 for 24 pint crate from Benton Harbor.

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

Spinach—35c per bushel for home grown.

Strawberries—Home grown are now practically exhausted. Fine berries command \$2.50 per 16 qt. crate. Most of the receipts are very inferior.

Summer Squash—6c per lb.

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:

Fancy.....7½c
Good.....5 c

Watermelons—60c.

Wax Beans—\$2.50 per hamper for Louisiana. Home grown, 10c per lb.

Another Case of Disregarding Sanctity of Contracts

In general, business reports make relatively good showings. With Government spending continuing and additional powers to spend given, the anticipated decline in business this summer will be offset to some extent. Steel production will likely now decline considerably inasmuch as the stocking up process is no longer necessary, in view of the disappearance of an immediate strike danger. The most important development of the week was the coming to light of the real aspects of some of the last minute legislation. The railway pension bills would add approximately \$60,000,000 to the industries' cost. Then there is the Frazier-Lemke bill also awaiting the President's signature. This farm mortgage moratorium act holds up foreclosure and means additional Government expenditure. Also it is another case of disregarding the sanctity of contracts. It is an additional blow to the heart of the credit system.

The cracking up of certain phases of the NRA and expected decline in steel production should give good indication as to whether permanent Government spending and "pump priming" will be necessary to maintain the business structure or whether the underlying forces of recovery are strong enough to offset these influences. Of course, spending more than its income will break individual, corporation or Government credit if not stopped in time.
J. H. Petter.

Charge Prison Shirts Sold

The Merchants Association has asked the Labor Department of New York State to investigate charges made by one of its members that widespread violations of the law against the sale of convict-made goods in the state are throwing out of employment many men in New York's shirt factories. Large quantities of cotton cloth manufactured in a Southern state prison were said to be sent to factories in other states, there manufactured into work shirts, and then shipped to wholesalers and retailers in New York state. The Labor Department has expressed interest in the subject, and has already, it is understood initiated an investigation.

Baseball is a tonic to jaded nerves and to individual worries.

MUTUAL INSURANCE

(Fire and Life)

Fire Departments Not Given Due Credit

Sometimes it seems to us that when the reduction in fire losses is discussed, the efforts of the fire departments are not given the credit they merit. Undoubtedly, the citizenry as a whole is more fire prevention conscious now than formerly (although there is still a very great deal of room for improvement)—fire departments, by inspections and by teaching the public, have done a great deal to spread fire prevention.

It is equally true that scientific fire fighting is reducing losses considerably. Water losses to-day are smaller; fires are knocked down more quickly than before. Anyone who disregards or minimizes the effect of modern fire department training, is not drawing a true picture of the fire losses. Firemen and fire departments are improving every day. It is unbelievable that at least a part of the reduction in fire losses is not a result of more efficient fire departments.

Louisiana courts have ruled that fire apparatus en route to fires shall not go through red traffic lights. This leads one to wonder what effect this will have on fire losses. If a pumper going to a fire is forced to wait at four or five intersections while lights change, during the trip to the fire, what started as a small fire will very likely be one of formidable proportions before the firemen start to work.

If fire apparatus cannot legally "crash" traffic lights that are red, it seems that some steps should be taken to eliminate the inevitable delay. In some cities, it is possible to turn all the traffic lights in a certain area off, to red, or to amber, while emergency vehicles are en route. This can be done by means of switches in the fire alarm headquarters. Usually a warning bell rings while the lights are off. Thus, motorists are notified that fire apparatus is moving, and they are cautious. Some such system can be installed anywhere.

This system, naturally, slows up traffic as a whole for a short while. However, it seems to us that is preferable to risking the loss of human life and valuable property. It is not a wise plan to tie up fire apparatus bent on very serious business, merely because giving the apparatus the right of way would cause a few moments of inconvenience to joy riders and truck drivers.

Chicago's second great fire was a result of a combination of unfavorable conditions. Hot, dry weather, immense quantities of inflammable construction and contents concentrated in one particular area, and, it is thought, a carelessly-tossed cigarette piled up a loss of several millions of dollars, in spite of the heroic efforts of Chicago firemen. Fortunately, there was no known loss of life—also, because the fire started on a Saturday afternoon, few

animals were in the pens that burned.

The fire loss could have been much greater. Had the pens contained animals, or if there had been a high wind, it is not difficult to imagine a loss several times as large.

Probably there are few communities that do not contain such potential conflagration breeding sections. Until they are remedied, either by absolute replacement, or by great improvement, they constitute an ever-present menace.

The Chicago stock yards fire was further proof of the bravery and efficiency of the men in the fire service. Almost all of the men off duty reported at the fire, men worked valiantly against dreadful odds, and in spite of searing heat and falling embers. Neighboring fire departments did everything in their power to assist the Chicago department.

The huge loss sustained will not be wasted money entirely if it causes other cities to search out and remove bad conditions, or if it leads citizens to respect their fire departments and insist that they are properly manned and equipped. It usually takes fires of such proportions to open the eyes of those people who do not see, because they will not see, that a few dollars saved in building costs or in fire department maintenance may prove to be an infinitesimal part of the loss from fire that is a direct result of such shortsighted economy.

Government Outlays Spur Collections

Similar to the situation created by the CWA payments last winter, there is again a clear distinction in business and collection trends in areas benefiting from Government disbursements and other parts of the country.

Evidence to this effect is furnished chiefly by collection reports, since the first use made of the money made available by Government agencies is often a clearing up of outstanding indebtedness on the part of individuals as well as business concerns.

In many localities where Government funds are available, whether in the form of aid to closed banks, AAA crop reduction payments, direct relief in drought areas or Government relief purchases, collections have been improving recently and general business and trade is being stimulated. In other sections the collection trend has been downward lately, although the current showing is still approximately 10 per cent. better than in the spring of 1933, it is estimated.

Reducing Building Wages

The President's proclamation suspending the provisions of the Davis-Bacon Act, which empowered the Secretary of Labor to enforce union wage rates in public construction work, withdraws the chief support that remained for the artificially high level of building wages. A corresponding revision of PWA wage scales is expected to follow shortly.

As a result, a wholesale revision of building wages is expected which is to be worked out in detail between union representatives and the construction industry. The revised schedules should reflect the actual prevailing level of building wages, which in many localities have been from 80 to 60 per cent. lower than official union rates, except on public construction projects.

This step by the President will go a long way, it is said, to make the Administration's building revival program a practical success. It is also expected to reduce racketeering in the building trades, and to eliminate the vicious "kick-back" practice.

Attacking Price Control

The statement of the chairman of the Consumers' Advisory Board that it would make every effort to eliminate price control provisions from every existing code has added further to the confusion that surrounds future price policy under the NRA.

Prices of many manufactured products have registered declines during the past eight weeks. This has reflected partly a seasonal recession in business. Even more, however, it was caused by consumer resistance to higher prices.

Existing price control provisions in most codes have not only not interfered with such declines but it has been necessary to invoke compulsory production curtailment in some instances to prevent additional unrestrained price slashing.

Motor Industry Prospects

Although automobile production for some months past has been heavier than current sales to consumers, there are so far no indications that an immediate sharp curtailment of production is contemplated.

On the contrary, production last week was stepped up again to take care of the new demand for the lowest priced models developed by recent general price cuts.

It is expected that manufacturing in the coming months will be more closely scheduled to follow the trend of sales than was the case in the spring. However, pro-

vision should be made to prevent a shortage of current models that might develop if work on the 1935 cars were delayed by strikes or other uncontrollable factors, executives are said to feel.

Urging Unworkable Code Provisions Be Dropped

The National Recovery Administration is urging code authorities to correct codes for their respective industries by dropping unworkable provisions.

Elimination is desired of any provisions which involve radical prohibitions detrimental to industry, conscription of unwilling groups, and other unnecessary sections which call for the strong arm of Government to enforce.

To the extent that codes are reduced to actual codes of fair competition and the error in attitude that "this is the law" is dropped, such industries need have no misgivings as to what will happen to the National Industrial Recovery Act, it is stated.

Jobbers Re-order Beer Glasses

Large re-orders for beer glasses were placed by bar goods wholesalers in the New York market last week. The glasses were purchased for immediate delivery and were wanted in six, eight and ten-ounce sizes. Last week's buying was the first of sizable proportions in the market for some weeks. The current call for glasses suitable for highballs and similar drinks is smaller than manufacturers expected. Sales of cocktail, whisky and wine glasses are also well below last month's averages. Other lines of stemware are selling in limited volume, producers said.

Small Housewares Re-ordered

Active buying was an outstanding feature of the kitchen tool and small housewares markets in New York this week. The buyers re-ordered regular merchandise for immediate delivery and took large quantities of extreme low-end products for use in seasonal promotions next month. Cooking utensils, mixing bowls and similar goods were wanted to retail up to \$1. Kitchen tools, including knives, mixing spoons, measuring cups and other products, were purchased in the 10 to 50 cent ranges. Department store purchases continued light.

The Depression Tested the Mutuals . . .

DEPENDABLE AND SECURE

. . . was the verdict

SAVINGS TO POLICYHOLDERS

25% to 37½%

M. B. & M. Legal Reserve Co.

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

FREMONT, MICHIGAN

Is the Blue Eagle a Help or Handicap?

Has the Blue Eagle lost its grip? Is the public interest waning in whether or not trading places display the bird?

One of the big independent grocers of the state said last week:

"People have lost interest in the Blue Eagle. As a publicity stunt it's a dead one. I wouldn't give five cents for the privilege of putting one of these Blue Eagles in my store window, though I approve of the codes, and have paid a good big assessment to the code authority."

Some of the small town grocers say that the Blue Eagle would be a handicap to them, on account of the farm prejudice against the NRA and the codes. Many farmers think that the codes have done nothing but raise the prices of the goods they buy. One small town merchant says in a letter:

"Our farm trade is all against the codes and very bitter against the NRA. If we wanted to lose what little trade we have, all we would have to do would be to put one of these Blue Eagles up in our window."

Other small town merchants have expressed themselves in much the same way, so it seems likely that there may not be a very extensive demand for code eagles from the little towns, in spite of the fact that the NRA has offered to send them free on request.

Local code authorities say that they do not intend to mail the code eagles to the stores in towns of less than 2,500 unless specially requested to do so. In taking that position they are protecting their own financial interests, though they may be violating the government orders. The local code authorities get no pay for sending the eagles to small towns; they even have to pay the postage. Naturally they are not anxious to send out any more than necessary. So they will wait until the small town store puts in its application through the NRA.

Nevertheless, the instructions for the distribution of Blue Eagles by code authorities, dated May 26, says in part:

"Code authorities: You will apply at once to the insignia section of NRA for a supply of Blue Eagles sufficient to allot one to each member of your trade or industry."

"Code authorities will make distribution at once of one Blue Eagle to each member of each trade or industry. To all retail trade and local service trades or industries in towns with a population of less than 2,500."

"Distribution shall be made by Code Authorities. Where there is no local Code Authority distribution may be made through the NRA state director or his designee."

"The use of the government frank cannot and will not be extended to Code Authorities issuing agencies in connection with any distribution of Blue Eagles."

This instruction to the Code Authorities seems to be mandatory. Apparently they are ordered to supply every small town merchant with an Eagle. But locally they are not going to send out Eagles, unless the small town merchant applies for same.

A letter from a merchant at Emporia says: "Am I or am I not required to put up a code eagle in my store and

pay this fee to the code authority? I have no employees except members of my own family; I have taken no part in the local code meetings; have not given my consent to them, or signed any promises or agreements. Why should I be liable for what I have not authorized or approved?"

The National Industrial Recovery Act is the federal law. The Emporia man will have to obey that law until the courts say the law is invalid or until it is amended or repealed. Under the provisions of this law, codes were drawn up and code authorities created. Under the code for the retail food trade every grocer in a town of over 2,500 is obliged to conform to code rules, and pay the assessment levied to support the local, state and National code authorities. You may not like it, and you may not approve of it, but you've got it to do, unless you move your store into a town of less than 2,500 population.

The local code authority is supposed to notify you the amount due from you, and you have fifteen days thereafter in which to file a protest either with the code authority or with the Compliance Division of the NRA, Washington, D.C.

If you do nothing, and wait to pay the assessment, then the local code authority certifies your name to the Compliance Division NRA, Washington, D.C., for "appropriate legal action."

Just what that legal action will be is not disclosed.

The U. S. District Attorney might bring action against you, and the penalty for violation of the code order might be a fine of not over \$500 or a jail sentence of not over six months. However, it is not likely that a very severe penalty would be imposed for the first offense.

Concerning the collection of these code assessments, NRA release No. 5380, dated May 28, says in part:

"Nor may Code Authorities, under the latest regulations, institute legal proceedings to compel payment of assessments until NRA has been officially notified by a formal 'Certificate of Non-Payment of Contribution' that proper notice of the assessments were given and that the non-contributor was given thirty days in which to pay and did not within fifteen days after receiving notice file a protest against the assessment."

"Another provision clarifies the position of an employer whose operations may be affected by two or more codes by temporarily exempting such an employer from any obligation to contribute to the expenses of administration of any code or codes other than the one covering his principal line of business pending determination by NRA that he is required to contribute to the Code Authorities for every line in which he may be engaged."

"Finally, and equally important, the new regulations specifically reserve to NRA the decision on whether the Blue Eagle may be withheld from an employer because of alleged non-payment of a contribution, prescribing that although the Code Authorities are now vested with the responsibility of distributing and registering eagles to their members 'no member of a trade or in-

dustry shall be deprived of the right to display a Blue Eagle because of non-payment unless NRA shall determine that the procedure outlined has been sufficiently complied with."

Fight to Retain Usual Discounts

A further intensive drive by retail trade interests against provisions in manufacturers' codes that reduce customary trade and cash discounts is expected in the near future, as stores find it increasingly difficult to operate profitably.

In practical store operation trade and cash discounts are not currently credited to the merchandise department as a reduction in cost of goods sold. They are kept in reserve until the financial statements are prepared. Sales department heads are thus expected to operate on the basis of the invoice cost per item. If they break even on this basis, the discount reserve may then turn a small merchandise loss in the department into a gain for the store as a whole.

Retailers, while admitting that this is a cumbersome practice, insist that it is a crucial factor in current profitable merchandising. Manufacturers who eliminate or reduce such discounts in their codes are striking at one of the most vulnerable points in modern retail distribution practice it is claimed.

Private Mortgage Lending

More active resumption of mortgage lending by insurance companies and other private financial institutions is likely to act as a further stimulus to real estate recovery in the near future.

The demand for new mortgage loans on smaller residential buildings and on farm properties

will probably be taken care of largely by the various Federal mortgage institutions that already exist or are in the process of being created under the new housing act.

However, larger properties and particularly commercial buildings are not in position to benefit from the activity of these institutions. These will be helped most by more liberal private lending. The conservative basis of new loans makes it appear likely that refunding of existing liens, rather than stimulation of new building, will follow the announced willingness of financial institutions to lend up to 50 per cent. of the existing value of desirable structures, with provision for gradual amortization of principal.

Price Index at New High for Year

Chiefly because of a further rise in food products, the general price level advanced last week to a new high for the year.

Prospects are that the advance may continue for a time, unless the Government should unexpectedly withdraw its support from many markets through curtailment of its spending operations.

While there continue to be indications of price weakness in various lines of manufacture, it is generally assumed that these will disappear when heavier orders are placed for fall merchandise. Since the showing of fall lines is not far off in many industries, prices may well be held in most cases pending support from such purchasing.

We have had an era of saving dollars. See the results. Let us have an era of saving men from poverty, then see the results.

Does More Than Claimed

Cleans All Utensils in Half
the Time — And so Easily
GOTTSCHALK METAL SPONGE



Cleans and polishes all kitchen utensils, removes paint and grease, cleans vegetables, removes gloss from serge suits, renovates soiled felt hats or suede shoes, cleans everything thoroughly and easily. Will not rust, scratch or injure the hands. Use with soap and water. Makes work easier in a hundred different tasks. After using rinse in hot water and it will keep sweet and sanitary indefinitely. Sells for 10c. Each in cellophane bag and two dozen in

counter display carton. Price, 80c doz., or send 10c for sample.

COME TO GRAND RAPIDS

Thousands of Dependable Bargains on Display in Our Big Store. Holiday Line Now Ready

H. LEONARD & SONS

FULTON and COMMERCE SINCE 1844 PARK IN OUR YARD

BUYING WAVE DUE SOON

Foreseeing higher prices and better business conditions this Fall, scores of large corporations will begin investing surplus funds in commodities and in plant rehabilitation and improvements before the close of the Summer, George A. Renard, secretary-treasurer of the National Association of Purchasing Agents, predicted in New York, on his return from the annual convention of the organization in Cleveland. Evidences of the serious consideration being given to this program were apparent both in the tone of speeches and in private discussions of industrialists attending the convention, he added.

"The majority of purchasing agents is convinced that higher prices are coming by Fall," Mr. Renard continued, "and their inaction at the present time is prompted by a desire to wait until the trends they now see have materialized."

"In the opinion of many of the delegates an increase in prices is certain, no matter which way the business goes. If a sharp recovery follows the normal early Summer decline in industrial activity, they believe quotations in practically all commodities will stiffen. Should the seasonal let-down be prolonged or threaten to become more widespread than it should, they look for the Government to intervene by a mild touch of inflation, which would also send prices upward."

"Industrialists who discussed plans for improving their plants, through modernizing buildings and investments in machinery, pointed out that the full effects of the 40 per cent devaluation of the dollar have not been felt as yet. Prices have risen an average of only 18 to 20 per cent, but will go up the full 40 per cent, as soon as definite steps are taken to tie the currency more securely to a fixed gold basis."

The expenditures planned by manufacturers are of sufficient magnitude to prove a boon to the capital goods industries which have felt only minor effects from the recovery movement up to date, Mr. Renard said.

Business men, economists, government officials and purchasing agents who attended the four-day convention were unanimous in agreeing that business recovery has been cramped by the artificial controls put into effect under the NRA, he added. The present tendency of the Government to withdraw its supervision on all but the basic points of the recovery program and leave major control in the hands of business was lauded.

The majority of purchasing agents, he continued, agrees that business itself was responsible for most of the "governmental interference" of which it now complains. The pricing, marketing and production clauses written into codes at the insistence of business and over the objections of governmental advisors, are the rules which are now acting as the brakes on recovery, he said.

In calling for the removal of restrictions, on price fixing, the purchasing agents at the convention drew a distinction between regulations which prevent ruinous prices in an industry and those which insure manufacturers of excessive profits. The buyers, Mr. Renard said, endorsed the idea of set-

ting emergency limits below which prices would not be allowed to drop, but insisted that the limits be fixed at a reasonable figure and be used only in cases where an actual emergency exists.

Suggestions that buyers follow the lead of sellers and meet to agree upon the prices they will pay for merchandise, were made at the convention by some delegates, but were not accorded serious consideration, Mr. Renard concluded.

HAS COME OF AGE

Advertising interests tried to turn self-critical during the week at a convention at New York City. They found some things to condemn—which they did not do so very specifically—and a whole lot more to admire—which they did in detail and with much gusto.

As in the case of some other situations which have been brought to light and exorcised under the New Deal, certain advertising practices were subject to complaint. Those who were criticized attempted, of course, to make out that the whole business of advertising was being put in jeopardy.

Nothing of the sort was threatened. But people were losing confidence in advertising because of exaggerated claims principally and also because a great deal of competitive potholes were stirred up about minor differences in products, while essentials might be neglected.

The fact is that advertising has suddenly come of age, and yet many of its practitioners wish to keep it in swaddling clothes. Not so many years ago two brands of soap were advertised nationally. Now there are many. The advantages formerly obtained by an advertised product have been reduced as other competitors have entered the ring. This competition has engendered the exaggeration which has affected public confidence.

An older advertising must look to sounder lines of development, which, of course, have already formed. The product must improve, the value increase and marketing technique advance. Upon this platform all members of the profession agree, even as they admit that more truth in advertising is essential.

PRICE CONTROL QUESTION

Price control in the codes has become the question of paramount interest. Following upon the Recovery Administrator's decision to keep price fixing out of the new codes and, through negotiation, to withdraw such provisions from established codes, there comes the flat statement from the Consumers Advisory Board that every effort will be made to eliminate all price clauses.

In industry the reaction, of course, is very strongly in favor of keeping what it has, although several lines have notified Washington that they are ready and willing to drop the pricing arrangements because they have found them unworkable. Several other groups, however, have threatened to throw their codes overboard if changes are made.

The service lines and some other industries declare that the wage provisions cannot and presumably will not

be kept once the price regulations are abandoned. Competition as intense and as unscrupulous as it ever was before the NRA is the prospect held forth.

Of course, these and other bodies can choose their own paths. They can insist upon strict compliance with the wage and hour provisions and be sure that there is at least this firm bulwark to the price structure. Then if they insist upon Blue Eagle materials and supplies they can be sure that another important element in costs is safeguarded against the worst kind of competition.

The fact is that, with this kind of protection on labor and upon materials, the need for actual price fixing is all but removed.

STORE SALES PLAN

Out of the sales-promotion sessions of the National Retail Dry Goods Association at New York City last week came the practical suggestion from Paul Murphy of Frederick Loeser & Co. that the advertising manager direct the selling activities of the store. The advertising manager would thus become the sales manager. The Altman plan, already in operation, is discussed elsewhere in this issue.

In former years the buyer of a department was responsible for the sales training of his people, and to-day he is supposed to look after this work. The personnel department, however, is frequently the unit which assumes most of the responsibility for seeing that the store clerks absorb the rudiments of salesmanship and have some knowledge of what they are selling.

All through the post-war years, however, the buyer was shorn here and there of his powers and responsibilities as the trend became marked toward running a business according to figures. More recently there has been a change, and many buyers have been restored to the former scope of operation.

No doubt the plan to have a real selling department direct the sales education of those behind the counter is a good one where such work is neglected now—and evidence points to neglect. But nothing will take the place of a buyer who knows his job and is merchant enough to be able to impart his knowledge to those who work with him so that the most effective results are obtained.

MORE INFLATION SENTIMENT

With the adjournment of Congress the usual sigh of relief was offered by many business interests, including those who just now are shouting quite loudly for liberty and democracy, but who would apparently just as soon see this prime instrument of those ideals abolished. The Congress just ended has no equal in the quantity and importance of the legislation passed. The quality of its work must be determined by time.

In the meantime the business trend has not changed much. No overnight results from the ending of Congress were to be expected. There has been, however, a peculiar growth of sentiment concerning inflation which should have died down once the danger of radical legislative action passed.

Three sources of inflation are recognized: the foreign possibility of Germany and then France going off gold, thereby bringing on a currency war; the huge spending program here, and the desire to aid business this Fall if there is a real Summer dip.

For the time being the seasonal slackening in industry is running under normal amount. Steel operations are maintained for more than two months after their usual easing off. Lower prices have accelerated the demand for automobiles and manufacturing schedules have been lifted again. Employment figures just issued fail to show the usual decreases.

DRY GOODS CONDITIONS

Something of a reaction has been noted in retail trade in this area and about the same situation is found in other sections. Seasonal goods are selling, but there is not much pep to the trade movement.

Reports from out of town continued to reveal spotty conditions. Trade in the South and Southwest still makes the best comparisons for the country. Industrial centers likewise show up well for the most part. Smaller communities are averaging better than the large cities.

For the remainder of the month last year's figures may prove easier for the stores to beat. The outlook, therefore, is for some gain here on the month as a whole. However, the third quarter results last year are apt to prove too high for trade to surmount this year from present indications and losses of 5 to 10 per cent. are forecast.

Fall apparel showings are scheduled for the wholesale merchandise markets this week. Women's coat buyers are expected to complete their August purchases. While retailers look for a continuation of the recent downward months, there is rather a marked reluctance on the part of mills and manufacturers to sell beyond August delivery at present quotations. This condition is found particularly in the sensitive cotton goods market.

PRICE LINE CHANGES DUE

A great deal of experimentation in retail price lines is due this Fall in order to see if gross profit margin can be aided by additional price ranges, it was indicated in merchandising circles during the past week. Some leading merchandise executives, in fact, feel that price lines in stores have outlived their usefulness, with sharp disagreement expressed by others, who point out the value of price lines in controlling inventory, checking markdowns and in preserving stock assortments.

Even those who defend price lines, however, agree that some experimentation is desirable. In dresses, for example, instead of holding the price line rigid, say at \$14.95, it was suggested that stores price garments, brought to this range, at quotations ranging from \$14.25 to \$15.95.

One of the hardest speeches in the world to make sound convincing is the one setting forth the reasons why your son can't buy a dog.

Beware of the power of selfish wealth; it pretends more than it actually does.

OUT AROUND

Things Seen and Heard on a Week
End Trip

At Comstock Park I had a brief visit with J. Neal Lamoreaux, who served his senatorial district in a very acceptable manner in the last Legislature. He is a candidate for a second term. He is one of the few Democratic senators who refused to bend his neck to the political ring which undertook to put through much bad legislation.

At Sparta I found Wm. A. Rogers apparently undisturbed over the appearance of a third hardware store in his community—a Gamble store. Mr. Rogers thinks the people within the trading area of Sparta are sufficiently acquainted with the shystering methods of the chains to ensure the continued patronage of the two independent hardware stores which have served the community so faithfully for many years. Mr. Rogers has been secretary of the Chamber of Commerce fifteen years, during which time he has never missed a meeting.

August Johnson, senior partner of the Johnson-Smith Co., has gone to Rochester, Minn., to be under observation for a few weeks.

Frank Cnossen, the local baker, thinks that the Sparta grocers are a little careless in ordering bread made in Grand Rapids when they could just as well patronize him.

At Kent City I found a new hand at the helm of the grocery store of H. E. Sheets, who has removed to 333 Palmer street, Grand Rapids. The new owners will continue the business under the style of Holben's Grocery.

M. Harold Saur, son of Albert Saur, has decided to stand as a candidate for the senatorial district now represented by J. Neal Lamoreaux, of Comstock Park. Mr. Saur is a Republican of the deepest dye and will make an energetic campaign.

At Casnovia I was told that Guy Humphrey, who removed his stock to Kent City about eighteen months ago, will return to Casnovia in the near future. He has purchased the building formerly owned by the original Norris, grandfather of the present representative of the family, and is putting it in shape for a modern hardware stock.

W. L. Mann, who recently purchased the drug stock belonging to the E. T. Webb estate, appears to be well regarded by the citizens of Casnovia. I regret he was not in the store when I called.

At Bailey I found C. L. Gold, the veteran druggist, very much elated over the receipt of a letter from his son, C. Russell Gold, who conducts a drug store at Cadillac, announcing the marriage of the latter to Miss Alice Worth, of Bay Shore. The bride has taught school in Cadillac for the past eight years. The ceremony was performed at Petoskey.

Grant looked good to me, as it always does. As I happened to be there during the noon hour, I missed meeting many friends I would have been glad to see.

At Newaygo, M. F. Hatch, President of the First State Bank, was very happy over the ability of his institution to pay off the last \$150,000 due the depositors two years ahead of the schedule time. Mr. Hatch said that Newaygo was in good shape; that if operations could be resumed at the cement plant it would be the best town of its size in Michigan.

Fremont presented a very busy appearance. Some of the merchants were so rushed with business they could hardly find time to shake hands.

Reeman is apparently on the verge of a disaster through the possible removal of the creamery to some other location. The state health authorities insist they must erect a sewage disposal plant, which the manager says is out of the question. He has been invited to remove his plant to Fremont and also to Newaygo, but is told by the health officers that Fremont is out of the question.

The American Legion Park, between Muskegon and North Muskegon, is beginning to assume a very attractive appearance. This is one of the most noteworthy achievements ever undertaken by the Sawdust City and deserves the co-operation and encouragement of every good citizen.

A few years ago the wage of farm laborers was boosted up to 50 cents per hour, due to scarcity of workers because of the large wages paid in the factories and building trades in the cities. Whenever I go this year and make enquiries on the subject I am told that the going price for farm labor in Michigan is now 15 cents per hour and that there is no scarcity of workers anywhere who are glad of an opportunity to work for that price.

Monday morning's mail brings me the following cordial letter from Sebewaing:

Sebewaing, June 23—In your Out Around you mention getting out on regular trips again.

As this town is staging a big two-day home coming celebration on July 3 and 4, my associates and I would be pleased to have you visit our town and I am enclosing our official invitation.

Arthur J. Rummel,

Chairman Sebewaing Homecoming Committee.

I distinctly recall a pleasant day I spent at Sebewaing about forty years ago. The occasion was the annual picnic of either the Bay City or Saginaw retail grocers association. It gives me pleasure even now to recall the friends I met and the acquaintances I made on that occasion. I regret that I cannot be with my Sebewaing friends next week, but, Providence permitting, I will undertake to call on them before the end of the season. My Out Around calls are necessarily confined to week end trips, usually starting Saturday and sometimes one day earlier. When the holidays happen to fall on Mon-

day I can sometimes prolong my trips to four days, but this year most of the holidays fall on Wednesday. This means that we must defer the publication of the Tradesman until Thursday, which makes it one day later than usual in reaching its friends.

Accompanying the invitation above referred to, I find a very interesting paragraph concerning the early history of Sebewaing, as follows:

The first white settler in Sebewaing was Rev. J. J. F. Auch, who came from Ann Arbor in 1848 as a Lutheran missionary. The settlement was called Auchville, in his honor, until it was changed to Sebewaing, which, translated from the Indian, means "By the Creek." In 1849 he was followed by a company of people, all from Ann Arbor, who were landed from the steamer "Julia Smith" on a small island three miles from shore, being forced to spend three weeks there before the Indians could be induced to take them ashore in their canoes. A tribe of Chippewa Indians, under Chief Nock-chee-ko-may, were very friendly to the settlers. Working under many disadvantages and enduring privations which only the pioneer knows, these hardy people carved out of the dense forest an agricultural section that to-day is the "Garden Spot of Michigan."

Sebewaing is situated in Huron county, in the prosperous Thumb District of Michigan. It is located on the shore of Saginaw Bay, on the Pere Marquette Railway and on State Trunkline M-25. It has—

A population of 1,500.
No bonded indebtedness.
Three miles of Paved streets.
A 1,015 H.P. municipal electric plant.
Public and Lutheran parochial schools.
Lutheran, Catholic, Evangelical and Christian Science churches.
Chamber of commerce.
Weekly newspaper.
Beet sugar factory with 1,300 ton daily capacity.
Sand-lime brick factory.
Cement tile and block factory.
Lumber and planing mill.
Two machine shops.
Brewery with 60,000 barrel annual capacity.
Milk condensery.
Creamery.
State bank.
Modern hotel.
Monument works.
Two chick hatcheries.
Extensive commercial fishing.
Fish net anchor works.
Extensive soft coal deposits.
Two bands.
Free camp site two blocks from business center.
Good perch, bass and wall eyed pike fishing.
The best duck hunting marshes in Michigan.
Sebewaing is located in the most fertile agricultural area in Michigan. There is no waste land and abandoned farms are unknown.

I am pleased to reproduce on our cover this week a reminder of the civil war as a prelude to the Fourth of July, Sherman's March to the Sea by the distinguished soldier and civilian Major S. H. M. Byers. The white-haired major who resembled Mark Twain was for many years an important personage. In addition to being the last surviving member of Gen. Sherman's staff, he was the author of a song which gave the name to Sherman's most famous Civil War maneuver.

The song that celebrated it was "Marching Through Georgia," written

by Henry Clay Work who also wrote such once famous songs as "Wake Nicodemus," "Babylon Is Fallen," "My Grandfather's Clock," "Lily Dale" and "Father, Dear Father; Come Home with Me Now." His most famous song was that tune which was a marching song for the Union forces and such a musical insult to the Confederates that, even in 1918, as members of the heterogeneous Rainbow Division will readily recall, the whistling of the tune by a descendant of a "Damyantee" in a presence of a descendant of a "Johnny Reb" was likely to net the whistler a "Cracker" punch on his whistle.

That celebrant tune nettled. It even nettled the man whose exploit it celebrated. Sherman hated it; but then Sherman, as his fellow officers of the civil war were fond of pointing out, was exceptionally unique as a military man.

Sherman's hatred for war seems to have been infectious. Maj. Byers had it. In 1928, the aged soldier-poet, calling together ninety-two of his friends for his ninety-second birthday party, reiterated his former chief's pungent, "War is Hell," and elaborated on it with the statement that no war ever settled an issue. Asked to explain, he shot back, "Now just what did the kaiser's war settle?" and had the last laugh when there was no answer.

Maj. Byers knew all about war. When the civil war opened, he joined the Fifth Iowa Infantry, was wounded at Champion Hills, captured and thrown into Libby Prison. While in prison, he wrote "The March to the Sea," which, set to music by Lieut. J. O. Rockwell, sold more than a million copies, and furnished a convenient tag for the description of what Sherman was proposing to do in Georgia. Upon his escape from the prison in Columbia, S. C., he joined Sherman's forces and was made a member of his staff on the famous march.

The unrestrained jubilation of the Northern civilians over the march to the sea eclipsed Sherman's other and greater accomplishments, and added to his typical soldier's distaste for the bloodthirstiness of civilians, the conviction that this dirty job which duty forced him to do had blackened his career. Like many another soldier had discovered, he found that "war hath no hate like that of a non-combatant," and, becoming cynical about his "dirty" profession, grew to hate songs about the march as thoroughly as did those in whose country the march was staged. Even Maj. Byers, who wrote the lines for "The March to the Sea," greatly preferred to be remembered by his peaceful pictures of Old Spanish missions in "The Bells of Capistrano," which was hailed as his greatest poetic work.

While calling on a local manufacturer a few days ago, he asked me how many different federal taxes I thought he had to pay. I guessed the number to be ten. He said I was not a good guesser—that he is now forced to pay

(Continued on page 23)

FINANCIAL

Last Great Stand of the American Indians

Monday, June 25, is the fifty-eighth anniversary of an epoch in American history, namely the Custer Massacre, which marked the last great stand of the Indian tribes of the United States to protect their lands against the invading white man.

General Custer was of very particular interest to Grand Rapids. His wife, whom he married at Monroe, Michigan, where he thereafter made his home, was the daughter of Judge Bacon, whose wife was the daughter of Deacon Abel T. Page, who was one of the earliest settlers of Grand Rapids, having come here in 1836. His other daughter married William A. Richmond, whose daughter was Miss Rebecca L. Richmond, whose death occurred only a few years ago.

Mrs. Custer was with the General in all his campaigns from 1862 on, and Miss Richmond told me that she was with Mrs. Custer on a visit at the battle of Cedar Creek, at which General Sheridan made his famous ride.

Custer graduated at West Point in 1861 and was at once sent to the front in time to participate in the battle of Bull Run, and his dashing, active soldierly qualities were such that his promotion was rapid; he was finally placed in charge of a Michigan brigade, and was made Brigadier General of Volunteers, when he was twenty-three years old. In his company were Major James E. McBride, and Colonel George C. Briggs, of Grand Rapids, and General Kidd, of Ionia, and many other Michigan soldiers. He was the one who received the white flag at the surrender of Lee's troops at Appomattox.

He was the beau brummel of the army with long golden curls, wearing a blue jacket tastefully embroidered and a brilliant red necktie. His rapid promotion and activity made him many enemies, but he was uniformly successful up to the time of his last battle.

The Sioux Indians were the bravest and fiercest of all the tribes on the continent. They had been gradually pushed back out of Minnesota, near the Western part of Dakota and Montana. Treaty after treaty had been made with them and as often broken, so that they naturally had no confidence whatever in any promises.

General Custer was finally made Commandant at Fort Abraham Lincoln on the Missouri River, opposite what is now Bismarck, North Dakota. He was sent on an exploring expedition into the Black Hills in 1873, and while he was there, one of his soldiers, who had been a miner, went down to a creek and washed out gold. On their return the news spread and there was the usual gold rush to the Black Hills, accentuated by the fact that the panic had just occurred and thousands of men were out of work. The Black Hills were included in the treaty with the Indians that had been set aside as theirs and had always been held by them as an unusually sanctified place occupied by spirits. Again the North-

ern Pacific was building Westward, and its line of road lay up the Yellowstone directly across the lines of the Sioux. The United States Government did for a time endeavor to keep out the hordes of miners seeking to obtain their fortune in the Black Hills, but it was useless and they finally gave it up, and finally they ordered all the Sioux Indian tribes to come in and report to the reservations under the control of the Government. There was a certain nucleus of the Sioux tribes that had never submitted to any Government control whatever. This band was led by Sitting Bull.

The ruthless breaking up of the sacred treaty by the Government had increased the hostility of the Indians and a large number had been gathered together to resist the surveying parties of the railroad and the miners. In the Spring of 1876, the army was given orders to round them up and bring them in. General Custer was to head the expedition. It was in the last year of the second administration of General Grant as President, and several cabinet officers had been involved in grafting somewhat similar to what went on in the Harding administration, of recent memory. General Custer was called to Washington to testify regarding certain matters he had knowledge of. President Grant, being very honest himself, did not see dishonesty in other people, particularly his closest friends, who were being assailed, and he took Custer's testimony as a direct affront to him, and the result was an order from the War Department not to allow General Custer to go with the coming expedition, but that General Terry should have charge. Custer felt heartbroken and finally at the intercession of General Terry, he was given command of his own troop under General Terry.

The Eastern expedition started out from Fort Abraham Lincoln in the early part of May. Their strategy was that General Custer in charge of the Eastern end should march to head off the Indians who were located in the valleys of the Big Horn and Little Big Horn Rivers, while General Gibbon with infantry should come from the Western end and the whole band would be rounded up. A scout returned about June 15 and reported the trail of the Indians returning to the Little Big Horn, and Custer set out with a troop of cavalry numbering about 700 men. General Terry wished him to take a gatling gun with him, but Custer declined, saying that he could handle the whole matter.

They arrived at the divide leading over into the valley of the Little Big Horn River on the afternoon of June 24, and his Indian scouts reported that there was a large village over the divide and they went into camp and rested until morning, when it was reported that the Indians had discovered them. Custer decided to make the attack at once.

As he approached the valley he divided his force into four detachments, one under Colonel Benteen, one under Major Reno, himself in charge of another, and the pack train under Gen-

eral MacDougall. He ordered Colonel Benteen to go around several miles around the Southwest part of the valley and Major Reno to attack the Indians in front, and that he would support him. Colonel Benteen took his route as ordered and Major Reno went on directly toward the Sioux camp, while Custer for a long time marched parallel to his right, but finally disappeared along the ridges. Reno's force soon engaged in battle with the Indians and found that they were outnumbered ten to one, at which Major Reno ordered the retreat across the river to the highlands on the right, wondering why they had received no support from General Custer.

They heard firing down the river, but they were closely beset by the Indians. They had attacked at about 12:30 and it was now about 4 o'clock, and Benteen, finding no Indians at all on his route, in spite of orders, decided to return to the trail and co-operate with the others. He reached Major Reno's position together with the pack train about 4:30, and it was very fortunate that he had, for without this additional force, it would have been very likely that Reno would have suffered the same fate as Custer. Both Benteen and Reno were bitter enemies of Custer and all that afternoon and night they felt unusually bitter, feeling that Custer had gone away and left them to their fate. All that night and the next day, they were surrounded and attacked, lacked drinking water and supplies, but they maintained their position in spite of the terrible suffering from wounds and anxiety.

On the next day the Indians suddenly disappeared from their front and it was seen that they were preparing to move. When they had time to look at the vast array of horses belonging to the Indians and the moving camp, they were surprised at the enormous number.

But what had become of Custer? Finally, late in the afternoon, a scout appeared, the advance of General Gibbons' infantry from the West, and when the main body appeared they had come by the Custer battlefield, and found that Custer's force had been wiped out.

It was the most argued and talked about battle since the battle of Waterloo. Benteen and Reno were charged with cowardice in not going to the support of Custer and Reno was court-martialled, but afterwards acquitted. Two hundred and six officers and men under General Custer were wiped out in a few minutes. The reason for the disaster was that the War Department had no information as to the strength of the Indians. They expected to find a force of perhaps 700 and instead found 5,000 were waiting, ready to die in defense of their homes. Usually the strategy of the Indians had been to give battle in small bands and then disappear, and as they had never stood up before en masse to give organized battle, the division of General Custer's troops into three or four details gave them the opportunity to crush Custer.

All of the bodies found were stripped and mutilated except that of Gen-

eral Custer, whom the Indians had always respected as the bravest of the brave.

Among those who perished with General Custer was Lieutenant Harrington, whose brother lived in Grand Rapids and was connected with the National City Bank for many years.

Claude Hamilton.

Justifiable

Judge: Why did you hit the dry goods clerk?

Mrs. Knocker: Well, your honor, I asked her to show me something suitable in neckwear for myself, and she looked at my neck and then handed me a washrag.

A wide open town and a lawless town mean the same thing.

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House in Western Michigan.
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BANK**

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12 Community Offices

SELECTED INVESTMENTS

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

J. H. Petter & Co.

INVESTMENT BANKERS
Grand Rapids Muskegon
Phone 94-417 Phone 23-496

Necessity of Understanding the Customer

While things are changing so rapidly as they are at present it certainly gives the store owner as well as the employee good reason to use every effort to try to understand the customer and the problems of life from the front of the counter. The lack of sufficient money to purchase all the articles wanted—selection of the things that are best adapted to the individual needs—the trust they must place in the article and the merchant who sells it—the guarantee, etc.

1. Money is plentiful and yet there was never a time in the memory of people living to-day when money is so hard to obtain. This gives a new thought to the spenders of money that many have never thought of before. They realize that some must be set aside to meet the actual living expenses of to-morrow. Credit is now hardest in line to obtain, and it must not be abused else it will not continue. Therefore, the customer's dollar must go just as far as possible to do its full duty. The merchant must have a profit but it must remain within the bounds of reason. The customer must be satisfied or his patronage will soon be scattered. His purse must be given a chance to reach necessities, at least, if possible.

2. There never was a time in the memory of people when the market was so glutted with things so shoddy, poorly made, deceptive in weights and contents, poor quality, and worthless trash. The article sold may have merit but be of such a nature as to be useless to the customer. A poorly made article is of no value as a repeater to a sale and it creates a reputation that is of little value to a merchant. A bottle or other container that is made in such a manner to make a little dab look like a lot creates distrust of the place from which it was purchased. The net contents must be small, but the customer will in time look at that too. The quality of any sale must bear up if that sale repeats. And last but not least trash is still trash, no matter how good the container.

3. The merchant stands more in the limelight to-day than ever before to bear the brunt of selection of goods. His cash must oftentimes accompany his order. A company in whom he has confidence may have new management and that new management may have distorted ideas about profits. Business among business people is more tricky than it ever was before. The goods must bear up if the customer is to be held.

4. A guarantee is only as good as the man that made it and this fact can be testified to by many a merchant who has purchased some shiny nice bonds from a glib salesman of yesteryear—and maybe his banker assisted in the sale.

In summing all things up the merchant of to-day must be more careful than ever before. Goods must be more carefully selected. The weights must be more carefully watched. More thought must be given to honor and candor with the customer. It is more necessary to cooperate with

everyone now than ever before. Tomorrow may bring turmoil if our leaders are not more careful. The survival of our very government depends on our righting the channels of mercantile trade, and the brunt of that transaction rests with the merchant. Study your customer and let every transaction be one that will be a credit to you and a satisfaction to your customer.

A. S. Brown.

The Last Shall be First

With the resignation of Bert Cobb as chairman of the Board of Directors of the Commonwealth and Southern Corporation, it brings to my mind the fact that of all the men who developed with Anton G. Hodenpyl, and were interested in the development of the gas and electric business, there is only one left still in active business and that is Jacob Hekma, now vice-president and director of the Commonwealth and Southern Corporation. Of this number there were Lewis H. Withey, George E. Hardy, Benjamin S. Hanchett, Bert Cobb, Frank Hulswit and, last but not least, Jacob Hekma.

Hekma came into the Trust Company about 1895. He was only about seventeen years old, out of school, from a family that was poor, the same as all the rest of us. He soon showed that he had brains and a very keen wit and humor. He was not an ordinary plodding Holland boy. He went to work in a department headed by a gentleman who was thoroughly representative of our best social grace and manner, thoroughly upright and honest, but more given to form than to substance, which our shrewd little friend found out, and, while he was thoroughly obedient to the discipline imposed upon him, made his own deductions and drew lessons from same. In after years he was accustomed to chuckle at some of his experiences, such as the following:

The Grand Trunk Railway had decided to abandon their old station at Plainfield avenue and run the line down to Bridge street along the river bank. In doing so, they would require a large amount of gravel and they came to the Trust Company for the purpose of making a deal to purchase the gravel from a gravel pit we had on upper Canal street near the Hydraulic plant. It was a great event in Hekma's department. A skeleton of a contract was drawn up and he says that every day for weeks the boss would come down and criss a "T" or dot an "I" until finally the wonderful contract was ready and the day for the signature of the contract was a great event. Properly signed and sealed, and blue ribbons attached, labels put on it, it was filed away. Then they waited for the money to come in, and as the Grand Trunk apparently were using gravel and no remittances were made, Hekma was sent out to see what had happened and found that the railroad company were taking gravel from another gravel pit. The contract was examined and then they discovered the nigger in the woodpile. While the Trust Company were bound to furnish gravel at so much per cubic yard, the Grand Trunk were not obliged to take

any. It was nothing more nor less than an option to the railroad company. Having the contract, the railroad company went to another gravel pit and used their option to get a lower price from a rival pit. Hekma's lesson from that was that, as he stated, whenever he signed a contract in future, he saw to it that the other fellow was bound as well as himself.

He developed and was promoted in the Trust Company until finally he became auditor, but the possibilities therein he soon saw were limited and about 1904 he took a minor position in New York with Mr. Hodenpyl and Mr. Hardy. Thereafter, by sheer force of ability, with no influence whatever except that developed by his own brain, his progress was ever onward and upward. I have noticed in his office some of the shrewdest generals of finance of New York and Philadelphia, taking counsel with him.

It is a far cry from the little Holland boy living down on Grandville avenue, near the gas tanks, to being one of the executive officers of one of the largest power companies in the country dominated by the big financiers of Wall street.

Verily, the wheels of time bring many changes, and among the most outstanding of these is the fact that Jacob Hekma is away up at the top of one of the largest corporations.

Verily, as it is said, the last shall be first.

Claude Hamilton.

Proceedings of the Grand Rapids Bankruptcy Court

June 20. On this day the schedules, reference, and adjudication in the matter of Clayton T. Allen, bankrupt No. 5741, were received. The bankrupt is an insurance salesman of Grand Rapids. The schedules show total assets of \$18,503.77, (of which \$600 is claimed exempt), and total liabilities of \$51,385.51, listing the following creditors:

Kent County, G. R.	\$ 130.00
City Treasurer, G. R.	450.00
Muskegon County, Muskegon	150.00
City Treasurer, Muskegon Heights	400.00
Ottawa County, Grand Haven	50.00
Home Owners Loan Corp., Washington, D. C.	7,765.02
First State Savings Bank, Muskegon Heights	1,800.00
Pacific Mutual Life Insurance Co., Los Angeles	2,400.00
Dr. Peter T. Grand, G. R.	1,150.00
First State Savings Bank, Muskegon Heights	825.00
Lee Dygert, G. R.	400.00
Old Kent Bank, G. R.	3,425.00
Henry E. Morton, Muskegon Heights	715.00
Herpolsheimer's, G. R.	47.40
Paul Stoketee & Sons, G. R.	13.06
Houseman & Jones, G. R.	23.35
A. Bottong, Grocer, G. R.	30.00
Pastor Bros., G. R.	25.00
G. R. Insurance Agency	20.00
Boston Store, G. R.	35.00
Breen & Halladay Fuel Co., G. R.	28.95
Tisch-Hine Co., G. R.	7.73
Taylor Bros., Rochester, N. Y.	20.00
Gerlach-Barklow Co., Joliet, Ill.	20.00
John C. Winston Co., Chicago	20.00
G. R. Garages	110.00
National Bank of G. R.	25.00
Henry Schmidt, G. R.	25.00
Earl Munshaw, G. R.	50.00
G. R. National Bank	31,000.00
Manistique Bank, Manistique	60.00
Miss R. Hamacher, G. R.	165.00

June 21. On this day the schedules, reference, and adjudication in the matter of Herman Kooistra, bankrupt No. 5742, were received. The bankrupt is a store manager, of Allegan. The schedules show total assets of \$60 (all of which is claimed exempt), and total liabilities of \$2,739.93, listing the following creditors:

Consumers Ice Co., G. R.	\$ 25.00
Stiles Brothers Lumber Co., G. R.	800.00
G. R. Savings Bank	8.00
Kent Savings Bank, G. R.	100.00
G. R. Gas Co.	37.00
G. R. Electric Co.	3.00
Master Tire Co., G. R.	18.00
Wm. Koolman, G. R.	44.87
Loveland Drug Store, G. R.	150.00
Decker & Jean, G. R.	200.00
Stephen Allen, G. R.	105.00

Morrel Packing Co., G. R.	20.00
Century Fuel Co., G. R.	25.00
Oakdale Fuel Co., G. R.	10.00
Charles Diepstra & Son, G. R.	7.00
Butterworth Hospital, G. R.	250.00
Dr. J. D. Vyn, G. R.	200.00
Dr. D. Chandler, G. R.	20.00
Dr. E. C. & R. I. Victor, G. R.	15.00
Dr. H. J. Beel, G. R.	44.00
Dr. Alfred Dean, G. R.	4.00
Bon Marche, G. R.	8.00
Wm. Wieringa, G. R.	300.00
Wilson & Company, G. R.	11.21
G. R. Packing Co.	27.00
Jacobson Commission Co., G. R.	180.04
Colonial Finance Corp., Kalamazoo	23.81
Briggs Electric Co., G. R.	10.00
Zuidema Electric Co., G. R.	10.00
Swift Co., G. R.	unknown
Philbrick Hardware Co., G. R.	unknown
Michigan Bell Telephone Co., G. R.	28.00

June 21. On this day the schedules, reference, and adjudication in the matter of Robert M. Thompson, bankrupt No. 5745, were received. The bankrupt is a tile setter, of Grand Rapids. The schedules show no assets and total liabilities of \$4,351.00, listing the following creditors:

Ben Dishaw, G. R.	\$ 42.00
Meyer's Transfer Co., G. R.	500.00
Sterling Clothing Co., G. R.	300.00
Wheeling Tile Co., Wheeling, W. Va.	200.00
G. R. Marble & Fireplace Co.	90.00
John Van Kuiken	35.00
Kent Awning Co., G. R.	54.00
Dr. R. V. Allen, G. R.	9.00
Standard Tile Co., Zanesville, O.	150.00
Master Tire Service, G. R.	90.00
Pardee Matawan Tile Co., Matawan, N. J.	35.00
Continental Tile Co.	35.00
Earl Dunn, G. R.	11.00
Peters Shoe Store, G. R.	11.00
James DeGood Trans. Co., G. R.	210.00
Hesse's	54.00
Hesse's	54.00
Herpolsheimer's, G. R.	60.00
Pastor Bros., G. R.	11.00
Vander Sys & Co., G. R.	58.00
Dr. N. L. Burke, G. R.	12.00
Lobman & Anderson, G. R.	11.00
Thelen Materials, G. R.	54.00
Pulte Plumbing Co., G. R.	75.00
Slager Plumbing Co., G. R.	38.00
Meyerling Land Co., Detroit	500.00
Dr. Bell, G. R.	1,000.00
Pat Mooney	10.00

General Motors Acceptance Corp., G. R.	40.00
Wealthy Food Mkt., G. R.	11.00
Breen & Halladay, G. R.	7.00
Dr. Patterson, G. R.	19.00
St. Mary's Hospital, G. R.	10.00
G. R. Savings Bank, G. R.	50.00
Union Bank of Michigan, G. R.	52.00
Fitz Auto Repair, G. R.	9.00
U. S. Indianapolis, Ind.	125.00
Community Press	50.00
Quality Coal Co., G. R.	9.00
Geo. Van Elst	75.00
Chas. E. Kelly, G. R.	126.00
Sam Maloley, G. R.	22.00
Van Dyke, G. R.	30.00
Dr. J. D. Hastie, G. R.	35.00

In the matter of James Houlihan, Inc., bankrupt No. 4975, final meeting of creditors was held June 18, at which time Fred G. Timmer, trustee, was present and represented by F. Roland Allaben, first attorney, and Lloyd H. Cully, successor attorney for the trustee. Certain creditors were represented by Hilding & Baker, attorneys. The trustee's final report and account was approved and allowed. Bills of attorneys were approved and allowed. An order was made for the payment of administration expenses, preferred tax claims and a first and final dividend of 4.85 per cent. No objections to bankrupt's discharge. The meeting adjourned without date and files will be returned to the U. S. District Court.

In the matter of the Muskegon Brewing Co., a Michigan corporation, bankrupt No. 5684, first meeting of creditors was held June 21, at which time the bankrupt was present by F. L. Meeske, President, O. P. Meeske, vice-president, and other officers, and represented by Edward C. Farmer, attorney. Fred G. Timmer, operating receiver, was present and represented by Lou L. Landman, attorney. Certain creditors were present and represented by Hilding & Baker; Smith & Strawhecker; Harold H. Smalley; Joseph T. Riley; and K. C. Blumberg, attorneys. Secured claims were considered. Othmar P. Meeske was sworn and examined before a reporter. No trustee was elected or appointed but the referee stated the operating receiver would continue for the time being. After a general discussion, it was agreed the matter be adjourned to July 23, to permit the receiver or others to bring in a plan of reorganization or sale.

If you have what you consider a good idea, don't ever give it up. When you think you see a chance, try to put it across. If you fail to do so, don't be discouraged. Follow the advice of the old copy-book maxim, "If at first you don't succeed, try, try again."

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.

Frankford Again to the Fore

I had to make some adverse comments on certain voluntaries a few weeks back. Of course, there is a difference between voluntaries and wholesale grocery houses owned by grocers, but there is analogy enough to make what I now write somewhat of an indication that there are plenty of well managed wholesale outlets to serve all grocers properly.

Last statement of Frankford Grocery Co., Frankford-Philadelphia, has been on hand for months. It has not been reviewed because the years roll by so quickly that these statements seem to crowd on each other, yet there is, in fact, a full year between them, and despite any adverse conditions, progress is steadily made by this old established organization.

Frankford's sales last year were \$7,418,311.31, an increase of \$78,114.15 over 1932. Expense is listed thus:

Operating overhead.....	0320
Tax overhead.....	0058
Depreciation overhead.....	0050

Total.....0428

Add profit of \$119,430.47, which figures out 1.62 per cent. plus and we have an average margin of 5.9 per cent. on sales.

Considering that 1½ to 2 per cent. is creditable in a retail business, this showing at wholesale strikes me as truly remarkable. There were 1787 members last year. I think that is the first time I have noticed a decline in membership, but it is slight at that.

Modestly, the management prefaces its report: "We herewith submit this report, which we trust will repay our stockholders for their confidence and support. It shows the continued growth and strength of our company and organization. This is due to the co-operation of our stockholders."

Yet, in face of such a record, going back over continuous progress for more than forty years, J. A. Edgar—one of the outstanding merchandisers and managers of the country—more than once has deplored the want of 100 per cent. co-operation on the part of his members. Human nature is one funny thing.

A time since, I reviewed the record of Freaderich Brothers, Lincoln, from the time I first knew them. I said of them only what they well merited. Now they write to me:

"We appreciate your kind remarks. We may be a little hard to get along with after being flattered so highly. We are going to try to keep in the buggy and keep on enjoying our business. In fact, after being in it thirty-one years we are just beginning to enter our life's work, getting great satisfaction from watching our sales and store grow as they have done for years. It has been

a real game of bridge the last three years.

"We have done more planning on store arrangement, played up more floor displays where people must walk into them and paid more attention to window displays, which we feel has helped a great deal."

There is reflection of sound life-philosophy—in line with "There's no fun like Work" which I saw over Karl Triest's desk a time back in Los Angeles. Elbert Hubbard said: "Get your pleasure out of your work or you will never know what real pleasure is."

The Freaderichs have the right idea—to regard work as a game of bridge. And you can get a slant on how long thirty-one years is when you note what he says about the "buggy"; for that was an ancient vehicle in which folks used to drive about the country. It was discarded when the auto came and the present generation knows it not.

Economic stress produces and develops strong men who, under pressure of necessity, devise new or improved services which, taken together, bring solid recovery. The same stress evolves a lot of the muddiest thinking and most flagrant demagoguery. This leads to attempts at recovery as wild as the word uttered.

Senator LaFollette lately drew a horrendous picture. He said that if \$100 represented all the wealth in our country and 100 all our people, the present distribution would result thus: One person with \$59; one with \$9; twenty-two with \$1.12 each; seventy-six with 7c each. His plea was for an even distribution of wealth—whatever that really may mean. One commentator writes thus:

"Since with their big majority the seventy-six are responsible for the present status, they either do not know that the Senator represents them or his assumption is false. To make his case still more hopeless, the man with the \$59 appears to support the seventy-six. Thus they have the majority of both money and votes."

Futility of Redistribution

But also: If what we may suppose the Senator advocates came about so that each of the 100 would start again even with \$1 each, experience shows that the day after, distribution would be back about where it is now because the brighter, smarter men would gather it in.

Again: The single dollar in each man's possession would not enable him to rise out of the most rudimentary industrial class of occupation. The seventy-six would certainly pool their \$76 and hand it over to the same man who now owns \$59, so that he could organize industry and management to give steady employment to the seventy-six. There can be no other way—assuming that our movie observers and our war time intelligence records are correct—for they show our average adult intelligence as normal for fourteen years. A few among us must grow up mentally—else where would initiative come from? And without initiative, whence could we get progress?

But fact is, most of us are wishful thinkers when we think at all. We are always swayed by our emotions and sentiments, instead of by cold analysis

of facts. Therefore when Bobby stands before a Montana audience and says what I have quoted above, he gets a "great hand"—yes, many "great hands." Great is the "distinguished Senator from Wisconsin."

If you guess this gives me a pain in the neck, I'll say your guess is right.

If you imagine this "has nothing to do with selling groceries," I assure you that it has. What is being done in Washington and other seats of Government—of which we have far too much right now—touches each and every one of us intimately, and we better realize it.

I see notices here and there that chain clerks are to be unionized; and the suggestion appears to meet with the general approval of independent merchants, because they know that unionism is death; that no industry can adopt the closed shop of unionism without facing ignominious death, sooner or later; that it is but a step from the chain store to the independ-

ent and that unionism will be so happy over the death of the chain store that it will proceed to the independent also. Paul Findlay.

Doctor's "Mystery Note" Deciphered by Druggist

An invitation to dinner had been sent to the newly-settled practitioner. In reply, the hostess received an absolutely illegible letter.

"I must know if he accepts or refuses," she declared.

"If I were you," suggested her husband, "I should take it to the druggist. Druggists can always read doctors' letters, however badly they are written."

The druggist looked at the sheet of notepaper which she handed him, and, without waiting for her explanation, went into his dispensary and returned a few minutes later with a bottle, which he handed over the counter.

"There you are, madam," he said. "That will be seventy-five cents, please."

THE VEGETABLE HOUSE

FRESH VEGETABLES EXCLUSIVELY

Wholesale Distributors of

HOME GROWN AND SHIPPED-IN VEGETABLES

VAN EERDEN COMPANY

The only exclusive Vegetable House in Western Michigan

201-3 GRANDVILLE AVE.

GRAND RAPIDS, MICH.

The big

snap! crackle! pop!

season is here . . .

WITH warm weather, millions of appetites will listen and get hungry for Kellogg's Rice Krispies. The world's most popular rice cereal is going into its peak months.

Newspapers and magazines from coast to coast will bear down on the Rice Krispies story. Shorter hours for mothers. Bigger appetites for children. Billboards will back up the appetite appeal of Rice Krispies.

The Singing Lady—Kellogg's famous Radio Program—will stress the nourishment and the goodness of this favorite food of youngsters everywhere.

Get in step with this mighty current of appetites. Keep plenty of Kellogg's Rice Krispies on hand. Feature packages on counters and in windows. Get ready for summer sales that will snap, crackle and pop with profit for you.



W. K. Kellogg
OF BATTLE CREEK

MEAT DEALER

Use of Standard Grades Grows

Increasingly wider use of the meat grading service provided by the Department of Agriculture is reported by B. F. McCarthy, who spent several days in Chicago last week after making a tour of the middle Western cities in which the service, over which he presides, is maintained. Mr. McCarthy states that he found users enthusiastic about the way the service is helping them in both buying and selling. He was pleased to note that prejudices are gradually subsiding and that some who once were dead set against any standards except those of their own individual systems are now coming to see and admit that universal standardization is really the most satisfactory.

"Standards for meats were not set up arbitrarily," Mr. McCarthy points out in telling how the movement started, "nor were they advanced to their present status in a day. It was fully realized in the department that progress in meat standardization could not go any further or any faster than public acceptance permitted. Producers, retailers' associations—local, state and national—and many dealers throughout the country indorsed the work at the beginning and have continued to indorse it.

"Government standards were first applied to the purchase of meats for the United States Lines, and it was found that the right grades could be bought economically and at the same time permit dealers to make a profit. Other steamship lines, restaurants, hotels, retail meat stores, and other meat buyers asked for the service and said they were willing to pay for it at government rates.

"They find it economical to do so, since it helps them immeasurably in maintaining their dietary standards.

"They find it economical because they can buy competitively.

"They find it economical because the service is furnished at cost for concentrated work.

"The government stamp inspires confidence and frequently helps greatly in making sales. Some who use the service advertise the fact in one way or another. This results in better satisfied customers and tends to raise the standards of those using the service in the minds of their patrons.

"The service has proven very beneficial to wholesalers in holding their customers and maintaining the friendly relationship which mutual confidence always inspires. Wholesalers have found it very economical in almost entirely eliminating rejections and replacements and the expense associated with them, as well as in preventing deterioration of returned meats while in transit and from being held at point of delivery after rejection—not always under the most satisfactory conditions.

"Considerable progress has been made in grading and stamping lamb carcasses and cuts, although the tonnage is much less than beef. People throughout the country seem to be becoming conscious of the value of the

service, however, and during 1933 considerably more than twice as much lamb was graded as during 1932. While some may feel that the necessity for lamb grading is not so great as for beef grading, there is an extremely wide possible range in lamb grades and an equally wide price range.

"All lambs, of course, are marketed at a comparatively young age; but, even so, the difference in tenderness between a lamb approaching the yearling age and one three or four months old might be said to be equal to the difference between a delicious meal and a fairly satisfactory one. Government tests have conclusively shown that medium grade lamb may be very satisfactory, but I am sure that you as business men, when you buy medium lamb, want to buy it for the price of medium lamb, and I am equally sure that you want to have the assurance that any grade bought is as high in quality as it is represented to be.

"Regardless of the tenderness of a leg of medium lamb, the chops from such a lamb would not suit a critical diner used to higher grade. But I should not like to be misunderstood as discouraging the use of any particular grade of lamb or other meat when such a grade is suitable for the particular use to which it is to be put.

"Unfortunately, beef grading has been confined too much to choice beef, although immense quantities of good beef are graded and stamped and in many cases medium beef is graded and stamped. Medium beef, especially in the lighter weights from relatively young cattle, may in some instances be reasonably satisfactory for steaks and roasts, and of course this meat should prove tender when properly cooked by moist heat. In other words, the division's problem is to stamp without prejudice all classes and grades of meat produced, and certainly this division is favorable to support which aids in this direction.

"This division is primarily interested in being of assistance in having the various classes marketed according to class and the various grades in each class marketed for the grades they are and not for something they are represented to be and are not."

"Fussy" Customer Often Most Valued

A customer who is overly particular is often the most profitable customer, because the person who is hard to please in regard to meat is one who finds it hard to discover a meat dealer who pleases her. Therefore, once she does find a store that pleases her, she is not going to shop around.

The surest way to please a customer who is particular about the meat she buys is to find out just what that customer wants and thereafter always make sure that she gets it. In practice, however, it is not by any means as simple. Not every woman can tell her meat dealer just what she wants. Some may even call for what they do not want, because, though they are particular, they do not know very much about meat. Also different cuts of meat are not always designated by the same names in all parts of the country. A person who moves into town from

some other section of the country may not call for the exact cut desired because that cut is called something else in the section from which she has come.

To satisfy particular customers, a considerable amount of attention is needed. First, special effort must be made to give the customer just what she wants. Then find out from the customers if this meat was entirely satisfactory. If it was not, endeavor to learn why it was not, what the matter was with it.

It is not possible to remember all about every customer where many customers are served, so it may prove a good plan to keep a written record of each customer, giving full details in regard to the meat called for, the meat delivered and the degree of satisfaction it gave. It does not require the keeping of such a record over a very long period to disclose interesting and instructive facts. In the case of some people it will show that certain cuts and quality of meat always satisfy them. These are particular customers, but they can be satisfied. The record shows exactly what they want, and if they are given this they will be satisfied.

Other customers will be satisfied with lower quality meat. At other times the very best does not satisfy them. If the record is kept long enough it will show that a rather regular intervals complaints are made, and that these complaints have no reason for being made except that the complaining person is feeling irritable. In fact, the records will show that for part of the time most anything proves satisfactory, while at others nothing will satisfy. This type of customer is not particular, is not discriminating, or desirous of the best. It is just a matter of being irritable at certain times. Further investigation shows that the complaints come when the man of the house has had a bad day at the office.

Winning Meat Essay Puts Emphasis on Cooking

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

Calling attention to the fact that meat is a good source of protein, iron, phosphorus and vitamins, and that it is valued for its flavor, Miss Oczkewecz emphasizes the fact that proper cook-

ing is necessary to bring out the true flavor of meat.

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

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

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

Exclusive Meat Dealers Need Not Pay Assessments

Until further order, exclusive retail meat dealers or establishments where the sale of meats, exclusive of meats packed in consumer containers, constitutes the principal business, do not have to pay other than purely voluntary assessments to Local Food and Grocery Code Authorities (combination stores whose principal line of business is food and grocery products will in any event continue to pay assessment for all workers as heretofore). Where exclusive meat dealers have not already paid their assessment under the retail food and grocery code, local Code Authorities pending further order from the Administrator will refrain from assessing or collecting assessments.

Wall Street Move to Capitalize Control Law Seen

Administration officials are expectant that Wall Street will capitalize on the Stock Exchange Regulatory Act through a campaign to encourage public purchases of securities.

While the issues do not carry the stamp of approval by Government officials, the fact that the securities are permitted to be bought and sold is considered assurance that they are not worthless in character.

A great crime preventer—jobs.

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

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.

Service Trades Codes Revisions Mark NRA Turning Point

Dropping all but labor provisions in the service codes by the NRA was a necessity. Turning point that it is, it is a move toward simplification. Bugged down with intricacies and ramifications, NRA was plainly getting into a jam. It was quickly leading to confusion and unless it took steps to extricate itself there appeared to be good reason for widespread talk that NRA was "cracking up."

These service codes are estimated to have required 75 per cent of the time, personnel and money of NRA. The strange thing is that NRA ever permitted itself to be burdened with them. Apparently the reason was seen in excessive ambitions of the organization to bring within its bailiwick every little business, whether intrastate or interstate. Probably, too, these industries sought the nationalization of their codes and fell in with the unfortunate habit of hastening in hordes to Washington with their troubles instead of either curing them themselves or leaving the job to the states or local communities.

In a chiding tone, the action of NRA with regard to service codes has been called a retreat. Retreat it may be. But it is also courage, sensible recognition at last of the absurdity of trying to control every kind of business activity, from the pressing of pants to the trimming of hair. It simply could not be done, short of having a detail of police at each dry cleaning establishment and barber shop and related service "industries."

NRA does not term this action as the elimination of service codes. Officially, by the President's executive order, (it is a suspension of the fair trade practice sections of the codes. Under the order these trades will continue to be bound by provisions establishing maximum work hours and minimum wage rates, guaranteeing the right of collective bargaining, banning child labor and reserving to the President the right to cancel or modify any code or agreement. Members complying with these provisions will be entitled to display the individual Blue Eagle of their trade. Local or regional fair trade practice codes can be set up if 5 per cent of the members of the affected trade agree on schedules to be approved by Administrator Johnson. Those not agreeing can't have the Blue Eagle.

This move obviously still continues to give NRA and the President a degree of jurisdiction. But in reality the purpose intended is that the service trades govern themselves. The NRA does not propose to go to court to prosecute violations. It only proposes to remove the Blue Eagle in case of proven violation.

Most significant in this step is the trend back to the original purpose of NRA, when overweening ambition had not overtaken it. This was to codify some 10 big industries, employing about 70 per cent. of the nation's workers, and place them under simple provisions. As called for by the act itself they would include maximum hours, minimum wages, and the collective bargaining section. In addition a few simple trade practice rules were contemplated.

But the codification move took on the force of a torrent and the width of the land, and codes have become loaded down with provisions not contemplated at the outset with resulting headaches for the NRA, and for many industries as well. There is still much doubt as to the constitutionality of many of these codes, large and small alike, and determination of this troublesome question hardly has been started.

NRA has said retail codes will be continued. No doubt they will be for some time at least. The retail trades as a whole want to be codified and would protest bitterly if NRA removed jurisdiction over them to the extent it has moved away from the service trade codes. Nevertheless, and despite NRA legal opinion, there is much doubt as to the NRA's authority over retail trades. There are, to the layman at least, many peculiar legal quirks given to the essentials that go to make up intrastate and interstate commerce and those supporting retention of retail codes attempt to make the point that retail trade is interstate commerce, though perhaps the general view of legalistic minds and interpretations of courts decidedly would not uphold this view.

It might be well, however, for retail interests wishing to keep good features of codification to bear in mind that even if they are not removed from NRA jurisdiction, the Recovery Act itself is scheduled to expire in one year. Its reenactment is, of course, a matter of speculation at this time. Judging from the vigorous criticism of NRA that developed in Congress as the result of the Darrow-Johnson-Richberg brawl, it would appear to be a good guess that reenactment would not be assured by any means. Therefore, retail lines, it is urged, would do well to prepare for this possible change and so far as conditions as reflected by full return of the anti-trust laws are concerned, to maintain what they consider are essential to good practices. Many writers and speakers, anticipating this change, with, perhaps, an unwarranted degree of assurance, say the code practices will be maintained even if the law is scrapped. Actually they could not be continued in their present form without protection of the Recovery Act provision giving a degree of immunity from the anti-trust laws. Perhaps the only things that could be safely continued would be fair trade practices, and some of them likely will have to be trimmed. These long ago were set up under the Federal Trade Commission and may go back to it after NRA goes out of existence, as many think it will after the Recovery

Act expires. Likely, the Department of Commerce and the Department of Justice would carry on other work of NRA, if this work is to be continued in its present form.

Price provisions, it would appear, could not be continued in the absence of protection afforded by the Recovery Act. There is indeed now a strong drive against any kind of price provisions, even the simplest NRA protection making it a violation to sell below cost. Call it a return to cut-throat competition or whatever it may be called, this drive against price provisions is gathering force and was stimulated by the Darrow report, intolerant and loosely drawn as it was. At the present the price provisions of NRA are undergoing a study by order of the President. The personnel of the committee making the study reflects importance the President places on the subject. The committee consists of three cabinet members, Attorney General Cummings, Secretary of Commerce Roper and Secretary of Labor Perkins and General Hugh S. Johnson.

It will take about two months for staffs of the committee to make the report but when it is reported it may mark for the first time a definite price policy by NRA. It also may see some rather sharp revisions in existing price provisions in codes.—L. W. Moffatt in Hardware Age.

Serious Housing Shortage in Near Future

For months there has been discussion in Washington about giving aid to building. But as soon as several people got together to discuss the problem, they would quickly divide into two groups—those who believed that there is already a surplus of buildings available and those who said that there is a real housing shortage imminent, if not already present.

Those who claim that there is a surplus point to the great activity during the years 1923 to 1929, the high percentages of vacancies reported in most cities, and the fact that rents have fallen considerably. All these evidences indicate, they argue, that we are well supplied with housing facilities, and it would be absurd for the Government to endeavor to encourage activity in this field at the present time.

On the other hand, others claim even more vehemently that a shortage exists. They claim that the post-war activity did nothing more than make up for the preceding lean decade. They say that the high percentages of vacancy are misleading, being more than offset by doubling up and delayed marriages, so that with the return of prosperity and the consequent social readjustments, the shortage will become uncomfortably apparent. Finally, they allege that many houses now occupied are in fact not fit to live in.

To find the real facts, the Bureau of Foreign and Domestic Commerce undertook (with the aid of Civil Works Administration workers and funds) to make a complete survey of every dwelling in sixty-four cities, scattered about the country, at least one in each State. The field work is now completed and many of the returns are already tabulated. For the first time, it is possible to answer the questions which must be answered if one desires to have an intelligent program in the field of construction. Had material of this sort been available in the past, I doubt if we would have quite such extreme fluctuations in the building industry.

We have collected data which may be summarized briefly under five headings. First, there is general descriptive information about each structure, materials of which built, number of rooms, age, its physical condition and the like; Second, details concerning its improvements, facilities and utilities, etc.; Third, items concerning occupancy, vacancy, and crowding; Fourth, data concerning rents; and fifth, information on various miscellaneous subjects needed by other government agencies. Every building unit is described on a separate line of the enumerator's schedule, and therefore we can make analysis according to any combination of items desired. In addition to the general survey, we are making a special investigation of about 10 per cent. of the dwellings, studying the financial structure which underlies them, based upon information concerning mortgages, taxes, its income record and the like.

The tabulation of results has proceeded far enough so that it was possible for me to have prepared a preliminary summary of the results for ten cities to report to you this evening. Of course ten cities may not be a sufficient sample to provide an adequate basis for generalizing about the entire country, but they represent wide geographical differences and give some indication of what the results of the entire survey may be.

There can be no question but that the most significant result is that the returns for these cities indicate real need for immediate revival in the construction industry in seven out of the ten. Taken as a group, these ten cities reported slightly over 111,000 dwelling units. Of this total, 8424 were vacant when the survey was made. However, there were 9002 cases of families which had doubled up. Unfortunately, we have no record of what might be called the normal doubling up, but there can be no doubt but that the large part of the present situation is temporary, due to depression incomes. However, if we make an allowance for normal doubling up, we must also make an allow-

(Continued on page 22)

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First Vice-President—D. Mihlethaler, Harbor Beach.
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Secretary-Treasurer—Clare R. Sperry, Port Huron.
Manager—Jason E. Hammond, Lansing.

Store Sales Plan Gaining Headway

Greater co-ordination between the sales promotion and the personnel training departments of stores is likely to be the first fruit of the plan suggested by Paul E. Murphy, sales promotion manager of Frederick Loeser & Co., at the convention of the National Retail Dry Goods Association in New York City during last week. Mr. Murphy urged that all selling aids be correlated with merchandising, promotion and personnel functions, and threw out the suggestion that all supervision over selling activities should be placed in the hands of one executive.

Prediction is made that the plan will very likely be tried out in a number of stores throughout the country. Progress is apt to be slow and simplified at first, it was said, in order not to upset the present department store scheme of organization.

Essentials of the plan, however, have already been put into effect by P. Altman & Co., believed to be the only large store in the country which has done so.

John Wood, vice president of Altman's, discussed the reasons underlying the change. He said that it is still too early to talk of actual results under the plan, inasmuch as it has been operating for but a brief period. He was, however, convinced of its merits, because it is based on "straight, common sense thinking."

"When retail executives attend their conventions, they habitually discuss problems of expenses and the need for better selling," Mr. Wood continued. "Co-operation is discussed from many angles. But it should be quite apparent that stores can never get the sales co-operation they desire when a non-selling executive is in charge of a selling division. We thought it would make more sense to eliminate this anachronism by placing a sales-minded executive in charge of personnel."

"It has been the common experience for the merchandising and sales promotion divisions of stores to get all steamed up about their plans. They work very hard, but in many, many cases their efforts fall flat because their ideas and inspiration are never really carried over to the sales people. The merchandise manager and buyer are enthusiastic, but they run more or less into a stone wall because the section manager, a key man in the situation, is a non-selling executive."

"Attention must also be called to the chasm which has existed between the merchandising and sales promotion divisions. There has been no rhyme or reason for this gulf, but the buyer and sales promotion men have often 'hated' each other. Elimination of this conflict, in fact, is step number one, in working out the new plan. Before centralization of selling activities can be obtained, there must be perfect har-

mony between the sales promotion and the merchandising units.

"When this has been accomplished—and it has been done at Altman's—then step number two may be undertaken. This really amounts to the elimination of the old Spanish custom of retailing of having a non-selling executive in charge of what is in reality a selling function."

From the standpoint of stores all over the country, it was pointed out in other quarters, the ultimate solution of the better selling problem may involve either of two steps. These are the placing of responsibility for selling jointly in the hands of the sales promotion and personnel executives or the creation of a new executive post in department stores, with both the sales promotion and personnel heads reporting to this executive and being subject to his orders and supervision.

Any radical change such as the latter step, however, would have to come slowly, it was asserted. The first stage of the movement will tend to be a closer tie-up between the sales promotion and personnel divisions, without detracting from the present responsibilities of the store manager, under whom the personnel division operates. It is being increasingly realized, however, that the store manager, because of many other duties, is not adequately taking care of the problem of tying sales people more closely with the promotional activities.

There is little reason to doubt, however, that the future will see far more logical selling in department stores, with the specialist in selling via the printed word co-operating very closely with concentrated personal selling by the sales people.

Blames It on NRA

At least one Iowa place of business has already done what hundreds of them have been threatening to do—closed its doors and hung up a sign, "This Factory Closed Because of NRA."

The Cotton Glove Manufacturing Co., at Shenandoah, has done just that, and its operators are firm in their statement that they have found it impossible to continue in business and meet the requirements of NRA codes.

Increased costs of materials and increased labor charges under the code have made it impossible for them to continue in business, the owners declare. Consequently, the plant is closed and a large number of men and women, who would have been happy to continue working at their former wages, are without jobs of any kind.

This is the first instance of such a closing that has come to our attention, but there will be more. Business can not continue to pay increased prices for materials and increased wages for labor when it is impossible to command the price for their products necessary to meet these increased costs.

Unless farm income is boosted materially within the next six months, violations of NRA codes will become as open as were violations of the prohibition laws of the last few years, and another scofflaw lesson will have been given to the people of America.—Iowa Falls Citizen.

Standards for Shorts Sought

To prevent further demoralization of the market for men's sub-standard shorts, producers have applied to the standardization committee of the Underwear Institute for a set of minimum standards for their products, it was learned here. One stipulation, however, is that if the standards are set up and approved, the word "substandard" be removed from the front of the article to the inside of the back waistband. The word in its present position defaces the shorts, mill men and selling agents argue. The sub-standard goods retailing around 15 cents are sold to chains and since there is no limit on quality, the bottom has fallen out of the market.

Reorder Electrical Appliances

Reorders for low-end electrical appliances featured the New York market last week. Retailers, in the market to stock for July promotional events, called for irons, percolators, toasters and fans in the new low price ranges brought out by manufacturers during the last ten days. It was estimated that fully 75 per cent., of the orders placed this week have been concentrated on items to retail at \$5 or less. Orders for regular merchandise were confined to a few numbers to sell around \$15.

Curtail on Tools to Buy Steel

Stocking up on steel has reacted unfavorably upon the machine tool market. In the steel buying wave of recent weeks manufacturers planning installations of new equipment took money budgeted for that purpose and applied it to purchases of the metal. Payments to which most factories are committed over the coming month and a half, it was said, will leave little money available for new machinery and tools. Only the export market for American equipment remains active, it was said.

Seasonal Slump in Glass Trade

Seasonal conditions continue to prevail in the glass industry, with both production and demand below the high marks of earlier in the year. Manufacturers anticipate little marked change in the situation for another month or

so. There is much uncertainty as to the future in the home and table glassware field because of the apparent determination of large purchasers to drive down prices. The outlook for plate and rough glass is for a decrease in the coming quarter. Warmer weather is helping the container industry somewhat. Beer bottles are in better demand than they were some weeks ago.

Notion Sales Continue Heavy

With current demand for notions holding well above normal seasonal levels, manufacturers are looking forward to an active Fall buying season. Retailers and jobbers are due in the market next month to fill requirements for the new season. Sewing materials and dress accessories are moving freely at the present time, as are all types of novelty notion items, including clothes hangers, shoe trees and other products. The trend to lower prices in dress lines, producers said, will have little effect upon the home sewing vogue which has become firmly established in the last two seasons.

Seek End to Sweater Price War

The Knitted Outerwear Code Authority is considering the advisability of declaring an emergency period for men's and boys' sweaters and infants' goods, in order to halt the price cutting now going on in those fields. In the last month, particularly, the slow demand for these goods has brought out keener competition, with the result that many of the prices now quoted were said to be under cost. In declaring an emergency period, the Code Authority has the right to establish minimum prices.

Polite Customers

Many customers are so polite and well bred that sooner than disturb an animated conversation between a couple of clerks behind a counter, they will pass out of that particular store and seek one where the salespeople are apparently at liberty to wait on them.

The Golden Rule is the cross upon which we should crucify selfishness and greed.

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Manufacturers of SET UP and FOLDING PAPER BOXES
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HOTEL DEPARTMENT

100,000 Men Out of Work in Los Angeles

Los Angeles, June 23 — Under the caption, "Orchids for the Living," a leading Los Angeles newspaper makes mention of Dr. William L. Griffin, of Shelby—our own state—where the people clubbed together to express their appreciation of the services that a country doctor had rendered them over a period of many years, has an idea that would stand a "good deal of copying." Dr. Griffin, who is now 75 and who, during his forty years of practice in and around Shelby, has brought something like 3,500 babies stop at that. After bringing these into the world. Furthermore, he didn't youngsters into the world, he did all he could to make the world a pleasant place for them. Thus, during the years Dr. Griffin and his wife provided a home and schooling for fifty-two boys and girls, and during all this period his home has been wide open to young men and women. And all this in addition to the daily rounds of visits to sufferers, besides the fact that many years ago the worthy doctor was crippled, permanently, in an accident thirty odd years since. The point made in the newspaper article was that it is so much better, so much more to the point, to recognize such service during the life of the disburser of such favors, rather than heaping flowers on his grave. Knowing the worthy doctor, may be a particular reason why I was interested in the article, but the thought has often occurred to me that there are individuals in every town, big and little, of whom it may be truthfully said that they are the salt of the earth. They seem to have been born into the world for no other purpose than to do a lot of hard, ill-paid, and rather thankless work for other people. Nearly all of us, at one time or another, have been indebted to some such person. But usually we take it all for granted, saying or doing nothing to show our thanks until it is too late. Bye and bye he passes on and then we send flowers to his funeral, fall in with the procession, and tell everybody we meet what a fine man he was and how much we owe him. It is a pleasant thought to feel that the people of Shelby didn't wait for any funeral obsequies to demonstrate their appreciation of the individual. Dr. Griffin probably never got very much in a material way for his services, but it was good of the citizenry of that town to rally round with flowers and fine words while he can still enjoy them.

The Milner Hotel Co. has added another Michigan hotel to their chain—Hotel Clifton, Battle Creek, and E. P. Farrington, who has been with the organization for several years, and, until recently, with their establishment at Toledo, will be its new manager. The Clifton was for many years operated by M. E. Magel, now of the LaSalle, in the breakfast food city, and afterwards was owned and operated by C. G. Hammerstein, who has been connected with Albert Pick & Co., Chicago, for a long time.

This Summer the Detroit Statler is offering its patrons the added comfort of air-cooled guest rooms. Into these rooms is inducted clean, cool air—a luxurious relief on sultry days and oppressive nights. These comforts are also applied to the public rooms as well.

Phil. Cobden and James H. Kane, both executives of the Allerton group of Chicago hotels, have exchanged places, Mr. Kane having been transferred from Hotel Webster Hall, Detroit, to the Chicago institution, and

Mr. Cobden, has gone to Webster Hall as its manager.

Mr. and Mrs. Henry E. Potts have been selected by F. A. Anderson, the new owner of the Edgewater Hotel, at Hamlin Lake, as associate managers of the property. Mr. Potts, it will be recalled by many members of the Michigan Hotel Association, formerly had charge of Hotel Spaulding, Michigan City, Indiana. The Edgewater is one of the old established hotels of the Western Michigan resort section. It has been entirely rehabilitated, its fifty guest rooms are all newly furnished and decorated. The same is true of the lobby, dining rooms, etc. A large dance hall has been constructed, with boat houses on the lake, which is nine miles long, and a clean body of water. A golf course will also be constructed.

If anyone has any doubt as to the good batting average of American-made coffee, he should read George Rector's article in the Saturday Evening Post of May 12. An interesting article on the subject of coffee making in Continental Europe which shatters the belief that everything in the culinary line offered over there is superior to what we find at home.

Along the theory that hotel men are manufactured and not born so, Columbia University will establish a hotel course next season. This will complete a trio of such institutions, Cornell and Michigan State being the other two. If a survey is made of the possibilities of students before they expend too much effort in that direction, all will be well, but of the 2,500 young candidates seeking positions in hotel lines in Los Angeles, Will Rogers might again truthfully remark that the equipment of most of the candidates is in the nature of diplomas.

Frank E. Faulknor, living for some years at Mishawaka, Indiana, died at his home there recently. Mr. Faulknor was for several years engaged in the hotel business at Michigan City, but for a long period was manager of Hotel Oliver, South Bend, Indiana, and a frequent visitor at Michigan hotel gatherings.

Thomas H. Roberts, 25, son of Arthur L. Roberts, of the chain of hotels bearing that name in Michigan and elsewhere, a graduate of Cornell hotel school, was killed in an auto accident at St. Paul, Minn., last week.

The announcement of the closing of one of the oldest Massachusetts academies for want of patronage and the reasons given for same by members of the faculty are interesting in a general way. For instance, the particular college which I mention has made it a rigid rule not to admit anyone not mentally equipped to take up its curriculum understandingly. Then all students were under surveillance at most times to ascertain if they were absorbing properly what was offered in educational features. And here is one of the reports which has been made public. Out of every hundred applications for entrance to the college twenty were refused because of apparent unfitness to take up college work; fifty, after due observation, were dismissed because they were cheating their parents or guardians, using the college as a vehicle for pleasure and not for improvement. Further observation developed the fact that pupils dismissed were taken in by much exploited institutions of learning, utterly without regard as to their adaptability to the work at hand, to be afterward thrown upon the world as barnacles upon society. This condition was touched upon at a meeting of the Los Angeles Rotary Club at which I was in attendance last week. One large metal worker, a large employer of labor, had this to say "It is claimed that in Los Angeles there are

100,000 individuals out of work, and that a very large percentage are of a class who are highly educated, from colleges of high repute. From experience I have learned that the college bred individual is not adapted to the ordinary walks of a business career. I believe I am not prejudiced against them, but I am a close observer of my own employees and I find the average college product is not enthusiastic or practical. He is inclined to a feeling of superiority, has a better way of handling affairs than his superiors, and is a time destroyer rather than a wage earner." The gentleman further explained that certain mannerisms acquired in college were not compatible with success in the business world and were a handicap in the fight for su-

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Phil Jordan, Manager

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- "Pub," our famous Tony at the service bar. Delicious 60c lunches and \$1 dinners.

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Good Place To Tie To

premacry. In explanation, he was good enough to state, however, that for the professions, that type of education was more essential and more adaptable. I think, however, we may go far beyond this reasoning, where we will discover that one of the principal reasons for failure in the world's struggle is due to home environment prior to taking up college work. It is the old story of the struggles of the parents to gain a place in world work and a desire to discover a shorter route to success for their offspring. It cannot be accomplished, as a rule. Nothing like the rough and ready seasoning will prove up in the final analysis.

I notice that a prominent Hart farmer lost a hundred chickens and other asset producing domestic fowls and animals through the invasion of some dogs which were not wearing license tags. This statement says nothing about the satisfaction which would have been enjoyed by the chickens if said dogs had been wearing such tags.

Out here is a man who has discovered a process which will arrest the decay in citrus fruits and, almost unbelievably, has refused an offer of \$1,000,000 for the formula, reserving it for the free use of fruit growers in his own state. As a result of his generosity it is now possible for any grower who may desire to do so to preserve fresh oranges, lemons and grape fruit for months, to discontinue the use of refrigerator cars and consequently unusually high special freight rates on same. The government has "O.K'd" the methods employed. It looks brighter for the horticulturist.

So long as there are two sides to every story there will be those who will espouse one or the other, and guide themselves according to its light. The scattering attention paid in news print to the intelligent types of young women who are to be found waiting on tables in many restaurants, and the somewhat evident surprise at the amount of average earnings reported by efficient workers in a better class of coffee shops and tea rooms furnishes a striking example of this very thing as one operator stated: "I would rather not have any accent placed on that subject, but some of my waitresses make more money in wages than many of my guests receive in salaries in the course of the week." A similar view is set forth by another in the hotel line, who speaking of his high claims for service maintained: "These girls are a picked lot, and they are making more than the most of those employed in offices and other clerical work. They make their jobs worth while by rendering real service."

The oleander trees are now in full bloom. Back East, mother always had an oleander in a flower pot or tub, which bloomed once a year if fortune favored that good soul, the event being the occasion for a celebration by the neighborhood. Out here they grow tall and profusely between the sidewalk and the curb. They are full grown trees and their deep pink flowers shine brightly against the deeper green of their leaves and branches. Tourists and others not familiar with the flora of Southern California exclaim when they see these long rows of oleander trees in full bloom. They ask the name of them and then nod their heads wisely as though they had known of them all their lives in the territory from which they came. They are most wonderful, possess perpetual foliage and never ask for steam heat.

Some Michigan judge is soon to decide whether ancient treaties negotiated with the Indians whereby they were to retain the older customs of providing themselves with food captured in the streams and forests are to be set aside for the benefit of the vast

army of white Indians who at certain seasons of the year seine the trout streams and trap game, but who possess a voting solidarity.

Frank S. Verbeck.

Sidelights on a Dozen Southern Michigan Towns

(Continued from page 1)

have no interest in Tecumseh except to exploit it. Some day the citizens will awaken to this fact.

Milan—Milan is a good country town, a part of it being in Washtenaw, and part in Monroe county. The plant of the Ideal Furnace Co. is located here and normally gives employment to many men. Throop Bros. and F. C. Pullen & Sons have excellent stocks of food products and enjoy a good trade, compared with a year ago. Happened to meet M. Davenport, an active merchant a few miles out in the country. He said he had received the Tradesman for the past nineteen years and would not be without it even if the price was double. Said he received a two year oleo refund, which the editor assisted him to get last year. Had a pleasant chat with Wm. F. Noble, general merchant at Azalia, six miles South of here. He comes in for the oleo refund just in time, as June 30 is the limit. For the past sixteen months the editor of the Michigan Tradesman has broadcast through this publication information that has returned thousands of dollars to jobbers, wholesalers and retail merchants selling vegetable or nut oleo. Hundreds of letters have been written and blanks mailed with instruction, so that money due could be recovered from those from whom it was illegally taken by the government. It was the plain honest duty of the Government to have sent out this information to the tens of thousands of merchants entitled to refunds. Editor Stowe is a foe to dishonest subterfuge and does not hesitate to take Uncle Sam to task when he fails to set a good example before the citizens of the Nation. The merchants in all other states were entitled to the oleo refunds, the same as this state, but so far as the writer can learn, Michigan merchants are the only ones to receive the refunds—and not all of them, owing to the short time limit.

In towns along the Ohio state line there is much complaint against the sales tax. People who ordinarily trade with Michigan merchants drive to nearby Ohio towns to do their trading. An undertaker at Camden is reported to have paid the sales tax upon funeral supplies, rather than have a neighbor served by an Ohio competitor, a few miles away. The people were poor and the tax of some nine dollars prompted them to seek services where there was no such tax. Some months ago there was similar complaint from the U.P., along the Wisconsin border. The thirty day period for disposal of sugar stocks, under the raise of the processing tax, must have been dictated by the big chain stores. With billions available they bought up most of the sugar on the market. The small merchant laid in a few sacks, which was soon gone. The chains continue to offer sugar at the old price at retail, which is much

below what the small merchant has to pay upon the market. It looks as though chain influence planned this thirty day scoop on the smaller merchants, so they could use it to pull in trade for large volumes of products upon which they make a large profit. Many small merchants sent sugar buyers to the chain stores to replenish their stocks, buying for less than the regular market. Why should there be a thirty day period of exploitation on sugar? About everything the government does in the way of regulation of business, brings further hardship for the smaller merchants.

E. B. Stebbins.

Roosevelt Appointments to Important Posts

Political observers are doing a lot of guessing as to whom President Roosevelt will favor in the distribution of political offices which he has to bestow.

Prime interest is manifested in the selections he will make under the stock market regulation law, for upon the character of his appointments will depend to considerable extent just how the securities markets are to be ruled.

It has been said that friends of James M. Landis wanted the administration of the law to be vested in the Federal Trade Commission, of which he is a member, because of the fear that he could not be confirmed as a member of the independent commission. The fact that he had much to do with the formulation of the new law might bring a great deal of opposition to him.

Landis now appears scheduled to head the new commission, but he will not have to run the gauntlet of the Senate until January at least. By then the hue and cry over passage of the stock market control bill will have died down, it is felt.

Predicament Seen for President

President Roosevelt is seen in rather a difficult position in having to decide the fate of the recent legislation of Congress proposing a farm moratorium.

Naturally enough agricultural sections of the country are hoping he will sign the Frazier-McKeown-Lemke bill. On the other hand, the industrial East does not take kindly to an anticipated heavy write-off of farm indebtedness.

The farm bloc in Congress contended what is needed is a scaling-down of the debt burden. They were supported to considerable extent by business men of their own localities who thought that "Wall Street" mainly would be affected.

It has since been revealed that the unprotected creditor—the cross-roads general storekeeper and seller of farm implements, among others—would be the "victims" of the scaling-down process to a greater extent perhaps than the holder of a mortgage on the farm.

Reports are current that from every locality there are protests

against the signing of the measure by the President.

Government Buying and Cotton

The cotton trade is looking to Government purchase for relief purposes as a major supporting factor of the cotton market for the near future, in addition to weather news.

Current domestic consumption is running far below the level of a year ago, when output was enormously stimulated in anticipation of the NRA and other Administration recovery measures. World consumption of 1,135,000 bales of American cotton for May was about equal to that of April. However, mill output is being further curtailed this year, at a time when operations were being stepped up rapidly a year ago.

The Government is expected to purchase 250,000 bales of cotton within the near future, and 1,000,000 bales over a longer period of time. These purchases are expected to stimulate mill activity and improve conditions by the time the near season starts August 1.

Steel Output Drop

The contraction of approximately 20 per cent. in the rate of operations of the steel industry during the current week, reported by the American Iron and Steel Industry, reflects the definite passing of the strike threat in the industry for the time being.

With operations stimulated during the past month by the strike danger and with new orders likely to be at low ebb, during the summer, operations during the next three months are expected to average below 40 per cent. of capacity. For this week, operations are scheduled at 44.7 per cent.

Public works projects and some increase in private building are counted upon to provide the chief basis for a moderate upturn in activity this fall. It is doubted that the railroad equipment modernization campaign launched by Co-ordinator Eastman will affect steel operations materially until next year.

Fall Wash Goods Ready in July

Leading converters will have their cotton and rayon wash goods lines ready for retailers about the first week in July. The present chaotic conditions in Summer styles are clouding the price outlook despite recent strength in gray cloth, but converters are hoping that they will not have to go below a price of 14½¢ for 80 square percales. Practically all other lines are priced in relation to that style, so whatever action is taken there will affect the entire market. A good deal depends on whether present wash goods stocks will be cleaned out in the next few weeks. One encouraging factor is more resistance in recent weeks to price cuts by corporation printers, who have had their lines open for some time.

Happiness lies between poverty and riches.

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.

ANNUAL ADDRESS

Of President of Michigan State Pharmaceutical Association

Another year has become history to the Michigan State Pharmaceutical Association. With it have passed some of the trials and obligations that each of us have had and we will hope will not be so heavy to bear in the days and weeks and months ahead.

Your President has tried to do a good job through this past year. We have seen some of the things that we thought dear to us swept away, and with it a new conception of friendship. We have found out who our real friends are.

Our membership has kept up well, not as high as all of us wish, but still it is high for the period we have been through.

I have had wonderful co-operation from the officers and the committee members this past year. I am grateful to each and every one of them for what they have done. I also am grateful to the Board of Pharmacy, and while most of the Association business has been handled through Director Parr's office, I know the other gentlemen are responsible for good conduct of their office in the state office building, and they should have credit for their efficiency there.

The real live drug club in Berrien county, the Twin City Drug Club of Benton Harbor—St. Joseph, through their good secretary and my good friend, Henry Hadley, have written our association asking that they be given the name of an auxiliary to the M.S.P.A. I have talked this matter over with the chairman of the executive committee and he favors this, as well as I do, and I believe this is a good time to call these local clubs M.S.P.A. Auxiliaries. This will build up to better feeling to the state organization. In addition to this act on the part of the Twin City Association, they have sold 100 per cent. of the druggists of their county on state memberships, and I want them to have credit along with Oakland, Chippewa, Van Buren, and Cass counties for this splendid achievement.

I have spent a busy year. I made one trip to the Upper Peninsula and

as your President was asked to speak before the Rotary Club and the Kiwanis club at Sault Ste. Marie, I spoke at the Kiwanis club in Paw Paw, and have addressed druggist meetings in Holland, Battle Creek, Three Rivers, Hastings, Muskegon, St. Joseph, Paw Paw, South Haven, Niles, Marshall, Lansing, three times; and the Exchange club in Benton Harbor. It has meant some work on my part, and I am mighty happy to do it and will keep on doing it for the good of the M.S.P.A. I am at the service of the drug trade of Michigan.

Education

Educationally, I cannot report as much progress from my office for the last year. I have had no invitation to come to any of the colleges of Pharmacy for any address at any time. I was in Ann Arbor once and have been in Detroit twice, and would gladly have been at the service of the colleges. I



Duncan Weaver

surely believe in education—higher education, for the pharmacist and he who really serves is always learning for himself. My record as a student, as an officer and as a member of the Board of Pharmacy will substantiate any statement I make here for the betterment of pharmacy through educating our students better. I hope the colleges of pharmacy in Michigan will try to bring their student body closer to the State Association, and avail themselves of the best that our association is always ready to give and to do. It is needless for me to tell you any of the advantages of the Association. The results are all about us now.

Co-operation

The state hardware, grocery, dry goods and other businesses have called a meeting at Lansing to-morrow and they want us to co-operate. I have written them, as I presume Mr. Turrel has, that we stand ready, but it is doubtful if we can get to a meeting this week, as our convention is the first matter with each of us as Pharmacists.

Now for a "personal accounting." One of our best congressmen, who is always friendly to druggist legislation, comes home each year and somewhere

in the district he is called in for an accounting. He likes them, I believe, for he has served about twenty years and so far opposition looks alike to him all of the time, for he wins easily. Well, this is my accounting, and I have missed three executive committee meetings. So I am at fault there. They were each held on the Eastern side of the state and came soon after I had been there, and I did not feel that I could cross the state twice for them, so I did not do it.

I want to say at this time that I have appreciated the good work of our secretary. I believe he has been in that position for twelve years, and it is his desire this year to serve no longer, and I only hope that this convention will name another who will work as unceasingly for the good of pharmacy as Secretary Turrel has done through these years. He has taken care of his correspondence with a speed that is always appreciated and his work will stand for a long time in the annals of this state association. I appreciate his work and will continue to help the next secretary all I can.

Codes

We have seen lots of codes this past year. I might give you a little resume of the code work as I have seen it to date. I have had telegrams, telephone calls from the National headquarters, from Mr. Gales, Mr. Goode, and Dr. E. F. Kelly. Dr. Kelly is secretary of the A.Ph.A., as well as a member of the code committee along with Secretary Dargavel and Mr. Goode, and Mr. Gales. I believe that the drug business has had some very high grade representation in the Washington situation.

I was asked to name committees in each of the Michigan congressional districts and I did all the way from Ironwood to New Buffalo, and I tried to cover the state geographically as well as picking outstanding men in these several districts. How well this has succeeded we each know, and I believe that much good was done. I think the third district (Kalamazoo and Battle Creek) was the best organized of any of the districts and they made a real study of the situation there and did some very excellent work.

The crowning achievement of the code program was the price bill that was put through in April, and I am

told to-day that the drug price limitation still stands as it was placed. I hope it will still remain there. The opposition of one department store is so marked that I believe they will do all they can to break this, and it behooves each of the drug men in Washington to be on his toes in this matter. I think we as druggists have good representation there with Bruce Philip and the code committee.

Constructive Salesmanship

We have seen many of the drug journals carry articles on moving the prescription counter out and all that, but I believe the salvation for the drug trade to-day is constructive salesmanship. We know the selling articles now and the short profit items, and we must do a job of selling in our stores which will help to bring this to the front. This can be done through sales persons meetings and give each of your people some definite item to investigate, and get the selling points, and the weak points as well on it, and try to build that up so it will get interest on the part of the other sales people and that can be done so it will help a lot. I know one organization of stores which meet monthly and many of the sales executives have been called there to tell of the high lights in their lines, and they have done a good work.

This may be a little out of the bounds of what I have come here to say, but I want to assure you that if I can help you in any of your problems, I am ready to do my part.

We are coming to the close of this, another address of your President for the fifty-second year. I want to tell you that I have appreciated the things this association has done for me, and I will be ever grateful for this privilege I have had in serving you.

When we come to times like these I am always reminded of the closing words of John Clark Ridpath, that historian among historians, in his ending the History of the World!

"The past has taught its lesson, the present has its duty and the future its hope."

Duncan Weaver.

He who serves humanity best is greater than those who exploit it.

Education appeals to reason. Armies and Navies appeal by force.

Putnam's

FIVE-CENT CANDIES THAT SELL

Cocoanut Rolls	24/5c	Cashew Rolls	24/5c
Toasted Rolls	24/5c	Pecan Rolls	24/5c
Skylark Wafers	24/5c	Fudge Bars	24/5c
Orchard Jellies	24/5c	Malty Milkies	24/5c
Handy Pack Pep. Lozenges	24/5c	Handy Pack Pink Lozenges	24/5c
Handy Pack Assorted Lozenges 24/5c			

INSIST ON PUTNAM'S

Order From Your Jobber

National Candy Co., Inc. PUTNAM FACTORY Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER			MORPHINE			POTASSIUM		
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55	Ounces -----	@13	65	Acetate, lb.	60 @	96
Boric, Powd., or Xtal, lb.	07 1/2 @	20	Chamomile			1/8s -----	@14	40	Bicarbonate, lb.	30 @	35
Carbolic, Xtal, lb.	36 @	43	German, lb.	55 @	60	MUSTARD			Bichromate, lb.	15 @	25
Citric, lb.	33 @	45	Roman, lb.	27 1/2 @	40	Bulk, Powd.			Bromide, lb.	59 @	72
Muriatic, Com'l., lb.	03 1/2 @	10	Saffron			Select, lb.	45 @	50	Carbonate, lb.	40 @	68
Nitric, lb.	10 @	15	American, lb.	50 @	55	No. 1, lb.	25 @	35	Chlorate		
Oxalic, lb.	15 @	25	Spanish, ozs.	50 @	1 35	NAPHTHALINE			Xtal, lb.	20 @	29
Sulphuric, lb.	03 1/2 @	10	FORMALDEHYDE, BULK			Balls, lb.	08 1/2 @	15	Powd., lb.	19 @	27
Tartaric, lb.	33 @	40	Pound -----	09 @	20	Flake, lb.	08 1/2 @	15	Gran., lb.	32 @	40
ALCOHOL			FULLER'S EARTH			NUTMEG			Iodide, lb.	2 30 @	2 60
Denatured, No. 5, gal.	44 @	55	Powder, lb.	05 @	10	Pound -----	@	40	Pernanganate, lb.	25 @	40
Grain, gal.	4 00 @	5 00	GELATIN			Powdered, lb.	@	50	Prussiate		
Wood, gal.	50 @	60	Pound -----	55 @	65	NUX VOMICA			Red, lb.	80 @	90
ALUM-POTASH, USP			GLUE			Pound -----	@	25	Yellow, lb.	50 @	60
Lump, lb.	04 @	13	Brok., Bro., lb.	20 @	30	Powdered, lb.	15 @	25	QUASSIA CHIPS		
Powd. or Gra., lb.	04 1/2 @	13	Gro'd, Dark, lb.	16 @	22	OIL ESSENTIAL			Pound -----	25 @	30
AMMONIA			Whi. Flake, lb.	27 1/2 @	35	Almond			Powd., lb.	35 @	40
Concentrated, lb.	06 @	18	White G'd, lb.	25 @	35	Bit., true, ozs.	@	50	QUININE		
4-F, lb.	05 1/2 @	13	White AXX light, lb.	42 1/2 @	50	Bit., art., ozs.	@	30	5 oz. cans, ozs.	@	77
3-F, lb.	05 1/2 @	13	Ribbon			Sweet, true, lb.	1 40 @	2 00	ROSIN		
Carbonate, lb.	20 @	25	GLYCERINE			Sweet, art., lbs.	75 @	1 20	Pound -----	04 @	15
Muriate, Lp., lb.	18 @	30	Pound -----	17 1/2 @	45	Amber, crude, lb.	71 @	1 40	ROOT		
Muriate, Gra., lb.	07 1/2 @	18	GUM			Amber, rect., lb.	1 30 @	2 00	Aconite, Powd., lb.	@	90
Muriate, Po., lb.	22 @	35	Aloes, Barbadoes,			Anise, lb.	1 00 @	1 60	Alkanet, lb.	35 @	40
ARSENIC			so called, lb. gourds	@	60	Bay, lb.	4 00 @	4 25	Alkanet, Powd., lb.	@	50
Pound -----	07 @	20	Powd., lb.	35 @	45	Bergamot, lb.	3 25 @	3 75	Belladonna, Powd., lb.	@	75
BALSAMS			Aloes, Socotrine, lb.	@	75	Cajeput, lb.	1 50 @	2 00	Blood, Powd., lb.	35 @	45
Copaiba, lb.	60 @	1 40	Powd., lb.	@	80	Caraway S'd, lb.	3 50 @	4 00	Burdock, Powd., lb.	@	60
Fir, Cana., lb.	2 00 @	2 40	Arabic, first, lb.	@	40	Cassia, USP, lb.	2 10 @	2 60	Calamus, Bleached, Split and		
Fir, Oreg., lb.	50 @	1 00	Arabic, sec., lb.	@	30	Cedar Leaf, lb.	1 70 @	2 20	Peel, lb.	@	65
Peru, lb.	3 00 @	3 60	Arabic, sorts, lb.	15 @	25	Citronella, lb.	1 00 @	1 25	Calamus, Ordinary, lb.	@	25
Tolu, lb.	1 50 @	1 80	Arabic, Gran., lb.	25 @	35	Cloves, lb.	1 75 @	2 25	Calamus, Powd., lb.	@	50
BARKS			Asafoetida, lb.	47 @	50	Croton, lbs.	4 00 @	4 60	Elecampane, lb.	25 @	30
Cassia			Asafoetida, Po., lb.	75 @	82	Cubeb, lb.	4 25 @	4 80	Gentian, Powd., lb.	27 1/2 @	40
Ordinary, lb.	@	30	Guaiac, lb.	@	60	Erigeron, lb.	2 70 @	3 35	Ginger, African, Powd., lb.	15 @	25
Ordinary, Po., lb.	25 @	35	Guaiac, powd.	@	65	Eucalytus, lb.	85 @	1 20	Ginger, Jamaica, Limed, lb.	30 @	40
Saigon, lb.	@	40	Kino, lb.	@	90	Fennel	2 25 @	2 60	Ginger, Jamaica, Powd., lb.	25 @	35
Saigon, Po., lb.	50 @	60	Kino, powd., lb.	@	1 00	Hemlock, Pu., lb.	1 70 @	2 20	Goldenseal, Powd., lb.	1 75 @	2 00
Elm, lb.	40 @	50	Myrrh, lb.	@	60	Hemlock Com., lb.	1 00 @	1 25	Hellebore, White, Powd., lb.	20 @	30
Elm, Powd., lb.	38 @	45	Myrrh, Pow., lb.	@	75	Juniper Ber., lb.	3 00 @	3 20	Indian Turnip, Powd., lb.	@	50
Elm, G'd, lb.	38 @	45	Shellac, Orange, lb.	35 @	45	Junip'r W'd, lb.	1 50 @	1 75	Ipecac, Powd., lb.	3 00 @	3 60
Sassafras (P'd lb. 50)	38 @	45	Ground, lb.	35 @	45	Lav. Flow., lb.	4 50 @	5 00	Licorice, lb.	30 @	35
Sassafras, cut, lb.	20 @	30	Shellac, white (bone dr'd) lb.	45 @	55	Lav. Gard., lb.	1 25 @	1 50	Licorice, Powd., lb.	15 @	25
Scaptree, Po., lb.	35 @	40	Tragacanth			Lemon, lb.	2 00 @	2 40	Mandrake, Powd., lb.	@	40
BERRIES			No. 1, bbls.	1 50 @	1 75	Mustard, true, ozs.	@	1 25	Marshmallow, Cut, lb.	@	53
Cubeb, lb.	@	65	No. 2, lbs.	1 35 @	1 50	Mustard, art., ozs.	@	30	Marshmallow, Powd., lb.	@	60
Cubeb, Po., lb.	@	75	Pow., lb.	1 25 @	1 50	Orange, Sw., lb.	3 25 @	3 60	Orris, lb.	@	35
Juniper, lb.	10 @	20	HONEY			Origanum, art., lb.	1 00 @	1 20	Orris, Powd., lb.	40 @	45
BLUE VITRIOL			Pound -----	25 @	40	Pennyroyal, lb.	2 75 @	3 20	Orris, Fingers, lb.	@	1 75
round -----	06 @	15	HOPS			Peppermint, lb.	4 25 @	4 80	Pink, Powd., lb.	1 50 @	2 25
BORAX			1/2s Loose, Pressed, lb.	@	1 00	Rose, dr.	@	2 50	Poke, Powd., lb.	@	30
P'd or Xtal, lb.	06 @	13	HYDROGEN PEROXIDE			Rose, Geran., ozs.	@	1 00	Rhubarb, lb.	@	80
BRIMSTONE			Pound, gross -----	27 00 @	29 00	Rosemary Flowers, lb.	1 00 @	1 50	Rhubarb, Powd., lb.	@	60
Pound -----	04 @	10	1/2 lb., gross -----	17 00 @	18 00	Sandalwood			Sarsaparilla (Honduras, cut)	1 30 @	1 40
CAMPHOR			1/4 lb., gross -----	11 00 @	11 50	E. I., lb.	8 00 @	8 60	Sarsaparilla, Med., Cut, lb.	@	50
Pound -----	80 @	1 00	INDIGO			W. I., lb.	4 50 @	4 75	Squills, Powd., lb.	42 @	80
CANTHARIDES			Madras, lb.	2 00 @	2 25	Sassafras			Tumeric, Powd., lb.	15 @	25
Russian, Powd.	@	4 50	INSECT POWDER			True, lb.	1 90 @	2 40	Valerian, Powd., lb.	@	50
Chinese, Powd.	@	2 00	Pure, lb.	31 @	41	Syn., lb.	85 @	1 40	SAL		
CHALK			LEAD ACETATE			Spearmint, lb.	2 50 @	3 00	Epsom, lb.	03 1/4 @	10
Crayons			Xtal, lb.	17 @	25	Tansy, lb.	3 50 @	4 00	Glaucers		
White, dozen -----	@	3 60	Powd. and Gran.	25 @	35	Thyme, Red, lb.	1 75 @	2 40	Lump, lb.	03 @	10
Dustless, dozen -----	@	6 00	LICORICE			Thyme, Whi., lb.	2 00 @	2 60	Gran., lb.	03 1/2 @	10
French Powder, Com'l., lb.	03 1/2 @	10	Extracts, sticks, per box	1 50 @	2 00	Wintergreen			Nitre		
Precipitated, lb.	12 @	15	Lozenges, lb.	40 @	50	Leaf, true, lb.	5 60 @	6 00	Xtal. or Powd.	10 @	20
Prepared, lb.	14 @	16	Wafers, (24s) box	@	1 50	Birch, lb.	4 00 @	4 60	Gran., lb.	09 @	20
White, lump, lb.	03 @	10	LEAVES			Syn.	75 @	1 20	Rochelle, lb.	17 @	30
CAPSICUM			Buchu, lb., short	@	60	Wormseed, lb.	3 50 @	4 00	Soda, lb.	02 1/2 @	08
Pods, lb.	60 @	70	Buchu, lb., long	@	70	Wormwood, lb.	4 50 @	5 00	SEED		
Powder, lb.	62 @	75	Buchu, P'd, lb.	25 @	30	OILS HEAVY			Anise, lb.	40 @	45
CLOVES			Sage, bulk, lb.	@	40	Castor, gal.	1 45 @	1 60	Canary, Re-cleaned, lb.	10 @	15
Whole, lb.	30 @	40	Sage, loose pressed, 1/4s, lb.	@	40	Cocanut, lb.	22 1/2 @	35	Cardamon, Bleached, lb.	@	1 75
Powdered, lb.	35 @	45	Sage, ounces	@	85	Cod Liver, Norwegian, gal.	1 20 @	1 50	Caraway, Dutch, lb.	25 @	30
COCAINE			Sage, P'd and Grd.	@	35	Cot. Seed, gal.	85 @	1 00	Celery, lb.	90 @	1 00
Ounce -----	14 75 @	15 40	Senna			Lard, ex., gal.	1 55 @	1 65	Colchicum, Powd., lb.	@	2 00
COPPERAS			Alexandria, lb.	35 @	40	Lard, No. 1, gal.	1 25 @	1 40	Coriander, lb.	15 @	25
Xtal, lb.	03 1/4 @	10	Tinneveilla, lb.	25 @	40	Linseed, raw, gal.	82 @	97	Fennel, lb.	30 @	40
Powdered, lb.	04 @	15	Powd., lb.	25 @	35	Linseed, boil., gal.	85 @	1 00	Flax, Whole, lb.	06 1/2 @	15
CREAM TARTAR			Uva Ursi, lb.	@	31	Neatsfoot, extra, gal.	80 @	1 00	Flax, Ground, lb.	06 1/2 @	15
Pound -----	25 @	38	Uva Ursi, P'd, lb.	@	45	Olive			Hemp, Re-cleaned, lb.	08 @	15
CUTTLEBONE			LIME			Malaga, gal.	2 50 @	3 00	Lobelia, Powd., lb.	@	85
Pound -----	40 @	50	Chloride, med., dz.	@	85	Pure, gal.	3 00 @	5 00	Mustard, Black, lb.	15 @	25
DEXTRINE			Chloride, large, dz.	@	1 45	Sperm, gal.	1 25 @	1 50	Mustard, White, lb.	15 @	25
Yellow Corn, lb.	06 1/2 @	15	LYCOPodium			Tanner, gal.	75 @	90	Poppy, Blue, lb.	20 @	25
White Corn, lb.	07 @	15	Pound -----	45 @	60	Tar, gal.	50 @	65	Quince, lb.	1 00 @	1 25
EXTRACT			MAGNESIA			Whale, gal.	@	2 00	Rape, lb.	10 @	15
Witch Hazel, Yellow Lab.,	1 10 @	1 70	Carb., 1/8s, lb.	@	30	OPIUM			Sabadilla, Powd., lb.	58 @	75
Licorice, P'd, lb.	50 @	60	Carb., 1/4s, lb.	@	32	Gum, ozs., \$1.40; lb.			Sunflower, lb.	11 @	20
			Carb., Powd., lb.	15 @	25	Powder, ozs., \$1.40; lb.			Worm, Levant, lb.	@	4 50
			Oxide, Hea., lb.	@	75	Gran., ozs., \$1.40; lb.			Worm, Levant, Powd.	@	4 75
			Oxide, light, lb.	@	75	PARAFFINE			SOAP		
MENTHOL			MERCURY			Pound -----	06 1/2 @	15	Castile, Conti, White		
Pound -----	4 54 @	4 88	Pound -----	1 50 @	1 75	PEPPER			Box -----	@	15 75
POTASSA						Black, grd., lb.	25 @	35	Bar -----	@	1 60
Caustic, st'ks, lb.	55 @	88				Red, grd., lb.	45 @	55	Powd. -----	50 @	55
Liquor, lb.	@	40				White, grd., lb.	40 @	45	SODA		
TURPENTINE						PITCH BURGUNDY			Ash -----	03 @	10
Gallons -----	63 @	78				Pound -----	20 @	25	Bicarbonate, lb.	03 1/2 @	10

GUIDE TO MARKET CHANGES

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

ADVANCED

Sugar
Canned Peaches
Rolled Oats

DECLINED

Crisco

AMMONIA

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

APPLE BUTTER

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

BAKING POWDERS

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



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

BLEACHER CLEANSER

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

BLUING

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

BEANS and PEAS

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

BURNERS

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

BOTTLE CAPS

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

BREAKFAST FOODS

Kellogg's Brands
Corn Flakes, No. 136 2 26
Corn Flakes, No. 124 2 26
Pep, No. 224 2 20
Pep No. 250 1 05
Krumbs, No. 412 1 55
Bran Flakes, No. 624 1 90
Bran Flakes, No. 650 85
Rice Krispies, 6 oz. 2 40
Rice Krispies, 1 oz. 1 10
All Bran, 16 oz. 2 30
All Bran, 10 oz. 2 75
All Bran, 1/2 oz. 1 10
Kaffe Hag, 6 1-lb. 2 57

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 24 3 15
Post Bran, PBF 36 3 15
Sanka 6-1 lb. 2 57

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

BROOMS

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

BRUSHES

Scrub
Progress, dozen 90
Shaver
Shaker, dozen 90

SHOE

Topcen, dozen 90

BUTTER COLOR

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

CANDLES

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

CANNED FRUITS

Apples
Imperial, No. 10 4 50
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 2 35

Blackberries

Premio, No. 10 6 20

Blue Berries

Eagle, No. 10 8 75

Cherries

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

Cherries—Royal Ann

Supreme, No. 2 1/2 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 2 00
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 10
Quaker sliced or
halves, No. 2 1 60

Pears

Quaker, No. 10 8 25
Quaker, Bartlett, No.
2 1/2 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

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

Prepared Prunes

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

Raspberries, Black

Premio, No. 10 8 50
Hart, 8-ounce 80
Raspberries, Red
Premio, No. 10 8 75
Daggett, No. 2 2 20

Strawberries

Hunt, Superior, No. 2 2 35

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Chowder, No. 2 2 75
Clams, Steamed, No. 1 2 75
Clams, 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 15
Tuna, 1/4s, Van Camps,
doz. 1 15
Tuna, 1s, Van Camps,
doz. 3 45
Tuna, 1/2s, 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., Sil. 1 30
Corn Beef Hash, doz. 1 90
Beefsteak & Onions, s.
Chili Con Car., 1s 1 05
Deviled Ham, 1/4s 1 35
Deviled Ham, 1/2s 2 20
Potted Meat, 1/4 Libby 43
Potted Meat, 1/2 Libby 75
Potted Meat, 1/2 Qua. 65
Potted Ham, Gen. 1/4 1 35
Vienna Saus. No. 1/2 90

Baked Beans

Campbells 48s 2 30

CANNED VEGETABLES

Hart Brand

Asparagus

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

Baked Beans

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

Lima Beans

Little Quaker, No. 10 7 90
Baby, No. 2 1 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

Spinach

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

Squash

Boston, No. 3 1 35

Succotash

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

Tomatoes

No. 10 5 50
No. 2 1 85
No. 2 1 40
Pride of Mich., No. 2 1 10

CATSUP

Regal, 14 oz. doz. 1 38
Sniders, 8 oz. doz. 1 90
Sniders, 14 oz. doz. 1 85
Quaker, 10 oz. doz. 1 25
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 25
Kraft, Swiss Loaf 25
Kraft, Old End, Loaf 31
Kraft, Pimento, 1/4 lb. 1 60
Kraft, American, 1/4 lb. 1 50
Kraft, Brick, 1/4 lb. 1 50
Kraft, Limburger, 1/4 lb. 1 34

CHEWING GUM

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

CHOCOLATE

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

CIGARS

Hemt, Champions 38 50
Webster Plaza 75 00
Webster Golden Wed. 75 00
Websterettes 37 50
Cincos 38 50
Garcia Grand Babies 40 00
Bradstreets 35 50
Odins 40 00
R G Dun Boquet 75 00
Perfect Garcia Subl. 95 00
Hampton Arms Jun'r 33 00
Rancho Corona 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 91

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

CREAM OF TARTAR

6 lb. boxes 35

DRIED FRUITS

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

Citron

5 lb. box 37

Currants Packages, 11 oz.----- 14	JUNKET GOODS Junket Powder ----- 1 20 Junket Tablets ----- 1 35	FRESH MEATS Beef Top Steers & Heif.----- 11 Good Steers & Heif.----- 10 Med. Steers & Heif.----- 08 Com. Steers & Heif.----- 07	HERRING Holland Herring Mixed, kegs ----- 75 Milkers, kegs ----- 80	SOAP Am. Family, 100 box.----- 5 05 F. B., 60c ----- 2 25 Fels Naptha, 100 box ----- 4 55 Flake White, 10 box ----- 2 75 Jap Rose, 100 box ----- 7 40 Fairy, 100 box ----- 3 25 Palm Olive, 144 box ----- 6 20 Lava, 50 box ----- 2 25 Camay, 72 box ----- 3 05 P & G Nap Soap, 100@2 ----- 7 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	TEA Japan ----- 19 Medium ----- 22@30 Choice ----- 30@35 No. 1 Nibbs ----- 32
Dates Imperial, 12s, pitted.----- 1 90 Imperial, 12s, regular.----- 1 60 Imperial, 12s, 2 lb.----- Imperial, 12s, 1 lb.-----	MARGARINE Wilson & Co.'s Brands Oleo Nut ----- 11 Cut A F Oleo ----- 09	Veal Top ----- 09 Good ----- 08 Medium ----- 07	Lake Herring ½ bbl., 100 lbs.-----	Mackerel Tubs, 60 Count, fy. fat 6 00 Pails, 10 lb. Fancy fat 1 50	Gunpowder Choice ----- 34
Figs Calif., 24-83, case.----- 1 70	MATCHES Diamond, No. 5, 144 ----- 6 25 Searchlight, 144 box ----- 6 25 Crescent, 144 ----- 5 65 Diamond, No. 0 ----- 5 00	Lamb Spring Lamb ----- 20 Good ----- 18 Medium ----- 15 Poor ----- 10	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	SPICES Whole Spices Allspice Jamaica ----- @24 Cloves, Zanzibar ----- @36 Cassia, Canton ----- @24 Cassia, 5c pkg., doz. ----- @40 Ginger, Africa ----- @19 Mixed, No. 1 ----- @30 Mixed, 10c pkgs., doz. ----- @65 Nutmegs, 70@90 ----- @50 Nutmegs, 105-110 ----- @48 Pepper, Black ----- @23	Ceylon Pekoe, medium ----- 63
Peaches Evap. Choice ----- 13½	Safety Matches Red Top, 5 gross case 5 25 Signal Light, 5 gro. cs. 5 25 Standard, 5 gro. cs. ----- 4 00	Mutton Good ----- 07 Medium ----- 05 Poor -----	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	Pure Ground in Bulk Allspice, Jamaica ----- @18 Cloves, Zanzibar ----- @28 Cassia, Canton ----- @22 Ginger, Corkin ----- @17 Mustard ----- @21 Mace Penang ----- @60 Pepper, Black ----- @20 Nutmegs ----- @25 Pepper, White ----- @30 Pepper, Cayenne ----- @26 Paprika, Spanish ----- @36	English Breakfast Congou, medium ----- 28 Congou, choice ----- 35@36 Congou, fancy ----- 42@43
Peel Lemon, Dromedary, 4 oz., doz. ----- 1 10 Orange, Dromedary, 4 oz., dozen ----- 1 10 Citron, Dromedary, 4 oz., dozen ----- 1 10	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	Pork Loins ----- 16 Butts ----- 14 Shoulders ----- 11½ Spareribs ----- 07½ Neck Bones ----- 03 Trimnings ----- 08	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, dz. ----- 2 80 Vulcanol, No. 10, doz. ----- 1 30 Stovoil, per doz. ----- 3 00	SPICES Allspice, Jamaica ----- @18 Cloves, Zanzibar ----- @28 Cassia, Canton ----- @22 Ginger, Corkin ----- @17 Mustard ----- @21 Mace Penang ----- @60 Pepper, Black ----- @20 Nutmegs ----- @25 Pepper, White ----- @30 Pepper, Cayenne ----- @26 Paprika, Spanish ----- @36	Oolong Medium ----- 39 Choice ----- 45 Fancy ----- 50
Raisins Seeded, bulk ----- 7½ Thompson's S'dless blk. 7½ Quaker s'dless blk. ----- 7½ 15 oz. ----- 7½ Quaker Seeded, 15 oz. ----- 8	NUTS Whole Almonds, Peerless ----- 15½ Brazil, large ----- 14½ Fancy Mixed ----- 15 Filberts, Naples ----- 20 Peanuts, vir. Roasted 09½ Peanuts, Jumbo ----- 10½ Pecans, 3, star ----- 25 Pecans, Jumbo ----- 40 Pecans, Mammoth ----- 50 Walnuts, Cal. ----- 14@20 Hickory ----- 07	PROVISIONS Barreled Pork Clear Back ----- 16 00@18 00 Short Cut, Clear ----- 12 00	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	Seasoning Chili Powder, 1½ oz. ----- 62 Celery Salt, 1½ oz. ----- 80 Sage, 2 oz. ----- 80 Onion Salt ----- 1 35 Garlic ----- 1 35 Poneltz, 3½ oz. ----- 3 25 Kitchen Bouquet ----- 4 25 Laurel Leaves ----- 25 Marjoram, 1 oz. ----- 50 Savory, 1 oz. ----- 65 Thyme, 1 oz. ----- 50 Tumeric, 1½ oz. ----- 35	TWINE Cotton, 3 ply cone ----- 40 Cotton, 3 ply balls ----- 40
California Prunes 90@100, 25 lb. boxes ----- @07 80@ 90, 25 lb. boxes ----- @07½ 70@ 80, 25 lb. boxes ----- @08½ 60@ 70, 25 lb. boxes ----- @08½ 50@ 60, 25 lb. boxes ----- @09½ 40@ 50, 25 lb. boxes ----- @10½ 30@ 40, 25 lb. boxes ----- @11½ 20@ 30, 25 lb. boxes ----- @13 18@ 24, 25 lb. boxes ----- @15½	Salted Peanuts Fancy, No. 1 ----- 10½ 12-1 lb. Cellophane case ----- 1 25	Dry Salt Meats D S Belles ----- 20-25 10	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, dz. ----- 2 80 Vulcanol, No. 10, doz. ----- 1 30 Stovoil, per doz. ----- 3 00	SPICES Allspice, Jamaica ----- @18 Cloves, Zanzibar ----- @28 Cassia, Canton ----- @22 Ginger, Corkin ----- @17 Mustard ----- @21 Mace Penang ----- @60 Pepper, Black ----- @20 Nutmegs ----- @25 Pepper, White ----- @30 Pepper, Cayenne ----- @26 Paprika, Spanish ----- @36	VINEGAR F. O. B. Grand Rapids Cider, 40 grain ----- 18½ White Wine, 40 grain 19½ White Wine, 80 grain 24½
Hominy Pearl, 100 lb. sacks ----- 3 50	Shelled Almonds ----- 39 Peanuts, Spanish, 125 lb. bags ----- 7½ Filberts ----- 32 Pecans, salted ----- 45 Walnut, California ----- 48	Sausages Bologna ----- 11 Liver ----- 15 Frankfort ----- 13 Pork ----- 15 Tongue, Jellied ----- 32 Headcheese ----- 13	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, dz. ----- 2 80 Vulcanol, No. 10, doz. ----- 1 30 Stovoil, per doz. ----- 3 00	Seasoning Chili Powder, 1½ oz. ----- 62 Celery Salt, 1½ oz. ----- 80 Sage, 2 oz. ----- 80 Onion Salt ----- 1 35 Garlic ----- 1 35 Poneltz, 3½ oz. ----- 3 25 Kitchen Bouquet ----- 4 25 Laurel Leaves ----- 25 Marjoram, 1 oz. ----- 50 Savory, 1 oz. ----- 65 Thyme, 1 oz. ----- 50 Tumeric, 1½ oz. ----- 35	WICKING No. 9, per gross ----- 80 No. 1, per gross ----- 1 25 No. 2, per gross ----- 1 50 No. 3, per gross ----- 2 30 Peerless Rolls, per doz. ----- 90 Rochester, No. 2, doz. ----- 50 Rochester, No. 3, doz. ----- 2 00 Rayo, per doz. ----- 75
Bulk Goods Elb. Macaroni, 20 lb. bx. 1 35 Egg Noodle, 10 lb. box 1 25	MINCE MEAT None Such, 4 doz. ----- 6 20 Quaker, 3 doz. case ----- 2 65 Yo Ho, Kegs, wet, lb. ----- 16½	Smoked Meats Hams, Cert., 14-16 lb. ----- 20 Hams, Cert., Skinned 16-18 lb. ----- @20 Ham, dried beef ----- @22 Knuckles ----- @11 California Hams ----- @16 Picnic Boiled Hams ----- @28 Boiled Hams ----- @11 Minced Hams ----- @11 Bacon 4/6 Cert. ----- @20	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, dz. ----- 2 80 Vulcanol, No. 10, doz. ----- 1 30 Stovoil, per doz. ----- 3 00	Seasoning Chili Powder, 1½ oz. ----- 62 Celery Salt, 1½ oz. ----- 80 Sage, 2 oz. ----- 80 Onion Salt ----- 1 35 Garlic ----- 1 35 Poneltz, 3½ oz. ----- 3 25 Kitchen Bouquet ----- 4 25 Laurel Leaves ----- 25 Marjoram, 1 oz. ----- 50 Savory, 1 oz. ----- 65 Thyme, 1 oz. ----- 50 Tumeric, 1½ oz. ----- 35	WOODENWARE Baskets Bushels, Wide Band, wood handles ----- 2 00 Market, drop handle ----- 90 Market, single handle ----- 95 Market, extra ----- 1 60 Splint, large ----- 8 50 Splint, medium ----- 7 50 Splint, small ----- 6 50
Pearl Barley 0000 ----- 7 00 Barley Grits ----- 5 00 Chester ----- 4 50	Shelled Almonds ----- 39 Peanuts, Spanish, 125 lb. bags ----- 7½ Filberts ----- 32 Pecans, salted ----- 45 Walnut, California ----- 48	Sausages Bologna ----- 11 Liver ----- 15 Frankfort ----- 13 Pork ----- 15 Tongue, Jellied ----- 32 Headcheese ----- 13	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, dz. ----- 2 80 Vulcanol, No. 10, doz. ----- 1 30 Stovoil, per doz. ----- 3 00	Seasoning Chili Powder, 1½ oz. ----- 62 Celery Salt, 1½ oz. ----- 80 Sage, 2 oz. ----- 80 Onion Salt ----- 1 35 Garlic ----- 1 35 Poneltz, 3½ oz. ----- 3 25 Kitchen Bouquet ----- 4 25 Laurel Leaves ----- 25 Marjoram, 1 oz. ----- 50 Savory, 1 oz. ----- 65 Thyme, 1 oz. ----- 50 Tumeric, 1½ oz. ----- 35	WOODENWARE Baskets Bushels, Wide Band, wood handles ----- 2 00 Market, drop handle ----- 90 Market, single handle ----- 95 Market, extra ----- 1 60 Splint, large ----- 8 50 Splint, medium ----- 7 50 Splint, small ----- 6 50
Lentils Chili ----- 10	MINCE MEAT None Such, 4 doz. ----- 6 20 Quaker, 3 doz. case ----- 2 65 Yo Ho, Kegs, wet, lb. ----- 16½	Smoked Meats Hams, Cert., 14-16 lb. ----- 20 Hams, Cert., Skinned 16-18 lb. ----- @20 Ham, dried beef ----- @22 Knuckles ----- @11 California Hams ----- @16 Picnic Boiled Hams ----- @28 Boiled Hams ----- @11 Minced Hams ----- @11 Bacon 4/6 Cert. ----- @20	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, dz. ----- 2 80 Vulcanol, No. 10, doz. ----- 1 30 Stovoil, per doz. ----- 3 00	Seasoning Chili Powder, 1½ oz. ----- 62 Celery Salt, 1½ oz. ----- 80 Sage, 2 oz. ----- 80 Onion Salt ----- 1 35 Garlic ----- 1 35 Poneltz, 3½ oz. ----- 3 25 Kitchen Bouquet ----- 4 25 Laurel Leaves ----- 25 Marjoram, 1 oz. ----- 50 Savory, 1 oz. ----- 65 Thyme, 1 oz. ----- 50 Tumeric, 1½ oz. ----- 35	WOODENWARE Baskets Bushels, Wide Band, wood handles ----- 2 00 Market, drop handle ----- 90 Market, single handle ----- 95 Market, extra ----- 1 60 Splint, large ----- 8 50 Splint, medium ----- 7 50 Splint, small ----- 6 50
Tapioca Pearl, 100 lb. sacks ----- 7½ Minute, 8 oz., 3 doz. ----- 4 05 Dromedary Instant ----- 3 50	OLIVES—Plain Quaker, 24 4 oz. cases 1 87 Quaker, 24 7½ oz. cs. 3 55 High Life, 12 22 oz. cs. 3 45 1 gal. glass, each ----- 1 30	Sausages Bologna ----- 11 Liver ----- 15 Frankfort ----- 13 Pork ----- 15 Tongue, Jellied ----- 32 Headcheese ----- 13	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, dz. ----- 2 80 Vulcanol, No. 10, doz. ----- 1 30 Stovoil, per doz. ----- 3 00	Seasoning Chili Powder, 1½ oz. ----- 62 Celery Salt, 1½ oz. ----- 80 Sage, 2 oz. ----- 80 Onion Salt ----- 1 35 Garlic ----- 1 35 Poneltz, 3½ oz. ----- 3 25 Kitchen Bouquet ----- 4 25 Laurel Leaves ----- 25 Marjoram, 1 oz. ----- 50 Savory, 1 oz. ----- 65 Thyme, 1 oz. ----- 50 Tumeric, 1½ oz. ----- 35	WOODENWARE Baskets Bushels, Wide Band, wood handles ----- 2 00 Market, drop handle ----- 90 Market, single handle ----- 95 Market, extra ----- 1 60 Splint, large ----- 8 50 Splint, medium ----- 7 50 Splint, small ----- 6 50
Jiffy Punch 3 doz. Carton ----- 2 25 Assorted flavors.	OLIVES—Stuffed Quaker, 24 2½ oz. cs. 1 87 Quaker, 24 4 oz. cs. ----- 2 75 Quaker, 24 5 oz. cs. ----- 3 55 Quaker, 24 7½ oz. cs. 5 55 Quaker, 24 10 oz. cs. 5 95 Quaker, 12 32 oz. cs. ----- 7 88 1 Gallon glass, each ----- 1 80	Sausages Bologna ----- 11 Liver ----- 15 Frankfort ----- 13 Pork ----- 15 Tongue, Jellied ----- 32 Headcheese ----- 13	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, dz. ----- 2 80 Vulcanol, No. 10, doz. ----- 1 30 Stovoil, per doz. ----- 3 00	Seasoning Chili Powder, 1½ oz. ----- 62 Celery Salt, 1½ oz. ----- 80 Sage, 2 oz. ----- 80 Onion Salt ----- 1 35 Garlic ----- 1 35 Poneltz, 3½ oz. ----- 3 25 Kitchen Bouquet ----- 4 25 Laurel Leaves ----- 25 Marjoram, 1 oz. ----- 50 Savory, 1 oz. ----- 65 Thyme, 1 oz. ----- 50 Tumeric, 1½ oz. ----- 35	WOODENWARE Baskets Bushels, Wide Band, wood handles ----- 2 00 Market, drop handle ----- 90 Market, single handle ----- 95 Market, extra ----- 1 60 Splint, large ----- 8 50 Splint, medium ----- 7 50 Splint, small ----- 6 50
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	PARIS GREEN ½s ----- 34 1s ----- 32 2s and 5s ----- 30	Sausages Bologna ----- 11 Liver ----- 15 Frankfort ----- 13 Pork ----- 15 Tongue, Jellied ----- 32 Headcheese ----- 13	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, dz. ----- 2 80 Vulcanol, No. 10, doz. ----- 1 30 Stovoil, per doz. ----- 3 00	Seasoning Chili Powder, 1½ oz. ----- 62 Celery Salt, 1½ oz. ----- 80 Sage, 2 oz. ----- 80 Onion Salt ----- 1 35 Garlic ----- 1 35 Poneltz, 3½ oz. ----- 3 25 Kitchen Bouquet ----- 4 25 Laurel Leaves ----- 25 Marjoram, 1 oz. ----- 50 Savory, 1 oz. ----- 65 Thyme, 1 oz. ----- 50 Tumeric, 1½ oz. ----- 35	WOODENWARE Baskets Bushels, Wide Band, wood handles ----- 2 00 Market, drop handle ----- 90 Market, single handle ----- 95 Market, extra ----- 1 60 Splint, large ----- 8 50 Splint, medium ----- 7 50 Splint, small ----- 6 50
FRUIT CAN RUBBERS Presto Red Lip, 2 gro. carton ----- 78 Presto White Lip, 2 gro. carton ----- 83	PICKLES Sweet Small L and C, 7 oz., doz. ----- 92½ Paw Paw, quarts, doz. 2 80	Sausages Bologna ----- 11 Liver ----- 15 Frankfort ----- 13 Pork ----- 15 Tongue, Jellied ----- 32 Headcheese ----- 13	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, dz. ----- 2 80 Vulcanol, No. 10, doz. ----- 1 30 Stovoil, per doz. ----- 3 00	Seasoning Chili Powder, 1½ oz. ----- 62 Celery Salt, 1½ oz. ----- 80 Sage, 2 oz. ----- 80 Onion Salt ----- 1 35 Garlic ----- 1 35 Poneltz, 3½ oz. ----- 3 25 Kitchen Bouquet ----- 4 25 Laurel Leaves ----- 25 Marjoram, 1 oz. ----- 50 Savory, 1 oz. ----- 65 Thyme, 1 oz. ----- 50 Tumeric, 1½ oz. ----- 35	WOODENWARE Baskets Bushels, Wide Band, wood handles ----- 2 00 Market, drop handle ----- 90 Market, single handle ----- 95 Market, extra ----- 1 60 Splint, large ----- 8 50 Splint, medium ----- 7 50 Splint, small ----- 6 50
GELATINE Jell-o, 3 doz. ----- 1 90 Minute, 3 doz. ----- 4 05 Knox's, 1 dozen ----- 2 25 Jelsert, 3 doz. ----- 1 40	Dill Pickles Gal., 40 to Tin, doz. ----- 8 20 32 oz. Glass Thrown ----- 1 50	Sausages Bologna ----- 11 Liver ----- 15 Frankfort ----- 13 Pork ----- 15 Tongue, Jellied ----- 32 Headcheese ----- 13	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, dz. ----- 2 80 Vulcanol, No. 10, doz. ----- 1 30 Stovoil, per doz. ----- 3 00	Seasoning Chili Powder, 1½ oz. ----- 62 Celery Salt, 1½ oz. ----- 80 Sage, 2 oz. ----- 80 Onion Salt ----- 1 35 Garlic ----- 1 35 Poneltz, 3½ oz. ----- 3 25 Kitchen Bouquet ----- 4 25 Laurel Leaves ----- 25 Marjoram, 1 oz. ----- 50 Savory, 1 oz. ----- 65 Thyme, 1 oz. ----- 50 Tumeric, 1½ oz. ----- 35	WOODENWARE Baskets Bushels, Wide Band, wood handles ----- 2 00 Market, drop handle ----- 90 Market, single handle ----- 95 Market, extra ----- 1 60 Splint, large ----- 8 50 Splint, medium ----- 7 50 Splint, small ----- 6 50
HONEY Lake Shore 1 lb. doz.----- 1 90	PIPES Cob, 3 doz. in bx. 1 00@1 20	Sausages Bologna ----- 11 Liver ----- 15 Frankfort ----- 13 Pork ----- 15 Tongue, Jellied ----- 32 Headcheese ----- 13	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, dz. ----- 2 80 Vulcanol, No. 10, doz. ----- 1 30 Stovoil, per doz. ----- 3 00	Seasoning Chili Powder, 1½ oz. ----- 62 Celery Salt, 1½ oz. ----- 80 Sage, 2 oz. ----- 80 Onion Salt ----- 1 35 Garlic ----- 1 35 Poneltz, 3½ oz. ----- 3 25 Kitchen Bouquet ----- 4 25 Laurel Leaves ----- 25 Marjoram, 1 oz. ----- 50 Savory, 1 oz. ----- 65 Thyme, 1 oz. ----- 50 Tumeric, 1½ oz. ----- 35	WOODENWARE Baskets Bushels, Wide Band, wood handles ----- 2 00 Market, drop handle ----- 90 Market, single handle ----- 95 Market, extra ----- 1 60 Splint, large ----- 8 50 Splint, medium ----- 7 50 Splint, small ----- 6 50
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	PLAYING CARDS Blue Ribbon, per doz. 4 50 Bicycle, per doz. ----- 4 70 Torpedo, per doz. ----- 2 50	Sausages Bologna ----- 11 Liver ----- 15 Frankfort ----- 13 Pork ----- 15 Tongue, Jellied ----- 32 Headcheese ----- 13	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, dz. ----- 2 80 Vulcanol, No. 10, doz. ----- 1 30 Stovoil, per doz. ----- 3 00	Seasoning Chili Powder, 1½ oz. ----- 62 Celery Salt, 1½ oz. ----- 80 Sage, 2 oz. ----- 80 Onion Salt ----- 1 35 Garlic ----- 1 35 Poneltz, 3½ oz. ----- 3 25 Kitchen Bouquet ----- 4 25 Laurel Leaves ----- 25 Marjoram, 1 oz. ----- 50 Savory, 1 oz. ----- 65 Thyme, 1 oz. ----- 50 Tumeric, 1½ oz. ----- 35	WOODENWARE Baskets Bushels, Wide Band, wood handles ----- 2 00 Market, drop handle ----- 90 Market, single handle ----- 95 Market, extra ----- 1 60 Splint, large ----- 8 50 Splint, medium ----- 7 50 Splint, small ----- 6 50
JELLY GLASSES ¼ Pint Tall, per doz. ----- 85	POP CORN Sure Pop, 25 lb. bags 1 25 Yellow, 25 lb. bags ----- 1 25	Sausages Bologna ----- 11 Liver ----- 15 Frankfort ----- 13 Pork ----- 15 Tongue, Jellied ----- 32 Headcheese ----- 13	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, dz. ----- 2 80 Vulcanol, No. 10, doz. ----- 1 30 Stovoil, per doz. ----- 3 00	Seasoning Chili Powder, 1½ oz. ----- 62 Celery Salt, 1½ oz. ----- 80 Sage, 2 oz. ----- 80 Onion Salt ----- 1 35 Garlic ----- 1 35 Poneltz, 3½ oz. ----- 3 25 Kitchen Bouquet ----- 4 25 Laurel Leaves ----- 25 Marjoram, 1 oz. ----- 50 Savory, 1 oz. ----- 65 Thyme, 1 oz. ----- 50 Tumeric, 1½ oz. ----- 35	WOODENWARE Baskets Bushels, Wide Band, wood handles ----- 2 00 Market, drop handle ----- 90 Market, single handle ----- 95 Market, extra ----- 1 60 Splint, large ----- 8 50 Splint, medium ----- 7 50 Splint, small ----- 6 50
	COD FISH Mother Ann, 1 lb. pure 25	Sausages Bologna ----- 11 Liver ----- 15 Frankfort ----- 13 Pork ----- 15 Tongue, Jellied ----- 32 Headcheese ----- 13	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, dz. ----- 2 80 Vulcanol, No. 10, doz. ----- 1 30 Stovoil, per doz. ----- 3 00	Seasoning Chili Powder, 1½ oz. ----- 62 Celery Salt, 1½ oz. ----- 80 Sage, 2 oz. ----- 80 Onion Salt ----- 1 35 Garlic ----- 1 35 Poneltz, 3½ oz. ----- 3 25 Kitchen Bouquet ----- 4 25 Laurel Leaves ----- 25 Marjoram, 1 oz. ----- 50 Savory, 1 oz. ----- 65 Thyme, 1 oz. ----- 50 Tumeric, 1½ oz. ----- 35	WOODENWARE Baskets Bushels, Wide Band, wood handles ----- 2 00 Market, drop handle ----- 90 Market, single handle ----- 95 Market, extra ----- 1 60 Splint, large ----- 8 50 Splint, medium ----- 7 50 Splint, small ----- 6 50

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.

To-day's Retail Shoe Prices Below Fair Normal

The huge cost of the depression, about \$250,000,000,000, was way beyond the actual cost of the World War and the strangest thing of the whole matter is that it was—as Woodrow Wilson said years ago in a somewhat similar state of affairs—"mostly psychological."

Here we are in the world of 1934 with most of the things that we had in 1929—a plenty of everything, then worth big money and now relatively measured at half-price. If it was an emotion that did that dirty deed of liquidating the prosperity of 1929, who is there to say what we have to-day is reality? It is rather—sub-normal and as dangerous in its psychology as the situation in 1929.

To be more explicit. Why should the merchant continue the retail price level that was the lowest low of 1933? We have gone over the records and discovered that the price levels of a year ago have not been materially lifted in the average of shoes at retail. The merchant who is trying to give the public the most for the money at the same \$2.95 price that he had a year ago, is far below the level of normal to-day.

Shoe prices, on the average, are below the fair normal of other commodities. If one looks at the stock market quotations of a year ago and of to-day, one sees 60 per cent. increase. Take other commodities and increases are noted right along the line. It is true that in the last 12 months we have made more shoes than ever before in the history of the United States. We made over 360,000,000 pairs between the two Aprils of 1933 and 1934. But at what price retail? Certainly not a price in tune and in step with the prices of other commodities. Just record shoe production totals do not make prosperity—it's the pair by pair selling price that really counts.

We face a psychological condition, one in which the mind of the merchant remembers the miracle of value he offered at the low prices of a year ago and thinks that a volume can be achieved best at that price. The idea of getting something for his services and for his selection escapes him entirely. He fights for a sub-normal price even though he knows conditions have generally improved and costs have mounted in every service of supplies.

Now comes a clearance season and there are indications of clearance prices below actual costs, with Summer still some weeks away. It is true that we

have had some hot weather but it is not true that we have had Summer as yet. If we can give to every merchant the true emotion that profit is a necessary thing every month in the year, we will have done much to change the psychology of trade.

There is a whole lot of common sense in going after business vigorously at a time when other merchants are lying back because it's seasonable to expect hot weather and indolence. The sluggish feeling of mid-Summer may spread all over the merchants of the town with the exception of one alert man who figures that payrolls are almost continuous. The feminine desire to buy knows neither rhyme nor reason, and the store with just a little more pep to it gets a very comfortable advantage because of profitable sales made in ebb months.

When all the fish are biting, it does not take much of a fisherman to bring in a big bag, but when the best trout hide in the deepest and most inaccessible pools, then the real mettle of a sportsman is brought out.

The same goes in merchandising. A tempting display of very pretty shoes for women, and real sport footwear for men in both window and newspaper will bring business if the picture is interesting. Merchandising is such a great game that you get more joy out of coaxing people to buy day in and day out the year round than you get in the unstabilized rushes just before a holiday of what is obviously shopping trade instead of constant trade.

The way to build up a Summer business that you can be proud of is to go after it pair by pair, noting your gains over a year ago by the little special efforts that you put into special people around town. Don't save all your good selling plans until Fall; use them up as they come along "for as one lamp lights another nor grows less," so the ideas that you put forth in Summer kindle fresher ideas for Fall and you find that your organization is ready for the Fall brunt of business by having kept in trim when the harder race track is in the Summer.—Boot and Shoe Recorder.

Serious Housing Shortage in Near Future

(Continued from page 14)

ance for normal vacancy of perhaps 6 per cent. If one adds the fact that 3512 of the dwellings were reported as "unfit to live in," it is even more apparent that this preliminary data indicates that there is danger of a serious housing shortage in the near future.

As I told you before, an attempt was made to classify the structures according to their condition. About 4 per cent. were reported as "unfit to live in," 20 per cent. as needing structural repairs, 36 per cent. as needing minor repairs, and only 40 per cent. are in good condition. Here is a great need and a great market, the repair and improvement of present dwellings. In every city for which we have as yet completed our reports, at least two out of every five dwellings offer the opportunity for definite repair or renovating.

The details concerning heating are extremely interesting, but must be dis-

cussed in the light of the locations of each city. However, the fact that only slightly more than half, 55.5 per cent. of the dwellings, have both hot and cold running water, gives cause for thought, and 14.1 per cent. have no running water at all. Getting a bit more personal, I must report that 24.3 per cent. of all the dwellings have no private indoor water closet, and 34.8 per cent. have neither tub nor shower. In one city, these percentages run as high as 42.8 per cent. without water closet, and 50.2 per cent. without tub or shower. Approximately one-half of the dwellings have neither gas nor electric cooking.

This is only an indication of the type of information which we are busily putting in order in Washington at the present time. It indicates a market, a tremendous market, and one which, if tapped, will not only result in employment for hundreds of thousands, but will contribute for years to the health and welfare of the citizens of this country. For months, the Federal Government has been studying ways and means of stimulating activity in this field. Now we have the facts. If these ten cities are a fair index of the total, they offer convincing evidence that the government, industry and financial institutions must cooperate to bring about rapid activity in the field of housing.

You all know that the construction industry is one of alternating periods in the castle and the poorhouse. It has never achieved stability in the past, and we can be very certain that unless some changes are made in its character, we will sooner or later witness another of those speculative booms which leads directly to disaster. In fact, there is no better illustration of an industry in which the supposed economic controls of an individualistic competitive society fail to function. What are these controls? The first is price and the second is the financial mechanism. Presumably, when there is a shortage of something, prices rise and encourage its production, while a surplus lowers prices and discourages production. The important price in this instance is rents. While rents may, in the long run give some stabilization in the field of housing, they fail miserably over shorter periods.

Rents are notoriously slow to react to outside influences. Not only is there the inertia of annual contracts and long-term leases, but new construction is bound to be slow in affecting the rents, determined as they are by the total supply and demand of structures. Consequently, wide swings in construction have only slow effect on the rental situation. Then again, the period required to complete new buildings is so long that it is possible to obtain an excess of construction before it affects the market. Finally, the situation is fused by the fact that we are not dealing with a standardized product, but rather with one where changes in style, shifts in taxation, or the growth of blighted areas can alter the total picture very rapidly.

Likewise, the field of finance, which supposedly aids in controlling economic activity, has not always been a factor making for stability and regularity in this field. Most new construction rests upon credit. But credit is a general term for loans made for many different purposes. Conditions quite apart from the real estate situation may affect the credit market and in turn influence the behavior of construction. There has never been any serious attempt to use the financial mechanism as a method of evening out the wide fluctuations in activity in the building field. I cite this illustration not because I think that it is unfamiliar to you, but to indicate that we must be thinking beyond the mere elements of immediate recovery. I am sure that we all desire no temporary return to prosperity but a condition wherein security and welfare will persist.

Willard L. Thorp.

Don't hesitate to give a hearing to suggestions, or entertain ideas from subordinates. It is said that Edwin Booth, one of the most talented of American actors, would listen patiently to suggestions from a stage hand or super numerary.

Quite a few children wouldn't be so bad if it weren't for the parents they have to live with. Other children wouldn't be so bad if their parents would stay home long enough to live with them.

Superstition dies hard. Enlightenment will bury it.



OUNDNESS TABILITY

are symbolized by

MUTUAL INSURANCE

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

OUT AROUND

(Continued from page 9)

thirty-seven different sets of taxes to the Government. Then he asked me how much I thought these annoying and pestiferous taxes amounted to each month. I mentioned the sum of \$1,000. Again he smiled and made a remark which reflected on my ability as a guesser. He said his special and unusual taxes amounted to \$4,000 per month.

Laurium, June 22—After reading and benefiting from your Tradesman all these years, I am sorry that I have to ask a question, when everything has at all times been so plain. There is no question in my mind but what you have had some article or articles on this subject before, but I have been, and am so tired of hearing and reading about codes that I surely did miss it.

We are notified from local food and grocery distributors code authority of Marquette, No. 399, that our 30 days are up and if we do not pay within ten days we will have violated the President's order of April 14, 1934, which carries a fine of \$500 for not paying the assessment of \$1 for each person working in the store.

We have followed your advice through your paper and have always come out all right.

Please advise me whether we should pay the assessment of \$1 for each person or what shall we do?

Chas. Salotti.

If I were in Mr. Salotti's place I would lose no time in paying the assessment. There is no question in my mind that the code authority has the power to enforce the payment or levy the \$500 fine. I was in hopes some merchant would stand trial on this feature of the code, so as to get the opinion of a court of competent jurisdiction, but so far I have failed to note any activity along that line.

One provision of the new financial responsibility law demands that drivers be properly licensed and a mere oversight may result in a driver being placed under the provisions of the act for a minor offense. Very little attention has been paid in the past by motorists to the fact that the motor vehicle operators' license law requires motorists to register changes of address with the chief of police or sheriff. If this is not done, the motorist is not properly licensed. Enforcement of the two acts is in the hands of local officials and motorists who fail to secure new licenses when the old ones expire or who fail to properly register changes of address, place themselves in danger of being compelled to furnish proof of financial responsibility.

One of the most severe "shatter-proof" glass laws in the United States becomes effective in Michigan on July 1. The law, adopted by the 1931 legislature, declares that all automobiles manufactured after July 1, 1934, and operated in Michigan must be completely equipped with shatter-proof or laminated or unbreakable glass. In most other states, laws require the use of the special glass in windshields only.

I am very naturally pleased to see the following paragraphs in the latest issue of the Grocers' Spotlight of Detroit:

Since the Grocers' Spotlight was first published, it has been the recipient of recognition from many sources, but there has been nothing quite so gratifying to the staff as a letter received a few days ago, enclosing three dollars for a year's subscription from Mr. E. A. Stowe, owner and editor of the Michigan Tradesman, of Grand Rapids, Michigan.

If I am not mistaken, the Michigan Tradesman enjoys the enviable distinction of being continuously published under one ownership and one management for more than fifty years. We are inclined to think that there is no other trade periodical in the country, or at least not many, that come close to approaching such a record.

We have always been an admirer of Mr. Stowe, and of the Tradesman. They both stand for a degree of rugged truth and rigid policy which never fears to take a definite stand on any controversial question. We doubt if any single factor has exercised such an unerring policy of fighting the battles of the retail merchant and with such effective results as has this sterling publication, and its brilliant owner. For half a century they have, at a nominal annual subscription price, furnished the merchants of the middle west with the latest facts and essential data on all current problems of interest to the retailer. They have dug out and exploited crooked deals that have saved thousands for those of their readers who have listened to their words of warning. They have furnished technical advice more valuable than any lawyer no matter how capable. They have anticipated market tendencies and have kept pace with every new development in the field of retailing. Truly, the Michigan Tradesman has come closer to accomplishing the purposes for which it was conceived than any publication we know of.

The Grocers' Spotlight would not assume to class itself as a competitor of the Michigan Tradesman. Each has its field and we can only hope that as time goes on, this publication may attract to its circle of friendly acquaintances, a small portion of the thousands who justly respect the Michigan Tradesman for the things which it has accomplished in behalf of better merchandising. It is our fondest hope that Mr. Stowe will find much in the Grocers' Spotlight that will meet with his approval and endorsement and that he may be spared for many, many years to carry on the invaluable work which he has been doing for the past five decades. The state of Michigan, the city of Grand Rapids, and the merchants of the country as a whole, will wait a long time before a man of his exceptional ability and character is found who can begin to take his place.

The above is signed by William J. Cusick, who has long functioned as President of the Detroit Retail Grocers Association. E. A. Stowe.

Card of Sheriff Fred Kelley

Grand Rapids, June 23—I read with interest your article in the last issue of your esteemed trade journal. I wish to state that you were wrongly informed on one or two points as to the strike situation at the plant of Winters & Crampton at Grandville. If you will kindly bear with me, I will explain my side of the story and will show that I have done all in my power to handle the situation honestly and squarely.

During the afternoon on May 25 I received a phone call from Mr. Thoits, General Manager of the company. He stated that they had a walkout of some of his buffers and polishes. He said they expected some trouble that night when the 11 o'clock shift came on. I complied with his wishes by sending out fourteen men. They were there from 10 p.m. until 4 a.m. the following morning. From then on until on or about the 14th of June, I had from eight to fourteen deputies there for about three hours during every shift period. They would get there at 6 o'clock in the morning and stay until 8 or 8:30, back there at 10 o'clock until about 1, back at 2:30 until about 4, back at 10 p.m. until 12:30 or 1 o'clock a.m. A few of my deputies stayed there all day and night. We had our other work to take care of and then finally I was forced to call Mr. Thoits and tell him that our work was piling up so that I could not spare all of my men. He informed me later that the city of Grandville had employed some special police. If I am properly informed, they were there about a week.

Since then I have despatched my men there on several different occasions at the request of Mr. Thoits, whenever he had a tip there would be trouble. In fact, last night I sent all of my regular deputies and several special deputies out there, a total of better than twenty men. Conditions were so bad that I called for assistance from the State Police at Rockford and we received their co-operation.

A condition of this kind is very hard to handle, as the least little thing might start a riot. I instructed all of my men to take neither side and to do their duty if they saw any act of violence or any destruction of property.

I questioned the two men you referred to in your article and they specifically state that they saw no act of violence. These two men are both conscientious and hard working officers and I have the highest regard for them. The question of egg throwing came up and, upon investigation, it was learned that the men involved were not union men. You know, Mr. Stowe, that at all times there is a certain element that take great delight in keeping things in an uproar, but they will always stay in the background and they are hard to get hold of; but I really believe that our constant guard in the past month has helped to keep violence at a minimum.

These are not rash statements, but are as nearly correct as I can remember them. My motto has been and always will be "A Square Deal To All"; and while I have the pleasure of being sheriff of this county I will try to serve the public to the best of my ability. You and I have always had the most pleasant relations in the past and I hope we may continue them in the future. Fred Kelley.

A Sharp Demand

Office Boy—I think, sir, you're wanted on the telephone.

Boss—Now what's the use of saying you think I'm wanted? Am I wanted or not?

Boy—Well, sir, somebody rang up and said: "Is that you, you old idiot?"

Support Sought for Wheat

Pressure is being brought to bear on the Government by farmers, notably from Texas, to start scheduled wheat relief purchases on a large scale without delay.

Spokesmen for the wheat farmers contend that, notwithstanding the short new crop, hedging operations against it are depressing the markets to such an extent as to prevent growers from getting a "fair return." They maintain that the market has become so narrow, as a result of the Administration's campaign against speculators, that the Government itself should step in to take their place.

There is a choice between two methods of support available to the Government at this time. It could either take a part of the urgent offerings of cash wheat, as is being suggested by Texas farmers, or it could buy futures, thereby counteracting the hedging pressure directly. The Canadian government under similar conditions adopted the second course, and reports indicate that it has this season again entered the futures markets as a purchaser during the past week.

The biggest hog bosses the trough. It is time it was sent to market. Business hogs should meet the same fate.

He who plows a furrow and plants good seed makes it possible for the rest to live.

No man has a good enough memory to make a successful liar.—Abraham Lincoln.

Phone 39674
John L. Lynch Sales Co.
SPECIAL SALE EXPERTS
Expert Advertising
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209-210-211 Murray Bldg.
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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 LEVINSOHN
Phone 27406 655 So. Park St.
Saginaw, Michigan

FOR SALE—Modern ice cream plant, fully equipped, 30,000 city. Fifty cabinets and compressors. Splendid business every day. Wonderful opportunity. Also two retail coal yards, grain and feed elevator and fish dock for sale. Clair H. Barrett, Port Huron, Mich. 657

For Rent—Store 21 by 100. Adjoining Woolworths. Address Hotel Whiting, Traverse City, Mich. 658

I am interested in a printing outfit. What have you? Address No. 659 c/o Michigan Tradesman. 659

Wanted—Experienced coffee salesman for established territory in Grand Rapids, and Northern Michigan. Karavan Coffee Co., Toledo, Ohio. 660

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Unfair competition in the sale of shirts is charged by the Federal Trade Commission in a complaint against Harry Weiss of New York City, trading as Weiss Shirt Co. Weiss is alleged to have exaggerated the actual quality of his shirts by advertising a larger number of threads per square inch than actually was contained in the goods and by misrepresenting single ply material as double ply.

Unfair competition in the labeling of handkerchiefs offered for sale is charged in a Federal Trade Commission complaint against Sutton Brothers, Inc., New York City, handkerchief manufacturers. Certain of the company's handkerchiefs were more than 50 per cent cotton while others contained no linen except the threads around the border, according to the complaint, yet they were all sold as "warranted pure linen cording."

The company is given until July 13 to file answer showing cause why an order to cease and desist from the practices complained of should not be issued.

Orders to Cease and Desist

Adams Paint Company, Cleveland, engaged in the sale of paints and a roof coating designated "Griptite," directed to discontinue misrepresenting the composition of the paints, to discontinue claiming ownership or operation of the factory in which the paints sold are manufactured, or claiming that they are sold at factory prices, unless and until such are the facts, and to discontinue misrepresenting the resistance to heat offered by the roof coating.

Macey Company, Grand Rapids, engaged in the manufacture of furniture, directed to discontinue the use of the word "Walnut" to designate furniture in which the face veneer of the parts exposed when the furniture is placed in the generally accepted position for use is not made exclusively of walnut, unless words to that effect are used in immediate conjunction with the word "Walnut."

Nurito Company, Chicago, engaged in the sale of a proprietary medicine designed "Nurito," directed to discontinue misrepresenting its efficacy as a treatment for neuritis, rheumatism, neuralgia, sciatica, and lumbago.

E. Snyder and Son, Hampstead, Md., engaged in the sale of cigars, directed to discontinue representing that any cigars are "Factory Left-overs" or "Factory Throw-outs" of a higher grade of cigars, or are made from the kind or quality of tobacco used in higher grade cigars, when such are not the facts, and to discontinue claiming ownership or operation of a factory in which the cigars sold are manufactured, or claiming that they are sold at factory prices, unless and until owning or operating such a factory and selling cigars at factory prices.

Charging the use of a candy lottery as an unfair method of competition, the Federal Trade Commission has just

issued an amended and supplemental complaint covers an additional instance Candy Co., of Chicago. The amended complaint cover an additional instance of alleged lottery in the sale of candies. During recent hearings in this case, based on the original complaint, it was brought out that the respondent was using an additional sales plan by which its candy was sold by lot or chance. The respondent consented to the Commission's amending the complaint to cover the additional sales plan and waived its right to file further answer to the complaint. The Commission recently issued orders against about fifty candy companies directing them to cease conducting sales lotteries. These orders were based on a decision of the United States Supreme Court upholding the Commission in a similar case.

Misrepresentation of the effects to be gained from the use of certain cosmetics is charged in a formal complaint issued by the Federal Trade Commission against Thayer Pharmaceutical Co. and Thayer Sales Corporation, both of Chicago. Selling a face cream called "Old Egyptian Turtle Oil Cream," the respondents represented that if used as directed, it would rejuvenate the skin, correct crowsfeet, lines, wrinkles and excessive dryness, according to the Commission's complaint. The cream would not do these things, the Commission said, relying on professional opinion, while the price of \$2.50 appearing on a label was far in excess of the price actually charged by retailers, thus implying that in purchasing the cream from the retailers the buyer was getting a bargain, it is further charged. Denying an Egyptian origin of the Thayer cream, the Commission pointed out that some consumers prefer a cream made from Old Egyptian formulas. Thayer's use of the term "Old Egyptian" tends to deceive buyers into believing its cream to be made from such a formula or to be Egyptian, the Commission said. Respondents are given until July 20 to show cause why an order to cease and desist should not issue against them.

Salient Features of the National Grocers Meeting

The National Association of Retail Grocers was much in evidence at the Sherman House, Chicago, last week from Sunday evening until Thursday afternoon, when the convention adjourned after electing D. A. Affleck, president, Chas. E. Smith, vice-president, G. A. Bartel, treasurer, and H. H. Sack, director. Four other candidates for director withdrew in favor of Sack. Indianapolis was given the next convention over Dallas, Boston, Grand Rapids, Cincinnati and Memphis.

Many resolutions were adopted. One criticised manufacturers who broadcast over radio imputing decline in prices when retailers have supplies on hand at higher prices. The voluntary group institute was requested to have its member affiliate with the National, state and local association. Manufacturers using radio advertising were asked to refrain from quoting specific

prices owing to difference in geographic locations.

The change of headquarters to Chicago was approved, but changing the annual dues to \$1 and providing for not less than \$200 from each state caused much discussion as to whether the increase would not result in no greater revenue through payment on fewer memberships. Various patriotic appeals were made that grocers should pay to maintain an organization, pay full membership, resulted in a compromise that the dues be left at \$1 with no provision for any sum from each state.

The total accredited delegates numbered 480. As the last action of the convention one session a day for the next convention was approved. John Code installed the newly elected officers, though at the time most of the delegates had left the convention. The association activities, work of the national association and retail grocers' problems which were to be handled in executive session were passed up for lack of time.

Condemnation was expressed against all church schemes such as the Goodwin plan which use merchandising plans, as also distribution of samples to the public other than those of sample size. President Roosevelt was commended for his efforts to eliminate unfair practices, checking financial exploitations and creating more employment, as well as pledging support for his recovery program.

Maintenance of commissaries by large manufacturers was condemned as destructive of community development and interference with the merchant class. The convention rejected a resolution requiring roll call at every session and reporting attendance back to home associations to show whether delegates whose expenses are paid actually attend the sessions. It also rejected a resolution requiring uniform names of all state and local associations to conform to the National on the ground it would interfere with associations having a variety of members other than grocers.

The association is evidently destined to get out of its financial troubles as a result of this convention. The assistant secretary, Mrs. R. M. Kiefer, stated that more than 5,000 had registered. The fee from these is \$5 for men and \$2.50 from women, which ought to gross around \$20,000. Out of this, of course, the association had to pay for the banquet, which would consume a good part, as also other expenses.

Then there is the food exhibit consisting of 113 booths on which the revenue runs somewhat above \$22,000. There naturally is a rental expense to be paid out of this to the hotel as well as other expenses. In the final summing up, however, the association should be able to pay off a substantial amount and leave something in addition for the new regime to begin operations this year.

You can't build a skyscraper by beginning at the top. Just so with prosperity. Good farm crop prices is the only sure foundation.

Supply Versus Demand in Commodities

For the next month or two, it is likely that supply factors will dominate the commodity markets. This year, weather reports are especially important because of the damage done by drought, and the consequent large extent to which prices already reflect weather conditions.

In the late summer and fall, on the other hand, the markets will once again have to give chief consideration to the demand side of the equation. In the case of the major staples, changes in international conditions will prove especially important. Thus, stricter restrictions on imports into Germany and other countries will cut down demand from such quarters, while internal business improvement in other countries will expand demands from them.

Reciprocal tariff agreements may help expand markets abroad for several staples grown in the United States, particularly cotton, meat products and fruits.

Effects of Working Capital Loans

Actual or contemplated applications for working capital loans are so heavy that, if granted freely, they may attain the maximum permitted by the new legislation within a relatively short time.

Most of the loans requested to date are for the liquidation of existing indebtedness, those in touch with the situation indicate. Applications for advances from the Federal Reserve banks will come chiefly through the member banks, it is anticipated. The RFC loans, which will be for a longer period, mostly for the maximum five-year period allowed by law, will be made directly by offices of the corporation.

Through encouraging more liberal inventory policies, the new funds are expected to exercise their chief influence in discouraging forced sales of merchandise by needy holders, and in encouraging some new purchases for stock.

Linen Houses Double Orders

Linen piece goods houses have cabled their buying representatives, now abroad to purchase for the 1935 season, to place initial commitments for twice the quantities ordered last year. The instructions have been sent in the belief that linen procurers are contemplating further price advances in the near future. Most of the orders will be placed with foreign manufacturers this week and next and will call for deliveries here in October, November and January. The volume of initial orders placed for men's and women's linen suitings, it was estimated yesterday, will be the largest in ten years.

Industrial leaders can't budge prosperity—can't get it "around the corner." It is up to you.

A penny saved at the chain store is a dollar lost to the community.



BEET SUGAR—made in Michigan—is the ideal sugar for canning and preserving. Clean, highly refined, and packed under the most sanitary conditions. Michigan Made Beet Sugar should always be your choice for every household use.

You are asked to use Beet Sugar made in Michigan for two reasons. First—it is 100% pure. In addition, it is raised and refined by Michigan farmers and wage earners. Every time you use Beet Sugar you help Michigan wage earners earn a needed living. This cooperation will not cost you an extra penny.

Don't buy sugar indiscriminately. Specify Michigan Made Beet Sugar and do not take anything else. Beet Sugar is the perfect sugar for every household purpose.

Do your canning with **BEET SUGAR**

Michigan Made Beet Sugar is available in 5-10-25 or 100 lb. sacks.
For sale at all grocers.

Farmers and Manufacturers Beet Sugar Association, Saginaw, Mich.

MICHIGAN BELL TELEPHONE CO.



MICHIGAN . . . THE IDEAL VACATION LAND

Out-of-state relatives and friends will thank you for suggesting a "Vacation in Michigan."

Only a few hours away from any part of the midwest, this lake-bordered state offers a reasonably priced vacation among ideal surroundings. Its lakes, streams and beaches, primeval forests and modern resorts, hospitable towns and cities and great manufacturing plants add to its charm and interest. Splendid highways and boat and rail lines make it easily accessible.

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

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

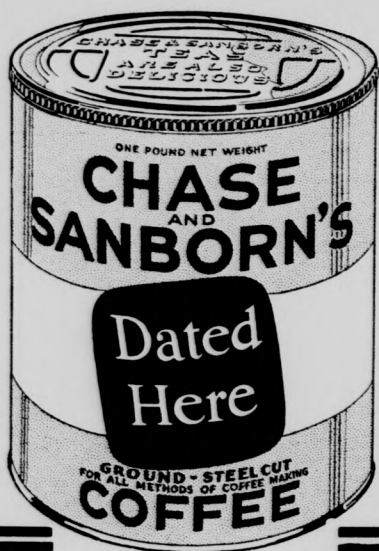


MICHIGAN MERCHANTS

have money to pay for what they want. They have the trade with as great a purchasing power per capita as any state. Are you getting all that trade you want? The Tradesman can "put you next" to more possible buyers of your goods than any other medium published. The dealers of Michigan, Ohio and Indiana

HAVE THE MONEY

and they are willing to spend it. If you want it, put your advertisements in the Tradesman and tell your story. If it is a good one and your goods have merit, our subscribers are ready to buy. We can not sell your goods, but we can introduce you to our people—then it is up to you. We can help you. Use the Tradesman, use it right, and you cannot fall down on results. Give us a chance.



From Date to Date DATED COFFEE *Moves Fast*

FROM one delivery date to the next, you sell most of the stock of Dated Coffee that your Standard Brands man leaves you. For Dated Coffee is one of your fastest moving items. The trend toward fresh coffee has created a big demand for Dated Coffee. And this demand is being constantly increased by a vast advertising campaign. On the radio, in leading magazines and in principal newspapers. This advertising is making new customers in your neighborhood every day.

Turn this demand into your store by getting behind Dated Coffee. Push it. Recommend it. Display it. It means faster turnover, and quicker and better profits for you.

CHASE & SANBORN'S DATED COFFEE

A Product of

STANDARD BRANDS INCORPORATED

DISPLAY SHREDDED WHEAT
WITH FRESH FRUIT...

Double Sale!
Double Profit!

Summer time is Shredded Wheat time for millions of people. They love it with fresh fruit. Suggest it and cash in on this rapid turnover item!

SHREDDED WHEAT

NATIONAL BISCUIT COMPANY



"Uneda Bakers"

BISCUITS
by
Hekman
MAY BE BOUGHT
WITH CONFIDENCE
AND SOLD
WITH PRIDE