

A PRAYER FOR OUR DAY

Almighty God, Lord of all governments, help us to realize the sanctity of politics.

Help us to know that the call to office is nothing less than a call to cooperation with Thee in the wise direction of life in this commonwealth.

Give us the insight and grant us the power to lift this business of government into an adventure that we may, with reverence, call the politics of God, because by it we shall seek to fashion the life of this commonwealth in the likeness of that City of God which has been the dream of saints and seers for unnumbered centuries.

Save us from the sins to which we shall be subtly tempted as the call of parties and the cries of interest beat upon us.

Save us from thinking about the next election, when we should be thinking about the next generation.

Save us from dealing in personalities, when we should be dealing in principles.

Save us from indulging in catch-words, when we should be searching for facts.

Help us to realize that the unborn are a part of our constituency, although they have no vote at the polls.

Help us to make party our servant rather than our master.

Almighty God, Lord of all governments, to Whom all hearts are open and from Whom no secrets are hid, may the words of our mouths, the meditations of our hearts and the intent of our measures be acceptable in Thy sight.

May we come with clear minds, clean hands and courageous hearts to the sacrament of public service.

May we be worthy of the high calling of government.

GLENN FRANK.



"here's what I'd do"

TO MAKE MORE SALES IN JULY

by C. L. Campbell, sales and advertising manager, The Jell-O Company, Inc.

I've just returned from a business trip which, among other things, enabled me to renew my acquaintance with one of America's most successful retail grocers.

In the course of a long conversation he told me that a hot-weather sales idea

we suggested to him two years ago—the merchandising of jellied salads—had worked out so well for him during the past two summer seasons that he was going to work it again *this* summer—with trimmings.

"My general plan," he said, "is to feature foods that require little or no cooking—like canned meats and cheeses. Especially salad ingredients—you ought to see how my customers go for 'em when kitchens become too hot to cook in."

1 "One of the best ways to feature salad items," said my grocer friend, "is to group them around a display of Lemon and Lime Jell-O which is the starting point for the most popular and varied of salads . . . jellied salads.

"Most women know that they can make jellied salads during the cool hours of the day—put them into the refrigerator—and serve them hours later. Or if they don't know it—you bet I tell them. For the jellied salad customer is a prospect for plenty of my profitable items—vinegar, olive oil, mayonnaise, fresh and canned fruits and vegetables, olives and pickles, milk, cream and cheese—just to mention a few.

"So I'm putting a well-stocked jellied salad display right in the middle of the vegetable department again . . . and getting set for the same good business it brought me last year and the year before."



2 "I've found it pays," he said, "to build these displays around the Jell-O counter basket . . . and to keep the basket well filled with the Lime and



Lemon flavors—the two popular salad flavors. For Jell-O has pioneered in advertising the jellied salad, which helps me to hammer *my* message across . . . and helps me sell more of the other flavors for salads and desserts. And besides, I sell lots more Jell-O."

3 "Naturally these comments pleased me very much. But I was even more delighted to hear that it was a

General Foods salesman who had first presented this idea to the grocer . . . had helped put in his window and interior displays . . . and prepare his jellied salad advertising. And that this salesman has been invited to help again this year.

"Your General Foods salesman is trained and equipped to give you this same type of service. So—for July I suggest you feature jellied salads . . . and that you, too . . .

"Ask the General Foods Salesman"

This is one of a series of advertisements in which General Foods points out some timely sales opportunity and suggests how grocers can make it pay.

MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, JULY, 11, 1934

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MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

DEVOTED TO the best interests of business men.

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

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

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NRA Conditions

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Misrepresentation of the effects to be obtained from using medicines for treatment of certain ailments peculiar to women, is charged by the Federal Trade Commission in a formal complaint just issued against A. C. Haysler, Jr., trading as Dr. Southington Remedy Co., Kansas City, Mo. According to the complaint, the respondent unfairly represented that stubborn and abnormal cases can be relieved by its preparations which it describes as made from a famous formula of a "Dr. Southington." The compounds sold are ordinary combinations of drugs frequently used, the Commission said. They are not made from a famous formula of a Dr. Southington, nor is any physician connected with the respondent's establishment, according to the complaint.

Condemning unfair competitive practices in the sale of an alleged cure for diabetes, the Federal Trade Commission has ordered Ward J. Miller, of Kalamazoo, trading as "Amber-Ita," to cease and desist from representing that the use of his product, Amber-Ita, in conjunction with diet or otherwise, constitutes a safe or proper treatment for diabetes. Miller is also directed to cease alleging that his product, a plant compound, will cure or aid in the cure of diabetes, or remove or relieve its symptoms. He is also instructed to stop asserting that Amber-Ita has any therapeutic value whatever in the treatment of diabetes, or that it is a proper tonic to be used by diabetes patients. Among competitors injured by Miller's representations, according to the Commission, are manufacturers and dealers in insulin, the only medicine or drug recognized by the medical profession as potent or proper in treating diabetes. It sells at retail for

75 cents per 100 units while Amber-Ita retails at \$3 for a 16 ounce bottle. There are reported to be approximately 1,400,000 cases of diabetes in the United States.

Prominent physicians testified for the Commission in the trial of the case, none of whom recommend the use of Amber-Ita. Several condemned it as dangerous. Through fear for the health of his patients, one physician abandoned the making of tests with Amber-Ita. Miller, 69 years old, spent thirty-three years in the real estate business and in selling eye glasses, and, according to Commission findings, has no scientific knowledge of the therapeutic action or value of drugs or medicine.

Flavoring extracts prepared in New York were branded as "imported" by the Drew Corporation, a New York company engage in compounding extracts, according to a complaint just issued by the Federal Trade Commission charging the company with unfair methods of competition. Bottles containing the Drew extract bore labels on which were a coat of arms and the words: "Milano Exporto Chémico," the Commission said. These representations have a tendency to deceive buyers into believing that Drew products are packaged abroad and imported to the United States, it is charged.

Advertising medicine he sells as a competent treatment for human diseases generally must be discontinued by W. W. Nuss of Elkland, Pa., under a cease and desist order issued against him by the Federal Trade Commission. Nuss, who trades as Nuss Laboratory, is ordered to stop representing, in the sale of his preparation, "Master Hormones," that it is an adequate remedy for such chronic diseases as tuberculosis, carcinoma and undulant fever. He is also ordered to stop representing that he owns or operates a research laboratory, unless such is the fact. In selling his product by mail to physicians, Nuss advertised that "Master hormones are the most rapid and positive treatment of diminished resistance and the resulting diseases thereof." The Commission held many of Nuss' statements to be "untrue or greatly exaggerated and grossly inaccurate."

Charging unfair methods of competition, the Federal Trade Commission has just issued a complaint against Max Mandel and David M. Wolfson, of New York City, co-partners trading as Wolfson Trading Company. According to the complaint, these manufacturers of military uniforms represent the cut and design of their uniforms as produced by leading designers and the tailoring as expertly done by hand. This is not true, the Commission said, the uniforms being of

standard cut and design and are not tailored by hand. The effect of such representations tends to deceive purchasers, inducing them to buy this company's uniforms in the belief they are specially designed and tailored, the Commission charges.

Charging the use of false and deceptive statements in advertising, the Federal Trade Commission has issued a formal complaint against J. Dorsey Markwood, of Minneapolis, trading as Electric Magnetic Belt Co., and A. A. Baird and V. A. Molitor, co-partners trading as Vita-Noid of Kansas City. Markwood manufactures an electric belt for use in treating diseases, while Baird and Molitor distribute the product from Kansas City. Advertising in magazines, newspapers and mailed matter as well on the radio, Baird and Molitor are said to have implied that the electric belt called "Vita-Noid" is a scientific invention capable of curing or aiding in the treatment of a list of diseases ranging through the alphabet from asthma to varicose veins. These assertions, the Commission charges, are untrue as also the allegation that the apparatus is capable of transmitting energy or remedial force to the human body in such amount as to have therapeutic value or effect. Using two broadcasting stations in Kansas City, Baird and Molitor are said to have announced to listeners that "'Vita-Noid,' that modern therapeutic appliance made for use right in your home, is getting results which, in many cases, seem nothing short of miraculous." "Vita-Noid" is described as an apparatus resembling a horse collar and consisting of a coil of insulated wire, having an imitation leather covering, with a connection to be fastened in an ordinary electric lamp socket.

The Federal Trade Commission has issued an order directing Nurito Company, of Chicago, to cease and desist from representing its preparation, "Nurito," as a cure or treatment for neuritis, rheumatism, neuralgia, sciatica and lumbago. Numerous preparations on the market have the same physiological action as "Nurito," but they are not advertised as curing these diseases, the Commission said in its findings. Nurito will not relieve all the aches and pains of these ailments but only those of the milder types, according to the findings. Nurito is a dangerous medicine in some cases, according to the Commission's findings. Certain ingredients are said to be likely to produce toxic effects, especially in children.

Misrepresentation of a knitted fabric produced by Hugh Wallace Co., Detroit, is charged by the Federal Trade Commission in a formal complaint just issued against that company. Accord-

ing to the complaint, the Wallace fabric, made with a cotton back with a face of worsted composed of long staple wool, is labeled "Persian-Laine" and simulates closely "Persian lamb" which latter is much in demand and brings a high price for use in making or trimming garments. The name, "Persian-Laine," according to the complaint, "constitutes a representation and assurance to purchasers thereof and to purchasers of garments made therefrom or trimmed therewith," that this fabric is made of the fur of young lambs known as "Persian lamb." Furnishing to purchasers tags to be sewed onto the Wallace fabric or to garments made of it or trimmed with it, Wallace, according to the complaint, caused the product to be designated "Persian-Laine" by all persons buying or using it "down to and including the retail purchaser or consumer thereof."

The Lightning Company, St. Paul, Minn., manufacturing a so-called electric battery rejuvenator, has been ordered by the Federal Trade Commission to cease advertising that its product, "Lightning Electrolyte," when used in storage batteries, is a self-charging super-electrolyte. Through the use of testimonials or endorsements in or through magazines, newspapers, the radio or other advertising media, the company is forbidden to represent its preparation as capable of charging batteries instantly or at all, or of making old batteries work like new or at all, of doubling the life of a battery or of partially, sometimes wholly, charging a totally dead battery without help of an electric current, and other such representations. According to Commission findings, the respondent has sold its product since 1922 mainly to proprietors or owners of garages. "Lightning" consists of Epsom salts and small amounts of alum and glycerine, mixed with distilled water and sulphuric acid. Relying on tests made by two physicists and electrical technicians of the Bureau of Standards, the Commission alleges in its findings that "the product Lightning is entirely worthless for use in storage batteries."

The Commission found the respondents to be in competition with the manufacturers of storage batteries, manufacturers and wholesalers of sulphuric acid and of apparatus used for recharging batteries, and with others.

Misrepresentation of results attainable from use of a hair-dyeing preparation is charged by the Federal Trade Commission in a formal complaint just issued against Grayban, Inc., of New York City. Manufacturing and selling "Grayban," described as a preparation used in treating, coloring and dyeing the hair, the respondent is alleged to have advertised that its product will restore the natural color to gray hair

and that the product is sold with a so-called money-back guarantee. The Commission charges that the respondent's compound cannot accomplish the results claimed and that the so-called money-back guarantee "is not in truth followed or acted upon by respondent as such unqualified or unconditional guarantee." Grayban, Inc., is given until July 27 to file answer with the Commission showing cause why there should not issue an order to cease and desist from the practices complained of.

Charging unfair competition in the sale of handkerchiefs, the Federal Trade Commission has issued a formal complaint against Maurice Smooke, of 491 Broadway, New York City, in business under the name of Standard Handkerchief Manufacturing Co. Smooke only sells and distributes handkerchiefs, according to the complaint, but his use of the name "Standard Handkerchief Manufacturing Co." has the effect of misleading customers into believing he manufactures them and that in buying from him they are dealing with the manufacturer, thus being assured of quality and price advantages. Other advertisements of the company, according to the complaint, have the effect of misleading retailers and jobbers into believing the respondent conducts a business much larger in scope than is the fact and that he owns and operates factories in Brooklyn and Newark. The respondent is given until August 3 to show cause why an order should not be entered requiring him to cease and desist from the practice complained of.

Unfair competition in the sale of medicines is ordered stopped by the Federal Trade Commission in a cease and desist order just issued against The Charles R. Spicer Co., Inc., of Memphis, Tenn., distributor of "Palvo Vegetable Compound," "Spicer's Nux-Herbs and Iron," and other preparations.

In selling its Palvo preparation the respondent is directed to stop representing, by implication or by use of testimonials or endorsements, that its medicine is a cure, remedy or adequate treatment for certain diseases of women. According to the Commission's findings, this representation "is misleading and untrue since it is much too broad a representation."

Misrepresentation of Spicer's Compound as a competent treatment for indigestion, kidney trouble and other ailments, also is prohibited. According to Commission findings, this compound is a laxative, a diuretic and a tonic as stated on the label but "any representations beyond such therapeutic effects are either greatly exaggerated or grossly inaccurate."

Publishers of five magazines and two Middle Western newspapers have agreed to abide by whatever action the Federal Trade Commission may take against respondents advertising in their publications who may be charged with false and misleading advertising practices, the Commission today announced.

The group of stipulations also contains three cases concerning a Seattle herb and root medicine firm, a treatment for bashfulness by means of tablets, and a flesh-reducing prescription.

Publishers of the newspapers and magazines waived their rights to be joined as parties respondent in proceedings against the advertisers. The cases are listed as follows:

A fraternal magazine carrying advertisements for a manufacturer and vendor of cosmetics.

A middle Western newspaper containing advertising matter of a manufacturer and vendor of hair dye.

A magazine catering to direct sellers and carrying the advertisements of a manufacturer and vendor of "Gas-O-Fryer," described as a preparation for increasing vaporization of gasoline in gas engines.

A large Western daily newspaper and a photo-play magazine publishing advertisements for manufacturers and vendors of alleged flesh and weight-reducing medicines.

A story magazine and a photo-play magazine, each printing advertisements for manufacturers and vendors of women's hygiene preparations.

The three other cases are as follows: Glenn Laboratories, Inc., New York City, advertising an alleged flesh and weight-reducing prescription known as RX-157, agrees to stop representing that its product is new, safe, sure or that by using it women may reduce two to four pounds weekly, either safely, surely or easily.

The Nature Herb Co., Seattle, advertising a laxative medicine made of roots, barks and herbs designated "Sen-Gen-Ma," agrees to cease labeling its product as a tonic and from representing it as a preventive, a competent treatment or an effective remedy for any of twenty ailments listed including stomach disorders, pneumonia and heart disease.

George Schwager, trading as Schuyler Preparations, New York City, advertised "Schuy-Tone Tablets" for the treatment of shyness, bashfulness, blushing, stammering, lack of personality and other defects. "Bashfulness is a disease," the respondent advertised; a disease "to be diagnosed as carefully as any other malady." The respondent informs the Commission he has discontinued advertising his commodity and does not intend to resume.

Raising Cotton Process Tax

Possibility of an increase being made in the present cotton processing tax because of the present trend toward wide disparity in prices is said to have the attention of the Agricultural Adjustment Administration.

The problem still is in the laboratory stage and ample notice would be given to all concerned before any definite action is taken, it is asserted by officials here.

There has been strong opposition to the tax on the theory that the burden falls on the farmer, while proponents of the levy aver that such is not the case; that the tax, so far as cotton is concerned,

is being passed on to the consumer.

Last June Secretary of Agriculture Wallace fixed the levy at 4.2 cents per pound, which figure then represented the disparity between what the farmer receives for his production and what he pays for the things he consumes. Increases in the latter, it is complained, have outstripped the former, widening the gap between them which the recovery law had hoped to eliminate.

It is learned in Congressional circles, on the other hand, that there may be a very definite movement next session to do away with the processing tax entirely, another means being sought to solve the question of parity prices. This may be expected to come to a head late in the fall when the members of the House interested in the matter begin to drift back to Washington.

To Give Business Respite

President Roosevelt is seen as having in effect ordered a "vacation from Government," except as to the very latest additions to the recovery program, so as to give business a chance to draw its breath.

The Chief Executive absent on an extended cruise, the various very prominent department heads were instructed by the former also to take vacations. Secretary of the Treasury Morgenthau has gone West, Federal Relief Administrator Hopkins has gone to Europe to study social insurance, Secretary of Commerce Roper is in Alaska, Attorney-General Cummings is going to Hawaii, and the others also are to scatter. For the most part their vacations constitute Government business, some taking on the character of junkets in the opinion of political opponents.

The President, it is said, realized that business wanted the Government to take a vacation so that account might be taken of what had transpired during the past session of Congress and observation made of the operation of the laws enacted since the advent of the Roosevelt Administration. Public action of major importance is not desired by the President during the period of his absence, it is commented, and the easiest way to obviate such an occurrence is through the vacation means he has prescribed.

Billion Rise in Bank Deposits

Heavy Government expenditures in excess of receipts, likely to be covered by drawing down present Treasury balances, and some new Federal financing in September, will tend to swell individual and corporate deposits in commercial banks sharply during the next three months.

Reopening of closed banks and a possible increase of bank loans in connection with the National Housing Act and seasonal business revival will further expand

the total of available bank deposits.

In view of the rate of increase in bank deposits during the first half of the year, a further rise of \$1,000,000,000 by the middle of October is quite within the range of probability.

Such a sharp expansion of deposits will necessarily give some additional stimulus to business expansion.

Lumber Curtailment

The seasonal reduction in lumber output, which has brought operations down well below the level of 1933, reflects the decline in new business.

The lumber industry during the first half of this year received 8 per cent. less orders than in the same period of 1933, according to the National Lumber Manufacturers' Association. Production, on the other hand, was 29 per cent. above last year's level. Accordingly, stocks have been replenished, and output must now conform more closely with new business.

The lumber industry is hopeful of a large volume of business if the national housing program is even moderately successful. The recent 10 per cent. cut in retail prices is its contribution to the success of this program.

Farmers Holding Wheat

Reports from the wheat areas indicate that farmers are showing a tendency to hold their grain in anticipation of higher prices later in the season.

The fact that the crop matured from two to three weeks earlier than usual has increased receipts at primary markets. Nevertheless cash wheat at Kansas City is selling at premiums over futures all the way into December. The size of the premiums is unprecedented.

In addition to the small crop, farmers are encouraged to keep the grain from the market by the high quality of this year's small crop. While the quality reduces fear of deterioration from storage, it also stimulates mill buying, thus tending to widen the premium on cash grain.

Resistance to Price Declines

Despite the seasonal downward tendency in business, commodity prices currently display considerable resistance to further declines.

Heavy crop damage from heat and drought and support from Government relief buying of staples should strengthen food prices in many cases. Prices in primary markets of some products, such as lumber, may be marked down to a degree because of retail price reductions, but no general recession in prices of manufactures is now indicated.

Unemployment is the result of greedy wealth exploiting our government.

To be refused is often a favor. Credit has ruined tens of thousands.

Questions of Interest To Grocers and Clerks

Question: Are bananas fruit or vegetable?

Answer: Both. When green-tipped, bananas are vegetable, and should be cooked; when all yellow, they are fruit or vegetable, and may be eaten either raw or cooked; when brown-spotted, they are sweet fruit and at their best flavor.

Question: Why are enamel-lined cans used for some foods and not for others?

Answer: Enamel-lined cans are necessary with some kind of foods to retain an attractive appearance; for example, to preserve the color of red fruits.

Question: How can spoilage of cherries be reduced?

Answer: To reduce cherry spoilage, buy cherries that have stems attached; estimate your needs closely; keep them cool and dry; and keep them moving.

Question: What is lactose?

Answer: Lactose is a carbohydrate known as milk sugar found in milk.

Question: What is the cause of clouded or muddy liquor in some canned peas?

Answer: Clouded or muddy liquor is caused chiefly by overcooking. Sometimes it is due to failure to cool the cans immediately after the cooking process. In some seasons when there is a long period of dry weather, the peas contain more starch than in normal seasons, which makes it difficult to sterilize the larger sizes without causing the peas to burst and cloud the liquor.

Question: What is a good method for preserving show cards and talking signs?

Answer: Show cards and talking signs can be kept clean and fresh indefinitely by wrapping in a single sheet of Cellophane which can be fastened to the back of the card with gummed tape.

Question: Does honey contain more sweetening value than molasses?

Answer: Honey, because of its density and its great sugar content, has about 50 per cent. more sweetening value than the best cane molasses. The best high grade syrup contains about 30 per cent of water, while honey contains 17 per cent. of water.

Question: Why do many market owners let the meat they buy "age" before having it delivered to their store?

Answer: Many meat experts say that meat improves in quality when allowed to "age" for two to seven weeks in the packer's cooling rooms. One Michigan market owner lets his meats age 8 to 9 weeks, after he has personally selected the meat and placed his own stamp on it.

Question: Is it important to have a brightly lighted store?

Answer: A store brightly and correctly lighter attracts trade, while a dingy, gloomy store repels it. Proper lighting in every corner of the store promotes circulation. Your store should, if possible, be better lighted than adjoining stores, so it will stand out, and hence draw customers. If

your store lighting is poor, consult your local electric light man.

Question: Where did tomatoes come from?

Answer: Tomatoes were probably first grown in the sixteenth century in Peru. They were grown in an ancient time in Mexico but they did not become an economic fruit until about 100 years ago.—Kentucky Grocer.

Consumer's Protection in Purchase of Manufactured Food Products

"The best possible protection is in purchasing food products from dealers in your own community, with an established business with a reputation for integrity and fair dealing," says Honorable Samuel T. Metzger, Commissioner of Agriculture, State of Michigan.

Michigan's Food Law is not surpassed, and in many cases not equaled by the laws of any other state.

Know your dealer, read your labels and co-operate.

Co-operation does exist between the reputable manufacturer and the established and reputable dealer. The dealer knows which manufacturer is reputable and which is questionable, and as a matter of ordinary business prudence, he will deal with the manufacturer whose products comply with legal requirements, and are correctly labeled.

Manufactured food products are, as a rule, divided into two classes—the pure article and the mixture, compound or imitation article. Because an article is labeled imitation doesn't mean that it is in the least harmful, but if labeled imitation and sold under a coined name, it affords the consumer an opportunity of knowing that while a legal and a healthful product, it is not a pure product.

If maple syrup is labeled maple syrup, with the manufacturer's name on the label and is purchased from a dealer known to the purchaser as reputable, such syrup can be trusted as pure. If, on the other hand, the purchase is made from a transient vendor, going from place to place offering it at a price much below the usual price paid for a good article, it is safe to assume that this product is not pure maple syrup. The same rule will apply in most cases.

Consumers should read labels attached to food articles.

Co-operation between the manufacturer and the dealer and between both and the Department of Agriculture assists in furnishing the greatest possible protection. The consumer should also be a co-operator.

The condition of the times has prompted many people to engage in the manufacture of food products. With them it is in most instances a question of income, without the knowledge that is absolutely necessary to prepare a healthful, sanitary and pure product. The reputable dealer will not take chances in the handling of such products.

Co-operation between the consumer and the Department of Agriculture will also furnish protection. If your dealer allows his place to become unsanitary, get in touch with the Department and prompt attention will be given to remedying this condition.

If living far removed from the De-

partment headquarters in Lansing, ascertain where the nearest Department inspector is located. Place your complaint in his hands and he will assist.

Sam'l T. Metzger, Commissioner.

One More Food Labelling Fake Goes

Gradually, it seems to me, the multitude of frauds which once characterized the food business are being eliminated by the alertness of the food authorities. Naturally they will never be completely eliminated, but the contrast between the present and the conditions existing before the food laws were passed is almost incredible.

The above observations follow the reading of the following which the California Olive Association sends us:

The Federal Food Department of Food and Drugs has held that any can of olives bearing a label on which the "vignette" shows the fruit to be larger than the olives contained in the can is misleading.

Olives being perhaps the only fruit which is invariably sold according to size, it is held that the consumer in buying olives is influenced by the picture of the fruit seen on the vignettized portion of the label, and if the fruit so pictured is larger than the can contents she has been misled.

Such olive canners as have been using labels which, in some instances, showed olives larger than those in the can, are now changing their labels to conform to the ruling. Distributors using private olive labels must do likewise. There are three ways in which packers and private label users may meet the ruling of the department in a satisfactory manner, and these are:

Vignettes showing actual sizes of olives in the can may be used, which would require different vignettes for each size olive packed. A number of olive packers follow this plan.

Two vignettes can be used—one to show olives of the smaller sizes and another the larger olives. In each case, however, the vignette should not depict olives larger than the smallest size fruit packed in each division (of smaller and larger types). Some packers do this now.

Finally, the vignette may be dispensed with and a design used on the label, appropriate to the product, but making no display of the olive. A few packers now use this style.

California Olive Association, 216 Pine Street, San Francisco, Calif.

There is another shabby fraud of the same ilk as the above—the use of glass bottles which magnify the size of olives contained in them, sometimes beyond all recognition when the olives are turned out. Why not scotch this too?—Grocery World.

Orange Wine Industry May Become Important Factor

California wine grape growers and wine makers may have more to fear from orange wine than from about any other competitor. This is the view of John B. Cella, head of the Roma Wine Co. He says he saw in New Orleans four modernly equipped orange wineries. Opinions from many were that the wine produced was of excellent quality, bouquet and flavor. This will interest Southern California orange growers. Few have ever heard of extensive operations in orange wine. Several months ago the Tradesman printed a news item from Santa Ana giving details of a commercial plant there which had been turning out an orange champagne with marked success. On an Eastern trip the head of the concern

had booked orders enough to keep the plant at capacity for several months.

Seasonal Curb on Glass Output

Production in the glass industry is going through seasonal readjustment, with average volume of output smaller in all branches. Manufacturers are taking advantage of the lull to make needed repairs. The most noticeable gains in the final half of the year, according to the publication, will be in glassware for table and home use, various specialty types and window glass. Factories making these wares generally ended the first six months with less warehouse stocks than they had on Jan. 1. New housing legislation is expected to stimulate the demand for window glass.

Curtain Lines Open in New York

More than 1,000 buyers from all parts of the country are due in New York this week to attend the semi-annual opening of curtain and drapery lines at the Hotel New Yorker, sixty-five manufacturers of curtains, drapes, window hardware and accessories showing new Fall patterns at the opening. Reports yesterday were that prices on both the popular and better grade curtains would be unchanged from Spring levels. Some producers predict that quotations would average 5 per cent. higher than in previous season but buyers did not take such statements seriously.

Reports Millinery Sales Gains

A total of 6,545,000 millinery labels was sold during June, bringing the grand total of labels sold up to the end of that month to slightly more than 50,000,000, it was announced in New York by the Millinery Code Authority, which also gave out figures showing the improvement in millinery sales for the four months ended with April. The average gain for this period over last year was 35½ per cent. The percentages of increase or decrease for the respective months were: January, 13.2; February, 33; March, 64.4, and April, decrease of 4.

Summer Bountiful

I can never tell why a summer teases
But I know full well when it comes it
pleases

With its leaf and shade
With its vine and blade
With its glen and bower
With its fen and flower

I can never tell why a summer teases
But I know full well when it comes it
pleases.

I can never tell who are summer fairies
But I know full well from their store our
fare is

With its fruit and grain
With its blue and rain
With its dancing stream
With its woodland dream

I can never tell who are summer fairies
But I know full well from their store our
fare is.

I can never tell all that summer's bring-
ing
But I know full well all the birds are
singing

With its golden noon
With its silver moon
With its opal sky
With its ships on high

I can never tell all that summer's bring-
ing
But I know full well all the birds are
singing.

Charles A. Heath.

He who goes to extremes shares
the fate of those who drive too fast and
land in the ditch.

Hold back the greed of monopoly.
Give American youth a better chance.

MOVEMENTS OF MERCHANTS.

Blissfield—The Blissfield State Bank has increased its capital stock from \$30,000 to \$125,000.

Detroit—The West End Beef Co. has been organized with a capital stock of \$3,000, all paid in.

Detroit—The Roof Riveting Machine Co. has been organized with \$10,000 capital stock, all paid in.

Benton Harbor—The Kidd, Dater & Price Grocery Co. has reduced its capital stock from \$300,000 to \$100,000.

Detroit—Willey's Carbide Tool Co. has been organized with a capital stock of \$10,000, of which \$5,000 is paid in.

Detroit—The American Art Metal Works, Inc., has changed its name to the American Art Metal & Tool Works, Inc.

Detroit—Cantor's, Inc., has been organized to deal in furniture and household goods. The capital stock is \$2,000, one-half paid in.

Kalamazoo — The Wheeler-Blaney Co., plumber and dealer in heating supplies, has reduced its capital stock from \$100,000 to \$40,000.

Detroit — Imerman Laboratories, Inc., has been organized to handle cream and toiletries, with a capital stock of \$2,500, all paid in.

Detroit—The Western Transmission Sales Co., Inc., has been organized to deal in auto, airplane, motorboat and tractor equipment, with an authorized capital stock of \$10,000, of which \$3,000 is paid in.

Coloma—The canning factory at Coloma, operated by the Great Lakes Fruit Industries, Inc., is working with twenty-five men and women employed. The management plans to can 1,000,000 pounds of cherries, raspberries, and the crop from 200 contracted acres of tomatoes, in addition to considerable quantities of fruit to be purchased in the open market.

Fennville—Nelson E. Herrick, 47, died at his home here Friday. He leaves one son, Lane, and three daughters, Donna and Virginia, Fennville, and Mrs. Phyllis Hasty, South Haven. He also leaves two brothers, Dwight of Watervliet, Michigan, and Lane, of Valparaiso, Ind. Mr. Herrick was engaged in the bakery business here for many years, going out of business three years ago.

Hartford—Edward J. Brown, Fennville, receiver for the Van Buren County Canning Co., is preparing to dismantle it, dispose of the equipment and close the receivership. Local cherry growers made an unsuccessful effort to re-open the factory and pack the local cherry crop. William Traver, who built the factory, and operated it for several years, has also been trying to enlist interest in refinancing the factory. One firm, its identity unrevealed, has been negotiating for the factory property with a view to converting it into a winery, but those plans are at a standstill, and the company is believed to have given up the plan for this year at least.

Battle Creek—The business activities of the Battle Creek Box Co. will be resumed Monday in temporary quarters in a building owned by the

American Steam Pump Co. at North Division and Flint streets. Charles A. Cummings, owner of the factory which was destroyed by fire last Wednesday night, said Saturday night that a new stock of wood was expected early tomorrow and that orders on hand at the time of the fire would be filled rapidly. The box company manufactures wire-bound boxes used as shipping containers. Until the time of the fire about 15 men were employed steadily in the work. Insurance adjusters are still figuring on the amount of loss due to the fire that destroyed the old factory. They are expected to report their finding early this week.

Lansing—Paul E. Dunham, dean of Lansing's retail merchants, celebrated his 72nd birthday anniversary Monday. It was also the 53rd anniversary of his career as a business man in this city. Mr. Dunham was born on a farm two miles West of St. Johns in Clinton county. His father, the late W. L. B. Dunham, settled in this section in pioneer days. Two years after his birth Mr. Dunham's father bought a farm near DeWitt in the same county and moved to the new location. When the son was in his 'teens the father came to Lansing to enter the farm implement and buggy and wagon business. Fifty-three years ago Paul E. Dunham embarked in business for himself in Lansing, and has remained in business since. His first venture was in the tin and roofing business on Turner street. Later he entered the farm implement business. He was once state president of the Michigan Hardware and Implement Dealers' Association and served a number of years on this Association's executive board.

Albion—Calvin S. Tucker, retired Albion dry goods merchant, who died recently, was buried in Riverside cemetery. Mr. Tucker was born near Plattsburg, N. Y., and came to Concord with his parents when he was about 14 years old. As a young man he came to Albion and entered the employ of the Bunday dry goods store as a clerk. A little more than thirty-five years ago he entered partnership with the late George T. Bullen, with whom he was associated in the dry goods business for two years. The late Fred S. Austin purchased Mr. Bullen's interest and continued in business with Mr. Tucker for ten years, the store being in the present location of the Blaisdell clothing store. Later Mr. Tucker began business for himself in the present location of the Vaughn-Ragsdale men's store on the corner of South Superior and West Center streets. He remained there until he closed out his business and retired in November, 1927. Since retiring he has been engaged in salesmanship work here, when his health would permit. He had been in failing health for several years.

Manufacturing Matters

Grand Rapids—The Prosstix Products Co. has been organized to manufacture novelties with a capital stock of \$25,000, of which \$10,000 is paid in.

Detroit—The Carr-Weller Engineering Co. has been organized to manufacture electrical equipment, with

\$20,000 capital stock, of which \$5,500 is paid in.

Ten Commandments of Thomas Jefferson

Thomas Jefferson, the third president of the United States, wrote out for his own guidance the following ten commandments and followed them assiduously:

1. Never put off till to-morrow what you can do to-day.
2. Never trouble another for what you can do yourself.
3. Never spend your money before you have earned it.
4. Never buy what you do not want because it is cheap.
5. Pride costs more than hunger, thirst and cold.
6. We seldom repent of having eaten too little.
7. Nothing is troublesome that we do willingly.
8. How much pain evils have cost us that have never happened!
9. Take things always by the smooth handle.
10. When angry, count ten before you speak; if very angry, count a hundred.

Things Salespeople Shou'd Never Do

Never be familiar when speaking to customers.

Never allow clothing to appear untidy.

Never allow customers to wait while fixing stock or making records.

Never wait on customers out of turn. Courteously ask the one who pushes in ahead to wait until earlier customers have been served.

Never allow stock to remain out of order.

Never correct a customer's pronunciation of anything. Whatever a customer calls it is right.

Never powder, comb your hair, or manicure your nails where customers can see you.

Never whisper or call across the store to other salespeople when customers are nearby.

Silver and Pewter Lines Active

Initial buying for Fall started in the pewter and silverware markets, where retailers placed orders for sample assortments of the new season's goods. In pewter, purchases ranged from extreme low-end goods to retail at \$1 to \$2 to articles in the \$7.50 and \$10 ranges. Sterling silver flatware continued the feature in the silverware field with stores ordering sets in popular-price ranges. The call for silver-plated hollowware was fair and centered on pieces to sell at \$5 to \$15. Sample orders, producers said, were much larger than those of a year ago and portend an active reorder business later in the season.

Stores Re-order Dinnerware

Manufacturers of domestic china-ware were highly encouraged this week when buyers from stores throughout New England and Pennsylvania came into the New York market for merchandise for August delivery. Reporting stocks sharply reduced by heavy consumer buying in current sales events, buyers reordered

popular and medium priced dinner sets in services for six and eight. Selling agents had complained recently that the bulk of the buying centered on services for four and were cheered by the apparent interest in larger and more profitable sets.

Inadequacy of Relief Measures

Only half the unemployed secure any public relief whatever, and the billions of Government funds distributed mean only \$24 a month for each family on relief, according to Newton D. Baker, who is chairman for a gathering of representatives of the 34 national welfare agencies invited by the President to meet at the White House on Sept. 28. The conference will lay plans for a "mobilization for human needs," embracing the raising of funds for private welfare agencies.

Fighting Dutch Elm Disease

Packing its research equipment, the Dutch Elm Disease Laboratory has moved itself from Ohio to Morristown, N. J., where the epidemic of elm sickness still prevails. With the disease now accepted as an emergency, R. Kent Beattie of the Department of Agriculture, principal pathologist in charge of tree disease emergencies, states that the laboratory is equipped to identify suspected specimens collected in any State and asks cooperation of tree lovers in saving the American elm.

No Cure Yet Discovered For Dutch Elm Disease

No cures have been found for trees infected with the Dutch elm disease, observes Prof. G. W. Herrick of the New York State College of Agriculture. Because of the seriousness of the infection, threatening as it does to wipe out the elm trees in many sections of the country, Professor Herrick suggests that tree lovers should study trees which may be used to supplant the elms if they are exterminated. Red oak, pin oak, scarlet oak, sugar maple, Norway maple, gingko, and sycamore are trees which may be substituted.

Synthetic Rubber at \$1 a pound is to-day competing successfully with natural rubber. This merely means, of course, that for some purposes synthetic rubber is superior. The synthetic tires announced on June 21 are not going to be put on the market. But their success from a technical standpoint shows what may happen if the price of natural rubber rises and the price of synthetic is brought down as uses for it increase. It is only a handful of years since most of us would have said that synthetic silk, or rayon, could never compete with the good old worm.

Omnipotence

Make me too brave to lie, or be unkind;
Make me too understanding, too, to mind
The little hurts companion gives, or friend—
The careless hurts that none quite intend.
Make me thoughtful, too, other's hurts to bear;
Make me to know the utmost hearts of those for whom I care,
May I forget what should be forgotten, and recall
Unfailingly all
That should be recalled, each kindly thing,
Forgetting what might sting.
Mary Carolyn Davies.

Essential Features of the Grocery Staples

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

Tea—There have been no price changes in this country and primary markets have also been quiet. The consumptive demand for tea has been greatly helped by the hot weather.

Coffee—The market for future Rio and Santos coffee, green and in a large way, has shown some sharp declines during the week amounting perhaps to about $\frac{3}{4}$ c per pound. Demand has been poor. The decline seems to be due to conditions in Brazil. Spot Rio and Santos, green and in a large way, demand has been quite poor and prices weak, although they did not show the same decline that futures showed. The jobbing market on roasted coffee has made no general decline yet, but will do so if the weakness in greens continues. Milds are about unchanged and quiet.

Canned Fruits—It is probable that new pack California cling peaches will be quoted by July 15, as it is understood that packers expect the Government to permit termination of the present fixed price agreement two weeks in advance of the scheduled date. Packing operations in some parts of the state are due to get under way soon, a few packers announcing their intentions to start Monday on the early variety of peaches.

Canned Vegetables—The major vegetables are also well maintained. Tomatoes alone are perhaps a trifle easier, both spots and futures, but the time is coming when the differential between old and new goods must narrow.

Canned Fish—Canned fish is unchanged and continues to be somewhat disappointing here. Prices have not changed one way or the other in the past week and while stocks here are light, the shortage has not been as yet reflected in the price structure.

Dried Fruits—Dried fruits are holding their own, and demand is largely on a routine basis. Prices show little change from a week ago, and only the thinness of the market keeps them at present levels, since new pack goods are well established on a higher level. Imported goods are quoting for fall delivery at prices much higher than a year ago. In fact, new figs from abroad will find the going pretty difficult, unless some adjustment in the high tariff is put into effect. California figs will find a larger spread in their favor than in former years. Spot figs are in light supply now, and held very firm. There is believed to be only a few months' supply left, and naturally prices on them have risen in sympathy with the increased cost which will become effective on new crop fruit. The major items are holding well in California. Santa Clara prunes are steady for shipment, with the old crop now practically all in the hands of packers. Raisins, too, are largely controlled by first hands, and the distribution of each proceeds rather quietly, with the marketing agreements on new crops providing the most reassuring basis for future operations.

Beans and Peas—Prices on various items of dried beans are fairly steady, but business is very poor. The same is true of dried peas.

Nuts—The market was seasonally quiet this week, with stocks moving out in a narrow volume against immediate needs. The midweek holiday and the hot weather have had some effect on buying, but this will be made up for in weeks to come. Prices are generally steady, and Brazils show continued strength, both here and for shipment. Shelled pecans, California almonds and walnuts are also well maintained on their present basis.

Olives—A fair demand continues to exist for olives. Stocks in the hands of the local trade are light and, as has often been related, there is very little left for shipment out of the primary center. Medium and small sizes of stuffed and plain queens are scarce. No further change has been made in spot quotations, but the market remains on firm ground.

Rice—The market is rather quiet at the moment, as all hands are waiting for definite approval by the Government of the new control program and anxious to see how the clean rice situation works out. Under the new control program no fixed prices will prevail on clean rice, but basic prices to growers are to be established, on which millers will be compelled to fix a conversion fee. This should establish a close relationship in distributing markets and have the effect of fixed prices. Brewers' rice continues very active.

Salt Fish—The first newly cured American shore mackerel has reached the market, also some new Norways. Demand is very light and prices not yet fixed. Old mackerel is pretty nearly cleaned up, so that the future seems very firm and healthy.

Sauerkraut.—Kraut prices are all unchanged. Very little demand is current, the item being out of season. In spite of persistent reports of a short cabbage crop, buyers of kraut are not booking extensively for future deliveries.

Syrup and Molasses—Demand for sugar syrup continues fair considering the season. Production is still limited and prices are firm. As to corn syrup, the recently announced advance has taken effect. Business is quiet without any further change in price. The better grades of molasses in quiet demand at unchanged prices.

Review of the Produce Market

Alligator Pears—20c each.

Apples—Yellow Transparent, \$2.75 per bu.

Bananas—5c per lb.

Blackberries—\$2 per 16 qt. crate.

Butter—Creamery, 24 $\frac{1}{2}$ c for cartons, and 24c for tubs.

Cabbage—Home grown 80c per bu.

Cantaloupes—\$2.50 for standards and \$3 for jumbos from Indiana.

Carrots—Home grown, 25c per dozen bunches.

Cauliflower—\$2 per crate for California.

Celery—Home grown 40c per dozen bunches.

Cherries—\$1 for sour and \$2.25 for sweet—both 16 qt.

Cucumbers—Home grown hot house command 70c @ 90c, according to size.

Currants—\$2 for 16 qt. crate.

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

C. H. P. from farmer.....\$2.10

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.....14c

Checks12c

Egg Plant—\$2.50 per crate.

Garlic—12c per lb.

Green Beans—\$1.50 per bu.

Green Corn—50c per dozen for home grown.

Green Onions—20c per dozen.

Green Peas—\$1.50 per bu. for home grown.

Green Peppers—50c per dozen.

Honey Dew Melons—\$2.56 per case.

Lemons—The price is as follows:

360 Sunkist.....\$6.75

300 Sunkist..... 6.75

360 Red Ball..... 6.25

300 Red Ball..... 6.25

Limes—25c per dozen.

Lettuce—In good demand on the following basis:

California, 4s and 5s crate.....\$4.00

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

Onions—Texas Bermudas, \$2 for Yellow, and \$2.50 for White.

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

126\$5.00

176 5.00

200 5.00

216 5.00

252 4.75

288 4.75

324 4.75

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—50c per bu.; new \$2.75 per bbl. from Virginia.

Poultry—Wilson & Company pay as follows:

Heavy Fowls 11c

Light Fowls 9c

Ducks 8c

Turkeys 14c

Geese 7c

Radishes—8c per dozen bunches for home grown.

Raspberries—\$2.50 for 24 pint crate, Red; Black, \$1.75 for same quantity.

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

Spinach—35c per bushel for home grown.

Summer Squash—5c per lb.

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

Tomatoes—Hot house, 90c per 8 lb. basket.

Turnips—30c per dozen.

Veal Calves—Wilson & Company pay as follows:

Fancy7 $\frac{1}{2}$ c

Good 5 c

Watermelons—30c @ 45c.

Wax Beans—Home grown, \$1 per bushel.

Whortelberries—\$2 per 16 qt. crate.

The sun shines brightest when there are no clouds. Never practise shady methods.

Man and Wife May Not have to Pay Are the "man and wife" grocery stores exempt from paying the code assessment?

Apparently they are, according to the budget estimates submitted to the NRA by the National Grocery Code Authority. And the size of the town makes no difference.

Just where the National Code Authority gets the right for such exemption is not known, but it says, in its list of concerns which do not have to pay assessment:

"Very small one man and family conducted stores, not paying."

This is in NRA bulletin dated June the 20th.

Officials in the office of Jonas Graber, state NRA director, say that they never heard of this exemption and can not explain it. They cite the official bulletin of April 22 which said:

"The assessment is on the basis of one dollar per year per worker in each retail or wholesale grocery establishment; this includes proprietors, members of the family as well as all employees who work sixty per cent. of the time."

That provision seems to specifically require proprietors of family stores to pay the assessment not only for themselves, but for any members of their family who work over sixty per cent. of the time.

Local code authorities have been collecting the assessment on that basis. Man and wife stores have been required to pay the assessment. Most of them in Topeka, and in this zone, consisting of Osage, Jackson and Shawnee counties, have already paid.

But if the recent budget announcement means what it says, all the "one man and family conducted stores" are "not paying." Possibly the money collected from these stores will have to be refunded. — Merchants Journal.

Doctors' Pay

A survey into doctors' pay, made by the magazine Medical Economics, has revealed some surprising figures. It discloses that the income of the average doctor is \$3,969 a year, and shows that the doctors have suffered severely by the depression. Their income has shrunk 32 per cent.

An increasing feature of the report is that it sets the total net income of American doctors at \$508,032,000 annually, but the magazine states that a relatively small group of 29,952 doctors takes in more than half of this money.

Consequently, many of the less prosperous doctors take in an average of \$2,122 yearly, it is estimated.

A Cat for Company

Me and the cat—
That is that—
She awaiting for my tread
She awaiting to be fed
On the doorstep just outside
Of the home where we abide—
Me and the cat.

Me and the cat—
That is that—
Yet I always wish to know
Really why she's watching so;
Once she eats she longs to be
Still about—like company
Me and the cat.

Me and the cat—
That is that—
Yet the cat I'm sure can be
Rather hostess serving me;
Tells me many things to do
So we wash with breakfast through—
Me and the cat.
Charles A. Heath.

MUTUAL INSURANCE (Fire and Life)

Acting Insurance Commissioner Graff Warns of Danger in Purchasing Insurance From Unlicensed Companies

One of the most important problems which is confronting the Insurance Department to-day is the increasing activities of unlicensed insurance companies and associations in Pennsylvania.

Unlicensed insurance companies and associations cannot secure licenses for their agents and usually they solicit by mail, newspaper advertisements and by radio. Since the passage of Act No. 208, approved May 24, 1933, prohibiting the publication, printing or radio broadcasting of advertisements or notices of insurance companies, associations, exchanges, or agents not authorized to do business in Pennsylvania, most of the soliciting is by mail. Unfortunately, the United States mails still remain open to these boot-leg companies. I understand that there are several bills pending in Congress at the present time which seek to curtail the activities of insurance companies in states in which they are not duly licensed.

Each day the Department receives numerous inquiries from residents of the Commonwealth as to whether a particular company is licensed, or regarding its financial standing. This indicates that the public is giving greater thought to the subject of insurance and is becoming more insurance minded. It has come to our attention as a result of filing of complaints or inquiries with the Department, that the following companies and associations, which are not licensed to do business in this Commonwealth, have been soliciting insurance in Pennsylvania by mail or by parties representing themselves as agents:

Unlicensed Companies and Associations

Alliance Mutual Life Insurance Assn., Santa Ana, California.
Allstate Fire Insurance Company, Chicago, Illinois.
Allstate Insurance Co., Chicago, Ill.
American Aid Association, South Bend, Ind. (Pittsburgh, Tex.)
American Aid Society, Willow Hill, Ill. (Pittsburgh, Tex.)
American Life Assn., Hollywood, Calif.
American Protective Assn., Pueblo, Col.
Bankers Guaranty Life Co., Sedalia, Mo.
Bankers Health and Accident Assn., Houston, Tex.
Capital Mutual Benefit Assn., Denver, Col.
Capital States Benefit Assn., Willow Hill, Ill.
Catawba Benevolent Assn., Newton, N.C.
Colonial Mutual Life Assn., Los Angeles, Calif.
Commercial Travelers Mutual Accident Assn. of America, Utica, N.Y.

Conservative Benefit Assn.
Continental Benefit Society, Camden, N.J.
Cosmopolitan Benefit Assn., Chicago, Ill.
Covenant Mutual Benefit Assn., Lawrenceville, Ill.
Economic Benefit Assn., Minneapolis, Minn.
Economic Mutual Life Assn., Los Angeles, Calif.
Family Mutual Benefit Assn., Phoenix, Ariz.
Family Benefit Assn., Minneapolis, Minn.
Family Protective Corporation.
Farmers Home Benefit Association.
Federal Aid Society, Cedar Rapids, Ia.
Federal Beneficial Assn., Camden, N.J.
Federal-Postal Employees Assn., Denver, Col.
Fidelity Life Assn., (formerly Mystic Workers), Fulton, Ill.
Fidelity Mutual Benefit Assn., Rockford, Ill.
First National Indemnity Co., Omaha, Nebr.
First National Life Insurance Co., Houston, Tex.
Fraternal Mutual Aid Society, Salt Lake City, Utah
Fraternal Mutual Benefit Assn., Salt Lake City, Utah.
Golden Hour Benefit Association, Minneapolis, Minn.
Great Northern Estate Corp., Rockford, Ill.
Great Northern Protective Assn.
Great States Life Assn., Hollywood, Calif.
Great Western Insurance Co., Des Moines, Ia.
Guarantee National Union.
Hoosier Co-operative Benefit Assn.
Illinois Commercial Men's Assn., Chicago, Ill.
Illinois Traveling Mens Health Assn., Chicago, Ill.
Imperial Protective Union, Shreveport, La.
Inter-State Life Assn., Hollywood, Calif.
Lincoln Aid Association, Chicago, Ill.
Lincoln Mutual Aid Society, Chicago, Ill.
Lloyds, London.
Ministers' Casualty Union, Minneapolis, Minn.
Mutual Benefit Health and Accident Assn., Omaha, Neb.
Mutual Life and Loan Assn., Dallas, Tex.
Mutual Professional Insurance Co., Chicago, Ill.
National Accident Society, Springfield, Ill. (Colorado corporation)
National Aid Society, Springfield, Ill. (Colorado Indiana and Florida).
National Benefit Accident Assn., Des Moines, Ia.
National Guaranty Mutual Assn., Phoenix, Ariz.
National Home Union, Washington, D. C. (took over Mercantile Reserve Life Assn. of Dallas, Tex).
National Indemnity Assn., Shreveport, La. (Washington, D. C.)
National Protective Union, Denver, Col.
National Security Life Assn., Beverly Hills, Calif.
National Union Benefit Assn., Willow Hill, Ill.
National Union Indemnity Assn., Washington, D.C.
National Protective Life Insurance Co., Kansas City, Mo. (National Protective Insurance Co., Kansas City, Mo., accident and health branch).
New England Reserve Life Insurance Co., Kansas City, Mo.
North American Benefit Assn., Wilmington, Del.
North American Mutual Life Assn., Santa Ana, Calif.
Old Faithful Mutual Benefit Assn.
Our Home Life Insurance Co. of Florida, Washington, D. C. (in receivership).
Pacific National Assn., Beverly Hills, Calif.
Pacific States Life Insurance Co., Denver, Col.
Penn-Jersey Beneficial Assn., Camden, N. J.
Physicians Casualty Assn., of America, Omaha, Neb.
Postal Life Insurance Co., New York, N.Y.
Postal Life and Casualty Co., Kansas City, Mo.
Postal Mutual Benefit Assn., Phoenix, Ariz.
Postal Mutual Life Assn., Los Angeles, Calif.
Physicians Health & Accident Assn., Houston, Tex.
Physicians Protective Casualty Co., Indianapolis, Ind.
Provident Aid Society, South Bend, Ind. (incorporated in New Jersey)
Protection Benefit Assn., Minneapolis, Minn.
Prudence Mutual Benefit Assn., Jersey City, N. J.
Pyramid Protective Assn., Newark, N. J.
Reconstruction Benefit Assn., Minneapolis, Minn.
Sportsmen's Mutual Assurance Co., Washington, D. C.
Standard Mutual Benefit Assn., Indianapolis, Ind.
State Benefit Association.
State Protective Corp., Indianapolis, Ind. (Miami, Florida).
State Mutual Benefit Assn., Phoenix, Ariz.
State Mutual Aid Assn., Mishawaka, Ind.
Sterling Security Life Assn., Beverly Hills, Calif.
Sterling Casualty Co., Los Angeles, Calif.
Sunset Accident Co., Los Angeles, Calif.
Superior Life & Casualty Insurance Co., Kansas City, Mo.
Surety Life Insurance Co., Kansas City, Mo.
TBA American Benefit Assn., Lafayette, La. (Gainesville, Florida)
TBA Benevolent Assn., Lafayette, La.
Travelers Health Assn., Omaha, Neb.
Union Aid Society, Los Angeles, Calif.
Union Auto Club of America, incorporated under the laws of Illinois.
Union Mutual Life Insurance Co., Des Moines, Ia.
United American Benefit Assn., Willow Hill, Ill.
United Benefit Assn., Shreveport, La.
United Mutual Assurance Society of America, New Orleans, La.
Universal Mutual Benefit Assn.
Universal Protective Assn. Insurance, South Bend, Ind.
United States Assn. & Universal Society of America, Beverly Hills, Calif.
Wabash Valley Mutual Benefit Assn., Lawrenceville, Ill.
Western Funeral Benefit Assn., St. Louis, Mo.
World Life and Benefit Assn., Los Angeles, Calif.

Insurance is a friend in need and adversity and, unfortunately, many who purchased policies from these unlicensed companies and associations, believing they were protected against certain contingencies, have since realized they held only a scrap of paper. With nine hundred and eighty-seven insurance companies and associations possessing standing and responsibility licensed in Pennsylvania writing all classes of insurance coverage, there is no need for anyone buying insurance from an unauthorized company.

An insurance company seeking admission in Pennsylvania must conform with certain statutory requirements in order to obtain a license. In applying for a license the company must give evidence that it is capable of carrying out its obligations. Needless to say, a company which will not submit itself to the scrutiny and supervision of the Department and yet seeks business in

**SAFEGUARD YOUR PROPERTY with
MUTUAL INSURANCE
FIRE and WIND COVERAGE
Commercial and Residential Properties**

SAVINGS—25% to 37½%

M. B. & M. Legal Reserve Co.

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

Pennsylvania is not worthy of the confidence of any resident of this Commonwealth.

The great majority of the companies and associations in question, aside from having a weak financial set-up, issue policies with very limited coverage, lacking most of the essential provisions contained in the policies of licensed companies. Of course, these unlicensed companies are not subject to periodical examinations by the insurance Department of Pennsylvania and, therefore, the Department is not in any sense responsible for the character of their contracts or the enforcement thereof.

In case of a dispute in the settlement of a claim, a policyholder could not institute a suit in Pennsylvania, as our Courts would have no jurisdiction. A suit against any licensed company may be brought in Pennsylvania, the service of process being made on the Insurance Commissioner. Lacking supervision over a non-licensed company, the Insurance Commissioner can be of practically no assistance to the policyholder or creditor.

Where individuals have been found soliciting insurance in Pennsylvania for such unlicensed companies and associations, we have prosecuted them under Section 606 of the Insurance Department Act of 1921, which provides that any person who represents or advertises himself as the agent of an unlicensed company or association shall be guilty of a misdemeanor and upon conviction shall be sentenced to pay a fine of not more than \$1,000. In the past twelve months we have arrested 25 solicitors of unlicensed companies and associations, resulting in 20 convictions and 5 cases in which action is pending.

It would be erroneous to assume that only poor and uneducated persons are attracted by the alluring literature and the cheap insurance unlicensed companies and associations offer. For the thousands of inquiries received at the Department in the past year or two, disclose that a large number of professional persons deal with these companies.

The Pennsylvania Insurance Department will continue to combat the activities of all unlicensed companies, associations and their solicitors and it is our hope that all those who are licensed to engage in the insurance business be it the company official or be it the producer, will assist in our efforts to protect the insuring public.

Items From The Cloverland of Michigan

Sault Ste. Marie, July 10—The Nicolet pageant of living pictures, which was put on at Bray Park last Monday evening, was one of the best ever put on here. Thousands of visitors from the nearby country, as well as many tourists, took in this grand spectacle. The picture brought to mind that in Schoolcraft's time, and long after, New Year's day was a time of high festivity in this community. The French people always made more of the New Year's festival than other races did, and Sault Ste. Marie lost something worth while when the universal custom of New Year's calls passed out. The Alouette singers from Canada were one of the



Paul H. Nystrom

"Price fixing by an industry is, of course, intended for the good of that industry. To insure the greatest good for a given industry, prices must be set at the point that will yield the highest net return. That, in case you have forgotten, is the definition of monopoly. Every price fixing move has for its ultimate purpose market control and monopoly. It cannot be otherwise. This is the sole purpose of price fixing.

"Do the leaders of any industry believe that this country, with its ancient love of freedom and its traditional faith

in free competition, will accept industrial price fixing and market control? If there is to be price fixing, do you think that the people will let you get away with it without supervision? Business men talk a great deal about the desirability of less government in business and more industrial self-government. Price fixing is an invitation to public control of business."

Paul H. Nystrom,

President Amer. Marketing Society and Limited Price Variety Stores Association.

oustanding features and Miss Jean Mac Lachlan, representing Miss Sault Ste. Marie of to-day, took the leading part and received many compliments and congratulations on the able manner in which she took the part. The various committees also came in for high praises for the immense amount of work that they performed in making the pageant one of the memorable features of our local community.

The confectionery store of Andrew Kristelis, on West Spruce street, which was destroyed by fire several months ago, has been rebuilt and a grand opening was held on Saturday. The new place had been fitted up with all new fixtures and new decorations and will be known as "Spruce Inn." The new proprietors are Andrew and George Kinselis. They will serve beer, meals, sandwiches and ice cream. The location is one of the best and their many friends wish them success in their new venture.

Miss Leila Seaman, proprietor of the store at Drummond, spent the Fourth here, visiting friends and taking in the pageant.

Half-soles may be a help to tired feet, but it takes a whole soul to help a tired mind and body.

The Cedar Inn, at Cedarville, opened on July 4 for the season and is now serving the fine meals which have made this famous hotel so popular. The tourists are quite numerous now so the summer hotels are feeling quite optimistic and expect a record breaking patronage.

Plans for the erection of a 120 foot watch tower and observation post to be set up in the Sault as a laboratory for the study of the earth's curvature and general topographical layout are being rushed here by the United States Coast and Geodetic Survey, which on Monday submits before a group of the Nation's leading scientists an experimental tower here before projecting its vast network across the Nation to include Sault Ste. Marie as the local unit. Dr. William Bowie, chief of the Bureau of the Geodetic Survey, was present and was highly impressed with the demonstration.

If we are to believe our divorce court news, a fellow with a lot of dough doesn't always make a good breadwinner.

Hon. Chase S. Osborn spent the Fourth in the Sault and was the principal speaker for the celebration which was held in Brady Park. Many thou-

sands of people gathered there to hear the Sault's as well as the Nation's most esteemed speaker. Mr. Osborn declared that the hope of America's to-morrow rests with the quickening of the spiritual sense of the American people, an intellectual development that "will keep its feet on the ground and a new contemplation of God, America and the world." The former Governor declared that despite a few cancerous growths in the structure of society, there is nothing wrong with America. "Socially," he said, "we have some eczema, but the cancerous element is not in one per cent. of the people.

It is now possible to travel by bus from the Sault to Detroit without a transfer at Mackinaw City or St. Ignace. The cut in the ferry rates made this change possible. Rob't J. Wynn, president of the Great Lakes Motor Transit Co., stated that the drivers will remain in the Sault and repair shops will be established here. There are one or two busses in the shop at all times being repaired, reconditioned and painted and as much of the work as possible will be carried on here.

The Orangemen of the two districts will hold their celebration at the Sault this year July 12. Elaborate preparation is being made by the local lodge and a large gathering, including the Canadian lodges, are expected.

The blind aren't the only ones who use the touch system.

Senator James Couzens paid the Sault a visit last week. He was en route to Isle Royale with a party of friends, going through the lock on the yacht Trudione, one of the largest of its kind on the lakes.

The three movie theaters here have merged into one company. Starting on Monday the Colonial theater will be closed while the Temple theater and the Soo theater will continue operating. The new company will be controlled by Charles DePaul, of the Temple, and Edward Saether, of the Soo theater.

Much is said about air-conditioned houses, but the easiest way to make the atmosphere cool in any old house is to bring old friends home for dinner without warning the wife.

William G. Tapert.

Waiting Policy of the Administration

Indices of business reflect the recession now in progress, which is at least seasonal. Steel operations are between 20 and 30 per cent. of capacity. While electric power production was at its highest level since January, 1931, it represents a gain of only 2 per cent. over the same week of 1933. Motor car production continues to make a relatively good showing. Other comparisons of interest are car loadings which are barely above the same period of last year, while bank debts are 2.9 per cent. lower. In spite of heavy Government expenditures to cushion the recession any pronounced reversal in the trend over the near future is hardly expected.

In view of the fall elections predictions as to policies of the Administration would be very hazardous. Many of the new reform measures have yet to be interpreted and placed into execution. Definite revision of the NRA seems to be taking place. Economic laws work slow but sure, so that such types of readjustments as mentioned above will come through natural developments.

J. H. Petter.

God gave us work to do, so we could be happy. Man has taken it away from distressed millions.

Our greatest national danger lies in ignorance.

SEES SOME NEW DANGERS

Asserting that no let-up in either the number or type of code problems is in sight for the months directly ahead, Channing E. Sweitzer, managing director of the National Retail Dry Goods Association, announces a six-point program to deal with "excessive price raising" features, both in and apart from NRA codes. The program, he says, is designed as a continuation of the activities of the Association since the start of code-making last year in opposing, and offering constructive criticism on, provisions in manufacturers' and wholesalers' codes affecting the merchandising operation of retail stores.

The specific features of the six-point program, to be carried out through the assistance of the Retailers Protective Committee, comprise:

1. To combat price-raising agreements not authorized by codes.
2. To prevent abuses of the so-called "emergency" cost clauses now permitted in codes.
3. To encourage negotiations for the removal from approved codes of price raising, price-control features.
4. To oppose burdensome and unfair amendments to approved codes.
5. To oppose such amendments in codes yet to be approved.
6. To guard retailers against burdens imposed by unjustified Code Authority activities.

Mr. Sweitzer, in commenting on detailed aspects of the program, stressed the view that "we are irrevocably opposed to the inclusion of anything in NRA codes which will raise or tend to raise prices to the consumer beyond such costs as are necessary to promote the purposes of the National Recovery Act.

"We shall continue to oppose monopolistic, economically unsound and unfair code practices which tend to retard recovery by limiting purchasing power. Consumers and retailers, whose interests are naturally allied, will have to be more watchful in the coming months than at any time previously, for there is no indication that industries are slowing up in their efforts to place undesirable, price-raising features into their codes.

"There is evidence that, where they have failed to achieve such aims through code provisions, many industries will attempt to gain them through agreements not sanctioned by their codes."

In citing the possibility of industries banding together to secure agreements outside of their codes, which retailers claim to be unfair and monopolistic, Mr. Sweitzer declared this danger was by no means remote.

"At the present time we note a tendency, in certain industries where codes require the filing of prices, toward a classification of customers by types, with the result that a preference in prices and terms is given as between the competing types of distributors."

The ruling by General Johnson last month, he added, permits industries subjected to destructive price-cutting and economic turmoil to declare a state of emergency and set up minimum prices for the whole industry to remedy the situation.

"Twenty-six codes," Mr. Sweitzer pointed out, "already have clauses authorizing such action, but any industry has the right under the administrator's ruling to ask for the privilege of being declared in a state of emergency. The association recognizes the dangers possible in this type of ruling and, where such emergency is declared to exist, it will urge that the minimum prices be limited to stated articles for a stated time, and that the minimum levels shall be no higher than those necessary to guarantee wage and hour costs under the code, and that in no case shall they be permitted to become price-fixing, extra-profit figures.

"The new NRA price policy forbidding the inclusion of price-fixing clauses in codes yet to be approved, and the removal of existing price-fixing provisions in approved codes through negotiations of the Code Authority, to a great extent met the demands of retailers. However, under the ruling the initiative for such action rests with the Code Authorities. Nearly fifty approved codes have price-fixing and price-control provisions, which may have been used to bring about higher prices than necessary.

"Many of the NRA hearings being currently held on codes, at the rate of 100 a month, are on amendments and changes in codes already approved. The Hosiery Code fair-trade practices affecting contracts, terms, shipping practices, etc., are being revised. The Men's Clothing Code is offering additional provisions. The Millinery Code has been rewritten, and scores of others are being modified. Many of these amendments seek to include harmful price-raising precedents, set up in other codes, which other industries wish to copy.

TRADE UP, INDUSTRY DOWN

Against the more favorable reports from trade sources could be set evidence of further slackening in basic industry during the week. The latter is, of course, customary at this time of the year. Union labor trouble on the Coast is more serious, but elsewhere conditions seem to improve under the promise of what the new Federal board may accomplish.

The sharp drop in steel operations caused little alarm since the circumstances had been thoroughly publicized. Shipments had to be completed under the code before the quarter closed in order to avoid higher prices. Ingot output fell off very sharply. In the meantime, price weakness has spread to other than automobile steels.

In the automobile industry just before the holiday, the largest producers pushed up operations by a good margin because lower prices have helped to hold up demand against the usual seasonal drop at this time. Sales figures will be watched closely to see if this trend continues.

The textile lines have made their start on the Fall season, but they await developments in the wholesale markets from now on. The bulk of the season's business is placed within the next few weeks. If the recent retail gain holds, it will mean a good deal for this buying. Naturally, when the stores are selling in good volume they are more liberal purchasers.

Another point of marked interest just now is the development of the housing program under legislation passed at the end of Congress.

FALL SEASON STARTS

It is a happy circumstance that, as the wholesale merchandise markets start formally upon the Fall season, the retail stores find a pick-up in trade. If this gain continues then buying appropriations for the new season are bound to be loosened up to the benefit of producers and employment in these industries.

Apparently the trade increase can be traced to two causes. The public evidently followed President Roosevelt's recent suggestion and checked up on conditions. These were found better and more confidence is now displayed. The second cause is the appearance of more reasonable prices in the stores. The NRA price honeymoon is over, as one observer put it, and competition is bringing lower and more attractive values.

In both the retail and wholesale lines a steadier trade is looked for this year, which is a logical forecast when the turmoil of code making and inflation last year is recalled. Some major questions still upset various industries but in the main the merchandise lines are fairly well settled into their new grooves under the NRA.

From a broad standpoint, the outlook for business in the consumer goods industries should be considered quite bright. Inventories have been well controlled in all but a few lines and price tone has become steadier. The general outlook is that business will get better this Fall or it will be made better. With that certain prospect, then, there can be little reason for hesitation.

DRY GOODS CONDITIONS

Retail trade has improved upon its recent gain so far this week. Stores in this section are running well ahead of a year ago. Clearance sales are well patronized in spite of the record hot spell. All types of seasonal apparel and supplies are bought and some of the regular lines of merchandise are also well patronized. The public seems to be in a buying mood again.

Contrary to earlier indications chain store sales last month showed larger increases than in May. A compilation of ten companies issuing early reports disclosed a gain of 11.06 per cent. for June over the same month last year. These same concerns in May showed a rise of 7.27 per cent.

These increases are especially encouraging now that the stores are running into the period which compares with the inflation and pre-code boom of last year. Retailers have not been hoping in most cases to equal the 1933 figures for another three months. They were striving merely to hold down their losses.

Now it appears that the July figures may turn out much better than expected. Celebration of the Fourth was more exuberant. The public seems to have more money to spend and it is much readier to spend it. That means better business and store figures are now reflecting this new turn.

In the wholesale merchandise markets all is ready for the formal start

upon the Fall season. The number of buyers in the market from now on will advance sharply.

NEW PRICE POLICY

As indicated by George A. Renard, of the National Association of Purchasing Agents, in his bulletin to members, the new price rulings of the NRA go a long way toward restoring normal competition in industry. When the first order was issued it was difficult to see how the Recovery Administration could get industries to give up their price-fixing provisions. The second ruling, however, should go a long way toward bringing about the required changes in codes.

If a company is permitted to reduce prices 15 per cent. and at least 5 per cent. under posted prices on Government orders and then compelled to make these quotations available to all, competition has been restored on most products. No limit is placed upon the number of times these reductions may be taken.

The question is then raised concerning "emergency" prices under the first set of rules. A minimum price will be fixed for a stated interval, when such an emergency shows up, in order to prevent "destructive price cutting."

Of course, this is also an artificial method of dealing with competition, but it is a long way ahead of the price-fixing which was increasing so greatly under the codes after the fine start it had before there was any thought of such instruments. In the end, all artificial restraints must be dropped or else the whole system placed under central and specific control.

OTHER CHANGES IN NRA

Other changes besides those dealing with the disputed pricing provisions are contemplated shortly in the NRA set-up. Charges of monopoly and injury to small business men may be difficult to prove in many instances, but their repetition may cause some private cringing in official circles.

The facts are, of course, that monopoly had a long head-start before the codes. In fact, some of the blame for the depression might be placed in this quarter, since these vast aggregations of capital have contributed to the maladjustment of income which has been recognized as a basic fault.

Where the small business man is concerned, he has always had his troubles in competition. Only education in business fundamentals is going to help him, and, for some reason or another, that is a neglected phase of our present teaching system and an activity which the trade organizations might perform but rarely do outside their own restricted memberships.

The changes in NRA will probably emphasize setting up self-government in industry so as to avoid the complaints of bureaucracy, fascism, etc. The object would also be to require industry to perform upon its own initiative and to reduce its dependence upon the Government.

A recently developed bomb shell for blowing out clogged oil wells is housed in a synthetic plastic, rather than metal, case. Increased safety, complete disin-
tegration are claimed.

OUT AROUND

Things Seen and Heard on a Week End Trip

I always enjoy a visit to Oceana county for three very good reasons—the wonderful hills, the remarkable people and the large number of long-time friends the Tradesman has in the three fine towns which make Oceana an exceptional county—Shelby, Hart and Pentwater. Instead of starting at Shelby, I went on to Pentwater, putting in so much time at that town and Hart that I did not complete my calls at Shelby, which involves a second visit to that town this week or next.

At Pentwater I was pleased to find W. H. Gardner back in the old stand he occupied so long and so successfully in former years. After his retirement from the meat and grocery business several good fellows tried their hand at the game, but it seems that no one but W. H. could serve the people as they wanted to be served and he just naturally drifted back to the old stand, which looks very inviting under the deft hand of the owner.

I was pleased to learn that happy days have come back to the Commercial Hotel, which is a condition richly deserved by the Sampsons because of the very satisfactory manner in which they cater to the public. They may not always succeed in pleasing their patrons, but they certainly try very hard to make every guest satisfied.

I was told that at a meeting held in Pentwater the day I was there it was finally decided by Government representatives that the entrance to Pentwater from Lake Michigan would be deepened so that lake vessels could enter Pentwater lake; that the contract had been awarded and that work would be undertaken at once, so that Pentwater may be on the map as a lake port within two weeks.

At Hart I was informed by Mr. Spitler, of the Colby & Spitler Co., that the Tradesman has come to them through the front door of their hardware store for thirty-seven consecutive years, which is certainly a pretty good record. The corporation, by the way, is being revamped with the intention of bringing new blood and new energy into the organization.

I was not aware until I called at the Van Allsburg market that the long-time owner had gone to his reward April 11 at the age of 68. The widow, who has assumed the direction of the business under the management of her son, stated that Mr. Van Allsburg started taking the Tradesman when he engaged in business in Hart, forty-eight years ago, which is confirmed by our office records, and that every issue up to the day of his death was always carefully discussed in the household of the Van Allsburgs. The Vans were married forty-one years ago and during the early days of their union Mrs. Van and her brother conducted a laundry. During the sixteen years this partnership lasted the Tradesman came to the laundry also, furnishing the business pabulum needed to assist them in con-

ducting the laundry successfully. I have on my list a good many merchants who take the Tradesman for their clerks, but I think this is the first time I have had my attention called to two copies going to the same household. In speaking of the passing of Mr. Van Allsburg, the widow remarked "I wish I could tell you how much pleasure and satisfaction Mr. Van Allsburg always received from his weekly perusal of the Tradesman. He frequently said that he would rather part company with every other publication he read than to be deprived of the perusal of the Tradesman." I wish every meat dealer in Michigan could say the same. For some years Mrs. Van Allsburg has turned the Tradesman over to W. N. Sayles, a former dry goods merchant of Hart, as soon as the Van family had absorbed its contents.

I was pleased to learn that Robert L. Dorsh was an employe of the Michigan Paper Co., at Plainwell, during the time I was a director of the corporation.

F. G. Walker agrees with me that the chain stores have slipped one over on the independent grocers in the grocery code under which we are now working, showing very plainly that the independent grocer representatives in Washington at the time the code was created are either very ignorant or very unfaithful to their trust.

Having practically exhausted the whitefish supply in the waters of Lake Erie and Huron, the vandals who use submarine nets have moved on to Lake Michigan, which indicates the early doom of the whitefish supply in that water. Six submarine nets have already been installed near Grand Haven and the jumbo whitefish breeders, weighing from six to ten pounds and which are habitants of deep water on the bottom of the lake, are rapidly being netted and sold to local fish dealers. The more salable fish, weighing from four to five pounds, are being shipped to Eastern markets. The large fish caught near Grand Haven are turned over to the Dornbos market, where I purchased a nine and a half pound whitefish about a week ago. This fish weighed seven pound net after being scaled, dressed and boned. It cost me 31 cents a pound. It is the largest whitefish which was ever handled by the Dornbos house.

It is a great pity that this slaughter, which will soon result in the utter extinction of the whitefish in the Great Lakes, should have to be tolerated, but the only resort for relief is the Legislature and the corrupt lobby which puts in an appearance at every session of the Legislature with swads of money has so far been able to prevent the enactment of prohibitive laws against the use of submarine nets, with which the extinction of whitefish will soon be accomplished.

There was considerable talk at Spring Lake last fall about the raising of one of the nine vessels which were hurriedly constructed by Com-

modore Perry to accomplish his great victory in the Battle of Lake Erie, Sept. 10, 1813. It now lies in comparatively shoal water in Spring Lake, opposite the Johnson iron works at Ferrysburg. Portions of the hull have been brought to the surface bearing the name of the vessel, so there is no question as to the identity of the wreck. So far as I can learn nothing has been done thus far this season to carry the plan of raising the vessel into execution, which is not in keeping with the civic and patriotic spirit of Spring Lake people as a rule. I hope to see something done about the valuable historical relic in the near future.

The new cut-off one and eight-tenths of a mile long, constructed for the purpose of reducing the congestion so frequently in evidence at the four corners at Glenn, is now completed and will be opened to the public in a few days.

L. Seymour has been engaged in general trade at Glenn forty-seven years and bears up under his long and useful career with becoming modesty and satisfaction. Five years ago he took his son, Ernest D., in partnership with him, since which time the business has been conducted under the style of L. Seymour & Co.

The 351,642 Michigan motorists who have been operating their cars under the two-payment permit plan, must pay the second half of the 1934 weight tax and secure 1934 license plates before August 1. Under the law authorizing the windshield sticker permits, the Secretary of State is not given power to extend their use after August 1.

Michigan's revenue from gasoline taxes this year is expected to be approximately \$1,600,000 greater than in 1933. This estimate is obtained from Department of State statistics, which show that \$7,604,095 was collected in gasoline taxes during the first five months this year as compared with \$6,919,759 during the same period last year. The records also indicate that the increase is due to the fact that the weight tax reduction placed more automobiles on the highway. The gasoline tax for January 1934 was below that of January 1933 while each succeeding month has shown an increase over the corresponding month a year ago.

The State Supreme Court is now considering the legality of the chain store tax law. In event the law is held to be valid, twenty-eight of the larger chain store organizations will be required to pay the Department of State \$1,298,000 as 1933 and 1934 taxes. Soon after the law became effective, suit to prevent the collection of the tax was started in Wayne county Circuit Court and has been appealed to the higher court. Pending decision the companies involved have been compelled to deposit bonds and securities to guarantee payment of the tax in event the law is upheld.

Marlette, July 3, 1934—In your issue of the Michigan Tradesman February 28 you published an ordinance adopted by the town of Green River, Wyoming,

dealing with peddlers, et cetera. Has this ordinance been adopted by any Michigan towns? We are troubled with tea and brush companies, as well as necktie, shirt and suit salesmen. Some sell direct to the customer, while others take orders. If we adopted this ordinance, do you think it could be enforced?

A short while ago we had a case of a merchant who sold out to an outside firm. They brought in a stock of old and used goods. They stayed about three weeks and, after the majority of their stock was sold, they left town, taking what was left, but paying no taxes. They claimed they would be gone before the time that the taxes were due.

Is there any way of licensing firms such as these, as they take out a lot of money and leave nothing in return?

R. J. Lichtenfelt, Village Clerk.

There is no question in my mind about the ability of any community to enforce such a law or ordinance as the writer of the above letter refers to, providing the local merchants are a unit in demanding such enforcement.

I do not know of any Michigan town which is at present confronted with the duty of enforcement, but I do know that such ordinances have been enacted in several towns.

I think it is customary to insist on all new merchants paying the regular license fee, unless they sign leases for store buildings for at least a year as a guaranty that they are not fly-by-night dealers.

Any other enquiries you wish to make will be cheerfully received and replied to with the information I happen to have at my disposal at the time the inquiry is received.

Business men have been consulted. The infamous representatives of union labor have been consulted. And General Johnson, who has had exceptional opportunities to examine at close range all the criticisms of the NRA, has developed a plan by which it is hoped to bridge the gap between the old methods of doing business and the rather extreme and hasty adventures in Government regulation which in the last year have emanated from Government.

Briefly, the idea is to constitute a board of three or five, comprising high-minded, sensible men of judicial temperament. The drift is away from pure theory to experience and practice. Whether this is due to a knowledge of the importance of digesting what has been done before trying new experiments, the fact remains that Mr. Roosevelt retains psychological control over the whole thing and accelerates or retards the speed as he wills.

Time is a great asset in the working of any plan or reform or reorganization. Mr. Roosevelt knows the importance of reopening the capital markets. In Joseph P. Kennedy he has selected a chairman of the Securities Control Commission who knows something about business, finance and speculation from first hand contact. To keep Mr. Kennedy from going too far to the right, the President has selected for the Commission four outstanding New Dealers who have been on the left.

(Continued on page 23)

FINANCIAL

How Banker Anderson Discarded One of His Customers

I hear that my friend, William H. Anderson, was very much pleased over the recital of an interesting feature in the early history of his bank, but felt that too much credit was given him. I will say that there could not be enough credit expressed in words for his administration of that bank. As he often stated in recounting his experiences to me, he came to Grand Rapids as a farmer and went to the bank as such, or, as he expressed it, "right off the plow."

He began to check up at once and found that his superior officer, the President, owed the bank a great deal of money, not well secured, and he immediately realized that if he were going to put the bank in shape, he could not have a superior officer over him as a large creditor of the bank. The annual election of officers was approaching and he canvassed the situation. Naturally, the old President had a great many friends and he found the directory evenly divided. Mr. Anderson wished to have D. A. Blodgett head the bank as President, and he found that his vote was necessary to accomplish his purpose, and after explaining the situation to him, Mr. Blodgett said, "Go ahead, Mr. Anderson, I'll stand by you even if I have to vote for myself." Mr. Blodgett was elected President and continued so for many years, even after he desired to retire and make Mr. Anderson President. Mr. Blodgett's name alone was a strong bulwark to the fortunes of the bank.

After accomplishing this much desired change, Mr. Anderson went at various matters which had been sore spots in the bank for a long time. He told me of one instance of a note that was ragged with age, given by a former cashier of the bank secured by stock in the Whitehall State Savings Bank. The obligor on the note had failed and was absolutely out of the question, and inasmuch as the Whitehall State Savings Bank was still open, Mr. Anderson took the train to Whitehall and went into the bank and looked around for two minutes and came back home. He called to his office the town trader, Charles Herrington, and asked him if he had anything to trade for the note and Herrington offered an equity in some property on Market street, which was accepted, and the bank cleaned up the mortgage and taxes on same and owned the property a few years, and not only covered the amount of the note with interest, but a profit besides. A short time after Mr. Anderson made this trip to Whitehall and trade the Whitehall State Savings Bank failed with the resultant assessment on the stockholders.

Another case that he told me about was that of a large manufacturing concern owned entirely by a man we will call Mr. Miller and his partner. They owed the bank \$65,000 and kept a skimpy balance of cash on hand. Finally Mr. Anderson went to the office of the concern one forenoon and said

that he desired to see the books. Mr. Miller replied that that could not be done, much to Mr. Anderson's surprise, who stated, "Why, we are in partnership with you to the extent of \$65,000, and we are entitled to it." Mr. Miller was a very talkative man and kept on talking, but still refusing, and finally, Mr. Anderson arose and said, "I am going to lunch" and walked out.

As soon as he had returned to the bank, there was a telephone call from Mr. Miller asking to come down and see him. When he arrived at the bank he said "Now, Mr. Anderson, I feel that I was not frank with you this morning, and I feel that you are entitled to the information you wish. We have accounts receivable of \$85,000, but \$65,000 of it is owed the concern by my partner and myself. Mr. Anderson stated you could have knocked him over with a feather. He saw \$65,000 of the bank's assets blown up in smoke, but did not dare to lose his nerve for fear Miller would lose his and he said quietly, "Well, now, I am glad you told me this; I thought the money might be owing you by Tom, Dick and Harry in the North woods, and you might never get it, but there it is in one account and is perfectly good." Miller continued by saying, "I'll tell you what we will do, we will pay you \$5,000 on account and \$5,000 the week after." And Anderson said, "That is very nice and will give our directors greater confidence."

Miller did as he agreed, but the week after the second payment, he came down and wanted to borrow another \$5,000, which, of course, Mr. Anderson declined, and then Miller said, "The Old National Bank have been wanting some of our business. Would you care if we did some business over there?" and Mr. Anderson said, "Oh no." After awhile Miller came back and said, "The Old National will take either all or part of the account. Would you mind if we changed?" and Mr. Anderson said, "Why, certainly not, half the account is hardly worth while for either ourselves or the Old National to trouble about, and your deal is very large and the Old National is a large bank with a large capital stock, and perfectly capable of handling it, while our capital stock is small. You will get better service over there and we will part friends."

Then Mr. Anderson held his breath while checks came in on the Old National paying up the \$65,000. In the meantime, he had not dared to tell his directors until it was all paid. Miller had got the money from the Old National on the representation that his accounts receivable were customers' accounts receivable, and a short time after they had taken over the account the bankers found the true situation and had Miller and his partner give a mortgage on everything they possessed to secure them. It might be said, however, that the account with the Old National was finally paid in full and was a profitable one for them.

Some time in the later years, Mr. Anderson was speaking before a luncheon club and Mr. Hollister was present, and Mr. Anderson was speak-

ing of competition in business and he stated how friendly he and Mr. Hollister were, "Why," he said, "Only last month Mr. Hollister got away six of our accounts and two of them we would have liked to have kept."

Mr. Anderson told this story about Mr. Miller one day at luncheon when Rev. J. Herman Randall was present. Mr. Miller had died a short time before and when Mr. Anderson recounted the story, Mr. Randall spoke up and said, "I am glad you told me about that; Deacon Loomis is getting up a memorial service for Mr. Miller in our church, and I will suggest he ask you and Mr. Hollister to speak on the subject, 'Mr. Miller as a business man.'"

Claude Hamilton.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Grand Rapids Trunk Co., bankrupt No. 5749. The sale of assets has been called for July 18 at 2 p. m. at the premises formerly occupied by the bankrupt at 225 Monroe avenue. The property for sale consists of brief cases, toilet sets, traveling bags, suit cases, trunks, hand trunks, hand bags, hides, etc., all appraised at \$2474.95. All interested in such sale should be present at the date and time above set forth.

In the matter of Gerrit Van Lopik, bankrupt No. 5724, first meeting of creditors was held July 2. The bankrupt was present in person and represented by Jarrett N. Clark, attorney. Fred G. Timmer was present. Claims were filed only. Fred G. Timmer, of Grand Rapids, was appointed trustee; bond \$1,000. Bankrupt was sworn and examined before a reporter. The meeting then adjourned without date.

In the matter of C. G. Fleckenstein Co., a Michigan corporation, bankrupt No. 5715, first meeting of creditors was held July 2, at which time the bankrupt was present by Norbert Fleckenstein, president, and represented by Harris E. Galpin, attorney. Certain creditors were present in person and Harold H. Smedley, Alex. Rogoski and Knappen, Uhl, Bryant & Snow, attorneys, appeared on behalf of creditors. Norbert Fleckenstein was sworn and examined before a reporter. After general discussion, Fred G. Timmer, of Grand Rapids was appointed receiver and his bond fixed at \$1,000. R. F. Lingelbach was sworn and examined before a reporter with reference to alleged secured claim covering real estate; receiver instructed to investigate. Meeting adjourned without date.

July 6. On this day the schedules, reference, and adjudication in the matter of Roland W. Tisch, bankrupt No. 5758, were received. The bankrupt is a landscape architect of Marne. The schedules show total assets of \$380.12, (of which \$100 is claimed exempt), and total liabilities of \$3,063.48, listing the following creditors:

Dr. R. G. Anderson, G. R.	\$ 12.00
Berlin State Bank, Marne	426.75
Berlin Oil Co., Marne	31.74
Blink Brothers, Marne	614.15
Burrell & Goodenow, Marne	5.65
Butterworth Hospital, G. R.	9.25
Bultema & Molenkamp, G. R.	50.00
Dr. H. D. Crane, G. R.	3.00
Christian Science Publ. Co., Boston	40.00
Henry DuPont, Marne	50.00
E. Finkler, Marne	50.00
Gaines Service Station, Marne	16.00
G. R. Growers, Inc., G. R.	110.90
Hilding & Baker, G. R.	50.00
Houghton Gardens, San Fernando, Calif.	48.35
Holland-American Seed Co., G. R.	78.62
Ionia Pottery Co., Ionia	18.44
Johnston Optical Co., G. R.	15.50
Dr. Harry H. Luton, G. R.	15.00
Dr. Miller, G. R.	15.00
Dr. J. Miller, Marne	10.00
Marne Drug Store, Marne	19.00
Dr. A. M. Moll, G. R.	95.60
Dr. Ward Moore, G. R.	76.00
Perkins Nurseries, G. R.	33.00
Pulverized Manure Co., Chicago	40.00
K. O. Sessions, Pacific Beach, Calif.	4.75
Dr. R. L. Sexton, G. R.	50.00
Henry Smith, G. R.	225.00
Solidad Gardens, Pacific Beach, Calif.	40.00
St. Marys Hospital, G. R.	60.00

Tisch Auto Supply Co., G. R. 729.78
John Van Damm, G. R. 20.00

In the matter of Cedar Springs Creamery Co., a corporation, Bankrupt No. 5517, final meeting of creditors was held June 11, at which time Fred G. Timmer, trustee, was present and represented by Dilley & Dilley, attorneys. Bankrupt was present by Edward T. Bekkering and Ralph Bekkering, officers of bankrupt corporation, and represented by Warner, Norcross & Judd, attorneys. Certain creditors were present in person and Hilding & Baker, W. G. Alway and G. R. Credit Men's Association appeared on behalf of creditors. The trustee's final report and account was approved and allowed. The bills of attorneys for the bankrupt and for the trustee were approved and allowed. An order was made for the payment of administration expenses, preferred claims and a first and final dividend to general creditors of 10 per cent. No objections to bankrupt's discharge. The meeting adjourned without date and the files will be returned to the U. S. District Court.

Excess Productive Capacity

One of the chief obstacles to a continued and rapid rise in commodity prices in this country has been the existence of great excess productive capacity. There are evidences that this excess is being expanded in a number of industries.

The American Iron and Steel Institute yesterday announced that productive capacity for steel ingots was expanded by 1.7 per cent. during 1933. It now stands at the highest level recorded.


This vast productive capacity will naturally be brought into activity with any rise in prices, and thus tend effectively to check the advance. Weakening of NRA price control devices will intensify this tendency.

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MUSKEGON

Overhauling Recovery Program

A more or less complete overhauling of the recovery program in the next session of Congress is forecast by observers here who say, however, details of the plans will be withheld from publication during the period of the forthcoming Congressional campaign.

This much appears certain. Progressives in both Republican and Democratic ranks will seek repeal of the provision of the law which suspended the anti-trust laws, and the enforcement of those laws in future; cancellation of the Bankhead cotton control law and all other laws which permit of production control.

There will be a determined onslaught upon the processing tax provisions, if other features fail to be vulnerable to the opposition, it is said. Just what will be advanced to take the place of the laws in question has not been made known, but it is reported that at the appropriate time a substitute will be presented, it being argued that it would lead to added turmoil merely to repeal the laws in question without providing some easing-off machinery.

Put U. S. in Commercial Banking

A campaign is soon to be embarked upon for the creation of Nation-wide sentiment favorable to putting the Federal Government directly into the commercial banking business to take care of small depositors.

This drive is being inspired, it is said, by the fact that banks are beginning to levy a fee against small depositors on the use of checks and the reduction of interest on savings accounts.

The desire is to open the postal savings system to checking accounts. It is complained by those interested in the move that the charge being made by the banks in various parts of the country is discouraging the use of banking facilities and payment of obligations is being made in cash.

Legislation of this character has been proposed in the past. Next session, however, the situation may be different and it is possible, it is averred, that the Administration will itself propose the move.

Hold Up Reciprocal Trade Pacts

The State Department is not expected to consummate new reciprocal trade agreements with countries other than Cuba until next fall, it is said.

It is understood that the President is desirous of having the agreement with Colombia made operative, but there appears to be some difficulty in respect to acceptance by the latter for political reasons. It may be that the President's "good will" trip into South America may have an important influence.

There has been considerable criticism in the South American press of the projected agreement, it being declared in newspaper reports that it offers too little to the Colombian Government. How-

ever, details of the pact have been withheld here.

Canada is hopeful that after the Colombian pact is disposed of and agreement reached with Brazil, she will be next in line.

Watch Realty Market

Builders and building supply men are now watching the real estate market carefully for reliable indications of when private new construction will revive.

There are still sufficient properties of most types being offered at relatively low figures, it is said, to discourage new building in many parts of the country. Lower building costs would change the picture, but meanwhile prospective buyers of realty have little incentive to build when they can purchase standing structures at present levels.

The tendency for distress offer-

ings to decline in number, and for prices to strengthen, is regarded as very hopeful in connection with next year's building prospects.

The fellow who's fooled the most is the one who thinks that if he can just make enough money everybody will be happy at home.

Hear the cry of millions in want. It is the call of the Master urging us to action.

The Best Cooks Will Tell You

It's the Moisture IN the Meat that Gives the Flavor



One sheet of KING WILLIAM Wraps the juiciest meat perfectly. Saves you money.

What gives a steak that mouth-tantalizing flavor when cooked . . . what makes a chop or roast so succulent, so tasty? It's the moisture . . . the natural meat-water, or juice . . . as any good cook will tell you.

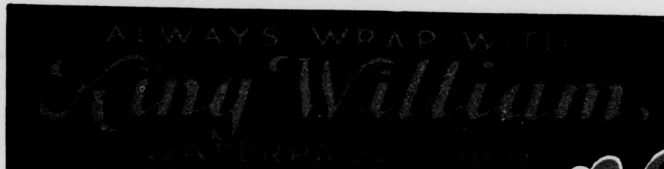


Housewives Know This, Too!

That's why it's mighty important for you to protect that moisture . . . to make it stay in the meat. KING WILLIAM Waterproof Fibre is the modern way to do it. Many meat wraps suck out the moisture. KING WILLIAM doesn't. It holds back the meat-water . . . keeps it in the meat where it belongs. What's more, KING WILLIAM never sticks, never leaks, never leaves a bad taste. As a result, meats wrapped in KING WILLIAM retain their rich juices and taste better when cooked. That builds reputation for you.

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Without obligation send me your FREE book "How to Wrap Profitably" and samples of KING WILLIAM Waterproof Fibre.

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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.

Still Following A Wrong Scent

"We receive enquiries what the National Association is doing to help along chain store tax legislation. In our opinion, the National has made a mistake in remaining neutral on this" and so on for several paragraphs.

This is another sample of "stop-the-other-fellow" on which I commented last week. The National has remained "neutral" because that seemed good policy. Secretary Janssen got into hot water when, during the National convention a year or two ago, he showed the unwisdom of such special taxes. But experience has amply demonstrated the unsoundness of such legislation and how it quite promptly boomerangs on all grocers.

Progressive grocers do not look to any such schemes to safeguard their prosperity. Instead they keep thinking up plans in advance of what any other fellow is doing—they lead, they do not follow. Incidentally, such grocers as do not work on similar lines are not salvageable in any case.

It is part of continual trade evolution that new schemes are hatched, tried, proved sound and retained or ditched and forgotten. All of these contribute to trade advancement, even when they fail. Two years ago the super market overshadowed the horizon clear across the continent. It seemed as if the old order changeth again.

But while apparently this was a new plan, examination showed it was simply another angle to the age-old experiment to succeed by selling goods below cost—and it failed accordingly. Now we have comments from Los Angeles, where such sufferings are the order of the day in the food business. This is to the effect that nobody joins in the weeping, wailing and gnashing of teeth on the part of manufacturers and others who have lost not only their shirts but their nether garments as well through failures of such enterprises.

Well, of course not. Business is much too busy to stop and cry over anyone's spilt milk; and weeping would be sheerest waste anyway. For plans and schemes which are successful take care of themselves and set a pace which keeps the rest of us humping to follow—unless we, too, are of the alert ones who set paces for ourselves and others. There is, in fact, no time to waste in vain regrets. The words: "Push. If you can't push, pull. If you can neither push nor pull, please stand aside, for we must pass on."

There are no signs that this basic condition of business is passé, nor that anyone can safely forget it as yet. There are plenty of signs that grocers and others who continue to work hard strictly on the plan they have each mapped out and who do not depart therefrom except on sanely reasoned

conclusions—those are the men who will weather any of these storms and be on hand hereafter, sitting pretty while the wishful thinkers continue to be eliminated.

There is just no substitute for hard work, hard thinking and sound logic in business plans—not yet, anyhow.

That grocers can not abandon the closest thinking on any part of their business is indicated by the following from the AAA statute:

"It is hereby declared to be the policy (to) establish prices to farmers at a level that will give agricultural commodities a purchasing power with respect to articles that farmers buy equivalent to the pre-war period, August, 1909-July, 1914."

Business other than ours took this plan so enthusiastically to heart when NRA was instituted that prices ran completely away from anybody's buying power, with result that gains were again lost—or worse. Foods are too open to competition, the business—thanks be—is so unprotected and so essentially free that this pitfall has been avoided so far.

San Francisco barbers, for example, advanced price of hair cuts from 50c to 65c. Rather promptly they found themselves starving to death for want of work. Astonishing how long a man can go minus a hair cut when money is scarce or when—probably more important—he feels that an advance is an imposition. Hair cuts have been restored to 50c and barbers are eating again.

Grocers will be careful to reduce prices on long-margin items to offset the full 6 per cent. on basic staples, because 6 per cent is far more than they have had on such items for years. Wise merchants will always strive to give the consumer a square deal—for self-interest if from no higher motive. For it remains true that

"You can lead a horse to water, but you cannot make him drink." You can set the price of hair cuts at a dollar a throw, but to get men to buy them on that basis is something else again. And nobody ever made anything on merchandise, regardless of margin, until he sold it.

North Dakota is in the limelight. Back fifteen years ago it tried all kinds of socialistic state-financed-and-managed schemes—and pretty promptly went broke. Now it has a moratorium for its farmers and merchants, designed, no doubt, for somebody's relief. Well, when the moratorium was proclaimed, "many farmers who were able to pay felt they were relieved of the obligation. 'Bill paying became unfashionable.'" Without collections, merchants could not pay manufacturers and wholesalers. So the governor had to extend the moratorium to merchants' debts. Then sources of supply outside the state refused to sell North Dakota merchants except COD. How can a credit store buy for cash when its customers do not pay it?

I condense from Wisconsin retail Bulletin, published by the Wisconsin University; and Wisconsin is not a state which is exactly "agin" farmers.

But it all recalls my visit to Bismarck, capital of North Dakota. That is a little two-by-twice town in which I had all day to spend. I thought I'd

like to visit the capitol and other state buildings. So I asked where they were, since I did not see them. They were then pointed out to me, lying a mile or more out in the prairie. Being a good walker, I went to see them, though they proved to be exceedingly commonplace.

I found the official population ensconced, each of whom had to walk or drive or otherwise navigate back to the village for meals and bed. It was simply another bit of the delusion of grandeur with which the state had undertaken to set the world right economically. The legislators were firm in the conviction, apparently, that the state was to grow so rapidly—and the "city" with it—under the impetus of state-managed banks, elevators and other enterprises—that soon the official buildings would be within the extended metropolis.

That was fifteen years ago. Possibly Bismarck is now more than a fair sized village, but I question it. And it seems clear that the state has learned nothing from its experiences. Let us plain, everyday grocers not be as blind to the teachings of experience. Let us keep our feet on the ground of fact and have in mind the customer human nature with which we have to deal. That has not changed even lightly. Being under heavy pressure to-day, we need to think of it more attentively than usual. And let us recall, in face of experiments, that "the best laid plans of mice and men" often work out in strange ways—far other than expected.

Paul Findlay.

Goodwin Plan Died a Boring

One does not hear so much these days of the Goodwin Corporation, which started out like a house afire, and which threatened to eat into the dwindling profits of the retail grocers of the country. The country was blanketed with salesmen and many housewives were induced to sign up, so that their churches could get the 2 per cent commission on sales which was promised to secure their adhesion to the plan.

According to the St. Louis Better Business Bureau more than 3,000 women in that city were signed up, but evidently there is a fly in the ointment as far as St. Louis is concerned, for the local manager recently resigned and in doing so, spilled the beans.

He told the Better Business Bureau that his primary reason for resigning was because it took such an inordinately long time to get from the corporation the frequently promised list of nationally advertised products. Another reason was because the list when issued contained items not in keeping with the quality and class of merchandise the home office of the corporation promised.

One of the inducements held out to the housewives was that they would be able to obtain nationally advertised goods, on which the 2 per cent. commission would be paid for the benefit of the churches. A list of these goods was promised at an early date, the first promise being that it would be issued last October. This date was put off until December 1. But the list was only issued a few weeks ago.

According to the Better Business Bureau, which has a copy of this list, it does not contain the names of the type of products promised by the Goodwin Corporation. It is probable that manufacturers of nationally advertised food products were backward about taking on this plan as they were afraid of the reaction from their regular grocery distributors who would be seriously affected if the plan should be successful.

The bureau states there has been a rising tide of resentment among the women workers in this deal in St. Louis and this has made a material change in conditions in St. Louis so far as this plan is concerned.

Why Storage Egg Lacks Taste of Fresh Egg

The secret of why storage eggs compare unfavorably with fresh eggs has been revealed at last. Scientists of the Department of Agriculture have found that an egg deteriorates in storage because it is digesting itself.

For years food chemists have suspected that trypsin, one of the enzymes present in the pancreatic juice of the human body, was present in egg white. Recent experiments have shown the existence of this enzyme in egg white.

In the human body the function of trypsin is to digest protein foods. Presumably that is what it does in the egg white. By this action it is believed to be responsible for two of the changes which take place in eggs under storage—a weakening of the membrane around the yolk, causing it to break more easily, and an increase in the amount of thin white.

The search for trypsin in egg white was hindered by the presence of a substance which inhibits further action of the enzyme. Consequently tests of mixed thick and thin egg white have failed to show the presence of trypsin. It was necessary to separate the two kinds of egg white before trypsin was found in the thick white.

The investigators checked their conclusions by punching a small hole in a fresh egg and injecting trypsin into the thick white with a hypodermic needle. Within a few hours, fresh eggs so treated took on the characteristics of eggs which had been stored for several months.

Now that the cause of the change in storage eggs is known, investigators are working to find a remedy which may be put into use commercially.

Germans Suggest Barter Trade

An offer to barter German manufactured goods for American dried and fresh fruits is being studied by importers. A large German exporting and importing establishment, in a letter to the National Council of American Importers and Traders, Inc., proposed that German-made china and glassware and household utensils be exchanged for dried apricots, California walnuts and for fresh oranges. Foreign traders were mainly interested in the proposal because they said it indicated the extremes to which German producers are being driven in attempts to maintain their trade in the face of exchange restrictions.

Life is a mystery. Jobs to sustain it is another.

MEAT DEALER

The Meat Department in the Retail Grocery Store*

In the years gone by, it was an established consumers custom to select some one retail grocery for their grocery requirements and to select some one retail meat dealer for the meat requirements.

These two divisions of retailing of food were considered two separate and distinct functions. The grocer usually was a specialist in his particular line, and the meat dealers, as they are now commonly known, were known as butchers and were highly trained in the home processing of meats.

The butchers frequently either did their own slaughtering or had some local slaughtering connections—but ordinarily dressed their own meats, made hams, bacon and dried beef and theirs was a vocation requiring years of experience to master.

The large packing industry has year after year progressed in the development of processing meat products of high and uniform quality and have been selling, through advertising methods, the idea to the consuming public that they should buy their meat products by brand. This has resulted in gradually eliminating the functions of the old time butchers and greatly reducing their numbers during the course of time.

One or two competent and experienced meat cutters in almost any sized meat market are able to prepare cuts, grind sausage and beef, and arrange same in an attractive manner in modern refrigerator show cases, that requires no meat cutting experience to sell to the consuming public.

This evolution in the retailing of meats has made it possible for large retail grocery establishments to incorporate meat departments in connection with their grocery business and has been the means of educating the consuming public to insist on the "One stop food service."

This change brought about as a trend of the times has made it possible for grocers to increase their volume sales with comparatively small additional overhead. This diversion of the meat business to combination stores, has made it necessary for many meat markets doing a strictly exclusive meat business to either tie in with a grocery store or add a grocery department to their meat business.

This situation has resolved itself to a condition that exclusive meat markets and exclusive grocery stores are on the wane and about the only places exclusive meat markets are able to continue successfully, are in the metropolitan centers and even there their numbers have been greatly reduced.

According to statisticians, a successful retailer should do at least \$40,000 to \$50,000 volume per year in order to be competitive with the modern methods of merchandising and ordinarily a meat department should yield at least 25 per cent. of the gross volume.

*Address delivered at annual convention of the National Retail Grocers Association by Gerritt Vander Hooning, of Grand Rapids.

It is highly essential for the proprietor or manager of combination stores to familiarize himself with the various grades of meats, in order to buy intelligently and in order to maintain the grade standards required by the average trade. In so doing, the success of a meat department is not dependent entirely upon the ability of the meat cutter in charge of the department.

Some grocers have endeavored to meet this situation by installing a refrigerator case, buying their meat cuts from source of supply catering to prepared cuts and permitting any of the clerks to wait on their customers for meats.

This system in my estimation can be no more successful than it is for a meat market to install a few grocery items and expect to get grocery volume. It just isn't in the cards.

The consuming public today, ordinarily confine their purchases to the stores displaying attractively a full



Gerritt Vander Hooning

variety of food items and green stuffs and about the only time they deviate from this practice, is in cases of emergency only.

For this reason, in my opinion, it would be extremely illadvised to compel the retail food industry to operate under two codes, with a separate code for meats only. However, it is my contention that every food distributors code authority should have a meat representative, in order that meat problems may be handled in an intelligent manner and that code authorities may have the privilege of competent counsel pertaining to meat problems.

The wholesalers of every code authority are privileged to have an independent wholesaler representative, a voluntary group representative, which is merely another wholesaler and the retailer-owned representative, giving three representatives to the wholesale division on local code authorities, while the retailers are privileged to have but one independent retailer and one chain retailer, with no representation for the retail meat function.

I respectfully submit this thought for your consideration.

THIRD ERA OF PROSPERITY

Fruitport Now Faces Renewed Activity and Usefulness

Fruitport, July 3 — On July 11, Michigan's newest and finest highway will be formally opened to traffic, at Fruitport, lying at the center of the thirteen miles composing the new "Airline" M 126, connecting US 31 at Muskegon Heights with US 16 at Nunica, and reducing the distance between Grand Rapids and Muskegon four miles, or approximately ten per cent. To the motorist traveling between Grand Rapids and Muskegon, this means a saving of ten per cent. in oil and gas and car expense, a saving of at least twenty per cent. in time required, and an unknown but large increase in safety by reason of the high class of engineering and construction used. A right-of-way one hundred and twenty feet in width nearly the entire length, with corresponding wide shoulders, gracefully rounded to the bottom of the drainage lines fifty feet from the center line of highway, its long sweeping curves in high speed territory, all insure a maximum of safety from an engineering standpoint. Constructed at a cost approaching the half million mark, it can be conservatively stated that the saving to motorists using the highway will equal the cost of construction at the end of a six year period.

Fruitport, which is to be the scene of festivities in connection with the formal opening and dedication of the "Airline," has twice ridden the crest of popularity during its existence of three-quarters of a century. Laid out as a village in 1868, its natural advantages as a resort region were quickly recognized by a group of Chicago capitalists and in 1869 plans were under way for a great hotel. In 1871 a well was drilled on the Pomona House property, which produced fine mineral water, rivaling the noted resorts of Europe, and claimed to be superior to many of the famous springs and baths of this country. A large two-story bath house was erected and on July 1, 1871, the Pomona Hotel and mineral baths were opened to the public by the Magnetic and Sulphur Springs Co. and Fruitport was widely heralded as a health resort. The company had purchased thousands of acres of land around the head of Spring Lake and in Fruitport village and the future had a rosy hue. The Magnetic and Sulphur Springs Co. had a capitalization of \$500,000 and other financial interests were casting longing eyes toward the new health resort. Rumor says that Cyrus H. McCormack, of Chicago, was about to invest \$500,000 in Fruitport when the great Chicago fire caused him and others to make other use of their funds. Later in the decade the Pomona Hotel was destroyed by fire and with it went Fruitport's dream of a great health resort.

In 1879 the blast furnace of the Spring Lake Iron Co. was erected and this kept the community on an even keel until the day of the electric railway service. At the beginning of the twentieth century there flashed across the horizon of our country the meteoric period of short line electric railway transportation.

With the coming of the G. R., G. H. & M. Electric Railway and the building of its great power plant, shops and pavilion in Fruitport, the future held new hopes and ambitions and our community was again riding the crest of the wave. Not as a health resort, but as one of the playgrounds of the Nation. That famous seven mile "smile" of Nature must have originated among the stately pines and oaks of Pomona Park, as witness the thousands of people who flocked here in numbers which taxed the capacity of the railway and of the two steamers which plied the waters of beautiful Spring Lake between here and Grand Haven. This continued for a decade or more until

the automobile began to swiftly assume popularity and to rapidly encroach upon the interurban field. As the auto increased in numbers and popularity, a corresponding decrease was noted in interurban traffic. Owing to a system of highways which at that time did not appeal especially to the automobile driver, this new type of transportation was largely diverted around us on the better highways. With the passing of the electric railway service in 1928, Fruitport's sun again passed under a clouded sky. The iron works having suspended operations previous to the kaiser's war, we were left with no industry and a hit and miss system of private transportation which worked a real hardship on many of our citizens who depended upon the shops of Muskegon and Grand Haven for employment. However, faced with a serious situation, but determined to make the best of it, a meeting was held in Fruitport on April 12, 1928, less than a week after the interurban ceased operations, which was largely attended by state and county officials, representatives of the Chambers of Commerce of Muskegon, Grand Haven and Grand Rapids, city commissioners, boards of supervisors of Muskegon and Ottawa counties and the public at large. At this meeting, universal approval was given for the building of a ribbon of concrete where bands of steel had formerly lain. The remainder is familiar to all, and what appeared to be a misfortune in 1928 has been turned into a valuable asset in 1934, and to-day's sun is shining upon Fruitport from brighter, fairer skies.

But a word about our plans for the present and future. Our citizens are awake and determined to make the most out of this new deal. An Improvement Association has been organized which should and will have the support of our people one hundred per cent. The "Magnetic and Sulphur Springs Mineral Well" within twenty-five feet of the Airline right of way in the center of town, has been put into commission and its health giving water is free to all. But the real and immediate purpose of the Improvement Association is to install as soon as possible in Pomona county park the finest system of rest rooms to be found in any park in Western Michigan. Part of our park has been set aside as tourist camp, and close by is a well of excellent water for those who do not prefer the mineral. Come to Fruitport on July 11, with a well filled basket and remain all day to the basket picnic, attend the dedication of the "Airline" road at 5 o'clock, and to complete the day take in the big community dance in the pavilion at night, the proceeds of which go to the rest room fund. Get your tickets early.

With the completion of the new highway Fruitport, "The Eden of a Nation's Playground," is within fifteen minutes of Muskegon, forty-five minutes of Grand Rapids and ten minutes of Grand Haven. We invite the public to look our town over with a view to residence with us. We have three and one-half miles of well lighted and sidewalked streets. We have an abundance of beautiful trees. The head waters of Spring Lake project well up into the corporate limits of the village. We have a splendid twelve grade high school with competent teachers, and we have a high school orchestra of which the community is justly proud. We have church facilities with a wide-awake Ladies Aid. Come and abide with us, "Near to Nature."

Vincent A. Martin.

The above article was written for last week's issue of the Tradesman, but was, unfortunately, omitted.

Invention put many out of jobs. Another invention is needed to put them back to work.

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.

Monthly Reports From Officers of State Association

President Schantz says: When we started for the 1934 annual congress of the National Retail Hardware Association, held in Des Moines, Iowa, the week of June 18, I expected to have a little vacation, but I found a schedule laid out for me that kept my "nose to the grindstone" throughout the entire week. Convention sessions started at 9 a. m. and closed at 5 p. m., every day. But before the session opened and after they closed there was a continuous series of committee meetings, some starting as early as 7 o'clock in the morning, others continuing on into the night (without refreshments).

I have attended many National congresses, but none that seemed to bring up so many questions and so many different points of view. Managing Director Sheets had laid out a program which went right to the heart of every problem. Instead of the usual talks, the principal speakers were asked a series of questions which they were expected to answer. This ordeal over, he was "on the spot" to answer free-for-all questions from the floor. When I say it was a "hot spot" I know what I am talking about because I had been assigned "Operating Problems Under the Code" and consequently made a bright and shining target. Due to the fact that I had contacted nearly 100 Michigan dealers, either by mail or directly, I was pretty well prepared for anything that might arise.

I want to pay my compliments to President E. W. Peterson, of Florence, Wisconsin, for his fine work in maintaining free and open discussion and in helping to bring out definite conclusions on all subjects considered. I enjoyed the congress, the warm hospitality and fine entertainment provided by our Iowa hosts. We will be happy to welcome them next year.

Michigan Gets 1935 National Congress

At the June board meeting it was decided to extend an invitation for the 1935 National congress to meet in Detroit next year. This will be the third time Michigan has entertained the congress. Michigan appreciates the honor extended them, realizes its responsibility in providing interesting entertainment, convenient working arrangements and will leave no stone unturned toward making the 1935 congress one long to be remembered by visiting delegates and our own members.

Sales Tax—Tax Exempt Sales. In the June Michigan Merchandiser mention was made of Judge Miller's decision exempting from the sales tax all articles purchased by the manufacturer, wholesaler or retailer which go into or form part of articles manufactured for resale. The suggestion was made that deduction should be made on the sales tax report for such sales, making the deduction on line "E" of the monthly report. In order to protect

the dealer in case Judge Miller's decision should not be upheld by the Supreme Court it would be advisable to use the following statement on invoices, using a sticker, rubber stamp or typed.

"Tax Exempt Sales—A decision of the Wayne county Circuit Court has held sales of tools, materials and supplies, to be used in the manufacture of merchandise destined for resale, are not taxable under the Michigan retail sales tax act. Under this decision we are at present filling this order without addition of tax. We reserve right to invoice for tax if this decision is reversed on appeal."

Judge Miller's decision, as referred to above, will not be tried by the Supreme Court until some time in the fall.

New Sales Tax Form. New sales tax report forms prepared by the State Board of Tax Administration will go to all tax payers by August 1. The new blanks are in booklet form and contain returns for each month of the year. The booklets resemble a large check book, and it is important that they be kept, for each return is dated and has a stub for the tax payers record. The booklets are not transferable.

Sale of Prison Twine. Many questions have been received concerning the sale of prison twine. The sale of twine is subject to the farm equipment code as to the sale price but we are informed by the farm equipment code authority of the Western division, located in Chicago, that, as the season has advanced so far, there will be no effort to enforce the resale price provision on twine. The sale of prison made twine is legal in such states as have subscribed to the "Prison Labor Compact of Fair Competition" which compact Michigan State Industries — that is, the state prison — have signed.

The plain meaning of this is that it is entirely legal for Michigan dealers to sell Michigan prison twine and that there are no restrictions as to the establishment of resale prices for this season.

Peddler Ordinance. Attempts have frequently been made by cities to control peddlers or house-to-house canvassers through city licenses. Many of these regulations have been held by the courts to be discriminatory and unfair or unenforceable. A new type of ordinance has been passed by some cities, carried to the United States Circuit Court of Appeals and declared constitutional which will effectively control this problem. The ordinance is as follows: "The practice of going in and upon private residences in the city of (name of town) by solicitors, peddlers, hawkers, itinerant merchants and transient vendors of merchandise, not having been requested or invited so to do by the owner or owners, occupant or occupants of said private residences, for the purpose of soliciting orders for the sale of goods, wares and merchandise, and/or for the purpose of disposing of and/or peddling or hawking the same is hereby prohibited, declared to be a nuisance and punishable as a misdemeanor." The ordinance would, of course, apply to local merchants as well as anyone else but it should not be difficult for the average merchant

to secure permission to call on present or prospective customers. Several cities have adopted similar ordinances.

National Congress Action. Read the July issue of the Hardware Retailer. It contains the annual cost of doing business survey, also the actions of the National congress recently held in Des Moines. At that Congress, among other important actions, it was decided to continue the price competition work; to give publicity to such manufacturers' sales policies as were detrimental to the interest of the independent hardware retailer; specific suggestions as to the elements to be included in a "cost base" proposal for further defining the "loss limitation" clause in the Retail Code. The present "cost base" which provides that goods shall be sold for not less than 10 per cent. above the cost, does not give us sufficient protection as the cost plus 10 per cent. on syndicate purchases will sometimes be less than the independent retailers' cost.

Death of John C. Fisher. As this issue of the Merchandiser was prepared word came of the death of John C. Fisher, of the Fischer hardware, Ann Arbor. Mr. Fisher was one of the earliest and strongest supporters of the Association, was President in 1918. His high business principles and fine character made outstanding the name of John C. Fisher in commercial and civic life. Mr. Fisher is survived by a daughter, Mrs. A. Marin, of Ann Arbor.

News from Mr. Moore. Our Treasurer, William Moore, suffered a severe accident through a gas explosion while opening his summer cottage. He is slowly recovering from the effect, but cannot be around for some time. Mr. Moore requests us to thank his many friends for their thoughtfulness in writing him.

Investigate Before Investing. Write your association if approached by representatives of the following companies:

Affiliated Uncl. Loan & Finance Co., Evanston, Ill.

Birdsell Loan & Finance Co., Evanston, Ill.

Bronx Spec. Supply Co., Chicago.

Bulls Eye Service, Atlanta.

Dunn's Service, Waco, Texas.

Liquidation Corp. of America, Chicago.

Royal China Co., Inc., Sebring, O.

Wm Spencer & Son, of Armada, write: "We have made a settlement with the company we wrote you about. They have accepted our offer. This was accomplished largely through your efforts and, in this letter of appreciation, wish to thank you very much for your trouble in our behalf. This is the first occasion we have had help from the hardware association in a matter of this kind. It proves to us that we are able to get co-operation from the association at any time and that it is a very beneficial

organization to us." Thanks, Mr. Spencer, Harold W. Bervig, Sec'y Mich. Retail Hdwe. Ass'n.

He Shall be Like a Tree

There's a something in a tree
Mayhap ever mystery
But I dearly want to know
Why so different they grow
Working each in varied way
How to magnify their day.

From the tropics to a land
Where the snows forbid a stand
Greater beauty some attain
Anywhere in their domain;
Some for fruit and others fire
Some for wood the crafts require.

While so useful trees may be
Love we still variety
In the foliage they bear
In the royal crowns they wear;
Evergreen, deciduous
Are alike both glorious.

Still I feel in trees abound
Purpose, wisdom most profound;
That their lives depict to man
So vicarious a plan
He could wish eternity
Keep him growing like a tree.
Charles A. Heath.

Radical NRA Changes Loom

It is now regarded as a certainty that radical modifications will be made in the NRA experiment, should it be continued beyond its statutory limit next June.

Even the staunchest defenders of the experiment now hold basic changes in the organization necessary. General Johnson is reported in favor of liberalization of the whole set-up, through substitution of a high court of commerce for the present organization.

Donald Richberg, counsel for the NRA, seems inclined to a greater degree of supervision over co-operation in industry, in view of the attack on "weak public regulation" in his Fort Worth speech on Thursday. Mr. Richberg's views are being scanned carefully. He heads the co-ordination commission just appointed by the President, which presumably will draft new NRA legislation for presentation to the next Congress.

Seasonal Business Trends

Business indices now available indicate that the seasonal recession this year was abruptly intensified this week, after a very gentle start in the last half of June.

Steel operations, automobile manufacturing and certain other activities began to taper in the second half of June. However, the fact that car loadings rose during this period, and attained a new high for the year in the week ended June 30, reflects continued activity in many directions, especially retail trade.

With the strike threats past, so that steel operations have been cut almost in half, and with sharp curtailment at textile mills and other plants, the holiday week witnessed a very severe contraction in activity.

A material upturn is not widely anticipated until the second half of August at the earliest.

SHEET METAL PRODUCTS

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

THE BEHLER-YOUNG CO.

342 Market Street, S. W.

— Wholesale Only —

Grand Rapids, Michigan

DRY GOODS

Michigan Retail Dry Goods Association
 President—Jos. C. Grant, Battle Creek.
 First Vice-President—D. Mithlethaler, Harbor Beach.
 Second Vice-President—Clare R. Sperry, Port Huron.
 Secretary-Treasurer—Leon F. Rosacrans, Tecumseh.
 Manager—Jason E. Hammond, Lansing.

New Price Policy Has Restored Normal Set-up

Through two orders revising its previous price policies, NRA has re-established normal competitive conditions in industry and at the same time protected business against a wave of destructive price-cutting. George A. Renard, secretary-treasurer of the National Association of Purchasing Agents, indicated last week in a bulletin to members. The two orders were the June 8 announcement barring price-fixing clauses from codes and the President's executive order of June 29 permitting bidders on government contracts to quote prices 15 per cent. below those filed under codes.

"The June 8 order applied directly to price-fixing clauses in pending codes," Mr. Renard explained, "but also provided that divisional administrators should negotiate with Code Authorities for the modification of similar clauses in codes already approved.

"This new price policy, wholly sound, was not welcomed enthusiastically by price-fixing advocates. Their attitude was normal and natural, for to feel otherwise would be an admission that their theories had been harmful rather than helpful. Consequently there was no great rush to put the new price policy into effect in the 400 approved codes and it became necessary for the Government to act to make the new rule effective and release the brakes being applied to recovery by restrictions and limitations.

"That was done by the President's order of June 29, which is, in effect, a blanket amendment of all codes.

"The order creates an area of price competition (with a maximum of 15 per cent.) for all governmentally used materials, and permits any bidder to operate within that 15 per cent. area of price competition without advance notice to his competitors or the Code Authority of his industry. It also compels any one making use of this area of competition to file that price with the Code Authority after Government bids have been opened. As practically all materials—raw, agricultural and manufactured—are now being purchased by governmental agencies, either for regular use or for relief or recovery activities, this order applies to almost all codes, but it will be particularly effective in protecting governmental and industrial purchasing power from unnecessary price advances.

"It is well to keep in mind that the 15 per cent. leeway in competitive prices is a maximum figure; it is not mandatory, and reductions made under this authorization may be any figure up to 15 per cent., or there may be no reduction at all. In addition, the order is not intended to create a demoralized price situation or to permit destructive price cutting and General Johnson is expressly directed to prevent any such result. He may reduce this area for price competition in any

particular trade or industry but in no event to a tolerance of less than 5 per cent."

The effect of the latest order, Mr. Renard added, will be to force those having codes to weigh the advantages and disadvantages of their old code provisions against the advantages to be gained by adopting the new price policy of NRA and amending their codes to conform to it.

"Those having the old code provisions find that in the new price policy," he continued, "the Government asks for constructive competition, but expressly prohibits destructive price cutting, and will immediately move to prevent it by establishing minimum prices in an emergency. Very few of the adopted codes have this protective provision, and the new order creating areas of price competition, with a minimum of 5 per cent. leeway in competitive prices, makes the new NRA price policy the more attractive."

The same men who forced into codes their theories that recovery and price stabilization could be aided by restriction of production or destruction of surpluses will oppose the new policy of NRA, Mr. Renard predicted.

"President Roosevelt, General Johnson, Leon Henderson, Dr. Lyon, Dexter Keezer and all NRA executives," he concluded, "will probably be confronted with resistance to the new policy as strong as the pressure that caused the adoption of the discredited restriction policy. We may have a considerable period of doubt and hesitation over recovery if this influence or pressure is not offset by the support of those business men who know that the new price policy is the only one under which we may retain free competitive business without Governmental control or regulation."—N. Y. Times.

NRA Changes Coat and Suit Code

NRA officials at Washington have returned the Coat and Suit Code to the Code Authority at New York City with a number of revisions indicated. The change in the trade practice provisions regulating group buying attracted marked attention and protests that the alterations would affect the stability of the market were wired to Sol Rosenblatt, divisional NRA administrator, by the Industrial Council of Cloak, Suit and Skirt Manufacturers and the Merchants Ladies Garment Association. The NRA version requires that no goods be shown in groups unless a representative of the manufacturer be present and that no merchandise be shown to a group simultaneously by two or more manufacturers. The cloak groups felt the charges were made in the face of an agreement with retailers, prior to the hearing on the code.

\$3.75 Dresses Led Label Sale

Firms making dresses up to and inclusive of the \$3.75 price line, representing 34.88 per cent, of the number of firms in the industry, took 59.32 per cent. of all the NRA dress labels in the period from Jan. 8 to June 30, according to a report issued by Charles Elfelt, vice chairman of the Dress Code Authority. The \$3.75 dress group was the largest single user of the insignia, taking 21.68 per cent. of the total. The

makers of \$4.75 dresses came next with 14.51 per cent. In excess of 47,000,000 labels were sold during the period by authority.

Employees who are fired by enthusiasm and a desire to succeed always have a decided advantage over those fired by the boss.

MICHIGAN BELL TELEPHONE CO.



MICHIGAN OFFERS ALL FORMS OF LAND AND WATER SPORTS

Speed-boating, sailing, canoeing or swimming... sun-bathing on sandy beaches... golfing on beautiful courses or camping, hiking and fishing in the solitudes of towering forests... whatever your favorite sport, you'll enjoy it in Michigan.

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

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



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

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

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

HOTEL DEPARTMENT

Scenes and Incidents Enjoyed at Mount Wilson

Mount Wilson, Calif., July 7.—On frequent occasions I have been delightfully entertained by Miles Wilkinson and his charming wife at their delightful home in Glendale. Now I could tell you a lot about this particular individual, all of which would be interesting, for the reason he is a Michigander, and was originally a resident of Muskegon, and an intimate of the Barneys and afterward of Edward R. Swett, all of whom operated Hotel Occident at one time or other. It was through the latter I formed Mr. Wilkinson's acquaintance and it has extended over a considerable period. At one time he was connected with the Muskegon Electric Co., moving to South Chicago, engaging in ship-building, but some thirty odd years ago, became associated with Hotel Sherman, Chicago, where he continued as chief engineer for twenty-eight years, being pensioned for long and faithful service. It was during his connection with the Chicago caravansary that the rebuilding of that institution occurred, and also numerous additions and improvements of more recent years. Upon his relief from active duties at the Sherman, Miles removed to Glendale, acquired his beautiful and substantial home, took up golf playing, became an active member of the local Muskegon society, and entertains scores of Michiganders who make pilgrimages to the aforesaid home. Mrs. Wilkinson co-operates with him enthusiastically in his efforts to dispense happiness to sojourners from the Wolverine State and I have been the recipient of many of these acts of kindness. Every time I return to Michigan, and especially Muskegon, I am asked for first-hand information concerning these good people, and it affords me pleasure to advise such inquiring friends that last week I paid them a visit and found them both in good health, and enjoying California to the utmost.

Here I am at Mount Wilson, as I stated I would be in my last communication, with my good friend Dr. Moore, ostensibly for a ten day visit, and to assist him in entertaining about two scores of boy students who have come up here for their summer vacation, a full account of which I will give you in my next. I am somehow getting the "cart before the horse," but as I had before visited Wilson and "blown off the foam," as it were, I promptly accepted a bid from my good friend, the doctor, to make a side trip to the "Rim of the World," which sounds somewhat grandiloquent, but we have to pardon the average Californian's exuberance of fancy when he gets to naming things; he has so many valid excuses, you know, for the exuberance. In the first place it is a mountain drive which is said to be the finest in the state. I have seen many of them but I am not fortified for discrediting this claim. Always there is a constant tide of travel along the San Bernardino mountain range. Of course it is mainly by automobile, but occasionally there are horseback riders, farm wagons and pack mules. No outing in Southern California, they all claim, is more cherished than this. The San Bernardino Sierra is the first evidence of California mountains when you come by any of the Southern lanes of travel, rail or otherwise. On the one side lies the desert, on the other the land of "sunshine and roses," we read and hear so much about. The San Bernardino range has a general elevation of some 6,000 feet, with numerous peaks ranging from 2,000 to 5,000 feet higher. Like all Southern mountains the lower elevations are furred with the shaggy,

perennial green of chapparral, but the canyons and higher altitudes carry a more or less heavy growth of evergreens that flourish so heartily on the Pacific slope. Mingled with these evergreens are old oaks, gnarled and weather beaten. Much of the timber, happily, is as yet undisturbed by the woodman, but forest fires have taken their toll. It belongs to the Angeles National Forest which includes Mounts Lowe, Baldy and Wilson, and among its manifold attractions is its profusion of flowers. Now the "Rim of the World" comprising a trip of about 100 miles from San Bernardino, and can easily be accomplished in a short day for the ordinary travelers who are looking for scenery purely, and not making scientific observations. I saw it all in a few hours, and am mighty glad to have had the chance. If one has a car and wants to remain longer, the accommodations and opportunities are always there, and the trip is sure worth while. It was in the middle of the forenoon of the day we left Mt. Wilson and made our preliminary move from San Bernardino. The Sierras stood out before us clear cut, and there was Arrowhead to guide us—a colossal arrowpoint impressed upon the mountain-side, which has taxed the wits of legend-makers, to discover how it ever got there. In reality it is only a case of peculiarity of the soil which differentiates the vegetation which prevails around it. Here we found Arrowhead Hot Springs, where we partook of luncheon, turned toward Waterman Canyon, and for a couple of miles followed a refreshing mountain stream. At a full mile above sea level the crest of the Rim is reached. To the northeast are glimpses of the Mojave Desert; to the west through the filter of tree tops, the snowy summit of Mt. San Antonio shows white against the blue sky, and below you the purple of foot-hills, where the golden yellow of the orchard fruits proclaims your accessibility to civilization. You speed along for forty miles, all on the mountain crest—a road you cannot lose, unless you desire to leave it, and get a peep at Lake Arrowhead, the "Little Bear" of former days, which is quite well worth visioning. Here we found a bunch of cinematters making pictures for Hollywood studios, watched their operations, and incidentally discovered we were in range of the camera, though by no possibility, the paymaster. If we find out more about the picture will try to tell you about it. As yet, they told us, it is nameless. The "resorts," as the camps for public entertainment are called, are numerous all along the line, and the "beer joints" are also ample in number, and mostly lagging in profits. Occasionally we ran upon a strip of narrow rock, with the possible drop of a mile if you missed it altogether, but with the doctor at the wheel I felt as safe as in my in-a-door in Los Angeles. I also discover that we have reached a 9,000 foot level, when we drop down one-third that distance to get a close-up of Big Bear Lake, which is 6,000 feet above the sea level, its shores occupied by the most populous mountain resort in Southern California. At intervals through the woods we came across campers, beside their parked, but radio-equipped cars. The lake, which is one of the loveliest sheets of water I ever saw, was created by damming up various mountain streams. Thus approaches the "end of a perfect day."

J. J. Larraway, manager of Portage Point Inn, at Onkema, last season, has been appointed manager of the new East Shore hotel, opened for business July 1. Frank Peterson, of Cleveland, built the new hotel and owns it. It is believed this is the only new hotel erected in Michigan during the past year, and older operators are wondering what it is all about. Well, one can never tell.

J. H. Pichler, resident manager of the Detroit Statler, has started an extensive vacation trip to Europe, sailing last week. During a month's stay on the continent, Mr. Pichler will visit Paris, Switzerland, Vienna, Berlin and other German and Austrian cities, in which he received his early training in the hotel business.

Following the installation of the new air-conditioning system in Detroit Statler, recently, a reception was given to President Frank A. McKownie, at which the guests were seated in an air-conditioned dining room on the ballroom floor, where the temperature was 74 degrees as compared with 86 on the street. Huge thermometer facsimiles on the wall were set at the pre-

Warm Friend Tavern Holland, Mich.

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

JAMES HOEKSEMA, Manager

The MORTON

400 ROOMS EACH
WITH BATH

\$1.50 up

Grand Rapids' Friendly Hotel
Phil Jordan, Manager

An Entire City Block of Hospitality



Have You Seen Our New

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

Pantlind

GRAND RAPIDS

750 ROOMS \$2 UP

Hotel and Restaurant Equipment Glassware, China, Silverware

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Store, Offices & Restaurant Equipment

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MANISTEE, MICH.

Universally conceded to be one of the best hotels in Michigan. Good rooms, comfortable beds, excellent food, fine cooking, perfect service. Hot and Cold Running Water and Telephone in every Room. \$1.50 and up

60 Rooms with Bath \$2.50 and \$3
HENRY M. NELSON, Manager

THE ROWE

GRAND RAPIDS

The Most Popular Hotel
in Western Michigan

300 ROOMS — SHOWERS
SERVIDOR

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

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO
IONIA AND

THE REED INN

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

Park Place Hotel

Traverse City

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

New Hotel Elliott

STURGIS, MICH.

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

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.
Muskegon Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

vailing temperatures of various points on the globe. Wires were received from many far distant points during the festivities.

Frank A. Duggan, formerly banquet manager at the Detroit Statler and more recently managing director of Hotel McAlpin, New York, but who resigned to resume the practice of law in Los Angeles, a couple of years ago, is on a visit to the Empire City, and from all I hear is being treated fine by all his associates in the eastern metropolis. He is a valued acquaintance of mine here.

W. C. Waring, of Detroit, has purchased the Hotel Atley, at Highland, (the city within a city), and is enlarging the same preparatory to an early reopening.

John R. Dignan, who temporarily was manager of Hotel Vincent, Benton Harbor, coming there from Indiana, has been appointed manager of the Sherry, a Chicago residential hotel.

One hotel journal takes exception to my attitude on hotel advertising, claiming that by patronizing the strictly hotel journals, that operators of other institutions are enabled to direct travelers through the knowledge they receive by such methods. This is no doubt true, in a sense, but it is just as important to reach the possible guest through general advertising so that he may know somewhat in advance of direct application for technical assistance along those lines, just what route he wants to take and make up a tentative list of the towns he wants to visit. That is one of the reasons why many hotel men advise me they always file their copy of the Tradesman in their public rooms so that the public may do a little studying on their own account.

Robert B. Kernahan, until recently managing director of Hotel Barlum, of Detroit, is dead at the age of 67. He started as a cabin boy on a Great Lakes steamer, but after 25 years experience was induced by John J. Barlum to come ashore and manage Hotel Griswold, Detroit, which he headed in conjunction with the late Fred Postal. He became manager of the Barlum in 1927, but retired last year.

In a general way it is now claimed that the restoration of hard liquor as an article of merchandise among hotel and restaurant operators has been of some assistance in eradicating red ink on the hotel account books. No doubt this is true in many states, but there are some commonwealths where the laws are of such a nature that the bootlegger is still applying his energies profitably, and the legitimate dealer is constantly on the lookout for the sheriff. Liquor taxes are too high in federal as well as state enforcement, and so long as they so continue, there will be a tendency to handle the traffic illegitimately. It is so in California and I am not so sure but my Michigan friends are up against the same difficulty.

The old-time Hawkshaw was popularly supposed to keep his mouth closed when he was on the job of detecting, and I believe the same rule is applied to the letter in Scotland Yard activities. He rather inclined to the notion that he could work more successfully, if he didn't issue hourly bulletins advising the public—and incidentally the criminal—just what his next move was to be. By present day methods such crooks as Dillinger are relieved of the necessity of employing press agents. I agree that it is the province of the newspaper to furnish all the news, but I doubt very much if essentially the police authorities are warranted in issuing public bulletins, giv-

ing the culprit an idea as to where they are going to look for him next. Frank S. Verbeck.

Breakdown of Codes Seen

Industries fear that the operation of the Executive order of the President making possible reductions on sales to the Government of up to 15 per cent. from posted prices without constituting a violation of industrial codes of fair competition will lead to a general breaking down of the code provisions.

This would be particularly true, if, as construed by President Roosevelt, private purchasers would be entitled to the same discount as the Government. National Recovery Administration officials do not hold the same viewpoint, but it will remain for General Johnson on his return perhaps to issue an official ruling in the matter.

It is declared that if this feature actually is adopted even as to Government purchases, construction industry codes will be voided, because there is not a 15 per cent. profit under present conditions upon which to draw and, accordingly, there will be a lot of chiseling just to get the orders, with consequent violation of wages and hours provisions.

Building Wage Cuts Delayed

Beyond the 10 per cent. reduction of lumber prices, little progress has as yet been made toward the reduction of building costs which was to be part of the Administration's building revival program, reports indicate.

In spite of the initiative for a cut in building union wages, which the President took when he suspended the Bacon Davis Act provisions, negotiations for the establishment of new lower wage schedules are meeting with too much opposition for quick results. Further so far there has been no definite attempt to revise the equally excessive PWA wage schedules.

Until the major question of building wage cuts has progressed further, it is not expected that building material manufacturers will be willing to grant special price concessions. Current indications are that there will be no new pressure for wage cuts until the necessity for such action has been clearly demonstrated by the public attitude to the home renovation program that is now being urged.

Revising NRA Codes

Pressure on code authorities by NRA officials to agree to the elimination or substantial revision of price control provisions in industrial codes is constantly increasing, individuals in touch with the situation report.

In codes covering general manufacturing and wholesale trades, the trend now is to eliminate price control provisions completely. The only exception is the well known "emergency-price-fixing"

clause which the NRA is ready to include in all codes that are still pending or that are up for revision.

In addition, enforcement of price control and trade practice provisions, such as relate to terms and special discounts, is being relaxed by the various governmental enforcement agencies, it is charged. Code authorities in many cases are not strong enough to hold members in line without the legal support the Government was supposed to furnish.

Enforcement is tightening up, however, with regard to the labor provisions of NRA codes.

Collection of Vegetable Oil Tax

The Government is expected to begin collecting the vegetable oil processing tax beginning August 1, it is said, and the assessments will be made retroactive to the time Section 602½ of the 1934 Revenue Law became operative.

Domestic dairy interests have become rather apprehensive over the delay in announcements by the Treasury Department of the methods to be pursued in imposing and collecting the tax.

The levy is one of 3c per pound upon the first domestic processing of coconut, sesame, palm kernel, or sun flower oils, with a super tax of 2c per pound upon coconut oil when the product of other than Philippine Islands or other possessions of the United States.

It is stated in explanation that some difficulty has been experienced in the drafting of the necessary regulations, under which the tax will be levied, but that the legal department of the Treasury soon will complete its work and an announcement by the Secretary will follow.

Cotton Crop Prospects

The Government's cotton acreage estimate of 28,024,000 is the smallest in twenty-nine years and is more than a million acres under the acreage expected by the trade.

While it is too early in the season to base definite crop forecasts on the acreage figure, cotton prices yesterday rose 34 to 37 points on the possibility of a very short crop.

Future price developments will largely depend on the weather. However, if average conditions prevail, prospects are that the crop will be well within the limits envisioned by the Bankhead Cotton Control Act, which permits the tax free sale of approximately 10,400,000 bales. The acreage estimate confirms previous indications that the act has prevented farmers from putting new land into cotton, as had been feared earlier in the season.

Steel Operations Recover

The steel industry is expected to recover this week from the extreme drop in operations in the first week of the month.

Estimates of operations telegraphed to the American Iron and

Steel Institute indicate an improvement of 4½ points to 27½ per cent. of capacity. Private estimates place the rate of operations in the neighborhood of 30 per cent. Since the monthly figures of the Steel Industry in the past have averaged better than its weekly forecasts, many in the industry believe the higher figure to be correct.

In view of the fact that many large steel consumers have anticipated their requirements for some time to come, operations at an average rate of about 30 per cent. of capacity are expected to continue in the near future. They are held to represent to a large extent the stimulus from public works projects, which will be the chief mainstay of the industry during the summer months.

Low Temperatures, Redder Tomatoes

The reddest tomatoes are not the ones that grow where the sun is hottest. On the contrary, scientists of the Department of Agriculture, and several State experiment stations, who made a careful comparative study of tomatoes in connection with the identification of the principal commercial varieties, found that development of the ideal red color is closely associated with lower temperatures.

If the temperature is too high tomatoes will tend toward grenadine color, although under less tropical weather the same varieties may turn a rich scarlet.

The first studies of the influence of temperature on the ripening of tomatoes were made a generation ago by a scientist at Washington University, St. Louis. He showed in laboratory studies that the red pigment develops to a very small degree in harvested ripening tomatoes at 86 degrees Fahrenheit or above.

Vinegar From Honey is Government's Quest

Like honey vinegar? Well, you may by the time the Department of Agriculture gets through with some strange tests. The Department believes it is going to make vinegar out of sweet honey by fermentation.

The studies are directed to finding out which kind of honey not in strong demand for table use is most desirable as sources of vinegar. Also, to learn the best method of fermentation to produce a vinegar of such exceptional quality that it would command a premium price, making it profitable to use honey for the purpose.

The process will not be profitable unless some of the honey aroma can be carried over into the vinegar to give it a "bouquet."

Greeks Pay Some Interest

Greece, which had a debt payment due the United States on May 10, last week paid 27½ per cent. of the interest overdue from last year and 35 per cent. of the interest due this year. The amount paid for last year is \$196,128, while the amount paid for this year's interest is \$217,920.

Live within your means. Yes, but where's the means.

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. Farr, 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.

President—J. E. Mahar, Pontiac.
 Ex-President—Duncan Weaver, Fennville.
 First Vice President—Ben Peck, Kalamazoo.
 Second Vice President—Joseph Maltas, Sault Ste. Marie.
 Treasurer—Henry Hadley, Benton Harbor.
 Secretary—Clare F. Allan, Wyandotte.
 Members Executive Committee—M. N. Henry, Lowell; James W. Lyons, Detroit; Raymond Jensen, Grand Rapids.

Where Is Your Business Going?

There are two very potent factors in the business of the independent druggist of the United States to-day. One is stabilization of drug prices and the other is a fighting organization of independent druggists.

To accomplish stabilization of prices the drug industry of Michigan needs a one hundred per cent. militant organization. The officers of the M. S. P. A. were told at the convention by the speakers that our state organization needs the membership of every druggist in this state. Stabilization will either be a permanent factor in the drug industry within the next few months or it will be entirely erased from the picture. In the next few months the druggists will have to organize and fight for their rights or thousands of independent druggists will be driven from business.

If you believe in preparedness, get prepared now and join your state association! It will not take much improvement in your business to cover the cost of your membership, which is less than one cent per day. We can all sit in the back room and kick about everything and do nothing about it, but if you care whether you are making a profit out of your business or not, it depends on you.

The chiselers have a potent organization and they are ready to fight to the last ditch to take your business away from you. If we, as an organization, are prepared, we can drive them to a position where they are no longer a factor in the business.

The officers of your Association are issuing an appeal to you, personally, to send in your membership to the state association by August 1, because we have set the goal for one thousand members by that time. Now is the time to act, delay may be dangerous. Send \$3 to Clare F. Allan, Secretary M. S. P. A., Wyandotte, Michigan, and you will be issued a receipt for your dues which carries you through until June 20, 1935.

We are waiting for your reply.
 Clare F. Allan.

Suggestions for Progressive and Better Store Management

My contact with customers, store managers, proprietors, clerks, advertising men, newspaper men, district managers as well as general managers has prompted me to write this article which to my mind offers helpful suggestions in increasing sales. I shall not delve into the subject in any great detail, however for conveniences' sake I shall tabulate thirty rules.

1. The manager or proprietor of an establishment should conduct himself in the capacity of an executive. The manner in which he carries himself, the tone of his voice in addressing a subordinate, the neatness of his dress, the accuracy of his grammar, the dignity of his speech are factors which help to distinguish an executive. His ability to adjust complaints, giving the customer ample opportunity to state the facts of the complaint, and then adjusting the situation requires the efforts of a tactful diplomat. Please remember that a satisfied customer is a productive asset to your business. Legitimate complaints should always be welcomed with a smile because they tend to point out the weak spots of your business.

As manager you should see that an atmosphere of contentment prevails among your employees because a cheerful group of salespeople is indispensable for progress and profit. Let them smile while they work and work while they smile, it makes one long to go to work the next day. Should a mood of dissatisfaction possess one of your clerks it is the duty of the manager to interfere and display a paternal influence upon the individual, lending him a helping hand.

The manager should always be open to suggestions by his employees. Since they are in constant contact with the trade, they may be able to assist him to his advantage. Occasional meetings accompanied by a light lunch should be held in order to discuss the affairs of the store and means of improvement.

Before a manager discharges a clerk he should deliberate intelligently. A clerk in most cases can be trained to the ways desired by the manager. However, if the efforts of the manager should prove fruitless then and only then the clerk should be discharged, for the good of the store as well as the good of the clerk. Shiftlessness, laziness, and lack of ambition are the three great obstacles of progressiveness.

A manager should always remember his executive position in the store, any opportunity to make himself too familiar with his employees should be outlawed, because familiarity tends to weaken the sense of respect.

2. Loud talking in the store detracts the attention of the customers and shows signs of ill breeding and spoils the general atmosphere of the pharmacy.

3. When a complaint is received the employee must most humbly satisfy the customer but when his efforts become vain he should summon the

manager. A customer should never leave the store dissatisfied.

4. The neatness and cleanliness of an up-to-date pharmacy in my estimation is the most important factor of progress. Every bottle on display, and every piece of merchandise on the shelves should glitter. After making a sale of an item from the shelf, the item to the rear must be pulled to the front in order to make a neat and uniform appearance. The merchandise on the shelves as well as on display should be dusted every day. I cannot stress too strongly the necessity of clean sparkling bottles on your shelves and in your displays. Remember, cleanliness is next to godliness. No goods should be sold if it is in the least dirty, smudged or soiled. You not only leave a bad impression by so doing but you lose a customer as well. This paragraph applies to merchandise in the cellar as well.

5. A clerk should never stand idle. There is no store in existence that can warrant idleness, because it makes a poor impression with the trade. In places where idleness manifests itself it must be liquidated and replaced by industry. A clean and neat individual should give a great deal of attention to his personal appearance. He should be neatly dressed, his hair well groomed, his hands cleaned and his nails immaculate. In stores where service coats are allowed, the clerk should obtain the right size and keep the coat buttoned up and down to the last button, and the sleeves should never be rolled up.

6. Try to learn the last name of your customer and address him by name. Greet him with a smile and a good morning or a good evening. A customer feels obligated in patronizing your store when you display such methods of courtesy.

7. When there is more than one customer waiting to be served and it seems impossible to give everyone immediate attention, greet the others with a smile and a how do you do: This recognition holds your customer and prevents him from walking out on you.

8. Be obliging, accommodate your customer with stamps or other such favors which may not for the time be a source of revenue.

9. Avoid talking to friends too long, when there are customers in the store. You can tactfully excuse yourself. Too much emphasis cannot be urged in reference to prompt and courteous service, never neglect a customer.

10. When an aged person strolls into your store show signs of respect by offering the customer a chair. The blessings of these customers are worth tons of gold.

11. Try to read your newspaper daily, keep posted on current events so you may be able to intelligently carry on a conversation with any customer in your community.

12. Before you make any attempt to sell an item make certain you know what it's intended for, the ingredients present, the therapeutic value and your confidence in it. A major portion of a sales talk is invariably influenced by knowledge, confidence and personality.

13. Suggested sales should be encouraged because at least fifty per cent. of the people are willing to be sold. However, the manner of approach, the nature of the customer, a thorough familiarity of the merchandise, and your undivided confidence in the article are necessary for the successful launching of the sale. Never suggest an article because you are told to suggest it because there is no fire and enthusiasm behind the sale and it

(Continued on page 22)

MONOGRAM BRAND LINE OF PACKAGED DRUGS

Sparkling and beautiful new modern packages, extra fine quality merchandise that will bring retail druggists a high rate of repeat business. Next time you need—

Castor Oil, Aromatic Cascara, Bay Rum, Camphorated Oil, Carbolic Acid, Cod Liver Oil, Ess. Peppermint, Glycerine & Rose Water, Milk of Magnesia, Mineral Oil, Oil of Citronella, Olive Oil, Paregoric, Peroxide, Rubbing Alcohol, Mineral Oil, Spirits Camphor, Spirits Turpentine, Sweet Spirits Nitre, Tr. Arnica, Tr. Iodine, Witch Hazel, Alum, Bicarb. Soda, Blue Vitriol, Borax, Boric Acid, Copperas, Cream of Tartar, Epsom Salts, Flaxseed Meal, Fullers Earth, Henna Powder, Moth Balls, Mustard, Oxalic Acid, Potassium Permanganate, Rochelle Salts, Salicylic Acid, Salt Petre, Senna Leaves, Sodium Fluoride, Sulphur, White Hellebore, Whiting—

BE SURE TO ORDER MONOGRAM BRAND!

All put up in convenient sizes: Liquids in metal capped bottles, dries in sealed canisters with tin top and bottom. Specify Monogram Brand on your next order.

Hazeltine & Perkins Drug Co.
 Grand Rapids
 Michigan

WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER			NAPHTHALINE			NUTMEG			QUASSIA CHIPS		
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55	Balls, lb.	08 1/2 @	15	Pound	@	40	Pound	@	25
Boric, Powd., or Xtal., lb.	07 1/2 @	20	Chamomile			Flake, lb.	08 1/2 @	15	Powdered, lb.	@	50	Powd., lb.	25 @	30
Carbolic, Xtal., lb.	36 @	43	German, lb.	55 @	60									
Citric, lb.	33 @	45	Roman, lb.	@	1 40									
Muriatic, Com'l., lb.	03 1/2 @	10	Saffron											
Nitric, lb.	10 @	15	American, lb.	50 @	55									
Oxalic, lb.	15 @	25	Spanish, ozs.	@	1 35									
Sulphuric, lb.	03 1/2 @	10												
Tartaric, lb.	33 @	40												
ALCOHOL			FORMALDEHYDE, BULK			NUX VOMICA			QUASSIA CHIPS					
Denatured, No. 5, gal.	44 @	55	Pound	09 @	20	Pound	@	25	Pound	@	25			
Grain, gal.	4 00 @	5 00				Powdered, lb.	15 @	25	Powd., lb.	35 @	40			
Wood, gal.	50 @	60												
ALUM-POTASH, USP			FULLER'S EARTH			OIL ESSENTIAL			QUININE					
Lump, lb.	04 @	13	Powder, lb.	05 @	10	Almond			5 oz. cans, ozs.	@	77			
Powd. or Gra., lb.	04 1/2 @	13				Bit., true, ozs.	@	50						
AMMONIA			GELATIN			Bit., art., ozs.	@	30	ROSIN					
Concentrated, lb.	06 @	18	Pound	55 @	65	Sweet, true, lb.	1 40 @	2 00	Pound	@	15			
4-F, lb.	05 1/2 @	13				Sweet, art., lbs.	75 @	1 20						
3-F, lb.	05 1/2 @	13				Amber, crude, lb.	71 @	1 40	ROOT					
Carbonate, lb.	20 @	25				Amber, rect., lb.	1 30 @	2 00	Aconite, Powd., lb.	@	90			
Muriate, Lp., lb.	18 @	30				Anise, lb.	1 00 @	1 60	Alkanet, lb.	35 @	40			
Muriate, Gra., lb.	07 1/2 @	18				Bay, lb.	4 00 @	4 25	Alkanet, Powd., lb.	@	50			
Muriate, Po., lb.	22 @	35				Bergamot, lb.	3 25 @	3 75	Belladonna, Powd., lb.	@	75			
ARSENIC						Cajeput, lb.	1 50 @	2 00	Blood, Powd., lb.	35 @	45			
Pound	07 @	20				Caraway S'd, lb.	3 50 @	4 00	Burdock, Powd., lb.	@	60			
BALSAMS						Cassia, USP, lb.	2 10 @	2 60	Calamus, Bleached, Split and					
Copaiba, lb.	60 @	1 40				Cedar Leaf, lb.	1 70 @	2 20	Peeled, lb.	@	65			
Fir, Cana., lb.	2 00 @	2 40				Cedar Leaf, Coml., lb.	1 00 @	1 25	Calamus, Ordinary, lb.	@	25			
Fir, Oreg., lb.	50 @	1 00				Citronella, lb.	1 00 @	1 40	Calamus, Powd., lb.	@	50			
Peru, lb.	3 00 @	3 60				Cloves, lb.	1 75 @	2 25	Elecampane, lb.	25 @	30			
Tolu, lb.	1 50 @	1 80				Croton, lbs.	4 00 @	4 60	Gentian, Powd., lb.	27 1/2 @	40			
BARKS						Cubeb, lb.	4 25 @	4 80	Ginger, African, Powd., lb.	15 @	25			
Cassia						Erigeron, lb.	2 70 @	3 35	Ginger, Jamaica, Lined, lb.	30 @	40			
Ordinary, lb.	@	30				Eucalyptus, lb.	85 @	1 20	Ginger, Jamaica, Powd., lb.	25 @	35			
Ordinary, Po., lb.	25 @	35				Fennel	2 25 @	2 60	Goldenseal, Powd., lb.	1 75 @	2 00			
Salmon, lb.	@	40				Hemlock, Pu., lb.	1 70 @	2 20	Hellebore, White, Powd., lb.	20 @	30			
Salmon, Po., lb.	50 @	60				Hemlock Com., lb.	1 00 @	1 25	Indian Turnip, Powd., lb.	@	50			
Elm, lb.	40 @	50				Juniper Ber., lb.	3 00 @	3 20	Ipecac, Powd., lb.	3 00 @	3 60			
Elm, Powd., lb.	38 @	45				Juniper W'd, lb.	1 50 @	1 75	Licorice, lb.	30 @	35			
Elm, G'd, lb.	38 @	45				Lav. Flow., lb.	4 50 @	5 00	Licorice, Powd., lb.	15 @	25			
Sassafras (P'd lb. 50)	@	45				Lav. Gard., lb.	1 25 @	1 50	Mandrake, Powd., lb.	@	40			
Sassafras, cut, lb.	20 @	30				Lemon, lb.	2 00 @	2 40	Marshmallow, Cut, lb.	@	50			
Scutree, Po., lb.	35 @	40				Mustard, true, ozs.	@	1 25	Marshmallow, Powd., lb.	@	60			
BERRIES						Mustard, art., ozs.	@	30	Orris, lb.	@	35			
Cubeb, lb.	@	65				Orange, Sw., lb.	3 25 @	3 60	Orris, Powd., lb.	40 @	45			
Cubeb, Po., lb.	@	75				Origanum, art., lb.	1 00 @	1 20	Orris, Fingers, lb.	@	1 75			
Juniper, lb.	10 @	20				Pennyroyal, lb.	2 75 @	3 20	Pink, Powd., lb.	1 50 @	2 25			
BLUE VITRIOL						Peppermint, lb.	4 25 @	4 80	Poke, Powd., lb.	@	30			
Pound	07 @	15				Rose, dr.	@	2 50	Rhubarb, lb.	@	80			
BORAX						Rose, Geran., ozs.	@	1 00	Rhubarb, Powd., lb.	@	60			
P'd or Xtal, lb.	06 @	13				Rosemary Flowers, lb.	1 00 @	1 50	Sarsaparilla (Honduras, cut)	1 30 @	1 40			
BRIMSTONE						Sandalwood			Sarsaparilla, Med., Cut, lb.	@	50			
Pound	04 @	10				E. I., lb.	8 00 @	8 60	Squills, Powd., lb.	42 @	80			
CAMPHOR						W. I., lb.	4 50 @	4 75	Tumeric, Powd., lb.	15 @	25			
Pound	80 @	1 00				Sassafras			Valerian, Powd., lb.	@	50			
CANTHARIDES						True, lb.	1 90 @	2 40	SAL					
Russian, Powd.	@ 4 50					Syn., lb.	85 @	1 40	Epsom, lb.	03 1/4 @	10			
Chinese, Powd.	@ 2 00					Spearment, lb.	2 50 @	3 00	Glaucous					
CHALK						Tansy, lb.	3 50 @	4 00	Lump, lb.	03 @	10			
Crayons						Thyme, Red, lb.	1 75 @	2 40	Gran., lb.	03 1/2 @	10			
White, dozen	@ 3 60					Thyme, White, lb.	2 00 @	2 60	Nitre					
Dustless, dozen	@ 6 00					Wintergreen			Xtal. or Powd.	10 @	20			
French Powder, Coml., lb.	03 1/2 @	10				Leaf, true, lb.	5 60 @	6 00	Gran., lb.	09 @	20			
Precipitated, lb.	12 @	15				Birch, lb.	4 00 @	4 60	Rochelle, lb.	17 @	30			
Prepared, lb.	14 @	16				Syn.	75 @	1 20	Soda, lb.	02 1/2 @	08			
White, lump, lb.	03 @	10				Wormseed, lb.	3 50 @	4 00	SEED					
CAPSICUM						Wormwood, lb.	4 50 @	5 00	Anise, lb.	40 @	45			
Pods, lb.	60 @	70				OILS HEAVY			Canary, Recleaned, lb.	10 @	15			
Powder, lb.	62 @	75				Castor, gal.	1 45 @	1 60	Cardamon, Bleached, lb.	@ 1 75				
CLOVES						Cocanut, lb.	22 1/2 @	35	Caraway, Dutch, lb.	25 @	30			
Whole, lb.	30 @	40				Cod Liver, Norwegian, gal.	1 20 @	1 50	Celery, lb.	90 @	1 00			
Powdered, lb.	35 @	45				Cot. Seed, gal.	85 @	1 00	Colchicum, Powd., lb.	15 @	25			
COCAINE						Lard, ex, gal.	1 55 @	1 65	Coriander, lb.	30 @	40			
Ounce	14 75 @	15 40				Lard, No. 1, gal.	1 25 @	1 40	Fennel, lb.	30 @	40			
COPPERAS						Linseed, raw, gal.	82 @	97	Flax, Whole, lb.	06 1/2 @	15			
Xtal, lb.	03 1/4 @	10				Linseed, boil., gal.	85 @	1 00	Flax, Ground, lb.	06 1/2 @	15			
Powdered, lb.	04 @	15				Neatsfoot, extra, gal.	80 @	1 00	Hemp, Recleaned, lb.	03 @	15			
CREAM TARTAR						Olive			Lobelia, Powd., lb.	@	85			
Pound	25 @	38				Malaga, gal.	2 50 @	3 00	Mustard, Black, lb.	15 @	25			
CUTTLEBONE						Pure, gal.	3 00 @	5 00	Mustard, White, lb.	15 @	25			
Pound	40 @	50				Sperm, gal.	1 25 @	1 50	Poppy, Blue, lb.	20 @	25			
DEXTRINE						Tanner, gal.	75 @	90	Quince, lb.	1 00 @	1 25			
Yellow Corn, lb.	06 1/2 @	15				Tar, gal.	50 @	65	Rape, lb.	10 @	15			
White Corn, lb.	07 @	15				Whale, gal.	@	2 00	Sabadilla, Powd., lb.	58 @	75			
EXTRACT						OPIUM			Sunflower, lb.	11 @	20			
Witch Hazel, Yellow Lab.,	1 10 @	1 70				Gum, ozs., \$1.40; lb.			Worm, Levant, lb.	@ 4 50				
gal.	50 @	60				Powder, ozs., \$1.40; lb.			Worm, Levant, Powd.	@ 4 75				
Licorice, P'd, lb.	50 @	60				Gran., ozs., \$1.40; lb.			SOAP					
MORPHINE						PARAFFINE			Castile, Conti, White					
Ounces	@ 13 65					Pound	06 1/2 @	15	Box	@ 15 75				
1/8s	@ 14 40					PEPPER			Bar	@ 1 60				
MUSTARD						Black, grd., lb.	25 @	35	Powd.	50 @	55			
Bulk, Powd.						Red, grd., lb.	45 @	55	SODA					
Select, lb.	45 @	50				White, grd., lb.	40 @	45	Ash	03 @	10			
No. 1, lb.	25 @	35				PITCH BURGUNDY			Bicarbonate, lb.	03 1/2 @	10			
NAPHTHALINE						Pound	20 @	25	Caustic, Col., lb.	08 @	15			
Balls, lb.	08 1/2 @	15				PETROLATUM			Hyposulphite, lb.	05 @	10			
Flake, lb.	03 1/2 @	15				Amber, Plain, lb.	12 @	17	Phosphate, lb.	23 @	28			
NUTMEG						Amber, Carb., lb.	14 @	19	Sulphite					
Pound	@	40				Cream Whi., lb.	17 @	22	Xtal., lb.	13 @	23			
Powdered, lb.	@	50				Lily White, lb.	20 @	25	Dry, Powd., lb.	12 1/2 @	20			
NUX VOMICA						Snow White, lb.	22 @	27	Silicate, Sol., gal.	40 @	60			
Pound	@	25				POTASSA			SULPHUR					
Powdered, lb.	15 @	25				Barrels	@ 5 75		Light, lb.	04 1/2 @	10			
OIL ESSENTIAL						Less, lb.	03 1/2 @	08	SYRUP					
Almond						POTASSIUM			Rock Candy, Gals.	70 @	85			
Bit., true, ozs.	@	50				Acetate, lb.	60 @	96	TAR					
Bit., art., ozs.	@	30				Caustic, st'ks, lb.	55 @	88	1/2 Pints, dozen	@ 1 00				
Sweet, true, lb.	1 40 @	2 00				Liquor, lb.	@	40	Pints, dozen	@ 1 50				
Sweet, art., lbs.	75 @	1 20				TURPENTINE			Quarts, dozen	@ 2 75				
Amber, crude, lb.	71 @	1 40				Gallons	60 @	75						
Amber, rect., lb.	1 30 @	2 00												
Anise, lb.	1 00 @	1 60												
Bay, lb.	4 00 @	4 25												
Bergamot, lb.	3 25 @	3 75												
Cajeput, lb.	1 50 @	2 00												
Caraway S'd, lb.	3 50 @	4 00												
Cassia, USP, lb.	2 10 @	2 60												
Cedar Leaf, lb.	1 70 @	2 20												
Cedar Leaf, Coml., lb.	1 00 @	1 25												
Citronella, lb.	1 00 @	1 40												
Cloves, lb.	1 75 @	2 25												
Croton, lbs.	4 00 @	4 60												

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

Ryco Coffee
No. 10 Peaches
Chipso
Flake White Soap
P & G Soap

DECLINED

Imperial Dates
Corned Beef

AMMONIA

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

APPLE BUTTER

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

BAKING POWDERS

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



10 oz., 4 doz. in case 3 40
15 oz., 4 doz. in case 5 00
25 oz., 4 doz. in case 8 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
Lizze, 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 14
Kaffe Hag, 6 1-lb. 2 57

Whole Wheat Fla., 24s 2 40
Whole Wheat B's, 24s 2 31
Wheat Krispies, 24s 2 40
Post Brands
Grapenut Flakes, 24s 2 10
Grape-Nuts, 24s 3 90
Grape-Nuts, 50s 1 50
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 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 1/2 7 50
Prize, Parlor, No. 6 8 00
White Swan Par., No. 6 8 50

BROOMS

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

BRUSHES

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

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 45
Honey Dew, No. 2 1 85
Quaker, No. 2 1 25
Quaker, No. 2 1 80
Quaker, No. 1 1 10

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 6 10
Gibraltar, halves,
No. 10 6 75
Supreme, sliced, No. 10 7 50
Supreme, halves,
No. 10 7 75
Nile, sliced, No. 10 5 70
Premio, halves, No. 10 5 70
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 45
Honey Dew, No. 2 1 85
Quaker, No. 2 1 25
Quaker, No. 2 1 80
Quaker, No. 1 1 10

Pineapple, Sliced

Honey Dew, sliced,
No. 10 9 00
Honey Dew, tid bits,
No. 10 8 75
Honey Dew, No. 2 1/2 2 50
Honey Dew, No. 2 2 00
Honey Dew, No. 1 1 17 1/2
Ukelele Broken, No. 10 7 90
Ukelele Broken, 2 1/2 2 25
Ukelele Broken, No. 2 1 85
Curfew Tid Bits, No. 2 1 80
Quaker, Tid Bits, No.
10 8 25
Quaker, No. 10 8 25
Quaker, No. 2 1/2 2 35
Quaker, No. 2 1 90
Quaker, No. 1 1 10

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

Prepared Prunes
Supreme, No. 2 1/2 2 35
Supreme, No. 2 1/2 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
Pinnan 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, 1 75
Tuna, 1/4s, Van Camps, 1 15
Tuna, 1s, Van Camps, 3 45
Tuna, 1/2s, Chicken Sea, 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 80
Beef, No. 1, Roast 1 95
Beef, 2 1/2 oz., Qua., Sil. 1 30
Corn Beef Hash, doz. 1 90
Beefsteak & Onions, s. 2 70
Chili Con Car., 1s 1 05
Deviled Ham, 1/4s 1 35
Deviled Ham, 1/2s 2 20
Potted Meat, 1/4 Libby 43
Potted Meat, 1/2 Libby 75
Potted Meat, 1/4 Qua. 65
Potted Ham, Gen. 1/4 1 35
Vienna Saus. No. 1/2 90

Canned Vegetables
Hart Brand
Asparagus
Natural, No. 2 3 00
Tips & Cuts, No. 2 2 25

Baked Beans
Campbells 48s 2 30

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

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

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

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

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

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

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

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

Spinach
No. 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
Naas, 14 oz. doz. 1 40
Sniders, 8 oz. doz. 1 20
Sniders, 14 oz. doz. 1 85
Quaker, 10 oz. doz. 1 23
Quaker, 14 oz. doz. 1 50

CHILI SAUCE
Sniders, 8 oz. 1 65
Sniders, 14 oz. 2 15

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 23
Kraft, American Loaf 21
Kraft, Brick Loaf 21
Kraft, Swiss Loaf 24
Kraft, Old End, Loaf 31
Kraft, Pimento, 1/2 lb. 1 60
Kraft, American, 1/2 lb. 1 40
Kraft, Brick, 1/2 lb. 1 30
Kraft, Limbur., 1/2 lb. 1 30

Red Kidney Beans
No. 10 4 25
No. 2 90

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Spinach
No. 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
Naas, 14 oz. doz. 1 40
Sniders, 8 oz. doz. 1 20
Sniders, 14 oz. doz. 1 85
Quaker, 10 oz. doz. 1 23
Quaker, 14 oz. doz. 1 50

CHILI SAUCE
Sniders, 8 oz. 1 65
Sniders, 14 oz. 2 15

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 23
Kraft, American Loaf 21
Kraft, Brick Loaf 21
Kraft, Swiss Loaf 24
Kraft, Old End, Loaf 31
Kraft, Pimento, 1/2 lb. 1 60
Kraft, American, 1/2 lb. 1 40
Kraft, Brick, 1/2 lb. 1 30
Kraft, Limbur., 1/2 lb. 1 30

Red Kidney Beans
No. 10 4 25
No. 2 90

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

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

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

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

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

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

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

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

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

Spinach
No. 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
Naas, 14 oz. doz. 1 40
Sniders, 8 oz. doz. 1 20
Sniders, 14 oz. doz. 1 85
Quaker, 10 oz

Currents Packages, 11 oz.----- 14 Dates Imperial, 12s, pitted... 1 75 Imperial, 12s, regular... 1 35 Imperial, 12s, 2 lb.----- Imperial, 12s, 1 lb.----- Figs Calif., 24-83, case----- 1 70 Peaches Evap. Choice----- 13 1/2 Pearl Lemon, Dromedary, 4 oz., doz.----- 1 10 Orange, Dromedary, 4 oz., dozen----- 1 10 Citron, Dromedary, 4 oz., dozen----- 1 10 Raisins Seeded, bulk----- 7 1/2 Thompson's S'dless blk. 7 1/2 Quaker s'dless blk.----- 7 1/2 15 oz.----- 7 1/2 Quaker Seeded, 15 oz.----- 8 California Prunes 90@100, 25 lb. boxes-----@07 80@ 90, 25 lb. boxes-----@07 1/2 70@ 80, 25 lb. boxes-----@08 1/2 60@ 70, 25 lb. boxes-----@08 1/2 50@ 60, 25 lb. boxes-----@09 1/2 40@ 50, 25 lb. boxes-----@10 1/2 30@ 40, 25 lb. boxes-----@11 1/2 20@ 30, 25 lb. boxes-----@13 18@ 24, 25 lb. boxes-----@15 1/2 Hominy Pearl, 100 lb. sacks----- 3 50 Bulk Goods Elb. Macaroni, 20 lb. bx. 1 38 Egg Noodle, 10 lb. box 1 28 Pearl Barley 0000----- 7 00 Barley Grits----- 5 00 Chester----- 4 50 Lentils Chili----- 10 Tapioca Pearl, 100 lb. sacks----- 7 1/2 Minute, 8 oz., 3 doz.----- 4 05 Dromedary Instant----- 3 50 Jiffy Punch 3 doz. Carton----- 2 25 Assorted flavors.----- EVAPORATED MILK Quaker, Tall, 10 1/2 oz.----- 2 85 Quaker, Baby, 4 doz.----- 1 43 Quaker, Gallon, 1/2 dz.----- 2 85 Carnation, Tall, 4 doz.----- 2 95 Carnation, Baby, 4 dz.----- 1 43 Oatman's D'dee, Tall----- 2 95 Oatman's D'dee, Baby----- 1 48 Pet, Tall----- 2 95 Pet, Baby, 4 dozen----- 1 45 Borden's, Tall, 4 doz.----- 2 95 Borden's, Baby, 4 doz.----- 1 48 FRUIT CANS Ball Mason F. O. B. Grand Rapids One pint----- 8 00 One quart----- 9 30 Half gallon----- 12 40 Mason Can Tops, gro.----- 2 55 FRUIT CAN RUBBERS Presto Red Lip, 2 gro. carton----- 78 Presto White Lip, 2 gro. carton----- 83 GELATINE Jell-o, 3 doz.----- 1 90 Minute, 3 doz.----- 4 05 Knox's, 1 dozen----- 2 25 Jelsert, 3 doz.----- 1 40 HONEY Lake Shore 1 lb. doz.----- 1 90 JELLY AND PRESERVES Pure, 30 lb. pails----- 2 60 Imitation, 30 lb. pails----- 1 60 Pure Pres., 16 oz., dz.----- 1 80 12 oz. Apple Jelly, dz.----- 95 13 oz. Mint Jelly, dz.----- 1 60 7 oz. Cranberry Jelly, dz.----- 90 JELLY GLASSES 1/2 Pint Tall, per doz.----- 35		JUNKET GOODS Junket Powder----- 1 20 Junket Tablets----- 1 35 MARGARINE Wilson & Co.'s Brands Oleo Nut----- 09 1/2 Cut A F Oleo----- 08 1/2 MATCHES Diamond, No. 5, 144----- 6 25 Searchlight, 144 box----- 6 25 Crescent, 144----- 5 65 Diamond, No. 0----- 5 00 Safety Matches Red Top, 5 gross case----- 5 25 Signal Light, 5 gro. cs.----- 5 25 Standard, 5 gro. cs.----- 4 00 MUELLER'S PRODUCTS Macaroni, 9 oz.----- 2 10 Spaghetti, 9 oz.----- 2 10 Elbow Macaroni, 9 oz.----- 2 10 Egg Noodles, 6 oz.----- 2 10 Egg Vermicelli, 6 oz.----- 2 10 Egg Alphabets, 6 oz.----- 2 10 Cooked Spaghetti, 24c, 17 oz.----- 2 20 NUTS Whole Almonds, Peerless----- 15 1/2 Brazil, large----- 14 1/2 Fancy Mixed----- 15 Filberts, Naples----- 20 Peanuts, vir. Roasted----- 09 1/2 Peanuts, Jumbo----- 10 1/2 Pecans, 3, star----- 25 Pecans, Jumbo----- 40 Pecans, Mammoth----- 50 Walnuts, Cal.----- 14@20 Hickory----- 07 Salted Peanuts Fancy, No. 1----- 10 1/2 12-1 lb. Cellophane case----- 1 25 Shelled Almonds----- 39 Peanuts, Spanish, 125 lb. bags----- 7 1/2 Filberts----- 32 Pecans, salted----- 45 Walnut, California----- 48 MINCE MEAT None Such, 4 doz.----- 6 20 Quaker, 3 doz. case----- 2 65 Yo Ho, Kegs, wet, lb.----- 16 1/2 OLIVES—Plain Quaker, 24 4 oz. cases----- 1 87 Quaker, 24 7 1/2 oz. cs.----- 3 55 High Life, 12 22 oz. cs.----- 3 45 1 gal. glass, each----- 1 30 OLIVES—Stuffed Quaker, 24 2 1/2 oz. cs.----- 1 87 Quaker, 24 4 oz. cs.----- 2 75 Quaker, 24 5 oz. cs.----- 3 55 Quaker, 24 7 1/2 oz. cs.----- 4 55 Quaker, 24 10 oz. cs.----- 5 95 Quaker, 12 32 oz. cs.----- 7 88 1 Gallon glass, each----- 1 80 PARIS GREEN 1/2s----- 34 1s----- 32 2s and 5s----- 30 PICKLES Sweet Small L and C, 7 oz., doz.----- 92 1/2 Paw Paw, quarts, doz.----- 2 80 Dill Pickles Gal., 40 to Tin, doz.----- 8 20 32 oz. Glass Thrown----- 1 50 PIPES Cob, 3 doz. in bx. 1 00@1 20 PLAYING CARDS Blue Ribbon, per doz.----- 4 50 Bicycle, per doz.----- 4 70 Caravan, per doz.----- 2 25 POP CORN Sure Pop, 25 lb. bags----- 1 25 Yellow, 25 lb. bags----- 1 25 COD FISH Bob White, 1 lb. pure----- 25		FRESH MEATS Beef Top Steers & Heif.----- 11 Good Steers & Heif.----- 10 Med. Steers & Heif.----- 08 Com. Steers & Heif.----- 07 Veal Top----- 09 Good----- 08 Medium----- 07 Lamb Spring Lamb----- 18 Good----- 16 Medium----- 14 Poor----- 08 Mutton Good----- 05 Medium----- 03 Poor----- Pork Loins----- 13 Butts----- 13 Shoulders----- 10 1/2 Spareribs----- 07 Neck Bones----- 03 Trimmings----- 07 1/2 PROVISIONS Barreled Pork Clear Back----- 16 00@18 00 Short Cut, Clear----- 12 00 Dry Salt Meats D S Belles----- 20-25 10 Lard Pure in tierces----- 07 1/2 60 lb. tubs----- advance 1/4 50 lb. tubs----- advance 1/4 20 lb. pails----- advance 3/4 10 lb. pails----- advance 3/4 5 lb. pails----- advance 1 3 lb. pails----- advance 1 Compound, tierces----- 08 Compound, tubs----- 08 1/2 Sausages Bologna----- 11 Liver----- 15 Frankfort----- 13 Pork----- 15 Tongue, Jellied----- 32 Headcheese----- 13 Smoked Meats Hams, Cert., 14-16 lb.----- 20 Hams, Cert., Skinned----- 16-18 lb.-----@20 Ham, dried beef-----@22 Knuckles-----@11 California Hams-----@11 Picnic Boiled Hams-----@16 Boiled Hams-----@28 Minced Hams-----@11 Bacon 4/6 Cert.-----@20 Beef Boneless rump-----@19 00 Liver Beef----- 10 Calf----- 35 Pork----- 07 1/2 RICE Fancy Blue Rose----- 5 00 Fancy Head----- 6 10 RUSKS Postma Biscuit Co. 18 rolls, per case----- 2 10 12 rolls, per case----- 1 39 18 cartons, per case----- 2 35 12 cartons, per case----- 1 57 SALERATUS Arm and Hammer 24s.----- 1 50 SAL SODA Granulated, 60 lbs. cs.----- 1 55 Granulated, 18-2 1/2 lb. packages----- 1 15 WASHING POWDERS Bon Ami Pd., 18s. box----- 1 90 Bon Ami Cake, 18s.----- 1 65 Brillo----- 85 Big 4 Soap Chlps 8/5----- 2 30 Chipso, large----- 3 65 Climaline, 4 doz.----- 3 60 Grandma, 100, 5c----- 3 50 Grandma, 24 large----- 3 50 Snowboy, 12 large----- 1 80 Gold Dust, 12 lai----- 1 80 La France Laur. 4 dz.----- 3 65 Lux Flakes, 50 small----- 4 80 Lux Flakes, 20 large----- 4 55 Old Dutch Clean., 4 dz.----- 3 40 Octagon, 96s----- 3 90 Rinso, 24s----- 4 80 Rinso, 40s----- 2 95 Spotless Cleanser, 48, 20 oz.----- 3 85 Sani Flush, 1 doz.----- 2 25 Sapilio, 3 doz.----- 3 15 Speedee, 3 doz.----- 7 20 Sunbrite, 50s----- 2 10 Wyandot. Cleaner, 24s----- 1 60		HERRING Holland Herring Mixed, kegs----- Milkers, kegs----- Lake Herring 1/2 bbl., 100 lbs.----- Mackerel Tubs, 60 Count, fy. fat 6 00 Pails, 10 lb. Fancy fat 1 50 White Fish Med. Fancy, 100 lb.----- 13 00 Milkers, bbls.----- 18 50 K K K K Norway----- 19 50 8 lb. pails----- 1 40 Cut Lunch----- 1 50 Boned, 10 lb. boxes----- 16 SHOE BLACKENING 2 in 1, Paste, doz.----- 1 30 E. Z. Combination, dz.----- 1 30 Dri-Foot, doz.----- 2 00 Bixbys, doz.----- 2 00 Shinola, doz.----- 90 STOVE POLISH Blackne, per doz.----- 1 30 Black Silk Liquid, doz.----- 1 30 K K K K 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 SALT F. O. B. Grand Rapids Colonial, 24, 2 lb.----- 95 Colonial, 36-1 1/2----- 1 29 Colonial, Iodized, 24-2----- 1 35 Med. No. 1, bbls.----- 2 90 Med. No. 1, 100 lb. bk.----- 1 00 Farmer Spec., 10 lb.----- 1 00 Packers Meat, 50 lb.----- 65 Cream Rock for ice, cream, 100 lb., each----- 85 Butter Salt, 280 lb. bbl.----- 4 00 Block, 50 lb.----- 40 Baker Salt, 280 lb. bbl.----- 3 80 C, 10 lb., per bale----- 93 20, 3 lb., per bale----- 1 00 9 lb. bags, table----- 45 MORTON'S IODIZED SALT IT POURS See Run'g, 32, 26 oz.----- 2 40 Five case lots----- 2 30 Iodized, 32, 26 oz.----- 2 40 Five case lots----- 2 30 BORAX Twenty Mule Team 24, 1 lb. packages----- 3 35 48, 10 oz. packages----- 4 40 96, 1/2 lb. packages----- 4 00 SOAP Am. Family, 100 box----- 5 05 F. B., 60c----- 2 25 Fels Naptha, 100 box----- 4 65 Flake White, 10 box----- 2 85 Jap Rose, 100 box----- 3 25 Fairy, 100 box----- 7 40 Palm Olive, 144 box----- 6 20 Lava, 50 box----- 2 25 Camay, 72 box----- 3 05 P & G Nap Soap, 100@2 80 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 Medium----- 19 Choice----- 22@30 Fancy----- 30@35 No. 1 Nibbs----- 32 Gunpowder Choice----- 34 Ceylon Pekoe, medium----- 63 English Breakfast Congou, medium----- 23 Congou, choice----- 35@36 Congou, fancy----- 42@43 Oolong Medium----- 39 Choice----- 45 Fancy----- 50 TWINE Cotton, 3 ply cone----- 40 Cotton, 3 ply balls----- 40 VINEGAR F. O. B. Grand Rapids Cider, 40 grain----- 18 1/2 White Wine, 40 grain----- 19 1/2 White Wine, 80 grain----- 24 1/2 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 60 Rayo, per doz.----- 75 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 Churns Barrel, 5 gal., each----- 2 40 Barrel, 10 gal., each----- 2 55 3 to 6 gal., per gal.----- 16 Pails 10 qt. Galvanized----- 2 60 12 qt. Galvanized----- 2 85 14 qt. Galvanized----- 3 10 12 qt. Flaring Gal. Jr.----- 5 00 10 qt. Tip Dairy----- 4 00 Traps Mouse, wood, 4 holes----- 60 Mouse, wood, 6 holes----- 70 Mouse, tin, 5 holes----- 65 Rat, wood----- 1 00 Rat, spring----- 1 00 Mouse, spring----- 20 Tubs Large Galvanized----- 8 75 Medium Galvanized----- 7 75 Small Galvanized----- 6 75 Washboards Banner, Globe----- 5 50 Brass, single----- 6 25 Glass, single----- 6 00 Double Peerless----- 8 50 Single Peerless----- 7 50 Northern Queen----- 5 50 Universal----- 7 25 Wood Bowls 13 in. Butter----- 5 00 15 in. Butter----- 9 00 17 in. Butter----- 13 00 19 in. Butter----- 25 00 WRAPPING PAPER Fibre, Manila, white----- 05 No. 1 Fibre----- 06 1/2 Butchers D F----- 06 1/2 Kraft----- 06 Kraft Stripe----- 09 1/2 YEAST CAKE Magic, 3 doz.----- 2 70 Sunlight, 3 doz.----- 2 70 Sunlight, 1 1/2 doz.----- 1 35 Yeast Foam, 3 doz.----- 2 70 Yeast Foam, 1 1/2 doz.----- 1 35 YEAST—COMPRESSED Fleischmann, per doz.----- 30 Red Star, per doz.----- 20	
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SHOE MARKET

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

Watch Out for the Recoil of Desire

The friendly season of the year is again with us—the time when the family spirit of the trade rises to the top, restoring much of the enjoyable social contact that makes the business of living a bigger thing even than the life of business.

We have organized the shoe business so that it is the finest coordinated machinery of production in the world. We haven't been as successful in organizing its men. We have done a very poor job of organizing its men to think in terms of the completely assembled product. We have been too tensely water-tight in our association lives. We have taken literally the code mandate that rugged individualism is out and collectivism is in.

But right here and now we are facing a new challenge. We are beginning to feel that there is something precious in the rugged individualism of friendship, and if it seemed to be made taboo by law, it was too precious a thing to lose.

Every time we develop a prohibition, there is a hunger for the thing we prohibit. The noble experiment of putting a prohibition on the appetites of men took a long time to nullify. The prohibition that is established in the style show clause defeats its own purpose, for we have never had so successful conventions and their attendant exhibits. When you prohibit, watch out for the recoil of desire.

"The human equation has been restored in the field of business. Many who thought that large-scale buying, large-scale manufacturing and large-scale retailing might more or less turn the selling side of business into a realm of automatons and highly mechanized individuals" have begun to learn the shining truth that no fallacy could be greater. "Every sales executive, who has not already done so, will find it very much worth while to redevelop the human equation throughout his own selling organization and throughout the buyers and prospects contacted by his men."

The midsummer market weeks do a tremendous lot of good in making more human the philosophy of shoes and shoe service. We are going to see some remarkable developments along that line.

New and young men, with a great capacity for friendship, are coming into the shoe and leather industry. They are going to bring in new and better approaches to the sale of shoes at retail.

We may have to throw away a lot of our traditional feeling that shoes are just items of merchandise assembled in factories and distributed in volume. We need new thinkers, inspired to believe that the shoes of the future can play a miraculous part in increasing the comfort and happiness of people. We may have to pass up an entire generation of shoe men who believe that shoes must be sold close to factory cost. These new men may truly feel that the service of selection and the service of fitting can be willingly accepted by the public, even though the service fee is many times the cost of the ingredients that go to make up a pair of shoes.

There is an illuminating difference between business and industry. The former is devoted to buying and selling and counts that day lost which doesn't offer speculative opportunity. Business is defined in terms of profitable speculation. Industry, on the other hand, is the engineering aspect of economic enterprise. The major associations of the trade must begin to utilize research to stabilize an industry. Perhaps the best example of such a set-up is the present Tanner's Council of America.

Research of one kind or another must be done collectively, to find new markets and improved distribution methods; to make studies of the new health properties and use of footwear, and to make possible a constantly improved product. Industry organized can do much to reduce the peaks and valleys in some master planning system coordinating all the factors from the service of supplies to the final fitting stool. Of paramount importance is the necessity of helping the retailer to resell. That retailer and all his sales clerks must know more and more the pertinent facts about the merchandise—the facts outside of the purely price factor, for—remember this—when industry is on the up grade, price factor is a lesser topic in everyone's mind.

So we have discovered that this season of the year the friendly sector of the trade comes in to play a part to make this a better industry. You can do more missionary work in a half hour's conversation, face to face, seller and buyer, than you can in a year's correspondence.

Let us therefore play a friendly part, one with the other, in the weeks ahead. —Boot and Shoe Recorder.

Suggestions for Progressive and Better Store Management

(Continued from page 18)

becomes quite apparent to the customer. Try to suggest a different item each time so as to break up the monotony. When a customer buys iodine suggest bandages, adhesive tape, cotton, etc. When a customer is buying a cigar show him the latest cigarette lighter, or suggest the daily necessity, namely blades. Always train yourself to give the customer the impression that you are merely trying to familiarize him with some necessity. Never get yourself into a rut and give every customer the same old line, because they know what to expect the next time they come and in some cases they

will not come because the idea of listening to the same talk just drives some customers to distraction.

14. Under no circumstance should the floor be swept while customers are engaged in eating. The dust certainly does not improve the taste of the food.

15. Every piece of merchandise on the shelf should be priced so that in the absence of the manager a panic can be avoided and all the customers charged the same price. Charging a customer two different prices results in the loss of that customer eventually.

16. When you see a salesman approaching your store, don't run into your cellar, or skip through the back entrance, or hide in back of your counters. Just remember that these men have to make a living and their position demands calling on you. Consequently, they should be entitled to a hearing. You do not necessarily have to make a purchase, listen to them, hear what they have to say and get your share of his comment of current events in general. These men can be of great help if you know how to listen and converse with them. If you happen to be in an ill-tempered mood you can excuse yourself but never ignore them.

17. Under no circumstance criticize your competitor, your brother pharmacist, or any physician. The injury incurred thereby merely reflects back to you and nothing is gained by you. You can afford to be diplomatic when a question of price is brought to your attention. Try to meet the price if you can, however, do not knock your competitor. When a physician makes an attempt to quote the price of a prescription he is merely displaying the unethical side of his character and deserves more to be pitied for his action than censured. To offset his ignorance you can demonstrate your intelligence by showing the customer the absurdity of the price and possible oversight of the action of the physician. We must protect and cooperate with one another in order to create an atmosphere of medical brotherhood.

18. Take advantage of newspaper advertisement. Study the items in your local newspaper and back these "Ads" with a display of the merchandise on a prominent space clearly visible to your trade. There is money to be made by

such procedure. These items are nationally advertised and since the manufacturer goes to the expense of advertising his product you should go to the trouble of having a representative amount for your customers' inspection and purchase. If you wish to prepare for these "Ads" in advance call up the advertising manager of your newspaper and have him post you on the coming "Ads."

19. Eliminate the loitering of men in your stores, especially at nights, a congregation detracts the patronage of couples.

20. Eliminate the presence of boxes or cases on the floor. Try to eliminate the presence of loose merchandise in your cellar as they tend to create damaged goods.

21. Change the displays on your counters as well as in your windows at least once a week. Constant changing of displays merely portrays the efficiency and industry of a manager.

22. Should a package require redressing, communicate with the manufacturer who in turn will supply you with the necessary material. I am quite sure they will give you all the cooperation at their command because it would be to their advantage as well as your own to see the article sold in an attractive and clean condition.

23. Have your employees call you by your last name. It commands respect necessary for a chief executive. Live up to your ideals and project your qualifications through your employees during their daily services.

24. Establish a good social relation with the professional people of your community, give professional discounts where needed, it helps your position.

25. Recognize the ability and efforts of your employees. If the business condition of your store warrants a raise in the salary of a worthy individual see that he gets it before he has a chance to ask for it. Such a deed will merit the infinite gratitude of your employee who in turn will utilize every possible effort to make himself worthy.

26. In filling prescriptions try to be lenient to the needy for a kind deed is well repaid.

27. In urgent cases as well as usual cases all prescriptions should be promptly filled. If a prescription should take a half hour or so offer the customer a chair and a magazine.



are symbolized by
MUTUAL INSURANCE

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

When you thus engage her attention, waiting a half hour will not seem so long. Stores that promise a prescription for a set time and neglect to fulfill the promise are only driving away their prescription business. Please bear in mind the fact that we are pharmacists and that pharmacy is our profession and prescription filling our specialty. It is our duty to concentrate our efforts on filling a prescription the minute we receive it.

28. Seldom make an attempt to correct a customer on pronunciation. Customers in general are very sensitive to criticism and any effort on your part to correct them might result in an unpleasant circumstance.

29. Never refuse a sale if it is humanly possible to obtain the merchandise. If it happens to be an unusual article obtain the name and address of the manufacturer and order it direct. If you are willing to go to such trouble for the satisfaction I am confident the customer will be quite willing to wait. A great deal of extra business can be had this way.

30. Do not allow fooling among employees. Create an atmosphere of discipline. Train the clerks to become responsible minded individuals and a credit to yourself and honor to your organization. Lack of business morals and responsibility usually terminates in failure.

Stores which enforced a majority of the above suggestions showed remarkable progress and increased their sales to a marked degree.

Sarkis Kazarian.

Retail Spurt Helpful

The unexpectedly heavy consumer response to retail offerings thus far this month will serve as somewhat of an offset to losses under a year ago as trade advances into the period of comparison with the mounting sales figures of the last half of July, 1933. Many retail executives feel that they will be unable to match last year's rise in sales, particularly of home furnishings and furniture, which was brought about by the effort on the part of consumers to beat the anticipated price rise.

If, however, the first half of the month shows a gain of 10 per cent. or more this will cut down the loss for the month to a very appreciable degree. In a few instances, it was said, the excellent start of July trade may enable small gains to be shown for the month.

The buying last year stressed many items having large unit value, as, for example, Oriental rugs and other floor coverings, furniture sets and separate pieces, better grade linens and home furnishings. Most store executives believe the demand for these items this year will probably run under a year ago in the August home furnishings events now being planned.—New York Times.

Seeks Name for Acetate Cloths

A single short and precise word which, combined with the term "rayon," will designate all fabrics manufactured from acetate cellulose yarn is being sought by the technical department of the National Federation of Textiles, Inc., 648 Fourth avenue, New York City.

OUT AROUND

(Continued from page 9)

Will the merchant who recently made an enquiry regarding the Credit and Collection Agency kindly send me his name and address, which have been misplaced. I have information on file which he ought to know about.

Mayor Timmers has appointed the following committee to consider and arrange for a suitable memorial for Mr. and Mrs. Charles W. Garfield: Samuel H. Ranck, Chairman, George M. Ames, Leslie A. Butler, E. A. Stowe, Theodore O. Williams.

The first voluntary contribution to the fund comes from Mr. and Mrs. James W. Fifield, Jr., who never permit any grass to grow under their feet in a matter of this kind. In the letter to the committee, Dr. Fifield writes:

"I think you know my deep interest in this matter. When it comes to raising funds Mrs. Fifield and I will be pleased to contribute the first ten dollars and I will be glad to raise a substantial sum over the Radio Roundtable if that fits in with the desires of your committee."

In going over the Ishpeming Iron Ore, which reached me Monday, I was pained to find the following death notice:

Richard Quayle, well known Marquette county resident, died at 10 o'clock Thursday night at his home in Gwinn. He had been in ill health for almost two years and confined to his bed since Feb. 11.

Had Mr. Quayle lived until July 21, he would have attained the age of 72. He was born on the Isle of Man and came to Ishpeming 65 years ago. Here he was employed for a number of years before engaging in business for himself. He purchased a building on Main street which is now used by the "R" Cash store. Thirty years ago he transferred his business to Gwinn and there he conducted the town's largest mercantile establishment. Several years ago he retired.

Members of the family who survive are his wife and daughter, Miss Mildred Quayle, in Gwinn, and a daughter, Mrs. Charles Hawes, of Ishpeming, and the following brothers and sisters: Philip, James and William Quayle, of Ishpeming; Mrs. James Kennaugh, of Bisbee, Ariz., and Mrs. Mona Wills, of Gwinn.

Mr. Quayle was my good friend and a good friend of the Tradesman for many years. He conducted a store which was a great credit to him and a great asset to the community in which he lived. He was an outstanding member of the Methodist church and was first and foremost in every movement for the good of the community, the state and the Nation. His letters to me were always replete with suggestions concerning the better things of life and full of hope and encouragement. Even when overtaken by evil days, due to the suspension of operations in the mines at Gwinn, he looked on the bright side of life, so far as it was possible for him to do so. I confidently look forward to a joyful meeting with him in the Land of Kingdom Come.

Just before leaving on his vacation, President Roosevelt signed a bill which permits the owner of a mortgaged farm

to go into bankruptcy, have his farm appraised, and then buy it back at the appraised value by paying 1 per cent. of its appraised value the first year, 2½ per cent. the second year, 2½ per cent. the third year, 5 per cent. the fourth and fifth years, and the remainder the sixth year.

If this law should be taken advantage of by a large portion of farmers whose farms are mortgaged, it might have far-reaching results.

Endowed colleges, hospitals, and other public institutions whose funds are invested in farm mortgages, would probably have to close up.

Insurance companies and other corporations with large farm investments might go bankrupt.

Estates which had been carefully invested in farm mortgages for the protection of widows and orphans, would be almost wiped out.

The business of loaning private capital on farm security would be exterminated; no one in the future would dare to loan on a farm; the Government would be in the farm loan business for keeps.

Radicalism is a threat that is keeping this country back. There is no use to deny it or laugh at the charge. It has been so impregnated in our national scheme, within the past year or so as to drive millions of dollars out of the country and millions more into hiding. It is holding investments back; it has stopped loans and impeded our progress toward recovery—the threat of repudiation. The insecurity of contract, upon which our constitution was founded, has made men fearful of what may or will happen. Men who were able have taken their wealth and invested it in foreign countries or hoarded it in some unknown place. That is where our money is gone and will stay until a promise of security is offered in the greatest country on earth for investment. That is, where it will be safe from any Government edict or law that effects any form of confiscation.

Unionville, July 7—Would I be violating the code if I gave my customers a trade card for \$10 to be punched out and, when filled, give them a gift without charge?

Kindly send us your reply as soon as possible. John Beatenhead.

The following reference to the giving of premiums is made in paragraph C, under Section 2, Article 8, of the grocery code:

Where a bona fide premium or certificate representing a share in a premium is given away with any article the base upon which the minimum price of the article is calculated shall include the cost of the premium or share thereof.

Later in the page an attempt is made to clarify the above paragraph by the following explanation:

Paragraph (c) allows premiums to be given away with merchandise. But it provides that the cost of the premium to the retailer must be included in the price at which the retailer sells the article with which the premium is given away.

Of course, every merchant has a right to put his own interpretation on

the above paragraphs, subject to the interpretation of the courts. One thing appears to be pretty clear and that is that the merchant should not use the words "gift," "premium," or "free" in handling punch cards. He must not permit his customer to think he is getting something for nothing and he must increase the price of every article he sells to his punch card customer to make up the value of the article he proposes to give out to the purchaser when the numbers on the card are all punched.

I regret that the subject should not have been handled in a little more intelligent manner by the committee which had to do with the creation of the code.

James A. Stewart, superintendent and manager of the City Directory Publishing Co., passed away from a heart attack Wednesday, July 4, while at a cottage at Whitefish Lake. His body was taken to Detroit where he resided. The funeral was held in Detroit Saturday afternoon at 2.30. Burial was in a Detroit cemetery.

E. A. Stowe.

Holiday Luggage

When packing up to go away,
Before you start,
Take with you on your holiday
A cheery heart.

Goodwill in plenty take as well,
Because the train
May be too crowded, who can tell?
Or it may rain.

Rose-tinted glasses do not need
A lot of room;
Take them, the sun will then succeed
A day of gloom.

Take money, you must pay your fares—
But, bear in mind:
Don't take your worries and your cares,
Leave those behind!

To control others, control self.

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

BUSINESS WANTS DEPARTMENT

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

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

Write, Phone, or Wire

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

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

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

Jeweler—Splendid opportunity for a repair man to locate, in a town with 3,000 population. No opposition. Address C. G. Pitkin, Whitehall, Mich. 661

FOR SALE—Lease—Stock groceries, meats, notions. Will lease fixtures. At large, beautiful lake resort. Good farming community. Address No. 663, c/o Michigan Tradesman. 663

Deception in Sale of Paints Exposed

Complaints, alleging fraud and deception in the sale of various bargain-priced paints, led to a recent Detroit Better Business Bureau investigation.

Purchases made by the Bureau disclosed paint with liquid content 50 per cent water, and "white lead" which actually contained as little as 2.5 per cent. white lead. Warnings were issued and the following appeared over the Bureau's signature in some twenty publications, the latter part of March:

"Most paints look alike in the container and even shortly after application. Their difference doesn't become apparent until they have been put into service, and it is then too late to rectify mistakes. Poor paint flakes, peels and cracks, not only requiring an early repaint job, but necessitating scraping or burning off in many instances, before good paint can be properly applied.

"Poor paint is high in water and volatile solvents, and contains little or no linseed oil. It lacks film forming qualities, and quickly evaporates upon exposure to air. Poor paint is cheap because its ingredients are cheap, and recent analyses of so-called 'bargain paint' disclosed 25 per cent water. Other analyses have shown in excess of 50 per cent. Needless to say, the purchase of such paint is not economy, but extravagance.

"You can avoid unnecessary loss of this kind. Insist upon a definite analysis, either on the label or in writing, and confine your purchases to dealer of known responsibility."

Flagrant deception continued, and on May 12, 1934, a warrant was issued for Louis Chad, proprietor of Davison Unclaimed Freight and Davison Cut Rate Hardware and Furniture Company, 2733 E. Davison, charging false advertising. Bureau investigation had disclosed the sale of red or black barn paint, and, in another instance, roof coating, when shoppers responded to the concern's advertised offering of "House Paint" at 46c per gallon. Advertising privileges were promptly suspended by the newspapers and radio stations, and on May 31 Chad appeared before Recorder's Court Judge John A. Boyne and plead guilty to the charge. It was agreed that Chad's advertising would be placed under supervision of an experienced agency, with assurance of unqualified co-operation, and sentence was suspended.

Concurrently with investigations here and in other Bureau cities, the Federal Trade Commission had been checking into alleged adulteration, misbranding and misrepresentation of several paint manufacturers, complaint has issued against H. A. Lessen, of Detroit, operating under some twenty trade names.—Cadillac Paint Manufacturing Co., Detroit Paint & Color Works, Detroit Quality Paint Manufacturing Co., etc., etc.

We cite, herewith, a few of the charges:

"Manufactured, represented and sold as 'Durable-Economical Linseed Oil House Paint,' a product the vehicle of which contained 85 per cent. of water and an oil which was not pure linseed oil.

"Manufactured, represented and sold as 'White Lead,' a product the pigment

of which contained 99.52 per cent. barium sulphate, no lead and no zinc.

"Manufactured, represented and sold as 'X-Tra Good House Paint' a product the vehicle of which contained 60.8 per cent. water.

"Encouraged and aided the opening of 'Army,' 'Factory' and '\$1.00' paint stores in various states of the United States for the purpose of selling misbranded and adulterated paint and paint products and aided and encouraged such stores in the misbranding of Cadillac Paint Manufacturing Co. products sold as high-grade standard paint at approximately one-third normal prices."

The Bureau has received complaints against Lessen's operations over a period of time, and it is interesting to note that the paints referred to at the outset—analyses of which showed a vehicle containing over 50 per cent. water, and as little as 2.5 per cent. white lead each bore one of the Lessen labels.

Bureau experience here and elsewhere emphasises the need for caution in the purchasing of paints and paint products.

Unlicensed Insurance Promotions Again Flood Michigan

The Detroit Better Business Bureau continues to receive numerous enquiries on so-called "aid societies" and membership associations, offering low-cost "benefits," construed by the public as insurance coverage. These promotional ventures are not operating under the jurisdiction of the Michigan Insurance Department, and have not been licensed to do an insurance business in this state. It will be noted that their literature studiously avoids use of the words insurance, assurance, indemnity, guaranty or other similar designations. Salesmen have consistently advised prospects that "mutual benefit" policies they have for sale are not technically "insurance," and that they, therefore, need no license.

The primary appeal and talking point has been "low cost," and efforts have been made to get prospects to drop old policies in established companies, as an economy move. Warnings have been issued by the Insurance Department against such "twisting," and a recent letter from the Commission advises:

"All inquiries, received at this office, regarding these organizations are being answered advising the person not to buy the insurance and not to solicit new members. We recommend that a warrant be issued for any person found soliciting members, as it will be necessary to take that means to curb their activities."

The Bureau's files contain information on a large number of these "aid societies" and "protective benefit associations." The following is a partial list:

American Aid Society, National Aid Society, Lincoln Aid Association, National Benefit Accident Association, National Security Association, Great Western Protective Corporation, Prudence Mutual Benefit Association, National Security Life Association, States Mutual Aid Association.

If you are solicited by salesmen for any of the above or similar organizations—or receive tempting "low cost protection" offers through the mails—you are urged to contact the Bureau promptly.

Wages and Living Costs

According to Government estimates, the average weekly earnings of men and women employed in factories amounted in May to \$19.81. While this marked a slight decline from April, it was nevertheless higher than the figure for any other month since October, 1931. From May of last year to May of this, the estimated gain was approximately 20 per cent. In "real wages," as distinguished from "money wages," the gain was also considerable. For costs of living have increased less rapidly than average earnings.

The most authoritative monthly estimates of living costs are those of the National Industrial Conference Board. In May of last year the "index number" stood at 72.1, with 100 representing the average for 1923. Since then there has been a considerable rise (amounting to about 16 per cent.) in the retail price of food, and a sharper rise (of about 28 per cent.) in the price of clothing. But rents have moved much more slowly, and the cost of fuel, light and sundries is only fractionally higher. The weighted average of all living costs has accordingly advanced less than 10 per cent. With weekly earnings up twice this figure, the past year has witnessed substantial improvement in the position of workers who have jobs.

Sees Wholesale Grocers Demanding Code Reform

Wholesale grocers are apathetic toward the present wholesale grocers' NRA code, and uncertainty over various features is so general that to all intents and purposes "there is no code for the wholesale grocery trade operating throughout the country other than those provisions dealing with wages and labor," said J. H. McLaurin, president United States Wholesale Grocers' Association, after his return from a visit to wholesale grocers in Tennessee, Arkansas, Missouri, Kansas, Iowa, Wisconsin, Illinois and Indiana.

"Many frequent changes, suspensions, amendments and illogical interpretations of various sections of the code," he said, "have by this time so utterly bewildered wholesale grocers that they are, in a large measure, losing both interest and confidence in a merchandising code."

Mr. McLaurin looks for early submission of a new and simplified code for wholesale grocers by the NRA.

Hosiery Stocks at New High

Stocks of hosiery at the end of May, totaling 17,419,201 dozen pairs, were the highest of any month since the Hosiery Code Authority began the compilation of statistics, it was announced here yesterday. Shipments amounted to 8,659,778 dozen pairs, while production totaled 9,113,556 dozen pairs. Increases in stocks which might be regarded as seasonal were registered in the various woolen goods divisions, notably bundle goods and in

men's and women's seamless wool hose. Other gains were shown in cotton bundle and men's and women's seamless cotton goods, women's seamless rayon goods and children's ribbed styles. Decreases were registered in men's silk and rayon goods, women's full-fashioned hose, men's golf hose and infants' socks and anklets.

Underwear Prices Advanced

Advances of 12½ to 25 cents per dozen were put into effect this week by leading underwear mills when the heavyweight cotton ribbed lines were officially reopened for Fall. The low-end union suits were marked up 25 cents a dozen, bringing the 12-pound styles to \$6.87½ a dozen, the 14-pound numbers to \$7.50 and the 16-pound types to 8.12½. The medium line is 37½ cents a dozen above the low-end ranges, also having been raised 25 cents. Shirts and drawers were moved up 12½ cents a dozen, bringing the 10-pound numbers to \$5. Boys' union suits were raised 12½ cents, the 8½-pound number going up to \$4.62½ and the 10-pound style to \$5.

Peach Pack to be 9,250,000 Cases

California's cling peach pack for 1934 will be approximately 9,250,000 cases. This became a certainty when canners and growers agree, after four days conference, to limit the amount of peaches to be canned to 201,000 tons, including peaches to be used in fruits for salad. At the rate of \$30 a ton, the growers will receive \$6,030,000, Preston McKinney, managing agent of the cling peach control committee, pointed out, or an increase of \$750,000 over what they received last year, although the pack this year will be smaller. The tonnage of 201,000 to be earmarked for canning represents a compromise between growers and canners. The former wanted the pack raised to 10,000,000 cases, while packers wanted to hold production down to 8,300,000 cases.

Why the Honey Bee Remains Wild

The honeybee is as wild as ever! Surprising? Not at all. The bees in modern apiaries are as wild as their cousins in dense forests, according to the Department of Agriculture. Bee specialists say that since only the queen and the drone reproduce and have at the same time no contact with the outside world, new experiences are not permitted to their offspring. On the other hand the worker bees are subject to new experiences, have no offspring and are denied the power to pass on the benefits of their experiences.

Half-Year Shoe Output Ahead

Shoe production for the first half of this year was about 6 per cent. ahead of the total for the corresponding period of 1933, according to estimates in the trade this week. It was figured that June output ran around 28,000,000 pairs, as compared with an estimate of 32,000,000 for the previous month and an actual of 34,861,000 for June of last year. Including the May and June estimates, production for the first six months of this year would be about 184,000,000 pairs, as against a total of 173,134,000 for the first half of 1933.

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

GRAND RAPIDS PAPER BOX CO.

Manufacturers of SET UP and FOLDING PAPER BOXES
SPECIAL DIE CUTTING AND MOUNTING
GRAND RAPIDS, MICHIGAN

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

7 GOOD REASONS WHY YOU SHOULD STOCK

W. R. Roach &
Co., Grand Rap-
ids, maintain
seven modern
Michigan facto-
ries for the can-
ning of products
grown by Michi-
gan farmers.

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you know*



by **HART!**

A complete line of canned vegetables and fruits.

Home Baker Flour

A High Grade Kansas Hard Wheat Flour

High Quality - Priced Low

Milled to our own formulae which is pleasing
thousands of housewives. Sold throughout the
entire State of Michigan. Will prove to be a
valuable asset to your business. Sold by Inde-
pendent Merchants Only.

LEE & CADY

CASH IN . . . on This Popular Summer Drink

Iced Tea is one cold drink that's really cooling and refreshing. Its popularity is growing every year. You can make it grow faster in your neighborhood—and increase your tea profits—by urging your customers to use Tender Leaf Tea. For Tender Leaf Tea is richer in theol, the flavor-bearing essence of Tea, and makes better Iced Tea.

Recommend Tender Leaf Tea. Display it. Give it your best selling efforts. Your tea business will show a worthwhile increase.



A Product of
STANDARD BRANDS
INCORPORATED
Chase & Sanborn Division

DON'T TAKE A CHANCE

A JUDGEMENT AGAINST YOU
FOR PERSONAL INJURY OR
DEATH MAY MEAN BANKRUPTCY
FOR YOU. WHY NOT
GIVE YOURSELF THE BEST
OF PROTECTION WITH OUR

PUBLIC LIABILITY INSURANCE

PRESENT
PREMIUM
SAVINGS
20% • •

MILL MUTUALS AGENCY

MUTUAL BUILDING
LANSING MICHIGAN
DETROIT SAGINAW
GRAND RAPIDS • •

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.....			

INSIST ON PUTNAM'S

Order From Your Jobber

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



NEW QUICK-REPEAT SALES
with

HEINZ BABY FOODS

Don't Pass Up This PLUS Business

Heinz Baby Foods have opened up a brand new avenue of profits for many a live grocer. You might as well be getting this business that perhaps today is going to someone else.

Heinz advertising in magazines read by parents tell the story of vitamin and mineral retention. The name Heinz is one that parents and physicians trust. Many physicians near you prescribe Heinz Strained Foods.

Try out the unique, compact Heinz counter display. See how fast they move the first week. Learn how they bring quick, regular repeat sales.

HEINZ STRAINED FOODS

A Group of the 57 Varieties

Rademaker-Dooge Grocer Co.

Distributors for

KARAVAN KIRO COFFEE

KARAVAN EL PERCO COFFEE

KARAVAN SIXTY-SIX COFFEE

Phone 8-1431

Grand Rapids, Michigan