

MY CAPTAIN

Out of the light that dazzles me,
Bright as the sun from pole to pole,
I thank the God I know to be
For Christ, the conqueror of my soul.

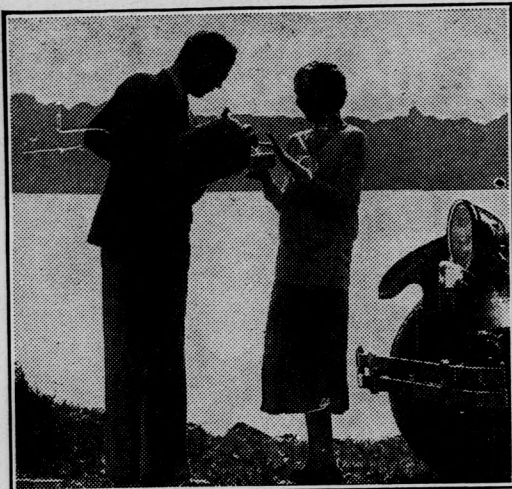
Since His the sway of circumstance
I would not wince nor cry aloud,
Under that rule which men call chance
My head with joy is humbly bowed.

Beyond this place of sin and tears—
That life with Him—and His the aid,
Despite the menace of the years,
Keeps and shall keep me unafraid.

I have no fear, though strait the gate.
He cleared from punishment the scroll;
Christ is the Master of my fate;
Christ is the Captain of my soul.

DOROTHEA DAY.

MICHIGAN BELL TELEPHONE CO.



CHOOSE MICHIGAN FOR YOUR VACATION

Michigan offers both the natural and man-made facilities for almost any kind of vacation one can desire. The vigorous follower of land and water sports... the lover of beauty in nature... the student of history or modern commerce... or the person interested only in doing a good job of resting... all can satisfy their longing in Michigan, at surprisingly moderate cost.

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.



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Handy Pack Assorted Lozenges.....24/5c			

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Chase & Sanborn Division



MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, JULY 25, 1934

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MICHIGAN TRADESMAN

E. A. Stowe, Editor

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DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

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NRA Conditions

HOW GR'ND HAVEN WAS BORN

Centennial Celebration to be Held Next Month

On hundred years ago this year a small schooner sailed into the mouth of Michigan's Grand River, passed between the tawny high sand dunes to North and South, and moored opposite the stout log buildings of Rix Robinson's trading post. Soon the passengers came ashore, twenty-one persons in all, led by the Reverend William M. Ferry, who had left the Presbyterian Mission at Michilimackinac to establish a settlement on the banks of Grand River.

The date was November 2, 1834. It was a Sunday morning. At once the minister-leader took his small flock to one of the rough log buildings of the post, and here, with the light gleaming dully through parchment windows, he held divine service. His text he took from the fourth chapter of Zachariah, "For who hath despised the day of small things."

So Grand Haven was born and, soon after, her two sister communities of Spring Lake and Ferrysburg. They are thriving manufacturing, trading and resort towns to-day, with a total population of more than 12,000. This year, on August 9, 10, 11, and 12 they will celebrate a century of steady, healthy growth, and do honor to the pioneers, French, Yankee and Dutch, who saw that here was a place where men could work, live and build for their children.

The centennial celebration will recall the blood-stirring days of the past from the time when only Indians lived on the shores of the Owashanong (Far Flowing Water) up to the present day, when 87,000 persons come of a Fourth of July holiday to enjoy the unparalleled beach at Grand Haven State

Park. Those who attend will re-live the coming of the French-Jesuit fathers, the adventurous voyageurs, and laughing coureurs-de-bois. They will experience in imagination the hard days of settlement, times of hardship, privation, even famine. They will see in their mind's eye the river carpeted with cork pine logs, the saloons filled with burly, swearing, roaring lumberjacks, the mills turning out mountainous piles of ivory-white pine boards to the whine of hungry saws, the lumber schooners warping out of the harbor with sailormen singing sea chanteys as the white sails rose on the mast.

There will be three days of entertainment—parades, bands, dances, old-fashioned sports, home-comers' picnics and an elaborate, professionally-directed pageant with a cast of 600 to be given on two evenings. There will be a camp of real Indians, there will be exhibits of pioneer relics and priceless antiques everywhere in shop windows, there will be a log-burling and greased pig chasing, there will be water sports and boat races. Notables will review the grand parade with its scores of historic floats—Governor William A. Comstock, Senator Arthur H. Vandenberg, Representative Carl E. Mapes, Grand Haven's own civic leaders, and other prominent guests.

The pageant, to be given on two evenings, August 9 and 10, is called "Cornerstones." The prologue symbolizes Grand Haven as hostess to Miss Columbia and the states.

Episode I represents the dawn of creation.

Episode II depicts an early Indian camp, with the first white traders smoking the peace pipe with their red brothers and a Jesuit priest baptizing a child. The scene is taken from actual history, for Charles Langlade was licensed to trade at Grand Haven as early as 1742, and in 1750 Father du Jaunay baptized the son of Ignace Bourassa, trader, "now settled at La Grande Rivere."

Episode III deals with the first fur trading post. In 1809 Joseph La Framboise with his wife, a servant, a slave, and their son Louison, were blown ashore near Grand Haven. They met a party of Indians. One, refused whiskey, stabbed La Framboise to death. Madame La Lramboise went on, established the fur post, carried on the business through the winter. The Indians brought to her the slayer of her husband to deal with as she saw fit. She refused vengeance and permitted the man to go free. Not long after he was found dead, his own dagger in his heart. The second part of the episode shows Rix Robinson's famous quarrel with an Indian chief.

Episode IV shows the arrival of the Ferry party and the first religious service.

Episode V symbolizes the conquest of the wilderness by the white man.

Episode VI pictures the first school, set up by Miss Mary A. White in a log house in 1835, the action following an outdoor session with the seven pupils saying their lessons and competing in a spelling bee.

Episode VII shows the arrival of the first mail carrier.

Episode VIII, a logging scene.

Episode IX, the building of the first slab church by the Dutch settlers who established a congregation in 1851.

Episode X, an early wedding.

The spectacle closes with a masque symbolizing the spirit and growth of America.

At 10 a.m. Thursday, August 9, a marker will be set up at Lake Forest Cemetery to the memory of the Ferrys by Sophie de Marsac Chapter of the D.A.R. The bronze tablet will read: "In memoriam—1834-1934. This tablet is erected to perpetuate the memory of Rev. William M. Ferry and Amanda White Ferry, the first settlers and founders of Grand Haven, who, with their distinguished sons and other members of their families, lie buried here."

Thursday noon there will be an informal basket picnic at Grand Haven state park. From 2 p.m. to 5 p.m. there will be swimming races, diving contests, log burling exhibitions, and a rowing race on the river, preceded by a water parade from the United States Coast Guard Station to the Government pond.

The historical parade comes at 11 a.m. Friday and Thursday's program will be repeated on Friday, except for the swimming races and diving contests.

Saturday will bring boat races on Spring Lake at 11 a.m., a tournament of old fashioned sports on Ferry Field from 2:30 to 5 p.m.—a greased pig will be loosed and a greased pole set up for climbers, a lacrosse game at Five Mile Hill at 3 p.m., and band concerts and picnics meanwhile.

There will be memorial services in all churches on Sunday, and a musical presentation, with hundreds of voices, at 2 p.m. in Central Park.

During the centennial celebration the city will hold out its usual opportunities for summer fun—bathing on the wide beaches, fishing in the bayous of the river and along the piers, boating, tennis, golf and dancing in the evenings. Reunions and open house will be held by clubs, lodges and churches throughout the four days.

Thousands of former Grand Havenites have already said that they will come back to their home town for the celebration. Thousands more are ex-

pected. Visitors will swell the total. The old days of fur trader, settler and lumberman will live again.

Martin Klaver,
Son of a pioneer of Grand Haven,
Peter Klaver.

Retail Sales Prospects

Retail sales during the past week again fell below those in the corresponding week last year, with losses ranging up to 5 per cent. in some instances, executives in Nation-wide organizations report.

Since July last year saw the beginning of the general improvement in the retail business which culminated in a sales increase of 16 per cent. in August, the current showing is considered fairly satisfactory, as far as volume is concerned. Merchants point out further that sales on the Coast should recover soon from the effects of the strike, while consumer buying in the South should improve due to Government relief expenditures.

The current level of sales, however, will not yield the profits that were realized last year when quantity purchases by consumers spurred on by inflation fears were the order. Merchants, therefore, feel the need for stricter personnel and purchase economy than any time since 1932, it is said.

Allocating NRA Contributions

One of the most complicated problems currently confronting the NRA is the competition of various code authorities for contributions from code members.

The original intention was that code members should pay dues only to the code authority in their major line of business. It has been found, however, that strict application of this rule would deprive many code authorities of the financial basis for their work.

NRA supervisory authorities try to alleviate the situation by granting exemptions and permitting members to be assessed several times, but only on part of their volume in each instance. This method is difficult to apply, however, except in the case of large concerns. Prospects are, therefore, that many code authorities in specialty fields will have to curtail their operations and that the need for economy will assist the needed simplification in the administrative set-up under NRA.

This day is before me. The circumstances of this day are my environment; they are the material out of which, by means of my brain, I have to live and be happy and to refrain from causing unhappiness in other people.—Arnold Bennett.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

A complaint charging unfair competition has been issued by the Federal Trade Commission against Carlsbad Products Co., Inc., of New York City, dealer in "Carlsbad Sprudol Salt." The company represented that use of its salt would reduce weight sixteen pounds in eight days and that physicians all over the world recommend its use. These assertions are not true, the Commission charges. One of the assertions is to the effect that self-medication with the respondent's product is as efficacious as a complete treatment at Carlsbad Spring.

Unfair competition in the sale of alfalfa food products is banned by the Federal Trade Commission in a cease and desist order just issued against California Alfalfa Products Co., 2573 Bersa Street, Pasadena, California.

Assertion by the company in its advertising matter such as testimonials or endorsements that these food products have therapeutic value or effect in treating diseases, is prohibited by the order as is the claim that use of the company's products is approved by leading physicians or health authorities or that such use will assure pep, vim, vigor or vitality.

Other representations to be discontinued are to the effect that use of the food products will neutralize or eliminate excess acid from the system, or will produce milk or act as a general tonic in maternity cases.

The company designated its products as "Alvita A. M. Tablets," "Alvita Tablets," "Alvita Tea," and "Alvita Extract," in all of which alfalfa is said to be the principal ingredient.

Untruthful marking of silver-plated ware is banned by the Federal Trade Commission in a cease and desist order just issued against National Silver Co., 61-65 West Twenty-Third Street, New York City, dealer in and distributor of cutlery and tableware.

The Commission directs the company to cease using the word or symbol "A-1" as a trade name, stamp or brand for silver-plated ware, including teaspoons or other flatware, unless and until such ware is "full" or "standard" plate. Such ware is to contain, in the case of teaspoons, not less than two ounces or more of silver to the gross, and in the case of dessert spoons and forks, not less than three ounces or more of silver to the gross. Tablespoons as well as table and medium forks are to contain not less than four ounces or more of silver to the gross.

The company did not contest the Commission's proceedings but consented that the Commission issue an order to cease and desist.

The Federal Trade Commission has made public the details of four agreements to cease and desist from unfair practices banned by the Commission. The respondents are as follows:

Fay-Cale & Co., Inc., Boston, selling and distributing sponges, chamois skins, pumice, felt, industrial chemicals and other products, agrees to cease using the words "packers," "manu-

facturers" or words of equivalent meaning in advertising or through solicitors or salesmen in ways which tend to deceive purchasers into believing that the company is a packer of sponges, or that the company owns or operates a factory wherein the products it sells are manufactured, when such is not the fact.

Republic Oil Co., Pittsburgh, a refiner of petroleum products, including motor lubricating oils, and Standard Auto & Radio Supply Co., Pittsburgh, selling directly or through its agencies, motor lubricating oil furnished it by the Republic Company, agree to discontinue independently or in co-operation, the use of advertisements or labels on which use is made of trade designations which confuse buyers into believing that the product sold is that of Kendall Refining Co., of Bradford, Pa., or is Pennsylvania oil or is composed of oil produced from a Pennsylvania field, when this is not true. Kendall Refining Co. produces and refines petroleum products, having for several years widely advertised its motor lubricating oil by means of automobile maps, pamphlets, posters, and in magazines and trade journals.

Garcia Havana Co., Inc., Tampa, Fla., selling and distributing cigars, agrees to cease using the words "throw-outs" either independently or in connection with the word "Tampa" or "Spanish" or with other words as a trade brand or label for such of its products as are not throwouts. The company also agrees to cease employing the words "seconds" so as to deceive buyers into believing that its cigars are second to the best in quality, grade and workmanship, when this is not true. The company will also not use on its brands or labels the phrase "regular five cent value" in conjunction with "two for five" so as to imply that the products are manufactured to be sold for five cents but that the price has been reduced, when this is not true.

Chaney Manufacturing Co., Springfield, Ohio, manufacturing barometers and thermometers, agrees to cease stating directly or indirectly in advertising matter or otherwise that it owns United States or other patents on a combination containing a thermometer and barometer or on either the thermometer or barometer. The company also agrees to cease using the words "we own all patents on same" and "patented by" or words of equivalent meaning in a manner to deceive purchasers into believing the corporation has exclusive right to make, use and sell these products or that it owns active patents on them when this is not true.

Publishers, advertisers and advertising agencies are named in a group of ten stipulations made public to-day in which unfair advertising practices are banned by the Federal Trade Commission. Details of the cases are as follows:

The publisher of a fiction magazine publishing advertisements alleged to contain false and misleading representations for the manufacturer and vendor of "Amlo" tablets for women's hygiene, waives the right to be joined as a party respondent in proceedings before the Commission and agrees to

abide by the Commission's action in the advertiser's case.

J. E. Leimback, trading as Amlo Products Co., Chicago, vendor-advertiser of tablets for women's hygiene called "Amlo" tablets, agrees to stop representing either directly or inferentially that these tablets may be used as a contraceptive.

Walgreen Co., Chicago, operating Walgreen drug stores, and engaged in the sale of "Nu-Color," agrees to cease and desist from advertising that Nu-Color is a hair color restorer or that it does or can do more than impart color to the hair.

A Chicago publishing company is said to have published advertisements alleged to contain false and misleading statements for the manufacturer and vendor of a hair dye. The publishing company waives its right to be joined as a party respondent and agrees to abide by Commission action in the advertiser's case.

Mortimer Lowell, operating an advertising agency under the trade name of Mortimer Lowell Co., New York, is said to have prepared and caused to be published certain advertisements alleged to contain false and misleading representations of a manufacturer and vendor of a liquid deodorant. According to the stipulation agreement, the advertising agent has discontinued placing advertisements for the advertiser and announces that should he later be retained to handle this company's advertising, he will abide by any Commission action hereafter taken in the advertiser's case.

H. Alperin, trading as Cyphers Card Co., Buffalo, dealer in greeting, holiday and event cards, agrees not to make unmodified representations of salespersons' earnings in excess of average earnings of active full time salespersons under normal conditions.

Mills Chemical Co., Girard, Kan., selling a treatment being designated "Cranolene," agrees to cease averring that eczema may be "healed" by use of Cranolene, described as a "cranberry treatment," and that Cranolene attacks and destroys the parasitic cause of 90 per cent. of all skin diseases, or draws the poison from the skin.

Perry I. Wolf, trading as Wolf Duplicator Co., New Castle, Ind., and Shaffer Brennan Advertising Co., St. Louis, engaged in selling duplicator outfits and supplies through agents, agrees not to hold out as a chance or opportunity an amount in excess of what has actually been accomplished under normal conditions by one or more of Wolf's salespersons.

Germania Tea Co., Minneapolis, vendor-advertiser of an herb compound called "Germania Tea," agrees to cease advertising it as a blood purifier or as a competent treatment for obesity, Bright's disease, appendicitis or eczema.

E. F. Newburg, operating as New-Lox Manufacturing Co., Rockford, Ill., dealing in gas tank caps, agrees not to represent or hold out as an opportunity an amount in excess of what actually has been accomplished by one or more of his salespersons under normal conditions.

A casual buyer is an opportunity to make a steady customer.

Drouth Damage Increases

As drought conditions intensify in the major farming sections of the country, anxiety is growing not only as to the immediate effects on the suffering farmers and on food prices, but more particularly as to the long range damage to American agriculture that is likely to result.

The area is constantly widening where devastation by heat and dust storms has already seriously menaced the prospects for next year's crop. In other sections the damage to live stock and to the so-called kitchen crops, such as chicken raising and vegetable growing, will seriously undermine the purchasing power of the affected farmers, notwithstanding higher farm product prices and Government relief expenditures.

Unless conditions improve unexpectedly in the near future, the drought will cancel over large areas most, if not all, of the progress the Government has made in restoring farm purchasing power. This reduction in farm purchasing power will be particularly felt in all the lines of business that were greatly stimulated last fall and winter by the heavy demand from farmer-consumers.

Further Labor Troubles Ahead

The leadership crisis facing organized labor in the coming months is likely to be made more acute by the drive against independent labor leaders under the guise of an anti-Communist movement which has been started in various parts of the country.

In view of the unsympathetic attitude toward militancy by old-style labor leaders, this drive is injecting new bitterness into the current social struggle which makes it increasingly difficult for conciliatory councils to prevail against extremists on both sides.

As a result there is little hope that the wave of strikes and strike threats now engulfing the country will recede, despite the setback suffered by organized labor in San Francisco. On the contrary, indications are that "strike settlements" arrived at earlier in the year will in increasing numbers be revealed as mere truces, with active strike movements to be resumed as soon as operations expanded in the fall.

Just As Good As Fifty Years Ago

Thompsonville, July 23—Over fifty years ago I began reading the Tradesman, at which time I was employed by the late Stephen D. Thompson, at Newaygo. I find it is just as valuable to the retailer as it was then. Through your timely warning I received a rebate of \$13 on the oleo refund, and I expect to spend it all on subscription to the Tradesman.

C. L. Bennett.

New display materials: a corrugated cardboard, said to be strong, durable, readily tailored, made in 15 brilliant colors; a bright, non-tarnishing chromium-plated metal in sheet form and offered in a variety of thicknesses, patterns.

Items From the Cloverland of Michigan

Sault Ste. Marie, July 23—The tourist season is on and we are getting a good share of the tourists. Our Tourist camp is well patronized. The many cottages are filling up fast and the hotels also report good business. The hot weather at other places in Michigan has made the Sault a most attractive place for relief. Henry Montgomery, director of the Michigan Tourist and Resort Commission, Lansing, and Edward Dreier, well known Grand Rapids photographer of outdoor scenes, have returned to the Lower Peninsula with their aids after taking many Upper Peninsula still and moving pictures at outstanding points of interest. Their trip around the Peninsula began July 2 and continued until July 15. They were accompanied by George E. Bishop, Sec'y-Manager of the Upper Peninsula Development Bureau. Mr. Bishop co-operated actively in the project, which will provide many illustrations for next year's Michigan official publications. "It was my first journey completely around the Upper Peninsula" said Mr. Dreier, who is the editor of Outdoors Magazine. "I was greatly surprised at the good condition of the highways, the work going on for their improvements and beautifications and the great variety of charming scenery in the district. Diversity is the keynote of the land of Hiawatha and we have tried in our photographic work there to emphasize this factor of your scenic resources. The combination of gorgeous scenery with superlative summer climate here is unmatched anywhere else in the country."

The opening of the new Sea Gull Inn, situated on Waiska River bank, in the resort area near Brimley, publicly took place last week. The inn has been newly remodeled. In the parlor eleven booths have been installed. The room is finished in white and green trim. In the back end is a private dining room which will accommodate sixteen guests. Mrs. Bessie Egan, the proprietor, has had many years experience in resort places and has a reputation for home cooking which will make the new inn popular with the tourist, as well as the local trade. The inn has a parking space for 500 cars, and is located near the bridge where the cooling breezes of the St. Mary's river make it a most delightful place to enjoy a vacation.

"There is always room at the top." But if room is all that you're looking for, you can find it at the bottom and save yourself the trouble of climbing.

The new gas station being built by Adam and Seth McGregor, at the corner of Osborn boulevard and Spruce street, is nearly completed. The McGregors are the distributors for the Upper Peninsula for Shell gas and oil for several counties. The outside of the building will be finished in tile. George Chapman, who formerly was with the Standard Oil Co., for nearly five years, will be in charge of the new station, which will be one of the finest stations in Cloverland.

The Harry Rapp beer garden in the grove formerly known as Beaver Park, about five miles South of the Sault, has opened for the season. Mrs. David Livingston, formerly at Manistique, has charge of the refreshments and is serving special dinners in addition to refreshments. The park, being situated on the banks of St. Mary's river and connected by a good road, makes it a most delightful place to visit. Mr. Rapp has made many improvements in the park. A new dance pavilion has been erected in the park and electric lights now illuminate the place at night.

Long days of prosperity are ahead. Those who are still skeptical about the greatly improved condition should wake up. Look around the newspapers and keep up with the times.

Premium books for the Upper Peninsula fair, which will be held at Escanaba August 20 to 25, are now being

distributed through the peninsula. The fair this year promises to be one of the best in its history.

William G. Tapert.

Dealer Objects to Levy for Blue Eagle's Upkeep

A one-man revolt ruffled the calm of NRA during the past week. It broke in the form of a letter from Norman C. Norman, acting for Charles M. Levy & Son, manufacturing jewelers of New York.

Mr. Norman flatly refused to pay a \$100 assessment to maintain the code authority for the Precious Jewelry Producing Industry. Not only that, but he announced that ten times that amount would be spent to fight payment of the assessment if necessary.

"We did not ask for a partnership with Mr. Roosevelt or the Administration," the letter said. The letter, in full, follows:

Gentlemen: We are in receipt this morning of an invoice for \$100 for a contribution to maintain the Code Authority in the Jewelry Industry.

We do not intend to pay it. In fact, we refuse to pay it.

We have not, at any time, signed the President's re-employment agreement. We have never signed the code. In fact, we never attended any code meetings and had no say as to what the code should contain.

We have never been notified of any code meetings or organizations. We have never displayed the Blue Eagle. As a matter of fact, we could not permit the bird to be hung on our walls.

We have been in business for over 46 years. Up to the time that Mr. Roosevelt was elected, we successfully conducted our jewelry manufacturing business. We did not ask for a partnership with Mr. Roosevelt or the new Administration. We would not care to have them as a partner and they have never invested any money in our business.

We intend, as long as our money is invested in our business, to run it on the same high standards as it has been run in the past. We absolutely refuse to take any advice or direction from the NRA or any of its employees. We do not think that the NRA, who knows nothing about our business, can tell us how to run it.

Because of the fact that we have never signed away any of our rights either by signing the code or the President's re-employment agreement, we maintain each and every one of our constitutional rights. We deny that the Code Authority or the Government has the right to assess us for \$100 to maintain an organization, the principles of which we do not believe in, and which we have never joined.

You can take this letter as a definite refusal to pay an unwarranted exaction of \$100 and this firm will spend \$1,000 to fight the payment of this \$100. Since we do not display any Blue Eagles you cannot order us to give up something we do not display. Any further cause of action on your part to compel us to pay \$100 will be resisted by us by maintaining our legal rights.

Charles M. Levy & Sons,

By Norman C. Norman.

To control others, control self.

Sidelights on Some Central Michigan Towns

Reed City is a fine town of excellent business blocks, good hotels, schools, churches and homes. A big sign as you enter the city states here is where the North country begins. For many years its principal industry was the manufacture of hardwood flooring. There is also a plant here for treating railway ties and poles with creosote. There was pointed out to me the site of the store in which the editor of the Tradesman clerked when he was young and green. It is probably here that he conceived the idea of founding a trade paper. Merchants say trade is a little better. They do not believe it has yet got "around the corner." Every home merchant located signed the petition to President Roosevelt, urging him to enforce the anti-trust law against monopoly, which he said a year ago he would do. The greedy chain stores are the greatest drawback here to the return of better times, which is also true in other towns and cities over the state.

Hersey is still very much on the map, even if it did lose the county seat. An old time resident said it was tricked away from them on a promise of the present county seat town agreeing to build a new court house, which it has failed to do. The citizens are now planning to use the old court house here as a part of a consolidated school, which will serve several outlying districts. The merchants here carry good stocks, and the local flour mill provides service for farmers over a wide territory.

Evart is the center of a good farming section and its merchants carry large stocks and serve the people for many miles around. It was an unusual sight to see a dray load of logging tools such as canthooks and peavys, pass along the street to the freight house for shipment. The American Logging Co., has a factory here and for many years did a large business in lumberman's supplies. Present demand for their products is principally from the Northwest states. A new route for the highway is being surveyed East from here, which will cut out four grade crossings over the P. M. Railway. The new route is all North of the tracks through Midland. A new concrete bridge is being built here over the Muskegon river. Recently the Weiss drug store completed extensive alterations and improvements, including a new front, steel ceiling, all finely decorated. It certainly pays to be awake to the times by making one's store attractive. It is the best kind of advertising.

Marion is coming better than the average country town. It is in the midst of a noted stock growing territory, also produces general farm crops. Buyers from Eastern states come here for milch cows, these being shipped from here by express, some 3,000 cows annually. Many buyers come here for feeders, also those from the packing plants about the state. The village has an excellent system of waterworks, the water supply being from large artesian wells. Nearly every business place as well as many residences have flowing wells. The merchants here carry excellent stocks, and

the local bank came through 100 percent, no one being denied his deposit.

Dighton is what is left of a once prosperous lumbering town on M 61. A logging railway, extending from Manistee to Marion, served here until it was abandoned some years ago. With the forest and lumber mills gone, there has grown up a farming community upon which the three remaining merchants depend for trade. The Davis hardware and grocery here carries a good stock and has a fair trade established.

Tustin as well as Leroy, five miles South, now depend upon the farming trade, which has developed well since the active lumbering days. Both towns are now without banking facilities, so the bank at Luther sends one of their force here two days a week. Seldom is there a woman who has conducted an active hardware and implement business as many years as Mrs. M. J. Toland, of Tustin, who has been in active trade about twenty-five years. Some years ago she lost her store by fire and when considering rebuilding, she was offered the local bank building, it having closed. This she now occupies with a complete line of hardware. Years ago her husband was in the livery business here and when he died she took over that business and conducted it for ten years before closing it out. Among the genial merchants at Leroy is George Gundrum, who has been here many years with a fine stock of drugs and groceries. Between Leroy and Tustin on M 131 is a farm home that is notable. Besides broad acres of well tilled fields and excellent farm buildings, the owner has landscaped the grounds about his home, making it a rare beauty spot. In front of the house and along the highway a large artificial pond has been constructed, the banks covered with concrete. In the center is an island and leading to it is a rustic bridge. Here an artistic building has been erected, about it being beautiful flowers and shrubs. The owners are to be commended for their civic interest and the delight they supply to traveling tourists and others. It is a delightful drive over the rolling country through Cadillac, where before entering it, is a wonderful view of Lake Cadillac and the city, as seen from the high hills to the South.

Cadillac merchants report trade a little better than a year ago. The opening of one of the banks and its payments to depositors is considered the principal reason for this. I was informed the Chamber of Commerce is making a serious study of the problem caused by completion of the manufacture of lumber, flooring and other wood products. The mills are now being dismantled and everything sold off to the best possible advantage. This city has been fortunate in days past in having lumbermen who made their home here and spent their money freely in promoting other industries, some of which are operating successfully, but cannot supply the market for labor that is required. The recent development of oil and gas in this state suggests active drilling about here, as a possible new

(Continued on page 7)

MOVEMENTS OF MERCHANTS.

Detroit—The Purity Dairy, Inc., has changed its name to the Parkview, Inc.

Clio—The Clio State Bank has increased its capital stock from \$40,000 to \$55,000.

Detroit—The Morris Co. is succeeded by the Detroit Lead Pipe Works, Inc.

Coloma—The State Bank of Coloma has reduced its capital stock from \$50,000 to \$25,000.

Detroit—The Midwest Casket Co., Inc., has increased its capital stock from \$4,000 to \$7,000.

Northville—The Depositors State Bank has increased its capital stock from \$90,000 to \$260,000.

Ecorse—The Modern Collet & Machine Co. has increased its capital stock from \$50,000 to \$75,000.

Detroit—The Detroit Auction & Jobbing House, Inc., has changed its name to the Detroit Jobbing House.

Detroit—The Hydraulic Concrete Breaking Co. has been organized with a capital stock of \$18,000, all paid in.

Cadillac—The Claus A. Anderson Funeral Home, Inc., has been organized with a paid in capital stock of \$1,000.

Pontiac—The Northville Hardware, Inc., has been organized with a capital stock of \$5,000, of which \$2,721.68 is paid in.

Port Huron—The Lakeside Brewing Co. has been organized with a capital stock of \$275,000 of which \$27,500 is paid in.

Paw Paw—Konneker & Co., Inc., has been organized to conduct a liquor distillery. The capital stock is \$5,000, with \$2,000 paid in.

Spring Lake Mulder Bros. & Sons have signed up to conduct a Red & White store. The store opens up under the new auspices July 28.

Hamtramck—The Kowalski Co., Inc., has been organized to deal in meats and foodstuffs. It is capitalized at \$50,000, of which \$3,000 is paid in.

Grand Rapids—The Cash Coal Co. has been organized to engage in the fuel business at 529 West Fulton street. The capital stock is \$1,000, all paid in.

Detroit—The Mary Jane Shoe Shops, Inc., has been organized with a capital stock of \$50,000, of which \$5,000 is paid. Business will be located at 7750 Harper avenue.

Baldwin—Mrs. Bud Weaver and son, Darcy, are re-opening a meat market and grocery, located across the street from the former location, which was burned by fire two months ago. Lee & Cady furnished the stock.

Hesperia—A new grocery, operated by Harry Ensing and Nels Smalligan, was opened on Main street here Saturday. The establishment, located in the Hammond building, is known as the Sanitary Grocery.

Lansing—J. S. Parmenter has purchased the Central Cafe at 1217 Turner street from S. E. Gates and has taken possession. He will make a number of alterations in the interior of the place which, however, will remain open for business. John Burke has been made manager of the business.

Kalamazoo—J. R. Jones' Sons & Co., has opened a paint and wall paper department in its store at West Michigan avenue and Rose street. Frank B. Peak, who has been active for many years in the paint and wall paper business in Kalamazoo, will manage the department, which is the first of its kind to be opened in the history of the Jones store.

Marcellus—Plans are being made here for the annual Farmer-Merchant picnic to be held at Bankson lake. The day's program is in charge of George Brown and Gerald Dew, who are to be assisted by a number of sub-committees. The plan includes a full day of sports and contests for which awards will be made. This annual picnic attracts approximately 2,000.

Wequetonsing—P. D. Morton, of Detroit, president of the Michigan Hotel Association, has just completed arrangements with L. G. Davis, manager of the Wequetonsing Hotel, for the annual meeting of the Michigan Hotel association to be held at Wequetonsing Sept. 20, 21, 22. Announcement is also made by Mr. Norton that under recent rulings from Washington D. C., all hotels have been classed as service trades and are therefore exempt from all provisions of the code, with the exceptions of hours and wages.

Grand Rapids—C. J. Smalheer, who served the Rademaker & Dooge Grocery Co. one year as book-keeper and seventeen years as house salesman, died last Saturday at the age of 54. He was ill eight weeks. He had no living relatives, his father having died several years ago and his wife having passed away two years ago. Death was caused by a diseased condition of the kidneys. He was well liked by the trade whom he served so long and faithfully. He opened the office each morning for fifteen years, during which time he never missed being on hand at 6:30 a. m.

Muskegon—John L. Bowlus, member of the Milwaukee harbor commission, announced in Muskegon recently that negotiations are nearing completion for the Pennsylvania and Grand Trunk railroads to purchase from the Grand Trunk-Milwaukee Car ferry Co. its four car ferries. The latter now operate between Muskegon and Milwaukee. Under the plan, Bowlus said, the Pennsylvania railroad would take at least a 75 per cent. interest in the boats and the Grand Trunk, subsidiary of the Canadian National railroad, would take the remainder. The deal, he explained, is necessary to meet interstate commerce commission regulations and marine laws and probably would not affect operation of the ferries.

Charlotte—The Minor Walton Bean Co. of Grand Rapids, with plants in Grand Rapids and Ithaca and many other buying agencies, has bought the elevator of the L. H. Shepherd estate and is already in possession and open for every kind of elevator business. Burt R. Post, vice-president and a leading stockholder in the company, will move to Charlotte from Grand Rapids, and his son, Eldon, a single

man, will act as manager of the local business. "We are glad to get a location in Eaton county," said Mr. Post, "perhaps the leading Southern bean county in Michigan. The bean pack has slowly been going North," he said, "but Eaton county is one of the major bean counties in Michigan. With Charlotte added to our other elevators and buying connections, we hope to add to our importance in the Michigan field. We shall do our best to maintain the high character long enjoyed by the Shepherd interests not only in this field but throughout the state."

Chassell—The old Worcester Lumber Co. sawmill, for the last several years the property of the Hamar Land & Lumber Co., is being torn down. The remaining mill machinery will be sold; also what timbers, brick, etc., can be salvaged. Undoubtedly it is the oldest mill building in the upper peninsula. Originally a circular mill, it was built in Hancock about 1872 by the Sturgeon River Lumber Co., and was moved by the company to Chassell during the fall and winter of 1887-1888 and enlarged to a circular and one band, operating entirely on white and Norway pine, which was floated down the Sturgeon river and sorted in booms on the East side of Pike Bay. At that time Chassell was practically a wilderness, having only four or five houses. The house owned by a Mr. Chassell (the village was named in his honor) on the West shore of Pike Bay was purchased by the late O. W. Robinson, president of the Sturgeon River Co. and remodeled into a large comfortable home, which he occupied with his family for a great many years. Although this home has passed into other ownership, it is still known here as the "Robinson Place." In 1902 the Chassell property of the Sturgeon River Lumber Co. was purchased by the Worcester Lumber Co., C. H. Worcester of Chicago being president and E. A. Hamar, secretary and general manager. Extensive improvements were made, the mill enlarged to three bands, and operations resumed in the summer of 1903, sawing hemlock and hardwoods as well as pine. The Worcester Lumber Co. discontinued sawing operations in the summer of 1928, the planing mill continuing to operate until the summer of 1929, when practically all of the large stock of lumber had been sold and shipped. In 1930 the plant was taken over by the Hamar Land & Lumber Co., of which E. A. Hamar is president. The tearing down of the mill removes Chassell's oldest landmark, and its once large industry.

Manufacturing Matters

Detroit—The Candy Cod Corporation has been organized to manufacture candy with a capital stock of \$50,000, of which \$7,500 is paid in.

Detroit—The Detroit Manufacturers' Supply Co., Inc., has been organized to deal in machinery and tools. The capital stock is \$50,000, of which \$5,000 is paid in.

Grand Rapids—The Kent Lamp Co. has been organized to manufacture portable lamps and household appli-

ances. The capital stock is \$2,500, with \$1,000 paid in.

Importing Canadian Wheat

Immediately upon the completion of the American spring wheat harvest Minneapolis mills found it necessary to go to Canada for the purchase of 100,000 bushels of highest grade durum wheat, market reports indicate.

Although the quantity imported is small and the quality is such as to warrant the payment of a heavy premium on top of the 42c customs duties, wheat traders consider this transaction as significant in view of the assertions from Washington that there would be no need of wheat imports from abroad.

Opinion in the trade is to the effect that there will be additional quantities of high grade grains imported during the coming year to satisfy special requirements. There is little prospect, on the other hand, of quantity imports of lower grade wheat, particularly from the Argentine, it is felt.

Little Butterfly

Little Butterfly is a child
We call her that;
For that is what she is—
She never walks; walking is too slow—
But touching tip-toe only she glides
Down the veranda steps, and along the
path to the outer gate, stopping here,
stopping there—just like a little butterfly
paying its first visit to the petunia bed in
June.

Ever alone, never does she seem to be
lonesome. Everything in her little world
is so interesting. I often have seen her
talking to the white clovers in the grass.
Never did she pick them; nor hold them
tightly pinched. But ever laid her little
hand upon their honey-sweet faces,
caressing them. I know I could hear her
say: "Dear little clovers, I thank you
for making the grass more beautiful,
until it looks like a green and white
blanket where the June fairies will sleep
tonight."

Then away she would fly again, winging
her arms over her head to visit another
scene in her lovely world.

Charles A. Heath.

What Is Streamlining?

Arguments about streamlining, its effects and possibilities, are frequent among automobile engineers these days.

The technicians are far from being blindly enthusiastic about immediate application of an ultimate streamlined form, although they are definitely favorable to further development of the idea in car design. There is not yet, however, any unanimity of opinion as to how the principles of scientific streamlining most effectively and correctly can be applied to automotive vehicles. An airplane body on an automobile would be unstable when a side wind hit it.

Eight New Readers of the Tradesman

The following new subscribers have been received during the past week:
Bregenz Hardware Co., Evart
George Palmer, Sears
John J. Bazuin, Tustin
Daniel Davis, Dighton
G. A. Brehm & Son, Cadillac
Leonard C. Fettig, Fife Lake
L. L. Roof, Kalkaska
Craig's Food Shop, Boyne City.

Smallness helps no man to become really big.

Essential Features of the Grocery Staples

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

Canned Fruit—California cling peaches are doing well enough at the new prices. Reports of various concessions here are not backed up by definite confirmations. New pack prices on pears and apricots are well established. Formal opening prices should be coming along in the very near future.

Canned Vegetables—The Southern tomato market is narrowing the differential between old and new goods. No. 3 tins, standard tomatoes are being quoted as the week closes at \$1.15, factory, a decline of 10c in the past week or so. No. 2s are quoted at 80c. Baltimore. California standard tomatoes in No. 2½ tins are offered freely at 90c, Coast. The recent downward trend in stringless beans has been sharply halted, and prices have rebounded until at the present writing, the market on No. 2s looks like 67½c, factory. This is in view of much shorter production of canned beans than was anticipated earlier on acreage indications. Also, the South reports that early corn has been extensively damaged, and that unless substantial rains come along, the later crop will not pan out anything like expectations. This may stiffen the prices on future corn considerably, although the Middle West is having pretty good luck and prospects are for a much better crop than was indicated earlier.

Canned Fish—Prices have shown a mixed trend during the present week. There was a decline in some items, like new pack Alaska red salmon, which finally had been marked down, principally as the result of a comparatively large pack. Production is expected to exceed the 2,000,000-case mark substantially. Alaska pink salmon was steady yesterday for shipment at \$1.10, in spite of a report that one operator was making a better price. This proved to be untrue. Under the code, prices of packers are made public, and the primary market will be an open book, as far as canners are concerned. Any reduction in price is sure to become public property promptly, as was the case in reds.

Dried Fruits—The dried fruit market was slightly more active here in the past week, as increased replacement business was reported by various jobbers. Prices are holding in a narrow range and stocks in the hands of jobbers and the trade in general are moderate. There seems to have been somewhat more interest shown in spot apricots and the more popular sizes of Santa Clara prunes, and the foreign trade was taking somewhat larger quantities of spot Oregons. Raisins continued to move in limited volume, and there seems to be little speculative interest in the market at this time. Conditions in California were somewhat improved. Shippers report that some nice business for export has been booked in new crop apricots, and a better domestic response has been received since new pack prices have become clarified. The export business, however, seems to outweigh domestic business, according to representatives of first hands in this market. California

prunes are still being offered for shipment below replacement costs in spite of the recent marking down of prices by the prune pool, and on the whole the movement of prunes has left something to be desired. New crop Oregon prunes, however, continue somewhat firmer than recently. The Greek fig crop has been damaged rather extensively, one report putting the damage at high as 30 per cent. Prices are being figured on the basis of some 10 per cent. above last year, and it seems certain now that imported fruits in general will be coming into this market at higher prices.

Nuts—The nut market here continues seasonally quiet, but sellers hope for some fairly good buying to come along in the next few weeks. Prices are substantially unchanged. The South has been having considerable difficulty with labor in the shelling plants as a result of a strike by the Pecan Shellers' Union. All shelling plants in the San Antonio area were reported completely tied up by the strike and withdrawals have taken place. This naturally should serve to stiffen the market on spot pecans. Filberts were unchanged in the last week, although sentiment in Turkey is somewhat stronger on reports of extensive damage to the new crop. Walnuts and almonds continued unchanged.

Olives—Currently the demand for olives is rather light. However, the market is still on very firm ground. Certain sizes are scarce here and the stocks left in the primary center are estimated at about 2,000 to 2,500 casks as against a normal at this time of the year of 11,000 to 12,000. Consequently higher prices are anticipated by next fall, since new crop replacements are small.

Rice—The rice market was somewhat more active here in the past week. Prices are generally well maintained and some fairly good-sized orders have been reported, which may be the forerunner of speculative sentiment. The situation in the South is somewhat brighter, following reports that the carryover problem would probably be relieved to some extent by relief buying. Brewers' grades continued active.

Salt Fish—An agreement of Gloucester and Boston fishermen to limit the production of fresh mackerel to cover the demand has precipitated strained feelings in these waters. A number of fishermen breaking the agreement have been forcibly kept from the fishing grounds and have had to seek the aid of United States revenue cutters. In the meantime, however, the catch of mackerel to date has been considerably less than last year. Quality is much improved, the fish running from No. 1 to No. 2, whereas all of last year's catch was 2s and 3s. The large fillets count about 350 to the barrel and the small 700. Some early pack is offering here but the quality is very poor, ranging as low as No. 7.

Review of the Produce Market

Apples—Yellow Transparent, \$1.50 per bu.
Avocados—\$3 per case from Florida.
Bananas—6c per lb.
Blackberries—\$2 per 16 qt. crate.

Butter—Creamery, 25c for cartons, and 24½c for tubs.

Cabbage—Home grown 75c per bu.

Cantaloupes — \$1.50 for standards and \$1.75 for jumbos from Indiana.

Carrots—Home grown, 20c per doz. bunches.

Cauliflower—\$1 per crate for flat home grown.

Celery—Home grown 30c per dozen bunches.

Cucumbers—Home grown hot house command 50c @ 60c per doz., according to size; out door grown, \$1 per bushel.

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

C. H. P. from farmer.....\$2.45
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
Checks.....13c

Egg Plant—\$2 per dozen for home grown.

Garlic—12c per lb.

Green Corn—20c per dozen for home grown.

Green Beans—75c @ \$1 per bu.

Green Onions—10c per dozen.

Green Peas—\$3.75 per hamper for California and Washington.

Green Peppers—40c per dozen.

Honey Dew Melons—\$2.56 per case.

Lemons—The price is as follows:

360 Sunkist.....\$8.50
300 Sunkist.....8.50
360 Red Ball.....8.00
300 Red Ball.....8.00

Limes—25c per dozen.

Lettuce — In good demand on the following basis:

California, 4s and 5s, crate.....\$4.00
Leaf, out-door......04

Onions—Texas Bermudas, \$1.75 for Yellow, and \$2 for White.

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

126\$5.00
1765.00
2005.00
2165.00
2524.75
2884.75
3244.75
Red Ball, 50c per box less.

Florida Valencias in 45 lb. bags are held as follows:

76\$2.00
1262.00
1502.00

Parsley—30c per doz. for hot house.

Peaches — Elbertas from Georgia, \$2.50 per bu.

Potatoes—New, \$2.40 per bbl. from Virginia.

Poultry—Wilson & Company pay as follows:

Heavy Fowls.....11@12c
Light Fowls9c
Ducks8c
Turkeys14c
Geese7c

Radishes—8c per dozen bunches for home grown.

Raspberries—\$2.50 for 16 qt. crate, red.

Spinach — 75c per bushel for home grown.

Summer Squash — 4c per lb.

Sweet Potatoes—Jerseys, \$2.25 per bu.

Tomatoes—Hot house, 60c per 8 lb. basket.

Turnips—30c per dozen.

Veal Calves — Wilson & Company pay as follows:

Fancy7½c
Good5 c

Watermelons—30c @ 45c.

Wax Beans—Home grown, 75c per bushel.

Whortelberries—\$3.25 per 16 quart crate.

Make Big Plans

Make no little plans, they have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency. Remember that our sons and grandsons are going to do things that would stagger us. Let your watchword be order and your beacon beauty.

Daniel H. Burnham.

Children's Photograph Display

A merchant in a Southwestern state secured the photographs of many of the children in his city and with them made a window display. He then advertised in the local newspaper, asking children to come to his store and "find themselves" in the window. Of course, the advertisement interested many parents, who accompanied the children. The display is said to have attracted city-wide attention and to have been effective in increasing sales.

Nothing can be more incongruous or more certain of ultimate failure than the effort to reach social equalization within a nation and at the same time by a policy of reckless nationalism to leave the world outside in consequent turmoil and anarchy, where suspicion and distrust reign supreme and where arms are the only reliance of our faith, even when they blast our fondest hopes for security and peace in a better world.—Owen D. Young.

It makes no difference, in looking back five years, how you have dieted or dressed; whether you have been lodged in the first floor or the attic; whether you have had gardens and baths, good cattle and horses, have been carried in a neat equipage or in a ridiculous truck; these things are forgotten so quickly, and leave no effect. But it counts much whether you have good companions in that time.—Ralph Waldo Emerson.

Let us choose now whether we shall have schools to-day or build jails to-morrow. I say to you that, unless the public school system is capable of preparing the youth of today not alone for culture and the vocations but for the leisure of to-morrow, we as a people will pay for the neglect ten-fold over in crime, debility and human waste.—George J. Ryan, president, New York Board of Education.

The half-hearted never are wholly successful.

MUTUAL INSURANCE (Fire and Life)

Helping to Beat the Arsonist

A fireman, experienced as he is in the characteristics of burning materials, should upon arriving at the scene of the fire, observe carefully the condition of the unburned portion of the structure, the exact location of the fire or fires, and note carefully to determine if the action of the flames would indicate that flammable liquids or the like had been used to insure the spread of the fire. Just a belief that the fire is a case of arson is insufficient. You must have reasons for that belief that can be explained before a court.

Let me remind you that investigators or the police or sheriff do not answer a fire alarm; therefore, the firemen themselves are the only ones that have an opportunity to observe first hand, and before anyone else, any peculiar circumstances connected with the fire. It is the little things that count in this work; a charred rag removed from a partition, if carefully preserved, will tell more before a jury than a verbal description of what was found there. Jugs, bottles or cans found in a place where you ordinarily would not expect to find them, may have contained inflammable liquid. Pick such things up with extreme care, being very careful to observe the exact location. Then before it is out of your sight, place an identifying mark on it so that you can, if handed the article while on the witness stand, positively identify it as the same object you found.

You are all familiar with the characteristics of fire. The heat and flame travel upward; therefore, a small blaze in a partition may soon pass upward into the attic where the large amount of exposed woodwork will make a larger and faster burning blaze than the one still burning at the point of origin.

Viewing such a fire, the offhand opinion would be that the fire started from the chimney because there was more fire in the roof than anywhere else. The trained fireman will not be misled; he knows that the fire in that partition did not come from above. He knows that a burning ember may have dropped and started the blaze below but if the char is very deep in the lath, he is sure that the fire burned from below in an upward path and did not travel downward. He will examine that point of origin very closely. He may find that a hole was cut in the plastered wall and that papers, excelsior and the like had been placed within and ignited. The arsonist attempts to make the loss total; therefore, he endeavors to place the fire in such a position that it will make great headway before it is discovered. Between the walls of a closet in the center of the house would be the ideal spot. The fire gets up under the roof and will spread over the attic before it gets out into the open where it can be seen.

If the arsonist is a bit over-zealous and decides to set the building in two or three places, then that simplifies things as an accident fire does not occur at about the same minute in

wirely separated parts of a structure. The very fact that the fire was in several places could be used as evidence if the firemen could all agree on what they actually observed. Recently we had a case where three firemen testified as to what they found in a room of a burning home and not one of the three told the same story, when cross-examined. You can readily see what effect this would have upon a jury.

Inflammable liquids in themselves are hazardous, but when in the hands of an arsonist, they are doubly so. He has no regard for human life, and is very apt to overdo the thing and spread this liquid over all the place and possibly leave a jug or two of it in various rooms. The entire building is immediately involved. Unlike in other types of fire, the arsonist in this case is not making an effort to conceal the blaze but is depending upon the fierce fire created by the inflammable liquid to ignite the entire structure from top to bottom before the fire company can arrive.

As stated before, he very frequently overdoes it. We have had cases where the building was so thoroughly saturated that it could not burn due to lack of oxygen to sustain combustion. We have one instance where alcohol was used. All of the doors and windows were tightly closed and the shades were drawn. This was ignited and every part of the house was slightly charred. Curtains were scorched. The finish on all the furniture was blistered; the upholstery was partially burned. However, when the fire department arrived, the only blaze in evidence was a very small one just outside the door and this was extinguished by throwing a bucket of water on it. It was very evident that every room in the house had been a mass of flames but due to the lack of oxygen, the fire had snuffed out.

In this case the firemen found containers with some of the liquid still therein. They carefully preserved these and a analysis was made and we were prepared to name exactly what had been used to start the fire. In addition to that, members of the fire department stayed on duty in the building until a thorough investigation had been made. They were in a position to testify that nothing had been removed from the premises, nor nothing brought in.

I cite another example of where the fire chief used good judgment. In answering an alarm, the chief found the entire attic involved. Luckily they were able to extinguish it without a great deal of damage. Upon investigation, he found that an excelsior-filled mattress had been torn open and the contents thrown into the attic and a gallon glass jug, filled with kerosene, had been thrown in on top of the excelsior.

The chief carefully preserved all the broken parts that he could find of the gallon container. None of these were handled as he scraped them up in a box and kept them in his possession until we arrived. This jug had been carried by tying a heavy cloth through the small handle. This cloth, of course, was badly charred and it seemed impossible to tell what material it was. However, where the knot had been tied

through the handle, it had not charred or burned completely through. Therefore, when the knot was untied, we found a small piece of the cloth that had not been damaged. It was a very peculiar material. In fact, we later found that it was a part of covering used on an automobile cushion. This material was, of course, carried to the scene of the fire by the party responsible for the fire. Naturally, when we found a part of this same identical material in the home of a suspect about a mile distant, it was a very easy matter to convince him that it was useless to deny setting the fire.

Clyde Latchem.

Why Prices and Models Gyrate

Up went car prices late in April. Down they went early in June, canceling the increases.

Prices were advanced to meet rising labor and material costs. They were cut in hope of bolstering a sagging sales curve and to move stocks of cars before they became too heavy on dealers' hands. That hope was realized. But the old volume-vs.-profit question still remains a part of automotive economics despite New Deals.

The retail code standardizes the maximum allowance dealers can make on used cars and also forbids their cutting the list price, except when selling out cars in expectation of a new model. Otherwise, only manufacturers can cut the price. Moreover, manufacturers, when they cut the list price, must rebate to dealers the difference between the old and the new prices on cars still in the hands of the dealer—except during a "cleanup," preceding a new model introduction.

Trading with used-car allowances used to be the most flexible element in automobile retail merchandising. Now that it is rigid, other elements are being made flexible. More frequent list-price changes, more frequent new models are almost sure to result—so long as the code sticks. Current ups and downs are samples.

Industrial Chemical Prospects

Although the seasonal slackening in the consumption of industrial chemicals has been somewhat aggravated by labor troubles, manufacturers are looking toward a normal improvement in the fall, reports indicate.

Several factors are cited to sup-

port this view. The rising cost of crude rubber has improved the outlook for chemicals, such as caustic soda and sulphuric acid used for reclaiming purposes. The large number of new sewage disposal plants erected under the P. W. A. has widened the market for chlorine, while glycerine and ammonium nitrate are likely to reflect the increased demand for explosives used in connection with highway and dam construction and the soil erosion fight of the Administration.

In certain other lines, however, the demand for chemicals is likely to lag behind the resumption of activity in consuming industries. This applies particularly to chemicals used in textile converting and finishing, in view of the heavy purchases in these lines earlier in the year.

Higher Pay for Skilled Labor

The new policy of the NRA relating to working hours provides for a fixed daily maximum of working hours and also for a fixed allowable which, however, must be paid for at the rate of time and a half.

The rule has been formulated to end controversies over contradictory interpretations of "average working hours" as provided in some codes, it is said. However, the policy closely resembles the plan submitted last March by organized labor as a substitute for the horizontal 10 per cent wage increase and 10 per cent reduction in working hours which the NRA sponsored at the time. This union proposal was designed to secure a higher income for the workers in the higher paid brackets whose wages had been reduced in many instances to make up for the rise in minimum wage scales.

It is held likely, therefore, that the new policy will serve as an entering wedge for a new general drive for higher wages in many industries. However, instead of favoring the unskilled workers, as NRA has been doing so far, the skilled key men are to be the chief beneficiaries this time.

You can't be sure of either riches or happiness. Both can fly away, once the door is open.

WHY PAY MORE?

When You Can Buy Insurance at Cost.

MICHIGAN STANDARD POLICIES
Legal Reserve Michigan Company

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MICHIGAN BANKERS & MERCHANTS
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FREMONT, MICHIGAN

Sidelights on Some Central Michigan Towns

(Continued from page 3)

industry, and the day is not far distant when oil and gas may take the place of the lumber industry. This city has a beautiful setting along the eastern shore and hillside of a picturesque lake to which it has given its own name. Adjoining this lake on the West, is Lake Mitchell, another fine body of water, with a channel connecting both. Lake Cadillac appears to be about two miles across, and along its winding shores a concrete pavement provides a fascinating drive. Many cottages line the shores. A good drive has been built around Lake Mitchell, which is not yet paved.

Many tourists stop over here on their way North and among the plans being considered are those for increasing the interests of travelers, so they may desire to prolong their stay. We all know that whatever is done to revive the business of the city, must be done by home merchants and other business men who live here. The greedy chain stores which are sapping the business vitality of the city will not be interested in its future welfare except as they can gather in the profit on trade and send it away to their Wall street masters or those from other financial centers. A thoughtful student of the situation cannot see much to encourage home business people to invest their time and money to build up the interests of the city, then see the greedy chain stores scoop in most of the benefits. However, these are chain store tactics. They come to harvest what others planted. They come to take away, instead of to build up the community. There is a practical way to remove this blighting drawback to towns and cities. Cadillac people can do this themselves. If I was a resident of this city, I would advocate a campaign of education to teach community loyalty. I would seek the opportunity to speak before Women's and Men's clubs, lodges, ministerial meetings, from pulpits and schools and at farmers' gatherings—anywhere there was an audience. Show the people the necessity of home loyalty. Show them that no community can be prosperous unless the profits on its trade largely remains at home. Show them that the profit on trade is the lifeblood of business, and that when it is largely diverted from a community, this becomes impoverished. Show them that a city is much like a good farm. If the farm is cropped year after year and no crops plowed under to fertilize the soil, the fields become impoverished and worthless. The profits on trade is the crop that must be plowed under by keeping it at home, so it may develop industry, build and improve homes, and give more employment to labor. Cadillac was built in the days when home business served the people, and in few cities was there a more loyal number of business men. It is now up to their posterity to maintain what has been built and, if possible, to further develop its resources. This is entirely possible, if its citizens will throw off the financial leeches that are constantly sending away much of the profits upon its trade. What this and many other cities

need is a good old fashioned revival of home loyalty.

Lake City reports an improvement in trade. Its citizens are to be commended for their aspirations. Not long ago they got together and decided to lay aside the swaddling clothes of a village and to don the robes of cityhood, so they have incorporated as a fourth class city, with one ward. Now they have a representative on the County Board of Supervisors. Fronting the fine row of brick stores is a beautiful park bordering the shore of lake Misauke. A new band stand and rest rooms have just been completed, same being located in the park, as well as the waterworks plant. Many seats have been provided and one night a week moving pictures are shown, and the people are treated to a band concert. Few merchants in a city of this size carry so large and varied stocks as those here. The great pine forests of decades ago have given way to many fine farms in this section.

Manton is a good country village. Like many others it has seen more active days when the mills were converting the forests into lumber, staves and other products. In the beautiful park adjoining the business section is a relic of lumbering days, a great two wheel logging cart, fully equipped. Across from the park is a fine three-story brick hotel which was built when the railways were prosperous. Merchants here report trade a little better.

Fife Lake feels a stimulus of trade, coming from the nearby camp of the CCC. Each Friday furloughs are granted to a certain number of the two hundred boys located there, so they can return home for a short stay, but they must be back by Monday morning, following. Owing to their uniforms they are more successful than the usual hitch-hiker. The summer cottages about the lake are well filled. The village has electric service from a local plant operated by the Hafey Bros. of Lakeview. Among the readers of the Tradesman, is Leonard C. Fetting, who has a fine stock of groceries and meats.

There is not much left of South Boardman, compared with what the town was in active lumbering days. L. D. Bellinger, general merchant here, carries a large stock and does a good business with the farmers and many campers located about here during the summer months. Kalkaska was the home for many years of a clothing firm, the store of which was advertised widely as that of the "Irishman and the Jew." The store did a large business with the lumbermen and settlers for many years, when the firm moved to Traverse city.

One will seldom find in a town of this size, as complete stocks of hardware and furniture, as is carried by Fred H. Tompkins. He has an artistic setting of rustic cedars in the hardware dept., in which is displayed fishing tackle and sporting goods. At present he is absent on a western trip in search of rest and better health, in which we hope he will be successful. N. A. French & Son, here, have the only complete supply of lumber now carried in this county. Owing to the wide

territory they serve, they have a fair trade. They also own a small shingle mill here, which produces cedar shingles from timber taken from nearby swamps. There is also marketed here large amounts of pulp wood cut by the boys in the CCC camps. During my call upon L. L. Root, leading groceryman, they were very busy with trade. Assisting him in the business is a daughter and son, and all will hereafter make use of the Tradesman, in watching market changes and much other good advice that is helping merchants to greater success.

Mancelona is waking up. The Antrim Iron Company is operating its lumber mills, coke ovens and furnaces. Hardwood logs are shipped in from a tract of timber southwest of here. The trees have been attacked by insects, which greatly damages the quality, so they are cutting this tract of timber ahead of their schedule. The firm have considerable timber near Gaylord, which will keep the mills running for several years. Recently the company completed a new brick general store building, with gas and oil service. As the company owns many thousands of acres of good farming lands, it is a large producer of certified potatoes. At one time the firm had several mills and blast furnaces about the state, when the timber supply was plentiful for producing the coke needed in smelting, and valuable by-products were produced in wood alcohol and acetate of lime. Employment here is now given to about three hundred men.

Alba is better than the average town that has grown up from the lumbering period to the days of a fine farming section. Competition here may limit trade somewhat among the merchants, but as times improve all will again have a good business. Among the merchants is a pioneer, in the person of Q. B. Stout, who has been here since early lumbering days, and has been a constant subscriber to the Tradesman over forty years. He has an excellent stock of general merchandise. As he has passed four score years and his health is somewhat impaired, he expects to soon sell his stock to a relative from Indiana, but will continue to make his home here. Both Mr. Stout and his good wife are to be congratulated for the success they have achieved in working together these many years. Although when they retire from business, they say they cannot get along without the Tradesman. It has been their guide and compass in business, and to it they attribute much of their success.

Elmira is in the midst of a picturesque farming section. It has a fine school building and two general stores, one of them is owned by Frank Zeremba and the other by Cherry Bros. Years ago this section was covered with wonderful forests of hardwood. Some of the largest and best quality of elm and other woods grew here. A factory was located here and produced veneers for cheese boxes.

Boyer Falls is doing a good business. A new tarvia pavement has just been completed. Its merchants here report a much better trade and as rain has been more plentiful, it looks as

though the farmers will harvest good crops.

Charles W. Zeigler, proprietor Hotel Royal at Cadillac, is an outstanding landlord. He is always on the alert to please his guests, and as a result many travelers always refer to the excellent food and services one gets at the Royal. Mr. Zeigler is an active member of the local Chamber of Commerce, which is making a careful study of ways and means to increase the business of the city. He is also an inventor of new types of furniture and hotel fixtures, gives personal inspection to the plumbing and electric fixtures, and sees that every piece of equipment is in good working order. He also has installed a special dining room for the service of business and club meetings. Being located not far from the Pennsylvania depot, meals are served to passengers, while the trains are being made up. Other hotels would profit by visiting this hospitality and making notes of its generous and courteous service.

George E. Lentzinger, grocer of Cadillac, recently met up with a short change artist, who tried to gyp him out of five dollars, but failed. He describes the stranger as being about forty years of age, five feet eight inches tall, rather bald and of dark complexion. As the stranger left, he at once called the police, but evidently he left the city, as no trace was found. Some years ago his wife lost several dollars through a similar trick, so he was familiar with the tactics of the rogue and from her description of the man, he believes it the party.

E. B. Stebbins.

National Fashions in Cooking of Eggs

Hen's eggs are one of the most important foods, and their use, says the United States Bureau of Home Economics, is common in almost every nation, practically each of which has developed typical ways of cooking eggs.

In Italy, eggs, are served cooked with spaghetti and tomatoes. Eggs Milanese are hard-cooked eggs, sliced, and spread over the top of spaghetti and tomatoes.

French cooks have the reputation of doing more things with eggs than any other cooks. Eggs are one of the ingredients which make French pancakes good—the rich batter made with eggs and milk, spread thinly on the griddle. The pancake, when it is nicely browned, is spread with jelly, rolled, and dusted with powdered sugar.

Many Swedish egg dishes are made as custards. Poached eggs a la Portugaise are served on molds of rice previously steamed in tomato sauce.

Matzo egg cake is the Jewish Eierkuchen, made with eggs, matzo meal, and water, with salt to season.

The Mexicans served fried eggs with a sauce made of tomatoes, onions, green peppers and parsley. In Nova Scotia another excellent food combination is made by serving poached eggs on codfish cakes, with tomato sauce.

If wrinkles must be written upon our brows, let them not be written upon the heart. The spirit should not grow old.—James A. Garfield.

CONFIDENCE IS IMPROVING

While Fall purchasing of men's and women's clothing and housefurnishings since the start of July is considerably below last year's inflationary activity, the volume is fairly substantial and presages a much healthier market situation, according to opinions expressed here yesterday by leading executives.

Although some manufacturers would probably like to see more business coming in, gratification is fairly general over the conservative attitude of retailers. Resident buyers and manufacturers visualize the bulk of the business starting in September and rising to a peak in October and November. They compare this almost certain development, as based on current indications, with conditions last year, which witnessed heavy early buying and an abrupt cessation of business later, nullifying the profits gained by producers earlier.

In general, buyers are showing an air of confidence, with labor unrest about the major worry. Favorable factors include the stiffening in cotton goods prices, reduced stocks on both manufacturers' and retail shelves, fairly well-maintained store sales, mitigation of the drought effects by government aid, and the fact that opening Fall prices at retail will be sufficiently low to eliminate consumer resistance.

Samuel Klein, executive director of the Industrial Council of Cloak, Suit and Skirt Manufacturers, said that a definite pick-up had taken place in the industry. Last week was about the best of the season, he added, with those buyers, who had been shopping, placing actual orders.

Most purchases in coats and suits were concentrated in the levels from \$16.50 to \$39.50. In the better grade goods, the \$81.50 bracket is particularly strong.

Mortimer Lanzit, executive director of the National Dress Manufacturers Association, reported a decided upturn in the medium-price lines, notably at \$10.75. In the higher ranges, a few houses are "doing a splendid business," he said, but the majority of them are just about getting by. Dress buyers want rather quick deliveries, he added, this being attributed to depleted inventories.

The demand for men's Fall clothing, while fair, has been somewhat disappointing and is considerably below last year's volume. Buyers are hesitant about confirming orders, as they look for lower fabric prices, and consequently manufacturers are delaying in the cutting up of goods.

Strengthening cotton prices have brought out a fair demand for shirts, pajamas, underwear, hosiery and other items made of the fibre. Stores are pleased that the trend will prevent any reductions, but they do not want prices to advance too much.

Orders for Fall footwear are lagging somewhat and, of course, do not compare with the huge volume of business placed last year. The fight over terms has upset the industry somewhat. In addition, retailers at this time are clearing out their stocks of sport style, but, when this liquidation is completed, expect to cover on Fall requirements.

Dry goods wholesalers comprise another group which has been encour-

aged by the rise in cotton, with the result that they are placing fairly substantial orders on staple goods, ranging from sheets and pillowcases to muslins.

While orders coming into the various home furnishings markets are conservative, these industries are in a much healthier condition than they were at the beginning of the year. The heavy stocks in furniture and floor coverings, created by the boom buying of last Summer, have been liquidated, prices are strong and indications are that the Fall season will be profitable. The new rug patterns offered in the last few weeks have made a decided hit with retailers.

The showings of curtains and draperies for Fall brought out a good volume of business. Lamps, electrical appliances, and china and glassware are all receiving a fair volume of orders and, though they are confined to low and medium price goods, manufacturers are quite optimistic about the coming season.

CAMPAIGN JITTERS SCORED

In still another field there appears to be need of protective committees for the business welfare of entire communities. Besides labor warfare, there is the warfare upon business confidence which is generated by political aspirants and which is both disturbing and costly to the country.

Frank A. Sieverman, Jr., submits an advertisement run by the Union Store, of Saginaw, to illustrate the point that reckless and destructive political statements impair public confidence and that retailers should protest such tactics.

This advertisement was addressed to the business men of Saginaw as a protest "against that type of political thunder now rolling in from the Right—and likely to grow louder and more ominous from now to election day.

"This political thunder," the statement continues, "is based on the assertion that 'business lacks confidence.' Then, as though to make uncertainty doubly sure, the warning is sounded again and again that the New Deal is leading us from Americanism to 'socialism' or worse."

After restating the many dire predictions made since 1932, the advertisement adds:

"Saginaw has come back a long way since March of 1933. It looks like the American way to us, with no more signs of socialism about it than the Saginaw Building Code or the Michigan Maximum Hours Law for women. Why should business men permit this recovery to be menaced again by another 'grass in the streets' campaign of fear, this time under the jittery title of 'Socialism is coming?'"

"If the country can be made sufficiently nervous and if confidence can be destroyed between now and November, maybe that will be 'good politics.' Is it good business?"

MORE NRA ATTACKS

Attacks upon the NRA have become more numerous, but they divide up as a rule into three groups. The largest is probably combating the labor provisions, a second and growing division is revolting against arbitrary price-fixing devices of one kind or another

and a third comprises those individualists who are against the whole plan and refuse to be "regimented."

Upon the matter of labor, the NRA may blame its own weak and vacillating policies for the trouble it is having. The basic policy of establishing wage minima and hour limits was correctly aimed at restoring purchasing power. Sanction given to collective bargaining was necessary to prevent all wages from tending toward the lowest rates and pulling down the averages so that purchasing power would fall rather than rise. But definite labor organization principles should have been drawn up and enforced for the protection of workers as well as to prevent union domination.

In the revolt against price fixing there is everything to be said for those who are faithfully carrying out labor provisions and want to reduce quotations so that they may do more business. Such concerns are being forced to share their market with others that are inefficient and continue in operation only because of an arbitrary price system.

For those others who, like a jeweler in New York, refuse all part in the recovery plan, little can be said. They benefit through the measures adopted but refuse to give up the small price of co-operation. If they can honestly say that in March 1933, all was well with them and with the country, then they have a right to their course. Otherwise, they ought to be a little ashamed.

FIGHTING OTHERS' BATTLES

Collapse of the general strike in San Francisco was expected. The inconveniences placed upon the entire community and the threat to civil order guaranteed that, as in the past. However, the trouble there which has ended but which is threatened elsewhere makes it plain that the country should have safeguards against reactionary employer groups as well as against radical labor elements. Both are very bad for business.

If arbitration is to be turned down by those who are out to destroy all labor organization, and police and military power placed at their disposal to carry out their anti-social purposes, then the great majority of business as well as civic interests require a means of enforcing a reasonable attitude and a less costly experience for all concerned.

For these reasons it would appear to be a good step to have in each community a committee drawn from various classes and not identified with what are ordinarily the warring elements. Such a committee could at once define the issues of threatened labor trouble and make clear to the community and the country at large the real reasons for the clash. More especially it could declare where the parties refused to accept arbitration.

Perhaps when trade interests and the more liberal business representatives have counted up the costs to themselves in such warfare they may be disposed to adopt some such plan. After all, there seems to be no good reason for losing a lot of money just so some small, willful group may add to their profits.

Many high-ups are low in spirit.

DRY GOODS CONDITIONS

Summer clearances and special promotions hold retail trade to a fairly satisfactory level, although comparison figures with a year ago are now beginning to become unfavorable. Low-end furniture seemed most active in sales that have now been launched. Men's wear clearances obtained fair volume.

Department store sales in this area for the first half of the month were reported upon during the week by the Federal Reserve Bank and showed a gain of 4 per cent. over those for the corresponding period last year. This was with liquor sales included. Without such transactions the gain was 1.8 per cent. These increases fell somewhat below expectations.

Not only have the stores to contend with the spurt in sales which took place from this point last year, but they are also faced with a rather steady decline in prices. The Fairchild index for the third consecutive month showed that retail prices were lower, the July 1 number falling five-tenths of 1 per cent. under the June 1 index.

The largest declines in the month were shown in men's apparel and home furnishings, with fractional decreases for infants' wear and women's apparel and no changes for piece goods. This index stands 21.9 per cent above July, 1933.

Trading activity in the wholesale merchandise markets gained in volume. Reordering of certain Summer goods gave indications of a healthy stock condition. Cotton lines of all kinds were quite active as prices firmed and gave signs of moving higher, due to the rise in the staple.

STRIKES DOMINATE NEWS

Strikes dominated the business scene in the week, and, though the San Francisco general walk-out terminated in short order, developments in other centers continued critical. Drought news also reassumed importance. Attacks upon various features of the NRA grew more numerous.

A smoothing out rather than an actual slackening in basic industrial activities is the picture presented in business. The holiday dip this year was pronounced, but largely by reason of the abrupt drop in steel operations, which were subject for the first time to certain code influences.

A small upturn is now observed in the revised index. The chief contributing factor was renewed expansion in the automobile industry. This, in turn, could be put down to an unusual maintenance of retail sales volume arising out of reduced prices and larger promotion effort.

Employment and payrolls in the United States disclosed the first decline last month in manufacturing and non-manufacturing industries since January. In the last fifteen years, however, the month showed decreases eight times and the rises were small with the single exception of last year.

Commodity price movements of the week were mixed but on the downward side. Nevertheless, the trend continues toward a moving up of farm product prices even as the all-commodity list declines, an adjustment which should bring about a much healthier relationship for business.

OUT AROUND

Things Seen and Heard on a Week End Trip

The mythical person who makes our weather these days has given us five 90 degrees or higher Saturdays in succession. I was forced to abandon our Out Around July 14 and last Saturday I turned back after calling on friends and customers at Rockford and Cedar Springs. Later, when I found the temperature ascended to 104, which was a record accomplishment for Grand Rapids, I was glad I abandoned the route I had laid out for the day.

The completion of the cement pavement on Fuller avenue to US 131, North of the city, gives the traveler another main thoroughfare from Eastern and Southeastern Michigan to Northern Michigan points without meeting the congestion of down town Grand Rapids.

The people who live and do business at the corner of US 131 and M 114 have practically succeeded in transferring the name Plainfield about half a mile from the location of the original village by that name on the North side of Grand River.

The fringe of petunias along the street frontage of the Wolverine Shoe Co., at Rockford, was never more beautiful than this season. I think it is very commendable in the officers of this corporation to present to passing travelers such a happy vision and I commend this to other manufacturers who could create a lasting mental impression on travelers by so doing.

The opening of the cut-off at Rockford may shorten the distance a half mile or so, but it deprives the traveler of some of the most inspiring glimpses on US 131—the progressive appearance of the merchants on the main street of Rockford and the trim appearance of the office, tannery and factory of the Wolverine Shoe Co.

A representative of the Federal Trade Commission recently called on J. A. Skinner and inspected the assortment of broken dishes and junk recently shipped to Cedar Springs after first securing payment in advance for the entire shipment. I also had the satisfaction of inspecting the shipment later and confidently expect to see the men responsible for such a crime playing checkers with their noses in some Federal prison. The owner of the Frank China Co., which is located at Salisbury, N.C., is R. O. Yancey, 39 years old, married. He also acts as manager for the Bakery Pottery Co., of which members of his family are the other officers and gives a good part of his time to that interest. The real estate he claims to own is held jointly with his wife, so it cannot be made available for creditors. His not resources are placed at \$500. I hope no other Michigan merchant gets caught on the sharp hooks of this wretched crook.

It is very evident that the present method used in the distribution of

beer will have to be improved or the manufacture of the beverage will be curtailed or abolished. The general character of the persons entrusted with the sale of beer is wretched. Particularly is this the case with the persons who conduct so-called beer gardens, keep them open at all hours of the day and night and sell the beverage to children—both girls and boys—when it is much in evidence they have already had more than enough. In fact, they should never be furnished beer at all, because they are under the age which is prescribed by the rules promulgated by the organization supposed to have the matter in charge. At a recent celebration in a nearby town children of 10 and 12 years of age were seen reeling in the streets, while other children of similar age were rapidly assuming the same condition in the doggeries where beer was sold by bleary eyed individuals who should never have been permitted to act as dispensers of any intoxicating beverages. The beer sold by grocers goes mostly to homes where the parents are supposed to regulate its consumption by children, but the beer disposed of by the glass and bottle at the beer gardens is handled without proper regulation as to the age and physical condition of the purchasers.

It was thought when the Volstead law was repealed that the brewers themselves, fully realizing the precarious conditions which surrounded the sale of their product, would be scrupulously careful to see that the sale of the beverage would be confined to men of good character, but they appear to have resumed the attitude of the old-time brewers in this respect and paid no attention to the character of the men who undertook to market the product of the breweries. It is plain to be seen that drastic methods must replace the present slipshod way in which beer is handled by too many of the men who are engaged in dispensing the beverage or the manufacture of beer under Government auspices will be forbidden. Under former conditions the public mind became inflamed by the atrocious methods introduced and carried on by the breweries through their brewery owned saloons and the "ownership" of the law enforcing officers in nearly every county in the country. In default of such drastic methods we will see enacted another prohibitory law more effective than the Volstead law.

The above conclusions are based on conditions as they appear to be in the vicinity of Grand Rapids. The Michigan State Digest thus describes the situation as it appears to be at and around Lansing:

Around Lansing, clustered like bees around a hive, are beer gardens, cafes, clubs, taverns, with signs posted all over the wall "we are open Sunday." Meaning that after twelve o'clock Saturday night these establishments continue to dispense beer.

Horns shrieking, boys and girls singing, older men and women mellow, the procession of cars leaves Lansing each Saturday night. A city ordinance prohibits beer establishments in the capitol city from selling after that hour. With Sunday their only day of relaxation, many celebrants wish to con-

tinue after midnight. Honking and roaring they go, to the oases outside the city limits. Every Saturday night there are accidents on the surrounding roads, as revel meets revel beneath low slung steering wheels. Smugly Lansing city councilmen, accustomed to long years of domination by dry elements, piously stating they are protecting the youth and flower of the city, sit tight, refusing to change the absurd ruling. In surrounding townships the welkin rings—and in Lansing hospitals the casualties pile up. The boy who sat with his arm in the dike until he nearly died was no greater martyr—possibly no greater ignoramus—than those who now seek to stop a flood that will not be dammed.

John H. Millar, the retired confectionery salesman, sends me samples of cards circulated throughout the city by the bakers union requesting people who buy bread to demand that they be furnished goods bearing the union label. Mr. Millar insists that this looks to him more like coercion than co-operation. I think Mr. Millar is right in his conclusions. Coercion is the ever ready weapon of the trades unionist. Co-operation is a word that is not included in his vocabulary. The other weapons of the trades unionist are the bludgeon of the assassin and the firebrand of the arsonist.

Any grocer will confirm the statement that no union person will accept union made bread, because of the filthy habits of union bakers. No union cigar smoker will purchase a union made cigar unless he is in the presence of other union men, because he is familiar with the filthy habits of union cigar makers. Our largest cigar makers strike owed its origin to the posting of a sign in the workshop of the factory that no cigar maker resume his seat after visiting the toilet without first washing his hands. The union held this rule to be "unfriendly to honest labor" and declared a walk-out. No one who went out on this basis was ever permitted to cross the threshold of the factory again.

Mr. Millar also sent me the following newspaper clipping which he correctly characterizes as the Widow's Might vs. NRA might:

Mrs. Katherine Budd, of Brooklyn, who is seeking to have the NRA restrained from interfering with her trade of making artificial flowers at home, her sole means of support for herself and two children, obtained an order-to-day from Supreme Court Justice Peter Schmuck requiring Elmer F. Andrews, state labor commissioner, to show cause on Wednesday why a license for home work should not be issued her.

"Unless I am permitted to do industrial work at home," she said in an affidavit submitted to the court, "I shall be compelled to apply to the municipal, state and federal relief agencies for assistance. I do not own any real estate nor have I any money in any savings bank to draw upon to help me to maintain myself and children."

Mrs. Budd said that she had been able to earn from \$18 to \$25 a week by making artificial flowers at her home until the NRA stepped in and said that the administration did not permit persons of her classification to do such work. She declares it would be impossible for her to work in a shop since to do that would result in the neglect of her two children, both under 10 years of age, for whom she could not afford a housekeeper. She worked reg-

ularly until June 29. Then the state labor department advised her she was not entitled to a permit. Her employer was warned not to give her further work.

Mrs. Budd's plight is the result of the enactment of the Neustein-O'Brien bill on May 26 which gives the state commissioner of labor the power to license manufacturers and license industrial home workers who meet certain requirements, such as partial disability.

Maj. Julius Hochfelder, attorney for Mrs. Budd, said hers is something of a test case that would have effect on more than 300,000 home workers of New York State. Of that number, he said, 187,000 are residents of the city and 60 per cent. are mothers who have no assistance in the support of their children.

A friend remarked in my presence last week that Rademaker-Dodge Grocer Co. held the belt for the record of long service by its employees. I subsequently approached Edward Dooce, manager of the business he established twenty-five years ago, and asked him if he could qualify for the honor bestowed upon him. He answered my enquiry by handing me the following list of employees, together with the length of time each one has served:

M. W. De Ruiter	25 years
R. Stechman	22 years
J. W. Triel	22 years
A. M. Miller	19 years
A. Schram	18 years
J. L. Lowe	17 years
H. Van der Weyden	11 years
L. Kresbaugh	3 years
W. S. Fitzgerald	22 years
Geo. D. Kieft	22 years
C. Groendyk	25 years

The man who unloaded the first carload of goods received by the house twenty-five years ago is still employed in the warehouse of the establishment.

A. E. Brooks will be 92 years old Aug. 16. For many years he has celebrated his birthday in his native town in Vermont. He left this week for New England, where he will spend the remainder of the summer.

All of Western Michigan will join Grand Haven, Aug. 9 to 12, in the observance of its founding 100 years ago by the Rev. William M. Ferry.

In 1834 the Rev. Mr. Ferry and his family came down from Mackinac in the schooner Supply and established a home on the site of what is now Grand Haven. In previous years the spot had been inhabited by Indians and had been for some time a fur trading post under the direction of Joseph La Framboise, Rix Robinson and the American Fur Co., but the coming of the Rev. Mr. Ferry marked the settling of the city.

The Ferrys will be the dominant figures in the celebration of the Centennial. A memorial service is to be held and a memorial plaque dedicated at the Ferry lot in Lake Forest Cemetery. There will be a reconstruction of the original Ferry home.

A historical pageant depicting the early history of Grand Haven will be presented, Aug. 9 and 10. It will show

(Continued on page 23)

FINANCIAL

Lumber Banquet in Big Rapids Fifty Years Ago

The years of 1883 and 1884 were outstanding years to Lower Michigan lumbermen from Big Rapids South. From 1873 to 1879, the lumbermen, like everyone else, following the panic of the former year, had had very slim picking and had had hard work to pay their taxes. The resumption of gold payments in 1879 with increase of business increased the price of stumpage with a rush and everything was peaches and cream to the lumbermen until the latter part of 1883 when, as usual, the boom was overdone and a setback occurred.

Those who were out on a limb in Grand Rapids failed, among them M. J. Bond, Wetzel Bros., Simon Peter Swartz and others.

In 1883 it might be noted that the famous log jam occurred on Grand River. The winter had been a good one for the lumbermen with plenty of snow and much water in the Flat and Rogue Rivers and other streams, and the Grand Rapids and Grand Haven lumbermen had put in the river millions of feet of logs. The jam occurred at the Grand Trunk Bridge and it was impossible to move it. They stayed there until July, when the bridge gave way and the whole mass of logs came hurtling down through the water on the city. The city bridges held, but it caught the railroad bridges and finally was stopped at the Lake Shore & Michigan Southern bridge South of the city. This jam attained nationwide interest, so much so that Harper's Weekly came out with various views of the log jam on Grand River.

Log jams continued to come through the city on the river from that time until 1889 when the last logs went through the river. Nearly all the sawmills located at Grand Rapids had finished their cuts about 1883 with the exception of C. C. Comstock who continued for a number of years later.

In the early part of 1884 they held a state meeting of lumbermen in Grand Rapids, with an accompanying banquet. The florist got up for a decoration a sawmill made of violets with the pond a looking glass and there was "revelry by night."

About the same time the Big Rapids lumbermen gave a banquet to the Union Association of lumber dealers. There were over twenty lumber firms then located at Big Rapids. They took the whole party out to one of the sawmills located near there and started in from the tree and hauled the log to the mill and cut it in a short length of time. There was also "revelry by night," as I have before me as I write one of the place cards at the banquet printed on pine about 5x7 inches, reading as follows:

Banquet
Big Rapids Lumbermen
to
The Union Association
of
Lumber Dealers
Compliments
of

Foster, Blackman & Co.
Hood, Gale & Co.
Gardner & Spry Co.
J. P. Underwood
Cass, Morrison, Gale & Co.
D. F. Comstock & Co.
Rumsey Lumber Co.
Chippewa Lumber Co.
Holbrook, Wilmarth & Co.
J. W. Hughes
J. Donovan & Co.
J. G. McElwer
Stewart Ives
Paul Blackmer & Co.
J. B. Beaumont
Oliver Seaman
S. H. Gray & Co.
Geo. W. Crawford
Barnhart & Judson
L. S. Baker
W. A. Hendryx

Invoice

Oyster Soup (to dealers only)
Escalloped Oysters (5 to 2 1/4)
Ray Oysters (selects)
Turkey (d. & m.)
Chicken (2 years on stocks)
Tongue (& grooved)
Boned Turkey (bone dry)
Ham (6 in. c.b.)
Queen Olives (Chicago Inspection)
Chow Chow (log run)
Celery (12 to 30 ft.)
Sandwiches (cross piled 90 days)
French Rusks (net cash)
Cream Rolls (2 off for cash)
Chicken Salad (warranted clear)
Lobster Salad (cut from the water)
Shrimp Salad (No. 2)
Assorted Cakes (all grades)
French Kisses (shakey)
Almond Macaroons (small knots)
Vanilla Ice Cream (winter sawed)
Charlotte Russe (s. i. s.)
Strawberry Jelly (5-4, 6-4, 8-4)
Champagne Jelly (fine common and better)
California Grapes (50 in a bunch)
Oranges (in car lots only)
Coffee (in box car)
Tea (well seasoned)
Wine
Mumm's Extra Dry (kiln dried)
Northern Hotel,
S. H. Roosevelt, Proprietor
Big Rapids, Mich.
Feb. 18, 1884

Of the various firms mentioned above, I think there is only one survivor and that is Lewis T. Wilmarth, of this city. Claude T. Hamilton.

Nothing New Under the Sun

This article is to show that in the present world wide discussion of inflation and deflation of money, there is nothing new under the sun, as is indicated by the following historic article.

In the year 1271 a young man by the name of Marco Polo, then in his seventeenth or eighteenth year, journeyed from Venice with letters from the Pope of Rome to the Emperor of China, who had previously indicated to Marco Polo's father, who was of a merchant patrician family of Venice, that he desired to have a number of preachers of Christianity sent to China. The Polos were Venetian merchants who had visited China some time before that on invitation of the Emperor.

When young Polo reached the city of Peking—then called the city of Kanbalu—he became a favorite of the Emperor and stayed in China in his service for twenty-four years, traveling in various parts of China:

I quote from the book of Marco Polo as to the manner in which the Emperor of China solved the money question six hundred fifty years ago.

"Of the kind of paper money issued by the Grand Khan, and made to pass current throughout his dominions.

In this city of Kanbalu is the mint of the grand khan, who may truly be said to possess the secret of the alchemists, as he has the art of producing money by the following process. He causes the bark to be stripped from those mulberry-trees the leaves of which are used for feeding silk-worms, and takes from it that thin inner rind which lies between the coarser bark and the wood of the tree. This being steeped, and afterwards pounded in a mortar, until reduced to a pulp, is made into paper, resembling (in substance) that which is manufactured from cotton, but quite black. When ready for use, he has it cut into pieces of money of different sizes, nearly square, but somewhat longer than they are wide. Of these, the smallest pass for a denier tournois; the next size for a Venetian silver groat; others for two, five and ten groats; others for one, two, three, and as far as ten besants of gold. The coinage of this paper money is authenticated with as much form and ceremony as if it were actually of pure gold or silver; for to each note a number of officers, specially appointed, not only subscribe their names, but affix their signets also; and when this has been regularly done by the whole of them, the principal officer, deputed by his majesty, having dipped into vermilion the royal seal committed to his custody, stamps with it the piece of paper, so that the form of the seal tinger with the vermilion remains impressed upon it, by which it receives full authenticity as current money, and the act of counterfeiting is punished as a capital offense. When thus coined in large quantities, this paper currency is circulated in every part of the grand khan's dominions; nor dares any person, at the peril of his life, refuse to accept it in payment. All his subjects receive it without hesitation, because, wherever their business may call them, they can dispose of it again in the purchase of merchandise they may have occasion for; such as pearls, jewels, gold, or silver. With it, in short, every article may be procured.

"Several times in the course of the year, large caravans of merchants arrive with such articles as have just been mentioned, together with gold tissues, which they lay before the grand khan. He thereupon calls together twelve experienced and skilful persons,


selected for this purpose, whom he commands to examine the articles with great care, and to fix the value at which they may be purchased. Upon the sum at which they have been thus conscientiously appraised he allows a reasonable profit, and immediately pays for them with this paper; to which the owners can have no objection, because, as has been observed, it answers the purpose of their own disbursements; and even though they should be inhabitants of a country where this kind of money is not current, they invest the amount in other articles of merchandise suited to their own markets. When any persons happen to be possessed of paper money which from long use has become damaged, they carry it to the mint, where, upon the payment of only three per cent, they may receive fresh notes in exchange. Should any be desirous of procuring gold or silver for the purposes of manufacture, such as of drinking-cups, girdles, or other articles wrought of these metals, they in like manner apply at the mint, and for their paper obtain the bullion they require. All his majesty's armies are paid with this currency, which is to them of the same value as if it were gold or silver. Upon these grounds, it may certainly be affirmed that the

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solicits your account on
the basis of sound poli-
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services . . .

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BANK

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12 Community Offices

J. H. PETTER & CO.

INVESTMENT BANKERS

Phone 9-4417
GRAND RAPIDS

Phone 2-3496
MUSKEGON

grand khan has a more extensive command of treasure than any other sovereign in the universe."

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Bridgman Golf Club, a Michigan corporation, final meeting of creditors was held under date of June 11, 1934. Arthur Branson was present for Fred G. Timmer, trustee. W. R. Stevens, attorney, was present for one creditor. Trustee's final report and account approved and allowed. Bill of Ross H. Lamb, attorney for petitioning creditors was allowed as filed. Order was made for the payment of expenses of administration as far as funds on hand will permit, any deficiency arising to be deducted from the bill owing Ross H. Lamb. No objection to discharge. No dividend to creditors. Final meeting adjourned without date. Files will be returned to U. S. District Court.

July 20. On this day the schedules, reference, and adjudication in the matter of Frank Verburg, bankrupt No. 5773, were received. The bankrupt is a meat cutter of Grand Rapids, Michigan. The schedule listed no assets and total liabilities of \$1,135.10, listing the following creditors:

Swift & Co., G. R.	\$ 50.00
Plankinton Packing Co., G. R.	48.00
National Grocer Co., G. R.	15.00
Thomasma Bros., G. R.	115.00
Post & Brady, G. R.	49.00
Van Westenbrugge, G. R.	10.50
Oscar Mayers, G. R.	50.00
Morris & Co., G. R.	105.00
Datema & Huizenga, G. R.	40.00
G. R. Paper Co., G. R.	20.00
Kieffers Garage, G. R.	60.00
John Van Portelen, G. R.	48.00
Madison Square Garage, G. R.	5.00
Riordan's Drug Store, G. R.	25.00
Michigan Bell Telephone Co., G. R.	13.00
Schust Co., G. R.	25.00
Postma Biscuit Co., G. R.	18.00
Walbridge & Son, G. R.	200.00
P. D. Mohardt, G. R.	18.50
Rausser Quality Sausage Co., G. R.	30.00
Comstock Tire Co., G. R.	13.50
Radenaker & Dooge Grocery Co., G. R.	10.00
Quality Service Milk Co., G. R.	15.00
Northwestern Weekly, G. R.	10.00
Frank Bond, Byron Center	25.00
Donald Verburg, G. R.	92.60

Feasible Plan For Old Age Pension

Grand Rapids, July 23—I wonder if you could conscientiously give this question of Old Age Pension a little space in the Tradesman, at least a comment. I for one would like to see it tried out and the majority that I have talked with and showed them, or had them read the article say, "I am for it." But you may not think it is feasible.

I have sent for some booklets and expect to have them signed up and placed in the hands of our Congressman Carl E. Mapes. I am satisfied that there will be a general demand made on our next Congress to enact something of this kind. Geo. W. McKay.

Have the National Government enact legislation to the effect that every citizen of the United States—man or woman—over the age of 60 years may retire on a pension of \$200 per month on the following conditions;

1. That they engage in no further labor, business or profession for gain.
2. That their past life is free from habitual criminality.
3. That they take oath to, and actually do spend, within the confines of the United States, the entire amount of their pension within thirty days after receiving same.

Have the National Government create the revolving fund by levying a general sales tax; have the rate just high enough to produce the amount necessary to keep the old age revolving pension fund adequate to pay the monthly pensions.

Have the Act so drawn that such sales tax can only be used for the old age revolving pension fund.

Approximately 8,000,000 people will be eligible to apply for the pension. Economists estimate that each person spending \$200 per month creates a job for one additional worker. The retirement of all citizens of 60 years and over from all productive industry and gainful occupation, will thereby create jobs for 8,000,000 workers,

which will solve our National labor problem.

How will this money be spent? For food, clothing, homes, rent, furniture, automobiles, hobbies, travel, amusements, servants, paintings and a thousand and one things which modern man demands.

Those of 60 years and over whose income is greater than the pension would not need or possibly care to apply for this pension.

This plan of old age revolving pensions interferes in no way with our present form of government, but does mean security to humanity.

More help for hospitals, churches, schools, colleges and the whole christian civilization would be benefited.

Geo. W. McKay.

Like the Arabs They Folded Up Their Tents

Battle Creek, July 23—A couple of our chain store neighbors are leaving or have gone—they include some of those whom we welcomed when they came here. They sold, so they said, merchandise cheap—no doubt but they sold quite a lot of it. And each night when they sent their report to the bench manager of how much business they had done—our guess is the cash went right along with the report—but after a while the bench manager apparently didn't like either the daily report or, we guess, the amount of cash that went with it—and so the stores are closed or to be closed. Battle Creek property owners will cease to receive rent, a few employees will be out of work and so the bench manager will try another field.

We at this home owned institution welcome new merchants to Battle Creek. This is a great community and one whose people shop intelligently. Time bears out what we have long contended—a store must live in the community and not on it.

Those who try, leave town—some have disappeared in the night. Others have moved out as boldly as they came in. Whatever way they go—the community learns from each and every new opening and closing of a store that the best place to trade is the place that is here to stay, both by merit and by participation in the affairs of the community and that's your independent merchant. Joseph P. Grant.

The Old Deal Did Achieve Something

The Old Deal had its faults, admittedly. It did not prove able to save America from the economic tragedy which overtook the world as an aftermath of the World War destruction. Yet, America did achieve something under the now-despised Old Deal. For example:

America became the richest country on the face of the earth.

America attained world leadership in industry.

America paid higher wages than ever before known.

American standards of living became the admiration and envy of other peoples.

America's savings deposits eclipsed even those of France.

American colleges and universities attracted unprecedented numbers of students from all grades of homes.

Americans enjoyed more travel, more recreation, more amusements than any other nationals.

American home-owners greatly outnumbered those in any other land.

American families were protected by insurance on a scale not even approached in any other part of the world.

American workers and American employers enjoyed friendly relations unmatched in any other industrial country.

American industrial management attained heights which evoked both the applause and despair of employers elsewhere.

America developed machinery and mechanization eclipsing anything and everything in other progressive nations.

America rose to leadership in invention.

America built up the greatest transportation system on the face of the globe.

America initiated and won preeminence in aviation and aircraft building.

America brought into being electric power facilities on a scale dwarfing those of any other continent.

America led the world in telephony.

America led the world in motion pictures.

America led the world in radio.

America is leading the world in television.

America promises to outdistance all other peoples in air conditioning.

America, under the Old Deal, afforded greater scope than any other country for earning wealth.

America set an example to other peoples of all other countries in large-scale generosity and philanthropy.

In their enthusiasm, New Dealers should not entirely forget these Old Deal facts. The New Deal has not proved exactly faultless.

"Hold fast to that which is good."

International Deflation Wave Looms

Germany's inability to absorb more than a small part of her normal raw material purchases abroad may well develop into the most serious threat to further international business recovery that has been encountered since this country went off the gold standard, some observers believe.

Although short crops, especially in wheat, may offset the deflationary effect of the German import embargo on commodity prices to some extent, prospects are that quotations of other staples may be depressed by the curtailed European demand.

There are some indications already that the very strict foreign exchange control in Germany may force other European nations, dependent on German buying, to tighten up on foreign purchases in their turn. Unless an unexpected improvement in the German political and economic situation reverses this trend, a new wave of international deflation thus looms up on the horizon which will be particularly hard on the raw material exporters among the nations.

Standard Cost Accounting

Standard cost accounting for codified industries, featured in the NRA program from the beginning, is likely to receive increasing attention in the near future, both from industry and NRA officials.

Standardized methods of computing costs are needed if intervention by code authorities to check complaints of price cutting is to be effective. Since the right to arbitrate on price complaints may be the only power to regulate trade practices left code authorities under the new NRA policy, trade association executives are naturally doing everything in their power to speed up the standardization process.

Introduction of better accounting methods will undoubtedly reduce unconscious underselling resulting from incomplete knowledge. However, since it clearly cannot affect competitive conditions as such, it is not likely to prove an effective means to curb competition.

Much Depends on Administration's Policies

Nearly everything last week except labor unrest indicated a mid-summer dullness. Although the strikes will hold the headlines for some weeks to come, the violence in Minneapolis and San Francisco has subsided and although labor troubles are apt to get worse it is not expected there will be any general wave of strikes.

There seems to be a great deal of comment and discussion on the recovery measures so far and instituting of questioning of the soundness of some of the policies. Railroads are considering legal proceedings questioning the Railroad Pension Act. A group of Texas farmers have petitioned to be relieved of the Bankhead Cotton provision and a group of banks last week decided to insure themselves rather than participate in the Federal Deposit Insurance Corp., which indicates that the legal department of the government will have many problems to solve in the very near future.

There seems to be a crossing of ideas between Government and business, with business assuming the attitude that they think the Government should remove some of the barriers and government not being able to understand why business men do not go ahead with plans. This, undoubtedly, accounts for some of the current business slump which is proving to be more than seasonal. Indications point to a slight improvement later in the summer with the fall months showing quite a pick-up and the first quarter of 1935 showing a decided improvement in general business. Of course, the basis for these calculations depend upon many conditions and a great deal will depend upon the Administration's policies. J. H. Petter.

A Little Laugh

Filling Station Attendant: Here comes another I. W. W. customer.

Patron: What's that?

Attendant: A motorist who wants only Information, Wind and Water.

Now comes an "air-conditioned" telephone booth. Its electric ventilation system goes into action automatically when the door's closed, expels smoke and heat.

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.

Too Much Talk — Dear Old Harry Walker

Certain goods ordered on Thursday for delivery Friday did not arrive. Saturday morning the man of the house telephoned; order looked up; would go out to-day. Man stressed the need that goods surely be in hand before night. Thereupon girl at the store entered a long explanation of how and why delivery had not been made Friday. Man cut her short thus:

"Young lady, all that does not interest me at all. I do not care why I did not get the goods yesterday. I am simply interested in making sure I get them to-day. Will I?"

That's a common experience. Clerks should try to talk simply to the point, businesslike. Why a job was not done is negative information. That it is being done and will be done on time—that is positive and what the enquirer usually wants.

Lady ordered a broiler chicken and left it to butcher to prepare, allowing him ample time. Several hours afterward she returned and got it. Coming to cook it next day, she found the gall bladder had been broken and bile poured over the entire interior of the carcass. It was a troublesome job to cut and wash away enough to make the meat sweet again.

It so happened that this customer already had once cautioned that young butcher not to break the gall bladder when cleaning a chicken for her. She therefore reported this incident to him. What did he say? He said: "But, Mrs. Jenkins, some times the gall bladder is broken in the killing." Customer felt that it was useless to say anything further in the face of such infantile quibbling.

Truth is, customers care little for explanations why service fails. Explanations do not explain. Customers want service—and there is so much of it lying around on every corner that they do not have to run after it much to places where it is not fully rendered. And when any customer has taken pains to post a clerk—as Mrs. Jenkins posted that butcher—she is not specially attracted to that store by such lackadaisical pretense of service.

How serious may this be? Well, one fine grocer with a large business and delicatessen once advertised roasted chickens at so much per each. A lady gladly bought one, paying the price, pleased to be relieved of the cooking. That is, she was pleased until the chicken was served. Then the meat was found so strongly impregnated with bile as to be scarcely eatable.

That ended her chicken deals at that delicatessen; and it is a fair speculation how many others were similarly affected. Assume that 100 chickens were sold and that each was in similar condition — or fifty of them. What

then? Anyway, that grocer shortly afterwards failed—probably not solely on account of those chickens, but because of breakdowns of service of which this was merely a sample. And such assumption is fair when you think of all the high-priced delicatessen goods that are sold and the prosperity of good delicatessen merchants.

It seems to me that anyone who knows Harry Walker, secretary of the Independent Retail Grocers of Baltimore, Inc., must love him. He's truly the dearest fellow imaginable—and I mean just that. I think we must love him most, perhaps, when he slops over in his vociferous demands for this and that to make smooth the pathway of the "independent." Here is some of what I see in the May issue of his Grocers' Skirmisher:

"If the NRA is to live—we must have enforcement. When are you going to turn your words into deeds, Gen. Johnson?" Then again, this:

"The fate of the NRA is hanging on one word—enforcement. So much talk about 'cracking down' and then having no heads broken, has put the NRA in the position of head clown at a circus. 'Cutting corners' is the new game in business. General Johnson wants to popularize the NRA. Well, General, here's the way to popularize it: Slap a six-months prison term on Carter Glass or Henry Ford or Mills of Hagerstown—men who do not support NRA and boast of it—and the NRA band wagon will be so crowded you will have to hitch up extra horses to draw the load.

"In school days we wrote in our copy books: 'A man of words and not of deeds is like a garden full of weeds.' Now, General, you don't want to be weedy, do you? So talk less and do more, and go after the big, bad wolves and let those who are backing you have a little support. Without enforcement NRA is a dead cock in the pit, and 'none so poor to do it reverence.'"

Is that not delicious? A joke here is this: That not only is Harry built so a toga fit him "like a glove," and not only is he endowed far beyond most of us with the gift of tongues, but he seems to be well posted on our history and plan of government. He is also old enough to recall when the elder LaFollette was accused of anti-war utterances, it was necessary to try to catch him at it in St. Paul or some other place outside the Senate—and Harry knows why.

Harry knows that, founded on centuries of experience and harking back directly to the British Parliament, our constitution provides as to both houses of Congress that "for any speech or debate in either house" the members "shall not be questioned in any other place."

Yet we are witnessing strange things these days. George Creel addresses the San Francisco advertising club and expresses the hope that some "authority" may "put the fear of God" in certain "chiselers"—and his auditors vociferously applaud. In a grocers meeting a man whispers in face of certain records of failure in "regulations" that "what we need is a Mussolini."

Strange, surely, that men who inherit the priceless freedom obtained and held

through centuries of upward struggle in prisons and death now absolutely ask for a master to put on their necks the yoke of slavery—and for what? That they may be "protected" against conditions which every successful merchant has overcome by his own innate strength of knowledge and industry from the beginning of merchandising. How was Esau's pottage a more worthless consideration for what we here so lightly offer to sacrifice?

Strange, too, that Harry Walker lives in Maryland, a state traditionally a bit more jealous of its liberties than some others—a state which never ratified the Eighteenth amendment, in which good liquor was obtainable during all the years of the "Noble Experiment."

Let us recall Lincoln for a minute. "I must stand with the man who is right, stand with him while he remains right and part with him when he goes wrong." He would reverse that as readily, and go with the man who became right after he had been wrong. So look at Ford, of whom we have not always approved:

"The lone wolf of autodrom" declining to come under NRA said: "I've done more than all labor unions for the American working man. My aim has been to pay more and shorten hours. Incidentally, I have accumulated two billion dollars. Tell the President I will spend or lose every cent of it before I will turn my plants over to labor union bosses."

Believe me, I'm with Ford in that. I think also, that Harry Walker in his better moments is with Ford also.

Paul Findlay.

One-Tree Orchard Bears 123 Varieties of Apples

The "one-tree orchard" of F. A. Good, horticulturist at Frederickton, N.B., this year has a total of 127 grafts, including 123 distinct varieties of apples and four of pears. The tree, on Sunnybrook Farm in the parish of Kingsclear, York County, has been the amazement of horticulturists in all parts of the world. Mr. Good started in 1926 to turn a veritable "sour apple tree" on his farm into a producer, and since that time, by painstaking efforts, his accomplishments have been extraordinary.

Last Spring he added ten more grafts and replaced five torn off by unusually heavy snow fall. Seven of the new grafts were apples and three pears. All of them, as well as those replacing old grafts, were recording healthy growth. The tree is expected to produce 100 different varieties of apples this year. Last year 50 varieties grown on the tree were picked and exhibited.

Cantaloupe Could be More Attractive to Consumers

A general improvement in the quality of cantaloupes by better harvesting, grading, packing and shipping methods would undoubtedly increase the consumer demand for this product, says the Bureau of Agricultural Economics in a bulletin on marketing phases of the industry. Market production on melons that include casaba, honeyballs, honeydews, and Persians has ranged from 16,000,000 to 18,000,000 crates in

recent years. California is the largest producer; New York City the largest consumer. Competition is becoming keener among the various producing areas, and increased efforts are being made to develop varieties and methods of handling that will result in improvement of the quality of melons on the markets, says the Bureau.

Grocers Face Code Worries

Problems growing out of code enforcements worry several branches of the food industry in New York. Wholesalers who put up their own mayonnaise were preparing opposition to a reported move by the Mayonnaise Code Authority seeking exemption from the recent NRA order X36, relating to payment of assessments to one authority. Failure to pay code assessments resulted in 150 retail grocers being summoned before the State NRA Compliance Director to-day. Upper area canners, it was learned, will seek to adjust on a piece-work basis the wage-hour provisions of the Canners' Code for the remainder of this season.

Financing by Emergency Agencies

Inauguration of a new policy whereby the Treasury is to supervise the flotation of securities of the emergency agencies of the Government, presumably so as to prevent conflict with its own financing operations, is seen by observers in the undertaking by the department to market \$100,000,000 of Federal Farm Mortgage Corporation 3 per cent. bonds.

The former policy of the Reconstruction Finance Corporation to market its own debentures has given way to the acquisition of its paper by the Treasury, which obtains money for the purpose by the sale of direct Treasury obligations.

It was presented to Congress by the Treasury Department officials, in the formulation of emergency laws which gave authority to float securities, that such flotations should be made only by and with the advice and consent of the Treasury that an orderly market for all Government issues might be maintained.

Seed Business

Do I care and do I wonder
How my seed is doing yonder
Do I have a deep concern
If where sown it further earn
Or produce abundant yield
For the man who tills the field
Do I wonder, do I care
What my seed is doing there?

Is my ardor but to be
All my own necessity
Or the rather also show
That the profits dual grow
If I give a thoughtful hand
To the one who tills the land
Do I wonder, do I care
What my seed is earning there?

If you want the most of fun
Watch your trade—if you run
Your own deal with cleverness
You will meet enough success
And will find ere you are through
That yourself and farmer too
Both are winners from the care
Given seeding yonder there.
Charles A. Heath.

A new device, quickly attached to the dash of your car, holds 12 cigarettes, feeds, automatically lights, and serves a smoke at the press of a lever.

MEAT DEALER

Learning the Latest Kinks in Meat Merchandising

Retail meat dealers representing 18,000 markets from New York on the East to California on the West and from Minnesota to Texas, and serving approximately one-ninth of the Nation's 125 million consumers with steaks, chops and roasts showed their interest in learning the latest kinks in meat merchandising by attending meetings conducted by the National Live Stock and Meat Board during the fiscal year ending June 30, according to a report just issued by that organization.

With 601 beef, pork, and lamb lecture-demonstrations conducted before audiences in 151 cities of thirty-one states and the District of Columbia, the Board states that these were the most successful twelve months in the history of its meat merchandising program. More than twice as many persons were reached as in any similar period, the territory covered was larger, and a great many different activities were carried on.

That new records were set in this phase of the Board's activities was credited in large degree to the enthusiastic co-operation extended by retailers generally. These men of the trade spared no effort in making advance arrangements for meetings, and in boosting the program as a whole. The keen interest of retailers is attested by the fact that in practically every city men drove in from 15 to 150 miles to attend the meetings.

In addition to transforming beef, pork, and lamb carcasses into modern meat cuts adapted to present-day demands, the value of attractive displays and sanitary conditions was emphasized. Cutting tests were conducted. Meat's nutritive value was stressed. Illustrated talks brought out that meat is unsurpassed as a source of protein, iron, phosphorus and energy value, and high in other food essentials.

Co-operation of the Board with local live-stock and meat interests, civic groups and educational institutions made possible successful Meat for Health campaigns in Dallas, Tex., in San Francisco and Los Angeles, Calif., in Wisconsin, and in Oklahoma. In the California campaign alone forty-seven meetings were attended by more than 20,000 retailers and consumers.

The interest of retail meat dealers in learning more about successful merchandising methods also was shown strikingly by the attendance of these men at retailers' short courses. Courses conducted at the Iowa State College, University of Minnesota and the Oklahoma State College were attended by dealers from 128 cities of nine states. In each case these men requested similar courses for next year.

The Board points out that in addition to the retailers, thousands of home makers, high school and college students, chefs, stewards, dietitians, teachers, service clubs and others attended the demonstrations and lectures. The importance of this sort of work before consumer groups is indicated by the fact that from 20 to 25 per cent. of the average food budget is spent for meat.

A new line of promotion amplifying the meat merchandising program included a new sound film and a talking motion picture, both featuring meat. The Board co-operated with refrigerator companies in the production of these films. In less than four months, they have been shown before audiences totalling 225,000 retailers, housewives and other groups in approximately 700 cities.

Through the medium of radio, meat merchandising specialists have brought the newer meat facts to listeners in over forty-three stations in twenty states. More than 216,000 pieces of meat merchandising literature were distributed, upon request, throughout the country.

The foregoing are cited by the Board as a few of the more prominent accomplishments of the year.

It is said that retailers everywhere have been fluent in their praise of this program as being of value to them in increasing meat sales. For example, a retailer in Nebraska stated that a single idea concerning the utilization of the end cuts of pork loins was worth at least \$200 to him during the year.

A New York dealer said that the merchandising suggestions have helped to increase sales through giving customers better cuts and greater variety. A prominent Illinois merchant who saw the demonstration and immediately made the new cuts and put them on sale, asserted that customers are enthusiastic about the new cuts and business has steadily increased.

Responsibility For the Upturn in Meat Values

Approximately \$1,640,000,000 was added to the market value of cattle, hogs, and sheep on American farms between January 1 and June 30, 1934, according to estimates made public today by the Institute of American Meat Packers.

Of this figure, \$1,390,000,000 was accounted for by cattle, \$174,000,000 by hogs, and \$72,000,000 by sheep, the Institute said.

"The estimated average market price of cattle and calves at Chicago for the week ending June 30, 1934, was \$7.45 per hundredweight as compared with \$5.25 for the week ending December 30, 1933, a gain of \$2.20 per hundredweight," the report explained. "The average weight of cattle is about 946 pounds, which would mean an increase of approximately \$20.80 per head in cattle values or an increase of approximately \$1,394,000,000 for the estimated total of 67,000,000 cattle and calves on American farms and ranches January 1, 1934.

"Figures for hogs and sheep were arrived at by the same means, the Government's estimates for the number of hogs and sheep on farms and ranches last January being 56,000,000 head and 52,000,000 head, respectively."

These figures, the Institute explained, do not include hog processing taxes of approximately \$107,000,000 which were incurred by the packing industry during the first six months of 1934, an amount which is to be spent by the Government in payments to those farmers co-operating in the hog-corn reduction program, and for purchases of hogs and pork for emergency

relief purposes and in other ways to aid hog values.

"An improvement in consumer purchasing power and heavier demand for meat and meat products, coincident with a reduction in live stock marketings, was responsible for the upturn in values."

Increase in Hog Prices

Hog prices increased more than 40 per cent. during the month of June, according to a review of the live stock and meat situation issued by the Institute of American Meat Packers.

The sharp increase in hog values came about as a result of an improved demand for pork products, and a substantial reduction in receipts of hogs marketed.

Prices of pork products at wholesale during June increased from 8 to 20 per cent. from the low levels prevailing at the opening of the month.

The demand for cooked hams and other summer specialty items was unusually good, and the volume of all pork products moving into consumption was large.

The export trade in pork and pork products was only fair during the month.

Prices of dressed beef showed some improvement during June, and prices of dressed lamb declined.

Cattle sold at somewhat higher prices in June than in the preceding month, but prices of sheep and lambs were generally lower than in May.

Cuban Sugar Pact Suggestions

Sugar interests are reported at a loss as to what to present to the committee for reciprocity information in the consideration of the projected trade pact with Cuba, it is learned.

They feel that they are "shooting in the dark" since they have not been informed as to the basis of the agreement to be entered into between the two countries.

It is understood, however, that they will make three suggestions:

1. That it be made incumbent upon Cuba that she take advantage of any further tariff concessions upon sugars. That is, Cuba should be made to agree not to reduce her selling prices because of any preference rate, they contend, because otherwise all suppliers of the American market would have to follow suit.

2. Any concessions that are thus to be made should be limited to the life of the sugar quota agreement so that when in the future the quota system should be abandoned, the present rates of duty again may become effective. Otherwise, it is argued, the domestic producer would be at a disadvantage for Cuba could flood this market with low price sugar.

3. The preferential should be lower upon refined than upon raw sugars so as properly to protect the American refiner, efforts to correct a situation complained of by the refiners having failed when the present tariff law was under consideration.

Retail Sales Trends

The retarding effect of the drought on retail trade is illustrated by the fact that Sears, Roebuck sales during the four weeks ended July 16 were only 11.3 per cent. ahead of last year, as compared with a corresponding increase of 25.5 per cent. in the preceding four weeks' period.

This represents a drop in actual dollar volume of about 25 per cent. and is the sharpest decline in sales the company has experienced since the very bottom of the depression.

Unless Government drought relief expenditures and higher prices for farm products reverse this trend in the near future, prospects are that the best showing in retail trade this year will be made by the industrial sections of the East. Although the sales improvement witnessed in the first two weeks of July is not being sustained currently, indications are, nevertheless, that stores will at least be able to meet the high sales figures recorded at this time last year.

Fall Textile Prospects

Although production for fall requirements is gradually getting underway, operations in most branches of the textile industry are still held down to levels substantially below those fixed by code restriction orders.

A revival of activity in all textile lines is expected shortly, however. Manufacturers of wool and cotton goods, however, are not certain enough of the future to manufacture for stock, in view of prevailing high raw material prices and the processing tax.

Considering the current price relationship between the four major textile fibers, prospects are that silk and rayon will have a proportionally larger share in the coming fall business than wool and cotton, despite the fact that the cold season naturally favors the heavier fabrics. Labor difficulties are one chief reason for the fact that activity in these two lines also is still restricted.

My Little World

Take your ships or private yachts
Take your cars or planes
But give me forget-me-nots
When their beauty reigns
In the garden of my care
Daily growing yet more fair
For a garden loves to share
Ever all it gains.

Never would I wander far
To some foreign land;
But the gifts which round me are
Rather understand;
In my garden where it shows
Pansy, phlox, hydrangea, rose;
Also memory that grows
There of mother's hand.

Full contentment too is mine
Fuller for the shade
And the shadows which define
Heights the trees have made—
Bowers shielding summer's sun
Bowers after tasks are done
Bowers, flowers—one by one—
Coming to your aid.

Gardens offer friendship true
Summer-long and free;
Yesterday though fair they grew
Dawn will bring to thee
Further tokens of their worth
Coming from their Mother Earth;
That is why a garden's gift
Means a world to me.

Charles A. Heath.

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.

In Union There Is Strength

Lansing, July 12 — Trade organizations, representing over 20,000 retailers met at the Hotel Olds, Lansing on July 10 to form a central organization known as the Michigan Federation of Retail Merchants. Association represented at the meeting were: Michigan Bakers Association; Michigan Farm Implement Association; Michigan Retail Clothiers Association; Michigan Retail Dry Goods Association; Michigan Retail Grocers and Meat Dealers Association; Michigan Retail Hardware Association; Michigan Retail Lumber Dealers Association; Michigan Retail Shoe Dealers Association; Michigan State Pharmaceutical Association.

Officers of the Michigan Federation of Retail Merchants elected at the meeting are:

President—Alton J. Hager
Vice-Pres.—Jason C. Hammond
Secretary—H. W. Bervig

The Executive Board is composed of two representatives from each affiliated organization. For the present, business will be conducted from the office at 1112 Olds Tower, Lansing.

President Alton Hager is quoted as saying that retail merchants view with alarm the rapid increase in governmental costs. He states that prime purposes of the organization will be to promote economical administration of governmental affairs, to examine tax schedules and to present suggestions for better enforcement of tax laws and elimination of duplicate taxation. Protection of the independent retailer will be one of the objectives of the organization, Mr. Hager states.

H. W. Bervig,
Sec'y Michigan Federation of Retail Merchants.

Michigan Bankers Association—
H. J. Balkema, Grand Rapids,
Executive Sec'y

Michigan Farm Equipment — S.
J. Rankin, Shelby, President

Michigan Farm Equipment — A.
E. Larsen, Grand Rapids, Secretary

Michigan Retail Clothiers—Louis
M. Kositched, Lansing, President

Michigan Retail Clothiers—Wade
L. Jones, Adrian, Sec'y-Treas.

Michigan Retail Clothiers—Fred
L. Westgate, Adrian, Vice-Pres.

Michigan Retail Dry Goods Ass'n
—Jason E. Hammond, Lansing, Manager

Michigan Retail Grocers & Meat
Dealers — Herman Hanson,
Grand Rapids, Secretary

Michigan Retail Hardware Ass'n
—H. A. Schantz, Grand Rapids, President

Michigan Retail Hardware Ass'n
H. W. Bervig, Lansing, Secretary

Michigan Retail Lumber Dealers
Association—Harry A. Brattin,
Shepherd, President

Michigan Retail Lumber Dealers
Ass'n—Alton J. Hager, Lansing, Member

Michigan Lumber Dealers Ass'n
—Hunter M. Gaines, Lansing, Secretary

Michigan Shoe Dealers Ass'n—
Geo. A. Minsky, Lansing

Michigan State Pharmaceutical
Ass'n—Clare F. Allan, Wyandotte, Secretary

Michigan State Pharmaceutical
Ass'n—Elmer E. Mahar, Pontiac, President

Lansing, July 21—Immediately on receiving your letter I checked with the girls concerning the information about the Michigan Federation of Retail Merchants. They informed me that they have a distinct recollection of writing and mailing the letter to the Grand Rapids office. However, this is water that has gone by the dam.

Attached find copy of the original press release, concerning the organizations present at the meeting.

That release does not give the names of the individuals at the meeting. This information is appended below.

We are having a meeting of the by-laws committee, consisting of Joseph B. Grant, of the Joseph B. Grant Co., Battle Creek; S. E. Larsen, of the Michigan Farm Equipment Association, and myself. This meeting is being held Sunday, July 22.

As soon as possible after the affiliated associations have given me the names of their representatives on the Executive Board, we will have another meeting and draw up the objectives of the organization and the method of operation.

I will send you a copy of the constitution and by-laws, also any other information which I think will be of interest to you. Some of the information which will be sent you hereafter may not be for publication, but will be sent you, so you will have complete information concerning the activities of the organization.

Harold W. Bervig, Sec'y.

Oldest Family of Eleven Children,
Living

The family, of which David D. Walton, hardware dealer, Lake City, is a member, is believed to be the oldest family in the United States or Canada. The claim is based on the combined ages of eleven living children of one father and one mother. The combined ages which total Jan. 1, 1934, 772 years, 2 mo. and 26 days.

The family of thirteen, seven boys and six girls, was born twenty-two miles from the city of London, Ontario, Canada, near the village of Ailsa Craig, Middlesex county. All were

born in the same log house and rocked in same cradle.

The father, Nicholas Walton, was born in England, and the mother Sarah Hughs Walton was born in Wales and was a cousin of Chief Justice Hughes of U. S. Supreme Court.

Names of the family, all of whom are now living, except two, their age on Jan. 1, 1934, are as follows:

	yrs.	mo.	days
Edward Walton	79	9	7
William Walton	78	4	24
Sarah Ann Morton	76	8	1
David D. Walton	74	9	20
Rachel Rosser	73	2	0
Hannah Coyne	71	8	30
Elizabeth Dunn	70	1	29
Mary Jane McDonald	68	6	27
Thomas Walton	66	7	18
Margaret McGee	65	2	26
Isaac F. Walton	57	4	4

Total years ----- 782 2 26
Average years ----- 71 1 10½

Independent Merchant, Here's Your Chance

Lansing, July 23—D. M. Nelson, Vice-President Sears, Roebuck & Co., has been offered a place by the Government on the Industrial Advisory Council as the representative of retail interests. This Council is advisory to Daniel C. Roper, Secretary of Commerce, and is expected to become one of the most important of the various Government Commissions.

Official appointment has not yet been made.

A telegram has been sent by the Federation over the signature of President Hager. This should be supported by a telegram from each of the affiliated associations.

On receipt of this notice wire Secretary Roper, protesting this appointment. Stress your opinion that an independent merchandiser should represent the retail trade.

Harold W. Bervig,
Sec'y Michigan Federation of Retail Merchants.

Every independent merchant in America should act on the suggestion of the Michigan Federation of Retail Merchants and wire Secretary of Commerce Roper at Washington to shelve his candidate for the Industrial Advisory Council and substitute an independent merchant therefor.

Ban on Piracy Upheld

The recent decision of the Federal District Court in New York upholding a provision of the silk textile code prohibiting piracy of designs and styles is seen by National Recovery Administration officials as of major importance to the more than fifty other industries whose codes include similar provisions.

While design piracy, a general phrase used to describe the unauthorized copying by one manufacturer of the designs, patterns and styles of another, was prevalent in many so-called "style" industries, it is pointed out, it was probably present in the most aggravated form in the silk textile trade.

It is asserted by officials that the Recovery Act, with its offer to industry to enter into enforceable codes of fair competition, provided a solution for piracy of design and the silk manufacturers were quick to see its value.

Chief Consideration of Radio Buyer

Leaders in the radio manufacturing industry have indicated to officials a noticeable change in customer attitude from the question of price to one of quality.

This situation is being given consideration in the studies to determine the extent of economic improvement in all industries.

During the past three years, price has been the major consideration, and manufacturers, it is reported, have concentrated to great extent upon the production of low cost electric sets, portables and automobile radios.

More recently, demand of the purchasing public has been more in the direction of quality, price being secondary. It is commented, however, that the experience of the manufacturers during the last three years, bringing improvements increasing the efficiency of the sets and of their production, have been invaluable.

More "Knee-Wheels" Coming

Most design changes in the next year or so seem likely to be further developments of current trends, rather than changes in direction of progress.

More "knee-wheeled" cars are to be expected, along with definite improvements based on analysis of service experiences in the United States with this new type of spring suspension.

Transmission developments probably will see further moves toward easy-shift devices, rather than quick progress in commercial application of the automatic transmission.

Streamlining will be emphasized more and more, but, despite the apparent contradiction, top speeds will be emphasized less.

Tire sizes will continue to be increased, especially on the lighter cars, but probably not to any appreciable extent so far as 1935 models are concerned.

A more economical sewage disposal method is expected to be provided through a new centrifugal separator which is said to de-water sewage to a point permitting its incineration.

SHEET METAL PRODUCTS

ROOFING AND FURNACE SUPPLIES—CONDUCTOR PIPE AND FITTINGS
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DRY GOODS

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

Wm. Barie Dry Goods Co. Celebrates Fiftieth Anniversary

Lansing, July 3—We have just returned from a membership trip among the dry goods men of the Upper Peninsula. Never saw Upper Michigan so gorgeous with green foliage. It seems that the rain that has been needed most for the crops in the remainder of the country has been showered upon the Upper Peninsula. Now is a good time to go and see the beautiful lakes and forests of our own beloved state. Will tell all about our trip in the next bulletin.

A few days ago we received a clipping from the Saginaw paper speaking in complimentary terms of H. G. Wesener. It was the occasion of the fiftieth anniversary of the organization of the Wm. Barie Dry Goods Co. of that city. Mr. Wesener has been a director and vice-president of the Michigan Retail Dry Goods Association and is well known by our members throughout the state. For twenty-seven years he was connected with the Wm. Barie store, retiring for a period, and has again returned to his post. The members of our Association congratulate Mr. Wesener on his long and successful career and wish him and his company a prosperous future.

There are a number of definitions of the word "credit." The acceptable one, from a merchant standpoint, is that it is a "convenience" to be used from time to time on a monthly basis or on longer terms if agreed upon, in lieu of cash transactions.

Too often, in the mind of the customer, opening a charge account simply means that it is an easy way to obtain merchandise immediately, but for which he is unable to pay cash.

The first step in a credit transaction on the merchant's part must be educational. The opening of the account must be made an impressive ceremony—taking the application slowly, and deliberately obtaining all necessary information together with references which can be verified and checked by the credit bureau. He must, at that time state his terms and impress upon the applicant the necessity for strict adherence to them. This is the merchant's part in the educational effort necessary to instill in the mind of the credit seeker that the obligation is his and must be met as agreed. This will impress the customer with the importance of the transaction and prevent over-buying, and if the account is carefully watched and terms adhered to, will tend to promote prompt payment.

One of the latest frauds is worked by two phoney "Detectives"; claiming to be secret service men. They call on small shopkeepers and say that considerable Lindberg kidnapping ransom currency (all serial numbers on record) has been circulated in that vicinity, and they want to examine the contents of the cash register. They hop onto the biggest bill in sight, glance ostensibly at the listing sheet, and cry, "Ah, this is one." They ask many questions. The trades people usually have no idea of who gave that particular bill. The men then say, "We must take this for evidence—here is a receipt, redeemable at any postoffice." Then they vamoose. The receipt is about as redeemable as a Peruvian stamp. There is something about the Lindberg name and legend that disarms the victims, who would otherwise resist such a bold swindle. Tell your business associates to be on guard.

Jason E. Hammond,
 Mgr. Mich. Retail Dry Goods Ass'n.

Glassware Demand is Limited

Current demand for glass products continues dull in practically all branches. The lull is largely seasonal, however, and the outlook for increased buying later in the Summer is promising. Demand for plate glass has been below the June levels so far this month. In the pressed and blown glassware field, a good demand for premium goods, such as cereal sets and other glass kitchenware, for September and October delivery, is noted. Spot demand for containers has not been as good as manufacturers expected, but plants remain busy turning out goods on contract orders placed some time ago.

Buyers Seek Appliances

Special lots of electrical appliances available at concession prices were in demand in the wholesale market yesterday. Retailers, seeking stocks for late Summer promotions, shopped through the showrooms of sales agents, but were unable to obtain the volume of goods they wanted. Surplus stocks of regular merchandise are the smallest in years, manufacturers explained. In addition, code regulations governing the sale of appliances prevented producers from making special prices on available stocks. The buyers will return to the market again next month, when Fall goods are opened by the trade.

Infants' Hose Ready in August

With no cut in hours scheduled for the hosiery industry, producers of infants' hosiery and anklets have returned to their original plan of opening Spring lines the first or second week in August. If a reduction of hours had been put through, the new ranges would have been shown yesterday, thereby giving buyers an opportunity to cover requirements earlier and mills a chance to make up for the shorter work week. Last week wholesalers started on the road with Fall lines of children's hosiery and boys' golf hose, reporting that most emphasis is on the 19 to 35 cent price lines for domestic goods.

Hard Surface Rug Outlook

Convinced that buyers who visited the rug show opening at New York last week will place volume orders before the middle of August, hard-surface floor covering manufacturers have a larger force of salesmen on the road at present than in any season since 1931. Reports on stocks in retail stores have convinced the major producers that Fall buying will be exceptionally heavy on the extreme low-end linoleum and felt-base products. Recent price changes on heavy linoleums have slowed up the demand for that type of goods and little volume business is looked for on either battleship or plain linoleums.

To Maintain Pottery Prices

New lines of decorative pottery to be opened in New York late this month will be priced at levels similar to those of last Fall, manufacturers and selling agents have agreed. Demand is expected to center on extreme low-end goods and producers have built lines

with that idea in mind. Merchandise to retail in ranges up to \$7 will be featured in practically all of the major displays. Producers said yesterday that demand for pottery in the Spring season was below expectations but was 12 to 15 per cent greater than in the 1933 season.

Shade Prices to Drop 6 to 20 Per Cent

Fall prices for window shades will average 6 to 20 per cent. below Spring levels, manufacturers at work on new quotations reveal. The larger reductions will be made on the highest grade shades. The new prices, which will be announced by all producers before the close of the week, will carry into the Fall buying season in spite of the fact that cotton, the major raw material in the manufacture of shade cloth, has advanced. Buying throughout the market yesterday was at a standstill because of the impending price changes.

Men's Wear Prices a Problem

Conflicting price trends in the men's wear field caused some hesitation among buyers on Fall orders this week with the result that the volume did not come up to expectations. With the outlook for wool fabrics and consequently clothing very uncertain, many buyers expecting reductions, stores were doubtful as to whether they should cover requirements freely. On the other hand, indications were that cotton merchandise, such as shirts and underwear, were on an upward trend and how far price advances would go was a question that troubled buyers.

Stores Buy Apparel Cautiously

While a fairly substantial volume of orders was placed on women's ready-to-wear in the New York market last week, buyers are operating cautiously, according to comment by manufacturers. A good deal of business came through on coats and suits for August promotions, but stores were inclined to move slowly in making commitments on Fall merchandise. Those accessory lines that are now open, such as blouses, handbags and millinery, re-

ceived some fair-sized orders, but the buying could not be said to be of any large volume.

To Broaden Appliance Lines

Electrical appliance lines opened at the Fall homewares show next month will feature new low-end ranges in practically all staple items, producers predicted here yesterday. The strict control on price cutting under the industry's code, manufacturers explained, has revealed a growing need for merchandise fitting into retail price brackets 10 to 15 per cent below established minimums. A number of buyers here early this week for sales merchandise departed without placing orders because they could not get goods at the prices they wanted.

Order Low-Price Lamps at Show

Buying interest at the lamp-trade show held at the Hotel New Yorker last week switched to low-price merchandise. Earlier in the week better-grade lamps in both table and floor models moved freely, but later orders were confined almost entirely to goods which can be retailed at \$15 or less. Buyers specified September delivery for practically all the popular-price goods. In the lamp-shades lines the call for better goods continued, with silk and novelty shades wanted. Buyer registrations so far this week are on a par with those at the Spring showing, held last January.

Alter Chromium Ware Patterns

Chromium-plated hollow ware styled after popular patterns of sterling silver will be featured by a number of manufacturers in Fall lines. The producers who have been promoting chromium-plated articles in patterns similar to those in which pewter was made several seasons ago are designing the new lines especially for silverware departments. The new styling, it is felt, will enable producers to get wider consumer acceptance of chromium-plated goods in the hollow-ware field.

High motives are an antidote to feeling low.

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HOTEL DEPARTMENT

A Few Old Time Kickers Still in Evidence

Los Angeles, July 21—Some kind friend has supplied me with a copy of Harry Royal's Pentwater News, containing particulars concerning the death of Jacob Achterhof, popular merchant of Ferry, Oceana county. His passing comes as a personal loss to the writer, who enjoyed his friendship for many years. "Big Jake," the title by which he was well-known by his vast number of friends, was born at New Era 54 years ago, but my first acquaintance started with my acquiring the Verbeck Tavern, at Pentwater. At that time he was train baggageman on the run from Holland to Pentwater, a position he filled for many years to the satisfaction of his employers and the traveling public. At the Pentwater end of his run he became an almost perpetual guest at the Tavern, and we became the warmest of friends, to the extent that after he left the run and became a citizen of Ferry, we used to exchange visits. He became both supervisor and treasurer of Ferry township and served for some years as superintendent of the poor for Oceana county. It was told of him that prior to National prohibition, when local option prevailed in Oceana county, that convivial spirits therefrom used to go to Muskegon, load up with obnoxious liquids, and "Jake" would be called upon to give them a "shoulder lift" from the day coach to the baggage car, where they could enjoy undisturbed slumber. Anyone knowing him could understand how it could be easily possible with his magnificent physique. He will be missed by all, but his family and friends have the satisfaction of the knowledge that he was "one good fellow."

About once in a fortnight I catch up with Mr. and Mrs. Ernie McLean, well known as former operators of Hotel Park-American, Kalamazoo, and there is always a period of reminiscing when we get together, and we also talk over current events in Michigan, for the reason that he keeps in touch with affairs of the Wolverine state through its newspapers. The McLeans are enjoying the best of health here in Los Angeles, have acquired an army of sincere friends and ought to be happy.

There are still a few of the old-time "kickers" among the abbreviated army of traveling men, but of late I have from personal observation, noticed their numbers have become decimated, although a few "walking delegates" remain to remind one of the time when each of his kind carried with him a copy of Wood's Guide, and criticized the hotels with the alphabetical arrangement of the various towns and cities, and naturally beginning at the head of the list. Believing him, a novice would at once decide that most hotels were plague spots. Before I got into the hotel game I could not understand how the bonifaces kept out of the clutches of the law or evaded raids from the health department. Fortunately I knew a lot of the people he was "roasting" and consequently did not take his kind seriously. But the other day as I was approaching Los Angeles I ran across one of them on a red car and once the subject was broached by the opposite party, I decided I might get a story, especially as he primarily warned me that about all the landlords in the Angelic City were disciples of Dillinger. Years ago one of these "hijackers" had permitted him to miss a train, which was, presumably, one of the ethics of hotel operation. Either the call boy was just an ordinary human being or else if he was called, he resumed his slumbers, and the landlord neglected to call out the hook-and-ladder organization to

save him from his own shortcomings. He admitted, however, that ordinarily the service at this particular place could be worse; that their beds were pretty fair, but the hotel man had failed to bring back the train. Sometimes I have almost felt that perhaps the hotel man had an occasional just grievance against certain commercial men as a turn-around. While many of them do a lot of things thoughtlessly, but are of a certainty grievous, the hotel man looks pleasant and for that reason they think he enjoys it. Just as much, I should say, as he does when the tax collector makes his occasional round-up. The traveling man is not regarded as a criminal when he polishes his shoes with a towel or leaves a living cigarette butt on the edge of the walnut dresser, but, of course, occasionally one of his employes has a hiatus in his thinking program, in which case he ought to get the hook.

The successful operator of a hotel dining room or the cafe is the one who readjusts his menu to meet the season's requirements, and does not try to palm off on his patrons, in the summer season, a stock of goods suitable only for winter consumption. The thing to do is to watch the returns to the kitchen, which, as a rule, clearly demonstrate what the public are ordering and absorbing in the food line. Then feature the strictly seasonal offering and your efforts will bear results. I have noticed here in California the purely "health" restaurants do a much better business in hot weather than during the periods of lower temperatures. That is because the public naturally drifts away from meats and the more substantial foods at this time, and partakes freely of fruits and vegetables.

Some hotel men take the position that guests take pleasure in giving tips to employees who perform satisfactory service. That is all right, but why pass the subject by without a further examination of the facts? All employees do not perform satisfactory service and no one knows this better than the hotel man himself. Some employees, but the type is exceedingly rare, take pleasure in performing a service without any particular thought as to the possibility of receiving a gratuity, but the rank and file measure up to the guest and serve accordingly. Tipping will never be done away with. The paying public itself, is responsible for the unsatisfactory conditions, but it is within the province of the management to see that everybody gets service, allowing the waiter to take his chances on getting tips.

How the chef in a restaurant or hotel "keeps house" in an efficient manner, interests a great many people, whether their duties are confined to the domestic kitchen, or in public service for which they have not been previously trained. One of the leading department stores here shows a sense of realization of this condition by conducting a sort of information bureau which gives frequent matinee exhibitions to which all those interested have entree. The idea of supplying cards on which recipes are printed, representing the dishes served on the particular occasion, uniform in size so they may be filed in card indexes, without cost, is a winning card. I drop in frequently and find much interest evinced. I believe it is a program which could be staged advantageously in many of the larger cities, and think food dispensers would find it a good thing to boost it along.

Walter J. Reid, former manager of Fairfield Inn, Saphire, N.C., has been appointed manager of Gratiot Inn, a short distance from Port Huron, easily one of the finest resorts on the east shore of Michigan. He succeeds Mrs. Lucy J. Rees, who for a long period

of years satisfactorily and successfully conducted same. A number of improvements have been made in the establishment. Floors have been sanded, the interior decorated throughout, outdoor games have been provided for, and landscape gardening has been a feature in rehabilitation.

News of two former Michigan hoteliers is to the effect that C. L. Corpening, of the Palmer House, Chicago and Charles T. Gratz of Hotel Moraine, Highland Park, have resigned their managerial positions. No announcement has been made as to their future plans, but undoubtedly they will be heard from again in the very near future. Mr. Corpening will be remembered on account of his former con-

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Phil Jordan, Manager

An Entire City Block of Hospitality



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Excellent Dining Room
Rooms \$1.50 and up
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Muskegon Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

nection with Post Tavern, Battle Creek, and Mr. Gratz because of a recent affiliation with Hotel Pantlind.

The newly formed Big Rapids Mineral Water Corp., which has taken over the Big Rapids mineral wells, idle for many years past, has announced plans for the erection of a health resort and hotel, work upon which will begin at once. The hotel will be operated on the sanitarium plan, similar to several hotels in Mr. Clemens and St. Joseph.

William E. Flynn, who has been at Highland Pines Inn., Southern Pines, N.C., during the winter season, has been appointed manager of the Pere Marquette Railway's Charlevoix Inn.

The placing of the Detroit hotel business on the basis of a service trade and the consequent suspending of the hotel code resulted in a special meeting of the Detroit Hotel Association last week, with President Fichler wielding the gavel. It was pointed out at this session that the Michigan Hotel Code authority and the sectional code authorities will be abandoned and only the child labor, maximum hours and collective bargaining provisions of the code will remain in force. Maynard D. Smith, owner of Hotel Fort Shelby, was chairman of a committee to further the application of the fair practices act, with power to complete the committee.

Arthur Miller has leased the Uby House at Bad Axe, formerly conducted by Lee Soper, and has remodeled and decorated same, preparatory to handling prospective summer traffic.

William J. Chittenden, Jr., manager of the Book-Cadillac, has announced certain changes in the conduct of the English grill and bar room, in that establishment to more nearly meet the requirements of his patrons. Plate luncheons at a moderate charge are offered, together with an a la carte menu. The room is air-cooled, as are all other Book-Cadillac dining rooms.

Cliff Reynolds, formerly associated with the Book-Cadillac and Tuller hotels, Detroit, has been appointed to the promotion staff of Hotel Morrison, Chicago, by Leonard Hicks, managing director. His headquarters will be in Detroit.

Mrs. Belle Thomas, who has been assistant secretary for the Michigan, Detroit and Greater Detroit Hotel Associations for a long time, underwent an operation for appendicitis in a Detroit hospital last week, but is reported as convalescing satisfactorily.

Sidney J. Everett, formerly with Webster Hotel, Detroit, has resigned that post, to become assistant manager of Hotel Allerton, in that city.

Fred Martini, who has been manager of the Elks' cafeteria, Grand Rapids, has been appointed catering manager for the Cascade Country Club.

Helen K. Eby, of St. Ignace, has purchased the Castle Rock resort, three miles from that city, and has placed C. A. Simmons in charge. It was conducted last season by Vaughn Norton.

Paul T. Kilborn, assistant to the resident manager of Detroit Statler, has been elected a director of the Down Town Lions' Club. Mr. Kilborn served as president of the Detroit Charter of Greeters last year.

Leon Deglman, vice-president of the Michigan Hotel Association and manager of the three Roberts-Deglman hotels at Sault Ste. Marie, has completed an extensive program of rehabilitation at the Ojibway. All guest rooms have been redecorated.

Frank S. Verbeck.

SMASHING FINISH

For Bottle That Once Contained Liquor

Fill a second-hand bottle with some more liquor, if you must—but don't let Uncle Sam know about it, or there may be a \$1,000 fine to pay, with maybe two years behind the bars.

It's still all right, though, for a few days; but on Aug. 1 the Government's new bottle regulations go into effect. They are designed to bottle up the traffickers in used liquor containers.

So stiff are the new rules that they approach the stern penalties of the prohibition laws in specifying what can and what can't be done with the bottles in which spirits are sold, as well as how, where, and when brand new bottles may be made and dispensed.

Drawn by the Treasury Department on orders from Congress, the rules are looked upon to divert into the Federal coffers millions of dollars from liquor that now escape the tax laws.

The regulations came on top of a series of rules issued recently by the Federal Alcohol Control Administration. These rules instruct the liquor industry as to just how they are to fill bottles, and what kind of bottles they may use, but were revised slightly July 20 and will not be effective until Nov. 1.

But the mandate covering the making and using of bottles starts with the glass-blowing plant, runs through every step of production and distribution, and ends at the consumer's table.

Absolutely barred are the buying or selling of used liquor bottles without special Treasury dispensation.

And in this language (Article VII, Section 2), the consumer is told what he is to do about left-over bottles:

"The possession of used liquor bottles by any person other than the person who empties the contents thereof is prohibited. This shall not prevent the owner or occupant of any premises upon which such bottles may lawfully be emptied from assembling the same in reasonable quantities upon such premises for the purpose of destruction."

Which makes it risky business to let old bottles accumulate in the coal bin. And still riskier to give them to a neighbor.

For the home dweller, analysis of the regulations suggests that the safest plan is to set aside a portion of the cellar for the smashing of liquor bottles as soon as the last drop has been drained.

For apartment dwellers, bottles may be turned over to the janitor with reasonable safety if he promises to destroy them and not dispose of them at a profit or appropriate them for personal use.

More specific are the specifications for the bottle and liquor industries. Bottle makers must have Treasury permits before they can blow a bottle. They can deliver only to certified distillers, rectifiers, importers, or wholesalers.

Blown in the bottle must be the maker's permit number, year of manufacture and maker's symbol assigned by the Treasury. Besides there must

be blown on the shoulder these words: "Federal Law Forbids Sale or Reuse of This Bottle."

That rule goes into effect Aug. 1 for the bottle makers. Beginning Nov. 1, all bottles used for liquor must meet the same requirements, the lag in time apparently permitting the use of bottles now held in factories, warehouses, and liquor plants.

Everyone affected must report his bottle stocks to the Treasury as of July 31. After that, the Treasury will get frequent reports covering the production and distribution of bottles.

As to imported liquors, the rules provide that, after Nov. 1, all empty liquor bottles imported must have a blown-in inscription showing name of the city of origin, name of importer, and the warning about reuse of bottles.

After the first of the year, no spirits for retail sale may be imported unless the bottles comply with these rules, except by special permit. This doesn't apply to containers of five gallons or more.

The Treasury issued the regulations in accordance with a joint resolution approved, June 18, by Congress with the idea of protecting the revenues from liquor by controlling bottle traffic.

Complaint about use of second-hand bottles for illicit liquor sales have been frequent. Bottles are refilled, capped and put into trade by bootleggers, it is charged. Further, places serving liquor have been charged, in some instances, with keeping bad liquor in good bottles.

So now the possession of an empty bottle may be as wicked, or more so, in the eyes of the law, as custody of a full bottle was in pre-repeal days.

Sleep Like a Top? What Science Finds

Do you sleep like a top? If so it may be nothing more than an empty boast. Experiments at Colgate University have proven that merely walking past a sleeping person causes the muscles to tighten. It is easily to imagine what the effect of greater noise would be. Sound has been found to have a definite reaction upon the nerves of people and while some may not be as sensitive to discordant sounds as others, nevertheless the constant beat of noise on the ears reacts upon the health of the body.

It was the high cost of noise that has stimulated business interests to clamp on the rubber heels of silence. Tests by Dr. Laird of Colgate University have proven that sounds once set up in a bare room will bounce back and forth for as long as 10 seconds. Of course, occupation of a house will tend to absorb many of the noises through the use of rugs and draperies. All furnishings help, although Dr. Laird showed that while ordinary lace curtains help, drapes of heavy material which hang in folds have still greater absorption value.

It is suggested that "noise-absorbing" materials can be worked into many places. Scraps of sound-absorbing wall board, for example, lining the bottoms and backs of bookshelves added 50 absorption units to the room,

more than if a second rug 9 by 12 feet had been added to the room.

The days of clicking and clacking mechanisms are gone. The war on noise has progressed to the point where it is possible to construct window ventilating boxes which will admit air while excluding noise.

Experiments by the Bureau of Standards indicate that it is entirely possible to secure the comfort and peace of silence by comparatively simple methods of furnishings, firm or tight window panes that do not vibrate "sound traps" at open windows and the use of absorbent wall coverings.

May Challenge Pension Law

The appointment by President Roosevelt of the members of the Railroad Pension Board has attracted attention to the possible challenge of the pension law by the carriers.

It is learned that the railroad counsel are going over the various provisions of the new law, which, as pointed out by Federal Coordinator of Transportation Eastman, was very loosely drawn, with every indication that court action will be instituted as soon as an agreement can be reached among the carriers concerning procedure.

The carriers' officials are refraining from commenting on the situation, pending the formulation of a program covering points considered at the recent Atlantic City meeting. It has been pointed out that the first year's cost to the railroads would be about \$66,000,000, plus \$33,000,000 to be contributed by the employees. The carriers assert that this would be a tremendous burden, particularly if it appears that they must also continue the present voluntary systems of pensions which are costing \$34,000,000 annually.

Aid To Germany

Reports that international aid may be forthcoming to assist Germany to finance raw material imports as a basis for exports of manufactured products have caused surprise in view of the stand taken by the German Government in relation to its prior international obligations.

It is pointed out, however, that strictly business considerations cannot be applied to the German problem. The situation, it is said, is shaping up in a manner very similar to that preceding the Hoover moratorium.

The reason for the impending collapse, consequently, must be considered less important than the question whether anything can still be done to avert a complete breakdown of Germany's economic structure and to save other nations from its probable repercussions, it is argued.

A new washing machine eliminates gears, clutch, reversing mechanism, can be set to stop automatically when the washing's done, squeezes clothes dry by city water pressure.

Honesty, like death, wins in the end.

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. Piaskowski, Detroit.
 Director—R. J. Parr, Lansing.
 Examination Sessions—Three sessions are held each year, one in Detroit, one in the Upper Peninsula and one at Ferris Institute, Big Rapids.

Michigan State Pharmaceutical Association.

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.
 Executive Committee—M. N. Henry (chairman), Lowell; Benjamin S. Peck, Kalamazoo; A. A. Sprague, Ithaca; Leo J. Lacroix, Detroit; James W. Lyons, Detroit; Ray Jensen, Grand Rapids; Duncan Weaver, Fennville.

Ardent Appeal For Team Work

Lansing, July 23—It has been some time since I have had the pleasure of visiting with you, but I read your articles each and every week and get the pleasure and benefit from them as of yore. In the issue of July 11 you had a very potent appeal to the druggists by Clare Allan and if you have space for another of like character, I would appreciate it. I fully realize that what I say may be misconstrued and that I will be criticized in some quarters for interesting myself in any organization work. I have found, however, that the druggists who take an active part in organization work give me the least trouble with violations and I know that a good organization will practically eliminate our drug store violations. The violator is usually the man who has no ideals for his profession and no interest in any work which tries to raise the standards and make better pharmacists of all. Further, I believe that the small retailer of all kinds is facing extermination and if that happens, the state of Michigan will be the loser. Michigan is my home, my native state, and I have a large number of friends engaged in the retail trade within her borders. Every time one of them is forced out of business it hurts me personally. When enough of them have gone the rural section of the state will be a ruin. I have been accused of many things, but I do not believe I have ever been accused of lack of courage. Therefore at the risk of severe criticism I want to add my mite to Mr. Allan's appeal.

I would make my appeal broader than Mr. Allan made his, for I believe that all retail lines should perfect a powerful organization. The problems of the druggist are no different from the problems of any other independent retailer. United we stand and divided we fall. It is my contention that the druggist, the grocer, the hardware dealer, the clothing dealer and what not should stand together. Our major objectives

are the same. We may have some minor differences which we will have to compromise, but after all our program should be to give the independent merchant a square deal and a fair break. None of us can approach this objective in a selfish manner. We must give and take but when confronted by a common enemy we should unite our forces. It seems to me that the first objective for all retailers is to raise our armies, then train them, then fight. Organizations are armies. Our allies had to have interpreters and finally that we might gain our major effectiveness Gen. Foch was made commander in chief. Then we went places and did things. We had a common objective and all our energies were directed to one end. The allies could never have done anything by fighting each other. The various retail groups are in the same position.

You have written so many outstanding articles on the dangers confronting the retailers that anything I might write would be an anti-climax.

As a last word—many retailers say, "Oh, what is the use? I have belonged to my Association for years and it never did anything for me." I call to their attention that the Duke of Wellington lost every battle until the battle of Waterloo and there he made history and changed the course of the whole world. Abraham Lincoln lost practically every election until he was elected to the Presidency of the United States and he made history and changed the course of the world.

Gentlemen, organize, join your associations, work for your state's benefit because, after all, any association which is organized for selfish purposes cannot exist. In this case, whatever benefits you will benefit the state much more.

As for the druggists, join now, pay your dues to your local secretary or if you have no local organization send the money to Clare Allan, of Wyandotte. Help the state of Michigan save the rural communities from extinction. By so doing you will help yourself. E. J. Parr.

Director Drugs and Drug Stores.

Dangerous Age in Care of Eyes

What percentage of the population receives eye examinations during a year?

The results of a survey to answer this question and others concerning the care which the American public gives its eyesight have just been reported by Selwyn D. Collins, Senior Statistician of the United States Public Health Service.

A representative group of 8,758 white families, made up of 39,185 individuals was included in the survey.

It was found that the amount of attention which is paid to the eyes, as shown by the frequency of examinations, varies markedly according to age, occupation, sex, marital status, and income level.

Four out of every 100 persons in the group studied were found to have had eye examinations over the course of a year. If the number of persons who received eye examination or eye refractions as part of routine physical examinations is added to this group, approximately 10 per cent of the population under observation had some sort of eye examination annually.

Children from 7 to 15 have a comparatively high rate of eye examinations. From seven examination per 1,000 at four years of age, the number increases to 44 at seven years. The peak for the school years is reached at 14-15 when there are 54 examinations per 1,000.

Persons from 50 to 54, when failing eye-sight due to the onset of old age first makes its appearance in serious proportions, have the highest annual rate of eye examinations—87 per 1,000.

Earlier studies of the Public Health Service show that about 60 to 70 per cent of school children have normal vision in both eyes and up to about 40 years of age more than 50 per cent of all persons have normal vision.

After the age of 50 the situation changes rather rapidly. Only about 5 per cent of the persons 65 or older have normal vision in both eyes and about 70 per cent have markedly defective eyesight.

Cause of Naughty Terms

One of the best ways to treat the "bad" words of children is to ignore them completely.

"Children generally use bad words to impress adults," says Katherine Reeves of the Cornell University nursery school, "and when they discover that mothers and fathers are apparently unaffected, the words lose much of their fascination and are dropped. To appear shocked often fixes the word

more definitely in the child's vocabulary, and makes it doubly hard to erase later."

Encouraging the use of new and unusual words is one way to overcome bad word usage which children may develop. By supplanting the disagreeable words, says Miss Reeves, with others which are better, the poor vocabulary may gradually be forgotten.

She urges clear, concise language with definite meaning in giving a child directions. At the nursery school the same words are consistently used to indicate certain desirable activities.

For instance, at the school "eat more," or "wash now" have meaning for the child, and he does the thing desired. Only when he is well grounded in desirable routine activities such as washing, dressing, and eating, should varied expressions be used.

Can Your Own Vitamins

Can your own vitamins for Winter use, the Department of Agriculture advises. They are present in tomato juice, and the housewife can easily put away a stock of this beverage to help keep the children healthy during the period of deficient sunshine.

Tomatoes are particularly rich in vitamin C, which can be preserved with a little care in cooking and canning. The process of "putting them up" is simple and doesn't require much cooking. And if you have the tomatoes in your own garden, the cost is practically nothing. But you should select only the firm, ripe tomatoes, fresh from the vines to get the full vitamin content and to retain the good flavor.

A versatile new kitchen appliance slices, dices or cuts in strips potatoes, cucumbers, apples, etc., chops or shreds vegetables for soups, salads, crushes ice at turn of a crank.

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			No. 1, lb.			NAPHTHALINE			NUTMEG			NUX VOMICA			OIL ESSENTIAL			QUASSIA CHIPS			QUININE			ROSIN			ROOT											
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55	Bals, lb.	08 1/2 @	15	Flake, lb.	08 1/2 @	15	Pound	@	40	Pound	@	25	Almond	Bit., true, ozs.	@	50	Aconite, Powd., lb.	@	90	Pound	@	15	Aconite, Powd., lb.	@	90											
Boric, Powder, or Xtal, lb.	07 1/2 @	20	Chamomile			Flake, lb.	08 1/2 @	15				Powdered, lb.	@	50	Powdered, lb.	15 @	25	Bit., art., ozs.	@	30	Alkanet, lb.	@	40		@	30	Alkanet, lb.	@	40												
Carbolic, Xtal, lb.	36 @	43	German, lb.	55 @	60													Sweet, art., lbs.	75 @	1 20	Alkanet, Powd., lb.	@	50		@	50	Alkanet, Powd., lb.	@	50												
Citric, lb.	33 @	45	Roman, lb.	@	1 40													Amber, crude, lb.	71 @	1 40	Belladonna, Powd., lb.	@	75		@	75	Belladonna, Powd., lb.	@	75												
Muriatic, Com'l, lb.	03 1/2 @	10	Saffron															Amber, rect., lb.	1 30 @	2 00	Blood, Powd., lb.	@	40		@	40	Blood, Powd., lb.	@	40												
Nitric, lb.	10 @	15	American, lb.	50 @	55													Anise, lb.	1 00 @	1 60	Burdock, Powd., lb.	@	60		@	60	Burdock, Powd., lb.	@	60												
Oxalic, lb.	15 @	25	Spanish, ozs.	@	1 35													Bay, lb.	4 00 @	4 25	Calamus, Bleached, Split and Peeled, lb.	@	65		@	65	Calamus, Bleached, Split and Peeled, lb.	@	65												
Sulphuric, lb.	03 1/2 @	10																Bergamot, lb.	3 25 @	3 75	Calamus, Ordinary, lb.	@	25		@	25	Calamus, Ordinary, lb.	@	25												
Tartaric, lb.	33 @	40																Cajuput, lb.	1 50 @	2 00	Calamus, Powd., lb.	@	50		@	50	Calamus, Powd., lb.	@	50												
ALCOHOL			FORMALDEHYDE, BULK			FULLER'S EARTH			GELATIN			GLUE			GLYCERINE			GUM																							
Denatured, No. 5, gal.	44 @	55	Pound	09 @	20	Powder, lb.	05 @	10	Pound	55 @	65	20 @	30	17 1/2 @	45	Aloes, Barbadoes,	@	60	Cedar Leaf, lb.	1 70 @	2 20	Citronella, lb.	1 00 @	1 40	Citronella, lb.	1 00 @	1 40	Citronella, lb.	1 00 @	1 40	Citronella, lb.	1 00 @	1 40								
Grain, gal.	4 00 @	5 00										16 @	22			so called, lb. gours	@	60	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Cloves, lb.	1 75 @	2 25	Cloves, lb.	1 75 @	2 25	Cloves, lb.	1 75 @	2 25	Cloves, lb.	1 75 @	2 25								
Wood, gal.	50 @	60										25 @	35			Powd., lb.	@	45	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Croton, lbs.	4 00 @	4 60	Croton, lbs.	4 00 @	4 60	Croton, lbs.	4 00 @	4 60	Croton, lbs.	4 00 @	4 60								
ALUM-POTASH, USP																																									
Lump, lb.	04 @	13										42 1/2 @	50			Aloes, Socotrine, lb.	@	75	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Eucalyptus, lb.	35 @	1 20	Eucalyptus, lb.	35 @	1 20	Eucalyptus, lb.	35 @	1 20	Eucalyptus, lb.	35 @	1 20								
Powd. or Gra., lb.	04 1/2 @	13														Powd., lb.	@	80	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Fennel	2 25 @	2 60	Fennel	2 25 @	2 60	Fennel	2 25 @	2 60	Fennel	2 25 @	2 60								
AMMONIA																																									
Concentrated, lb.	06 @	18														Arabic, first, lb.	@	40	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
4-F, lb.	05 1/2 @	13														Arabic, sorts, lb.	@	35	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
3-F, lb.	05 1/2 @	13														Arabic, Gran., lb.	@	35	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Carbonate, lb.	20 @	25														Arabic, P'd, lb.	@	35	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Muriate, Lp., lb.	18 @	30														Asafoetida, lb.	@	50	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Muriate, Gra., lb.	07 1/2 @	18														Asafoetida, Po., lb.	@	82	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Muriate, Po., lb.	22 @	35														Guaiaac, lb.	@	60	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
ARSENIC																																									
Pound	07 @	20														Guaiaac, powd.	@	65	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
BALSAMS																																									
Copaiba, lb.	60 @	1 40														Kino, lb.	@	90	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Fir, Cana., lb.	2 00 @	2 40														Kino, powd., lb.	@	1 00	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Fir, Oreg., lb.	50 @	1 00														Myrrh, lb.	@	60	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Peru, lb.	3 00 @	3 60														Myrrh, Pow., lb.	@	75	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Tolu, lb.	1 50 @	1 80														Shellac, Orange, lb.	@	45	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
BARKS																																									
Cassia																Shellac, white (bone dr'd) lb.	@	55	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Ordinary, lb.	@	30														Tragacanth	@	1 50	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Ordinary, Po., lb.	25 @	35														No. 2, lbs.	@	1 75	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Saigon, lb.	50 @	60														No. 2, lbs.	@	1 75	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Saigon, Po., lb.	40 @	50														Pow., lb.	@	1 50	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Elm, lb.	38 @	45																	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Elm, Powd., lb.	38 @	45																	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Elm, G'd., lb.	38 @	45																	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Sassafras (P'd lb. 50)	20 @	30																	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Sassafras, lb.	20 @	30																	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Scaitree, cut, lb.	20 @	30																	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Scaitree, Po., lb.	35 @	40																	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
BERRIES																																									
Cubeb, lb.	@	65																	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Cubeb, Po., lb.	@	75																	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
Juniper, lb.	10 @	20																	Cedar Leaf, Com'l, lb.	1 00 @	1 25	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20	Hemlock, Pu., lb.	1 70 @	2 20								
BLUE VITRIOL																																									

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

No. 10 Apples
Grape Fruit
Kingsford Corn Starch

DECLINED

Hart Cherries

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 25
Royal, 12 oz., doz. 3 85
Royal, 5 lbs., doz. 20 00



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

BLEACHER CLEANSER

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

BLUING

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

BEANS and PEAS

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

BURNERS

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

BOTTLE CAPS

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

BREAKFAST FOODS

Kellogg's Brands
Corn Flakes, No. 136. 2 26
Corn Flakes, No. 124. 2 26
Pep, No. 224. 2 20
Pep No. 250. 1 05
Krumbles, No. 412. 1 55
Brain Flakes, No. 624. 1 90
Brain Flakes, No. 650. 1 00
Rice Krispies, 6 oz. 2 40
Rice Krispies, 1 oz. 1 10
All Bran, 16 oz. 2 30
All Bran, 10 oz. 2 75
All Bran, 1/2 oz. 1 10
Kaffe Hag, 6 1-lb. 2 55

Whole Wheat Flakes, 24s 2 40
Whole Wheat B's, 24s 2 31
Wheat Krispies, 24s. 2 40

Post Brands
Grape-Nut 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 55

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

Topper, 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 5 00
Sweet Peas, No. 10. 4 75

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 25
Gibraltar, No. 2 1 90
Superior, No. 2 2 25
Supreme, No. 2 2 50
Supreme, No. 2 1 85
Quaker, No. 2 1 80
Quaker, No. 2 1/2 2 40

Pineapple Juice
Doles, Diamond Head,
No. 2 1 60
Doles, Honey Dew,
No. 10 7 00
Pineapple, Crushed
Imperial, No. 10 7 75
Honey Dew, No. 2 1/2 2 45
Honey Dew, No. 2 1 85
Quaker, No. 2 1/2 2 35
Quaker, No. 2 1 80
Quaker, No. 1 1 10

Blackberries

Premio, No. 10. 6 20

Blue Berries

Eagle, No. 10. 8 75

Cherries

Hart, No. 10. 5 70

Hart, No. 2 in syrup 2 95

Hart Special, 2 1 20

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

Supreme, 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. 5 00

Florida Gold, No. 2. 1 45

Quaker, 8 oz. 90

Quaker, 2 1/2 1 45

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

Supreme, sliced, No. 10 7 75

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 1/2 2 45

Honey Dew, No. 2 1 85

Quaker, No. 2 1/2 2 35

Quaker, No. 2 1 80

Quaker, No. 1 1 10

Pineapple, Sliced

Honey Dew, sliced,
No. 10 9 00

Honey Dew, tid bits,
No. 10 8 75

Honey Dew, No. 2 1/2 2 50

Honey Dew, No. 2 2 00

Honey Dew, No. 1 1 17 1/2

Ukelele Broken, No. 10 7 90

Ukelele Broken, 2 1/2 2 25

Ukelele Broken, No. 2 1 85

Curfew Tid Bits, No. 2 1 80

Quaker, Tid Bits, No.
10 8 25

Quaker, No. 10. 8 25

Quaker, No. 2 1/2 2 35

Quaker, No. 2 1 90

Quaker, No. 1 1 10

Plums

Ulukit, 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

Raspberries, Black

Premio, No. 10. 8 50

Hart, 8-ounce 80

Raspberries, Red

Premio, No. 10. 8 75

Daggett, No. 2 2 20

Strawberries

Hunt, Superior, No. 2 2 35

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35

Clam Chowder, No. 2 2 75

Clams, Steamed, No. 1 2 75

Clams, Minced, No. 1/2 2 40

Finnan Haddie, 10 oz. 3 30

Clam Bouillon, 7 oz. 2 50

Chicken Haddie, No. 1 2 75

Fish Flakes, small. 1 35

Cod Fish Cake, 10 oz. 1 55

Cove Oysters, 5 oz. 1 25

Loyster, No. 1 1 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 20

Salmon, Med. Alaska. 1 85

Salmon, Pink, Alaska. 1 50

Sardines, 1/4, ea. 6 1/2 1 00

Sardines, Cal. 1 00

Tuna, 1/2 Van Camps.
doz. 1 75

Tuna, 1/4s Van Camps.
doz. 1 15

Tuna, 1s, Van Camps.
doz. 3 45

Tuna, 1/4s, Chicken Sea.
doz. 1 80

Tuna, 1/2 Bonita. 1 25

CANNED MEAT

Bacon, med., Beechnut 1 90

Bacon, lge., Beechnut. 2 65

Beef, lge., Beechnut. 3 45

Beef, med., Beechnut. 2 05

Beef, No. 1, Corned. 1 80

Beef, No. 1, Roast. 1 85

Beef, 2 1/2 oz., Qua., Sil. 1 30

Corn Beef Hash, doz. 1 90

Beefsteak & Onions, 6 2 70

Chili Con Car., 1s. 1 05

Deviled Ham, 1/4s. 1 35

Deviled Ham, 1/2s. 2 20

Potted Meat, 1/4 Libby 43

Potted Meat, 1/2 Libby. 75

Potted Meat, 1/2 Qua. 65

Potted Ham, Gen. 1/4 1 35

Vienna Saus. No. 1/2 90

Baked Beans

Campbell's 4 1/2s 2 30

CANNED VEGETABLES

Hart Brand

Asparagus

Natural, No. 2. 3 00

Tips & Cuts, No. 2 2 25

Baked Beans

1 lb. Sacs, 36s, ca. 1 75

No. 2 1/2 Size, doz. 1 05

No. 10 Sauce. 4 90

Lima Beans

Little Quaker, No. 10. 7 90

Baby, No. 2. 1 60

Marcellus, No. 2. 1 25

Reber Soaked. 95

Marcellus, No. 10. 6 00

Red Kidney Beans

No. 10. 4 25

No. 2. 90

String Beans

Choice, Whole, No. 2. 1 70

Cut, No. 2. 1 35

Cut, No. 2. 1 35

Marcellus Cut, No. 10. 6 00

Wax Beans

Choice, Whole, No. 2. 1 70

Cut, No. 10. 1 35

Cut, No. 2. 1 35

Marcellus Cut, No. 10. 6 50

Beets

Extra Small, No. 2. 2 00

Hart Cut, No. 10. 4 50

CURRENTS	JUNKET GOODS	FRESH MEATS	HERRING	SOAP	TEA	
Packages, 11 oz. 14	Junket Powder 1 20	Beef	Holland Herring	Am. Family, 100 box 5 05	Japan	
	Junket Tablets 1 35	Top Steers & Heif. 11	Mixed, Kegs	F. B., 60c 2 25	Medium 19	
Dates		Good Steers & Heif. 10	Milkers, Kegs	Fels Naptha, 100 box 4 65	Choice 22@30	
Imperial, 12s, pitted 1 75	MARGARINE	Med. Steers & Heif. 08		Flake White, 10 box 2 85	Fancy 30@36	
Imperial, 12s, regular 1 35	Wilson & Co.'s Brands	Com. Steers & Heif. 07		Jap. Rose, 100 box 7 40	No. 1 Nibbs 32	
Imperial, 12s, 2 lb.	Oleo		Lake Herring	Palm Olive, 144 box 6 20		
Imperial, 12s, 1 lb.	Nut 10	Veal	½ lb., 100 lbs.	Lava, 50 box 2 25	Choice Gunpowder 34	
Figs	Cut A F Oleo 09	Good 09		Camay, 72 box 3 05		
Calif., 24-32, case 1 70		Medium 08	Mackerel	P & G Nap Soap, 100@2 80	Ceylon	
	MATCHES	07	Tubs, 60 Count, fy. fat 6 00	Sweetheart, 100 box 5 70	Pekoe, medium 63	
Peaches	Diamond, No. 5, 144 6 25	Lamb	Pails, 10 lb. Fancy fat 1 50	Grandpa Tar, 50 sm. 2 10	English Breakfast	
Evap. Choice 13½	Searchlight, 144 box 6 25	Good Lamb 18		Williams Barber Bar, 9s	Congou, medium 23	
	Crescent, 144 5 65	Spring Lamb 16		Williams Mug, per doz 48	Congou, choice 35@36	
Peel	Diamond, No. 6 5 00	Medium 14		Lux Toilet, 50 3 06	Congou, fancy 42@43	
Lemon, Dromdary,	Safety Matches	Poor 08	White Fish		Oolong	
4 oz., doz. 1 10	Red Top, 5 gross case 5 25	Mutton	Med. Fancy, 100 lb. 13 00	SPICES	Medium 39	
Oranges, Dromdary,	Signal Light, 5 gro. cs. 5 25	Good 05	Milkers, bbls. 18 50	Whole Spices	Choice 45	
4 oz., dozen 1 10	Standard, 5 gro. cs. 4 00	Medium 03	K K K K Norway 19 50	Allspice Jamaica @24	Fancy 50	
Citron, Dromdary,		Poor 03	8 lb. pails @24	Cloves, Zanzibar @36		
4 oz., dozen 1 10			Cut Lunch 1 50	Cassia, Canton @24		
	MUELLER'S PRODUCTS		Boned, 10 lb. boxes 16	Cassia, 5c pkgs., doz. @40		
Raisins	Macaroni, 9 oz. 2 10	Pork		Ginger, Africa @19	TWINE	
Seeded, bulk 7½	Spaghetti, 9 oz. 2 10	Loins 13	SHOE BLACKENING	Mixed, No. 1 @30	Cotton, 3 ply cone 40	
Thompson's S'dless blk 7½	Elbow Macaroni, 9 oz. 2 10	Butts 13	2 in 1, Paste, doz. 1 30	Mixed, 10c pkgs., doz. @55	Cotton, 3 ply balls 40	
Quaker s'dless blk 7½	Egg Noodles, 6 oz. 2 10	Shoulders 10½	2 2½ Combination, dz. 1 30	Nutmegs, 70@90		
15 oz. 7½	Egg Vermicelli, 6 oz. 2 10	Spareribs 10½	Dri-Foot, doz. 1 30	Nutmegs, 105-110 @43		
Quaker Seeded, 15 oz. 8	Egg Alphabets, 6 oz. 2 10	Neck Bones 08	Bixbys, doz. 1 30	Pepper, Black @23		
	Cooked Spaghetti, 24c, 17 oz. 2 20	Trimnings 07½	Shinola, doz. 90		VINEGAR	
California Prunes				Pure Ground in Bulk	F. O. B. Grand Rapids	
90@100, 25 lb. boxes @07	NUTS	PROVISIONS		Allspice, Jamaica @18	Cider, 40 grain 18½	
80@90, 25 lb. boxes @07½	Whole	Barreled Pork	Blackie, per doz. 1 30	Cloves, Zanzibar @28	White Wine, 40 grain 19½	
70@80, 25 lb. boxes @08½	Almonds, Peerless 15½	Clear Back 16 00@18 00	Black Silk Liquid, doz. 1 30	Cassia, Canton @22	White Wine, 80 grain 24½	
60@70, 25 lb. boxes @08½	Brazil, large 14½	Short Cut, Clear 12 00	Enameline Paste, doz. 1 30	Ginger, Corkin @17		
50@60, 25 lb. boxes @09½	Fancy Mixed 15		Enameline Liquid, doz. 1 30	Mustard @21	WICKING	
40@50, 25 lb. boxes @10½	Filberts, Naples 20	Dry Salt Meats	E. Z. Liquid, per doz. 1 30	Mace Penang @21	No. 9, per gross 80	
30@40, 25 lb. boxes @11½	Peanuts, Vir Roasted 09½	D S Belles 20-25 10	Radium, per doz. 1 30	Pepper, Black @20	No. 1, per gross 1 25	
20@30, 25 lb. boxes @13	Peanuts, Jumbo 10½		Rising Sun, per doz. 1 30	Pepper, White @30	No. 2, per gross 1 50	
18@24, 25 lb. boxes @15½	Pecans, 3, star 25	Lard	654 Stove Enamel, dz. 2 80	Pepper, Cayenne @26	No. 3, per gross 2 30	
	Pecans, Jumbo 25	Pure in tins 07½	Vulcanol, No. 10, doz. 1 30	Paprika, Spanish @36	Peerless Rolls, per doz. 50	
Hominy	Pecans, Mammoth 50	60 lb. tubs 4	Stovoil, per doz. 3 00		Rochester, No. 2, doz. 2 30	
Pearl, 100 lb. sacks 3 50	Walnuts, Cal. 14@20	50 lb. tubs 4		Seasoning	Rochester, No. 3, doz. 2 00	
	Hickory 07	20 lb. pails 4	SALT	Chili Powder, 1½ oz. 62	Rayo, per doz. 75	
Bulk Goods	Salted Peanuts	10 lb. pails 4	F. O. B. Grand Rapids	Celery Salt, 1½ oz. 80		
Elb. Macaroni, 20 lb. box 1 38	Fancy, No. 1 10½	5 lb. pails 4	Colonial, 24 1 lb. 95	Sage, 2 oz. 1 35	WOODENWARE	
Egg Noodle, 10 lb. box 1 25	12-1 lb. Cellophane case 1 25	3 lb. pails 4	Colonial, 36-1½ 1 28	Onion Salt 1 35	Baskets	
		Compound, tiers 08	Colonial, Iodized, 24-2 1 25	Garlic 1 35	wood handles 2 00	
Pearl Barley	Shelled	Compound, tubs 08½	Med. No. 1, bbls. 2 90	Ponelly, 3½ oz. 3 25	Market, drop handle 90	
Barley Grits 5 00	Almonds, Spanish, 125 39		Med. No. 1, 100 lb. bbl. 1 00	Kitchen Bouquet 4 25	Market, single handle 95	
Chester 4 50	lb. bags 7½	Sausages	Farmer's Spec., 10 lb. 1 00	Laurel Leaves	Market, extra 1 60	
Lentils	Peanuts, Spanish, 125 39	Bologna 11	Packers Meat, 50 lb. 65	Tumeric, 1½ oz. 35	Splint, large 8 50	
Chili 10	lb. bags 7½	Liver 15	Cream Rock for ice		Splint, medium 7 50	
Tapioca	Filberts 32	Frankfort 13	cream, 100 lb. each 85	STARCH	Splint, small 6 50	
Pearl, 100 lb. sacks 7½	Pecans, salted 45	Pork 15	Butter Salt, 230 lb. bbl. 4 00	Corn		
Minute, 8 oz., 3 doz. 4 05	Walnut, California 48	Tongue, Jellied 32	Block, 50 lb. 4 00	Kingsford, 24/1 2 35	Churns	
Dromedary Instant 3 50		Headcheese 13	Med. No. 1, per bale 3 93	Powd., bags, per 100 3 95	Barrel, 5 gal. each 2 40	
Jiffy Punch	MINCE MEAT		20, 3 lb., per bale 1 00	Argo, 24, 1 lb. pkgs. 1 58	Barrel, 10 gal. each 2 55	
3 doz. Carton 1 25	None Such, 4 doz. 6 20	Smoked Meats	9 lb. bags, table 45	Cream, 24-1 2 25	3 to 6 gal., per gal. 16	
Assorted flavors.	Quaker, 3 doz. case 2 65	Hams, Cert., 14-16 lb. 20			Pails	
	Yo Ho, Kegs, wet, lb. 16½	Hams, Cert., Skinned 16-18 lb. @20			10 qt. Galvanized 2 60	
EVAPORATED MILK	OLIVES—Plain	Ham, dried beef @23			12 qt. Galvanized 2 85	
Quaker, Tall, 10½ oz. 2 85	Quaker, 24 3¼ oz. cs. 1 87	Knuckles @11	MORTON'S		14 qt. Galvanized 3 10	
Quaker, Baby, 4 doz. 1 43	Quaker, 24 7½ oz. cs. 3 55	California Hams @16	IODIZED		12 qt. Flaring Gal Jr. 5 00	
Quaker, Gallon, ½ doz. 2 85	Quaker, 12 1½ oz. 2 40	Picnic Boiled Hams @16	SALT		10 qt. Tir Dairy 4 00	
Carnation, Tall, 4 doz. 2 85	High Life, 12 22 oz. cs. 3 45	Boiled Hams @23	IT POURS			
Carnation, Baby, 4 doz. 4 48	1 gal. glass, each 1 30	Minc'd Hams @11		Gloss	Traps	
Outman's D'dee, Tall 2 35	OLIVES—Stuffed	Bacon 4/6 Cert. @20		Argo, 24, 1 lb. pkgs. 1 55	Mouse, wood, 4 holes 60	
Pet, Tall 2 95	Quaker, 24 2¼ oz. cs. 1 87			Argo, 12, 3 lb. pkgs. 2 25	Mouse, wood, 5 holes 70	
Pet, Baby, 4 dozen 1 45	Quaker, 24 4 oz. cs. 2 75	Beef		Argo, 3 lb. pkgs. 2 40	Rat, wood 1 00	
Borden's, Tall, 4 doz. 2 85	Quaker, 24 5 oz. cs. 3 55	Boneless rump @19 00		Elastic, 16 pkgs. 1 38	Mouse, spring 20	
Borden's, Baby, 4 doz. 1 48	Quaker, 24 7½ oz. cs. 4 55			Tiger, 50 lbs. 2 82		
	Quaker, 24 10 oz. cs. 5 95	Liver				
	Quaker, 12 32 oz. cs. 7 88	Beer 10		SYRUP		
	1 Gallon glass, each 2 10	Calif 35		Corn		
FRUIT CANS	PARIS GREEN	Pork 07½		Blue Karo, No. 1½ 2 40	Tubs	
Ball Mason	½s 34			Blue Karo, No. 5, 1 dz. 3 30	Large Galvanized 8 75	
F. O. B. Grand Rapids	1s 32	RICE		Blue Karo, No. 10 3 14	Medium Galvanized 7 75	
One pint 8 00	2s and 5s. 30	Fancy Blue Rose 5 00		Red Karo, No. 1½ 2 62	Small Galvanized 6 75	
One quart 9 30		Fancy Head 6 10		Red Karo, No. 5, 1 dz. 3 58		
Half gallon 12 40				Red Karo, No. 10 3 46	Washboards	
Mason Can Tops, gro. 2 55					Banner, Globe 5 50	
FRUIT CAN RUBBERS					Brass, single 6 25	
Primo Red Lip, 2 gro. 78	PICKLES				Glass, single 6 00	
carton 83	Sweet Small	RUSKS			Double Peerless 8 50	
Primo White Lip, 2 gro. carton 83	L and C, 7 oz., doz. 92½	Postma Biscuit Co. 2 10			Single Peerless 7 50	
	Paw Paw, quarts, doz. 2 80	12 rolls, per case 1 39			Northern Queen 5 50	
GELATINE	Dill Pickles	18 cartons, per case 2 35			Universal 7 25	
Jell-o, 3 doz. 1 90	Gal., 40 to Tin, doz. 8 20	12 cartons, per case 1 57				Wood Bowls
Minute, 3 doz. 4 25	32 oz. Glass Thrown 1 50					13 in. Butter 5 00
Knox's, 1 dozen 2 35		SALERATUS				15 in. Butter 9 00
Jelbert, 3 doz. 1 40	PIPES	Arm and Hammer 24s. 1 50				17 in. Butter 13 00
HONEY	Cob, 3 doz. in bx. 1 00@1 20					19 in. Butter 25 00
Lake Shore 1 lb. doz. 1 90						
JELLY AND PRESERVES	PLAYING CARDS	SAL SODA				WRAPPING PAPER
Pure, 30 lb. pails 2 60	Blue Ribbon, per doz. 4 50	Granulated, 60 lbs. cs. 1 35				Fibre, Manila, white. 05
Imitation, 30 lb. pails. 1 60	Bicycle, per doz. 4 70	Granulated, 13-2½ lb. packages 1 15				No. 1 Fibre 06½
Pure Pres., 16 oz. dz. 1 80	Caravan, per doz. 2 25					Butchers D F 06½
12 oz. Apple Jelly, dz. 95						Kraft 06
13 oz. Mint Jelly, dz. 1 60	POP CORN	COD FISH				Kraft Stripe 09½
7 oz. Cranberry Jelly, dz. 90	Sure Pop, 35 lb. bags 1 25	Bob White, 1 lb. pure 25				YEAST CAKE
JELLY GLASSES	Yellow, 25 lb. bags 1 35					Magic, 3 doz. 2 70
4 Pint Tall set doz. 25						Sunlight, 3 doz. 1 25
						Sunlight, 1½ doz. 2 70
						Yeast Foam, 3 doz. 2 70
						Yeast Foam, 1½ doz. 1 35
						YEAST—COMPRESSED
						Fleischmann, per doz. 20
						Red Star, per doz. 20

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.

Michigan Committeemen

Clyde K. Taylor, president of the Michigan Retail Shoe Dealers' Association, has appointed the following committeemen:

By-laws—J. H. Burton, chairman; O. R. Jenkins, Stuart J. Rackham, Steven J. Jay, Edward Stocker and Clyde K. Taylor.

Entertainment—Arthur Allen, chairman; B. C. Olsee, Max Harryman, Herbert Burr and Robert Murray.

Publicity—Nathan Hack, chairman; O. R. Jenkins, J. H. Burton and Tom Hammond.

Finance—Mark Cary, chairman; Karl Kempf and Fred Elliott.

Grievances—E. T. Nunneley, chairman; George Owens and Oscar R. Hess.

Insurance Board—Stuart J. Rackham, chairman; Edward Stocker and Edward Dittmann.

Membership—O. R. Jenkins, chairman; Edward Stocker, Arthur Allen, R. J. Schmidt, Ralph Meanwell and George Rowe.

Are Odd Prices on the Wane?

Are odd prices on the wane? We have been making a study of retail price levels and in so doing have checked advertisements from a national press clip, having in mind a research on the best selling prices at retail. Some very interesting things have developed from this study. Unfortunately, as an industry, we do no continuous, consecutive and constructive research on price levels.

It would seem to be most important, for the public's capacity to pay may be increasing while retail shoe prices may be holding to a level lower than need be. Certainly the price levels of March, 1933, are not to be continued indefinitely, for in so doing an industry starves itself, not only at retail but right back through the service of supplies. It is all right to render a public service at the lowest possible price, but that level may be below the normal of other goods and "real costs."

We have discovered that "even" prices (viz. .00 or .50) in the marking of merchandise to be offered to the public are evidently on the increase. The old price (viz. .69 or .98) as a bait to purchasing is waning. There is still some psychological advantage to the occasional use of odd prices, but that should be reserved for the clearance season.

Odd prices have been overdone and, in most cases, retailers have lost considerable potential profit by presuming that shoes sell better at \$2.95 than

at \$3.00. An article at \$2.95 is presumed to sound considerably less expensive than when marked \$3. Many merchants have blind faith in the appeal of odd prices, believing that if it is done in the dry goods field, it is the right thing to do on shoes.

But the even price is returning to favor in shoes—for shoes are more than just items of sale. They are a service. As time goes on we are going to discover that we have more in common with the optician in the type of service rendered than we have with the counter goods of department stores. We are too counter-conscious in our retail pricing, because we are not sufficiently impressed with the importance of the fitting stool.

There are certain price levels, like \$1.95, \$2.95 and \$3.95, that have been featured by many stores for such a long period of time that they have become almost accepted prices. Perhaps we have thereby set up a price signpost along the path of retailing that permits no turning back. It is an error to establish a certain odd price and make it a principle on the entire scheme of price lining.

"When New York State passed a Sales Tax Law a year ago, forcing retailers to pay a 1 per cent. license tax to do business, an experiment was made in New York City whereby 95c items were raised to \$1—\$1.95 to \$2—\$2.95 to \$3, etc. In many cases consumers apparently were unaware of the fact that merchandise was being offered at even prices, where formerly a great deal of the same merchandise was featured at odd prices."

Those merchants who returned to the even prices of \$3.50, \$4, \$6, \$8, \$10.50, etc., found the price levels acceptable to the public and of a decided advantage to the merchant in lending character to his selling. The public had the feeling that the merchant was not "in clearance" all the time. That the merchant had regular goods, regular selections and rendered a regular service.

These merchants are now finding out that the odd price is a "natural" clearance price following a season's use of regular prices. Shoes that were \$3.50 look better to the public at \$2.95. Shoes at \$5.00 sell more freely at \$3.95. The public is accepting \$6.85, \$7.65 and \$8.45 as clearance price levels.

We have not done sufficient experiment or study looking over the records to justify coming out with a conclusion in the matter of price lines. The practice of using odd prices almost exclusively, we discover, is unnecessary. Odd prices have their best play in unusual merchandise—clogs, sandals, orthopedic, etc., invariably sell better at an even price level. As a rule, the use of the odd price takes that much more off the mark-up. A 95c item rarely is an item that was to have been sold at 90c.

So you see, the merchant usually pays for the stunt price. Our conclusion in this study is that the excessive use of odd prices on shoes is on the wane. As more and more merchants experiment with even prices, an increased number of retailers will extend the use of them and this, in turn, will lead to an increased customer acceptance of even prices.—Boot and Shoe Recorder.

Change in Shoe Terms Seen

With the re-opening of the Shoe Industry Code scheduled for some time around the second week in August, manufacturers are inclined to believe that terms will be revised. Retailers have complained strongly against the shoe manufacturers' terms, with the result that the NRA considered it advisable to hold a hearing on the subject. Some producers were said to be in favor of liberalizing discounts, particularly since the tanners took such action earlier in the year. Small retailers claimed that the discounts were hurting them considerably.

Bottled Beer Sales Are Under a Year Ago

Sales of bottled beer by grocers in the metropolitan area average 50 per cent. less than they did a year ago, wholesale and retail grocers report. One retailer reported that his weekly sales of near beer in prohibition days were larger than those of real beer now.

Brewers agreed with the grocers' statements in most instances. One said that the percentage of bottled beer sold has been shrinking steadily since Spring. He estimated that sales at present constitute less than 35 per cent. of the entire output. High taxes, forcing stores to get 25 cents for three bottles, were partly responsible for the shrinkage in sales, he held.—New York Times.

Use of Deadly Drugs For Taking Off Fat

Dangerous drugs—dinitrophenol and related compounds—are now being used in flesh reducing preparations. W. G. Campbell, Chief of the Food and Drug Administration, says that racketeers are selling these drug compounds in the face of reports of deaths caused by their use.

Dinitrophenol is not an especially common drug, it is explained. Its use in weight reduction is a recent development. The drug is derived from carboic acid which also is the source of a number of other compounds related to dinitrophenol and used in reducing preparations.

"The Federal Food and Drug Administration," says Mr. Campbell, "has no jurisdiction over products of this type, dangerous though they may be."

Excessive dosage is apt to cause a fever high enough to result in death.

Clinical evidence shows that the preparations speed up the body's metabolism, causing it to oxidize not only the food which is consumed, but also to draw on the fat tissues to provide fuel for the increase in activity.

Symptoms of the action of the drugs are an increased temperature, pulse or respiration, or copious sweating. Mr. Campbell warns that they are particularly dangerous for individuals suffering from chronic rheumatism, alcoholism, tuberculosis or diseases of the heart, liver or kidneys.

These drugs, points out Mr. Campbell, may serve a useful purpose when the dosage is properly adapted to individual use. Such dosages, he says, can be determined only by skilled physicians.

In another instance of the "reducing racket" where the producer overstepped the law, the Administration has acted to prevent the sale of the product. In this case a reducing preparation, known as "Stardom's Hollywood Diet," has been seized on the ground its producers are not justified in advertising that its use will develop a "slyph-like figure."

"A beautiful figure need no longer be a matter of birthdays," says the label for the product. "The possibility of your having an exciting type of Hollywood figure," it also asserts, "is now so real as to be actually breathtaking. To gain it you won't have to go hungry, engage in violent exercises, use drugs or resort to laxatives; all of these methods are taboo."

The Food and Drug Administration reports that the diet consists essentially of sugar, soya bean flour, cocoa and table salt. For this two dollars was charged for a seven-ounce package.

The Administration reports that it seized 135 other food and drug products during June because of violation of the Federal Food and Drugs Act. Of these, 38 were of drugs or medicines, 26 of butter, 24 of canned foods, 8 of salad oils, 8 of alcoholic beverages, 7 of alimentary pastes, 4 of tomato products, and 19 of miscellaneous food products.

"Shirts that Laugh at the Laundry," were advertised by a certain firm. I must have got hold of one of them. The other day when my shirt came home from the laundry it had split its sides."

SOUNDNESS STABILITY

are symbolized by

MUTUAL INSURANCE

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

OUT AROUND

(Continued from page 9)

the Indians' mode of living, the arrival of the fur trader and episodes in his life, the arrival of the Ferrys, the age of the lumberman and the romance of the lakes, and conclude with the arrival of the Dutch colony in 1847.

Historical exhibits, relics of the Ferry family, the tools and equipment of the lumberman will be on display. A parade will show the costumes and customs of the early period. An old time sport program has been arranged which will include the time-honored greased pole and greased pig.

The games and skills of the lumberman will play a part as tree chopping contests and a log burling contest have been arranged. The log burling contest will decide the champion of Michigan.

All this program will take place in the midst of a most attractive resort setting. There are three great waters, Lake Michigan, Grand River and Spring Lake. There are sand dunes and wooded sections. A complete program of modern sports will be offered, ranging from yacht racing and swimming to golf and tennis.

Although nearly a score of proposed changes to the state constitution were discussed in the last few months, only six of the proposals have been qualified for places on the ballot at the November election. Five of the questions will be submitted to the voters after initiatory petitions bearing sufficient signatures were filed with the Department of State. The sixth question was ordered on the ballot by the legislature. The order in which the proposals will appear on the ballot and brief summaries follow:

1. This provides that all judges be elected on non-partisan ballots.
2. This proposal would reduce the gasoline tax from three to two cents and would prohibit the legislature from increasing the tax above two cents per gallon.
3. At the present time the automobile weight tax is 35 cents per hundred-weight. This proposed amendment would prohibit the legislature from increasing the weight tax above the present figure.
4. Reorganization of county systems of government along plans adopted by the legislature or submitted by initiatory petition, is provided for in the fourth proposal. The amendment would permit abolishing any present constitutional office upon approval of a majority of the voters in the county.
5. This proposed amendment would eliminate the "uniform Taxation" provisions from the state constitution and would allow the legislature to enact an income tax law.
6. This proposal would give justices of the peace jurisdiction in civil cases up to \$300 in cities of more than 250,000 inhabitants.

More than 3,300 motor vehicle operator licenses and 350 chauffeur licenses are being issued daily by the Department of State. The number of licenses issued is approximately 25 per cent.

greater than it was a month ago. Nearly 600,000 motorists must obtain new licenses before January 1, 1935.

From the Federal Courts come frequent and repeated reports of fines varying from \$50 to \$500 imposed on well meaning retail merchants for alleged technical offenses against the NRA. I cannot describe these cases in the Tradesman, because the code prohibits the publication without the consent of both parties and the Government has thus far invariably refused to give its consent to the publication of such penalties. The only thing the merchant can do to avoid this condition is to scan the Tradesman very carefully every week and note the rules and regulations which are being promulgated by the code authorities from time to time. Unless this is done, prosecutions cannot be very well avoided, because no other trade journal of my acquaintance is expending so much money for authentic information for merchants from the seat of war in Washington.

An officer of the International Lions Clubs, which met in Grand Rapids last week, stated to the writer: "I have attended eighteen annual conventions of the Lions and we are frank to say that Grand Rapids gave us the best time we have ever had. Nothing was withheld from us that would contribute to our comfort and enjoyment. The hotels handled us wonderfully well. Our next convention will be held in Mexico City. If your convention bureau will extend us an invitation to return to you in 1936, I am dead sure we will be with you again two years hence."

Thin national purses, memories of past war horrors, and home troubles are potent forces which make any major wars very unlikely for some time to come, despite surface indications of international bad feeling.

This is the united opinion of three experts on international law and relationships assembled for the Symposium on International Law sponsored by the Carnegie Endowment for International Peace at the University of Michigan. They are Dr. George Grafton Wilson, of Harvard, George A. Finch, managing editor of the American Journal of International Law, and Professor Jesse S. Reeves, head of the Michigan political science department.

Pugnacious oratory which comes from the mouths of many national leaders is for home consumption only, designed to keep the masses of the people in a flag waving mood and strengthen popular support for the party in power, the Symposium authorities believe. Meanwhile the national leaders try to straighten out domestic feuds and economic troubles, and have no real intention of engaging in a real war.

Lack of ready money alone is sufficient to prevent any major power from undertaking any warlike activities which might develop into an important conflict, they think. While many countries are spending a large share of taxation on armaments, none seem to have

enough cash on hand or available by borrowing to dare to put their armaments to use in what might become a long-drawn struggle. In addition, there are enough people among the nations who still remember the horrors of the World War to aid in bending the scale in favor of peace.

Japan is pushing her way to power and prestige in the Orient, but is being very careful to stop just short of anything which would really mean war with a major power and the inflammatory talk of certain of her leaders comes under the "domestic consumption" variety. Her real object is to increase her world trade and she will not seriously turn world opinion against her while this is the case.

War between Japan and the United States, always discussed, is so remote as to be practically an impossibility, believes Professor Reeves. The same now seems true of a Russo-Japanese war. Russia, with all the territory she can handle, does not want it, and Japan has shown her intention of stopping before she provokes her gigantic neighbor into action. "A year ago one might have predicted war within the year," states Professor Wilson. "Adjustments which have been made now seem to put that possibility into the future."

I had a welcome caller yesterday in the person of Mrs. M. E. Koehne, of South Bend, Ind., who is the owner of the T. Garter Co. She manufactures garters for men with knock knees or bow legs and claims to be the only person who produces an article which causes the trousers to hang correctly in a straight line from the top to the bottom. Mrs. Koehne has been engaged in this line of business fourteen years and has customers in every state in the Union.

Negotiations are in progress for the sale of the Gunn Furniture Co. properties at the D. & M. Junction to John P. Homiller, Thomas Wanty and the two sons of Edward M. Deane, with good prospects of the deal being closed before the end of the week. If the deal is consummated the line of desks now being turned out will be improved and brought down to date and the capacity of the factory greatly enlarged.

E. A. Stowe.

Another New Deal in Blue Code Eagles

Merchants in towns of less than 2,500 will henceforth get their "code eagles" direct from Washington.

This is the third "switch" the Government has made.

First the NRA decided that the new code eagles should be distributed by the code authorities.

Then it found that some of the code authorities were "racketeering" in eagles, and using the insignia as black-jack to force the payment of dues and assessments. So it ruled that all code eagles should come direct from NRA headquarters.

This week the NRA took another tack, and announced that in the future, any non-contributing merchant in a

town of less than 2,500 should get his blue eagle direct from NRA headquarters in Washington. Local code authorities will take his application, and will forward the application to Washington to be filled. C. H. Janssen, chairman of the grocery code authority says in a bulletin to local code authorities:

"The NRA advises that merchants who are exempt from the assessment provisions of the food and grocery codes are entitled to the code eagle on request if they are complying with the code provisions applicable to them; but in order to conserve the funds of local authorities, the code eagles will be sent out directly by NRA from Washington.

"Local code authorities having requests from merchants in towns of under 2,500 for the code eagle, should forward such requests to:

Insignia Section, Compliance Division, NRA, Washington, D. C.

"Please designate on each such application what the corresponding code eagle number would be if you distributed it from your office, and register this number as having been assigned to the corresponding applicant. NRA will then use your number for the code eagle sent from the offices here, as you designate."

It isn't just clear from this whether the retailer in a town of less than 2,500 may, if he desires, send his own application direct to Washington. But the indications are that he is expected to send it through his local code authority, in order to be assigned a number.

Simplicity, positive results, ease of opening are said to feature a new all-glass preserving jar for home use. A high vacuum seal is effected by cooling of the contents.

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.

FOR SALE—Barbecue-Sandwich shop. Doing good business. Very modern, latest equipment. Established eight years. Price of \$11,000 includes business, lot on boulevard 30 x 150, two brick buildings. Home in rear, sandwich shop on front. 18x40. Hot water heat. Year round business. Cash required \$2,500, balance like rent \$55 month. Or will sell business and equipment and furnishings \$3,000, \$65 month. Chat & Chew Sandwich Shop, 8123 So. Park Ave., Chicago, Ill. 665

UNUSUAL—Money-making opportunity in Southern hardwood. Want facts? Write John L. Milner, Grenada, Miss. 666

FOR SALE—SACRIFICE—Grocery and meat market, established twenty years. Center of business district in Sault Ste. Marie. A bargain at \$1,000. Communicate with George J. Laurie, Sault Ste. Marie. 667

SLOW BUT SURE STARVATION

Dominance of Chain Store Must Necessarily Result in Impoverishment of the Community.

I have been accused of many things of which I had no knowledge during the time I have conducted the Tradesman, but one accusation has never been laid at my door—that I have an inordinate love for the chain store. I have fought this menace to legitimate merchandising with all the vigor I could command ever since the viper showed its head. I shall continue to oppose it as long as I have any breath in my body, not because it has no good features to commend it, but because the bad features outweigh the good. Under existing conditions it has but one fundamental theory—to make money for the owner. Such features as service to the public, duty to the community, and fair treatment to clerks are entirely overlooked by the chain stores in the mad endeavor to make as much money as possible and get the money so made out of the town in which it is made at the earliest possible moment. Money made by a legitimate merchant usually finds lodgment in the local bank and is utilized to assist in meeting the payrolls of local factories, from which it comes back to the merchant in never ending procession and succession, but no local banker dares to use the deposits of chain stores in meeting local calls and necessities; because he knows that such action on his part will force him to either suspend payment or go on a borrowing expedition day after tomorrow or week after next.

The independent retail dealer sends out of town only sufficient funds to cover his foreign purchases. The remainder of his bank deposits, which represent the profit he has made in his store transactions, remain in the bank until invested in a home, devoted to payment on a home already purchased on time, applied to the purchase of additional home furnishings, needed additions to his store building, desirable additions to his stock or fixtures or investment in local manufacturing enterprises which give employment to home people and thus contribute to the growth and prosperity of his home town.

The chain store, on the contrary, sends the entire receipts of the store (less rent and wages paid the store manager and his clerk) to the headquarters of the chain system in Detroit or elsewhere, to be immediately transferred to New York, where they are absorbed by high priced executives and clerks and divided among the greedy stockholders of the organization.

This steady stream of money, constantly flowing out of town every week, NEVER TO RETURN, must ultimately result in the complete impoverishment of the community. It is a process of slow but sure starvation.

This is the strongest indictment ever presented against the chain store—an indictment which precludes the possibility of a defense, because there can be no defense to a charge of this kind, based on the logic of events.

This indictment effectually outweighs and overcomes any possible advantage which can be presented in favor of the chain store, because of its low prices on some lines of goods, alleged uniformity in methods and prompt service.

In the light of this disclosure, which no one can successfully contradict or set aside, the consumer who patronizes the chain store, instead of the regular merchant, is effectually destroying the value of any property he owns in the town in which he lives, placing an embargo on the further progress of his own community and helping to bring on a period of stagnation in business, real estate and manufacturing which will ultimately force him to accept less pay for his services and reduce the level of living he enjoyed under conditions as they existed before the advent of the chain store.

The decadence of the town, due to lack of employment and the diversion of all available capital to the headquarters of the chains in Eastern money markets, will cause a depression in farm products, due to lack of local demand, which will ultimately result in the impoverishment of the farmer. He can still ship his wheat to Liverpool, but there will be no local market for perishable products which must be consumed near at home.—E. A. Stowe in Michigan Tradesman.

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.

*The brand
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

YOUR PROFITS Grow out of OUR Service!

In a nutshell what you want is a fast turnover, "customer-satisfaction" line, with good profit.

"Uneeda Bakers" gives you these three things, every way you figure it!

You don't have to carry a big stock. Our men call on you so often that you're never overstocked. You buy only what you can sell. The stock moves so fast it is always fresh, clean, appetizing.

We have bakeries covering the country and over 250 distributing branches to give you this business-building service. It will pay you to be a "Uneeda Bakers" store.



NATIONAL BISCUIT COMPANY



"Uneeda Bakers"

• DROUGHT

DRY WEATHER HAS INCREASED THE ODDS AGAINST YOU. YOUR PROPERTY IS MORE THAN EVER SUBJECT TO FIRE HAZARD. DON'T BE CAUGHT WITHOUT ADEQUATE DEPENDABLE—

FIRE INSURANCE

INSURE WITH THE

MILL MUTUALS AGENCY

MUTUAL BUILDING
LANSING MICHIGAN
DETROIT SAGINAW
GRAND RAPIDS • •

PRESENT PREMIUM SAVINGS 21% - 25%

One More Service Charles Garfield Can Do Grand Rapids

Ft. Wayne, Ind., July 20—Touching the testimonial Grand Rapids proposes to our dear friend, Charley Garfield, this thought occurs to me. I know of his modesty and his disinclination to anything that has the least appearance of too much appreciation of himself, but isn't there just one more signal service there remains for him to do for Grand Rapids and its succeeding generations?

I would have the proposed testimonial take the form of a heroic bronze portrait bust, properly mounted, and erected in one of your parks or some other prominent place in your city. Why?

Because I want the memory of Charley Garfield to remain perpetual in Grand Rapids; because I want to conserve the influence of his splendid citizenship for all time; because I would have the future citizens of his city and state pause before his bronze portrait and enquire, "Who was this man, why his monument in this selected spot?" That they might receive the answer, "Because of the spotless purity of his character; his devotion to the finer things of life and his splendid citizenship, that easily made him the best beloved and most honored citizen of Grand Rapids during his life time."

What an influence for good our dear friend might thus remain for unnumbered decades in the history of your city.

I really feel he ought to make the sacrifice of his personal feelings in this matter and thus render this last service to his city and state.

Kindly assure him of my most affectionate regard.

Sincerely yours,

DAVID N. FOSTER.