

THE SPARROW

When it hails and it snows, and the mercury drops,
And the wind has the kick of a mule,
The sparrow flies down with a flirt of his tail
To bathe in an ice-water pool.
His poor little leg has been frozen some time,
It is withered and stiff as a peg,
But he does very well with the one he has left
As he hops to my window to beg.
He's a town-loving fellow, a sociable chap,
He will build in a rainspout his nest;
He is impudent, quarrelsome, noisy and shrewd,
And some people call him a pest.
But he's cheerful in weather so bitterly cold
It freezes your bones to the marrow,
I'll admit he's a beggar, a gangster, a bum,
But I take off my hat to the sparrow.

Minna Irving.



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

MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, AUGUST 1, 1934

Number 2654

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

Entered September 23, 1883, at the Postoffice of Grand Rapids as second class matter under Act of March 3, 1879.

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Printed by the Tradesman Company, Under
NRA Conditions

SOME TRENDS IN TRADE

Sidelights on the General Business Situation

The natural and the planned forces of recovery have gained so much momentum that despite the many retarding factors—strikes, Congress, Wall street pessimism and the like—business in June was nearer normal (Irving Fisher Index Number Institute Estimate) than for any month since July, 1933.

The actual business conditions figures show June to be 45 per cent. below the Fisher 1926 normal. May was 46 per cent. below, April 45.6 per cent. Normally June is 2.6 per cent. higher than May; this year it was 4.6 per cent. higher.

Business should continue to improve—at least until after the November elections. The cash outlay of PWA funds during the second half is expected nearly to double the first half spending of \$400,000,000. AAA plans call for the distribution of some \$750,000,000 before the start of the next crops. These disbursements will put purchasing power in the hands of the individuals who receive them, and they will be felt in trade everywhere.

Other measures and appropriations passed by Congress are sufficiently liberal to stimulate business materially, and the administration is unlikely to err on the side of conservation in this spending at a time when elections are approaching.

More than 850 New England manufacturers (operating under 125 codes and employing 22 per cent. of the factory workers in the area) responded to an enquiry made last month by the New England Council on the values and defects of NRA. On its effect on such things as eliminating unfair competitive practices and reducing and relieving unemployment, the vote was approximately: 45 per cent. that NRA

had been helpful, 40 per cent. no effect, 8 per cent. harmful, balance uncertain.

When asked whether or not the manufacturer regarded some form of business code permanently desirable or essential, with or without Government sanction or supervision, 79 per cent. answered affirmatively. Forty-two and five-tenths per cent. wanted a permanent code with Government sanction or supervision; 35.4 per cent. said they wanted a code without government help or interference, and 1.7 per cent. said "desirable under either situation." One-fifth of the companies were classified as large, and the remainder were almost equally divided between medium and small.

The New England survey showed a striking difference between large and small businesses in their reaction to Government sanction and supervision, with the large and most of the medium-sized manufacturers wanting it, and their smaller brothers almost universally opposed.

An analysis published recently in Barron's tends to confirm the Darrow Committee report that NRA has helped big business at the expense of little business. The record covered only forty-five companies (eighteen small, thirteen medium, fourteen large), but for the first quarter of the year the trend was definitely in line with the Darrow blast: the small companies had a net deficit, the medium and large groups fared relatively well. Apparently the small companies missed the price-cutting weapon upon which so many had depended, and they profited less from the reduction in unit overhead costs which normally accompanies increased volume.

So, by a strange quirk, an Administration which seems to be anathema to Big Business really stands as its great benefactor.

However, any enthusiasm which large industrialists have for certain features of Governmental guidance, particularly the NRA, is tempered by fears for the future which center around such possibilities as excessive taxation for large corporations, and greater control of their labor policies, financing and securities. In fact, one well-known investment counsellor urges clients to put an increasing portion of their funds in "the securities of smaller corporations, headed by younger men."

Harry L. Hopkins, Federal Relief Administrator, visualizes the future United States as "a countryside dotted with small factories" and the nation breaking away from mass production. He thinks that decentralization will be brought about by industry itself, that factory locations have not kept pace with the westward growth of population. Now, he says, three-fourths of

the manufacturing is done in a small area in the northeastern corner of the map which constitutes 14 per cent. of the area, and 48 per cent. of the population of the country. He thinks that the superior natural resources and more rapidly growing population in other sections will cause industry to see that great savings may be made through decentralization.

Five months' figures of the Electric Refrigeration Bureau show that the heads of this association undershot the recovery momentum by a wide margin in making up their sales quotas. They budgeted sales of 525,463 household models; they sold 813,571 units, or 154.8 per cent. of quota. Eighteen states went over 200 per cent.—Maryland and D. C., Kentucky, West Virginia, Missouri, Nebraska, Nevada, Oregon, Alabama, Georgia, North Carolina, South Carolina, Tennessee, Virginia, New Mexico, Wyoming, Arkansas, Oklahoma and Texas. Apparently they thought that last year's amazing upturn in the South wouldn't last. But it has.

Another group of guessers, the Shipper's Advisory Boards, have it figured out that freight car loadings in the third quarter will be 4.5 per cent. ahead of the same period last year.

In another paragraph we mention the big gain in passenger traffic for those roads which reduced fares. Those enlightened Western roads may have found ways to meet successfully the competition from other forms of travel. Eastern roads have not. Now comes American Airways with sleeper planes between New York and Chicago—six lower and six uppers per plane—more headache for the railroads.

Those economists and financiers who believe that history has a habit of repeating itself are a unit in proclaiming the belief that when the gold mines of the world are working at capacity, and when the gold reserves of the country have shown an abnormal increase, these developments are followed automatically by higher commodity prices and increasing speculation. The pump is well primed now.

The National Association of Finance Companies has gathered figures which show that during the first five months of the year consumers bought 790,000 new automobile and 1,066,000 used ones and that 43 per cent. of the cars were sold for cash—a much higher percentage than most people would expect. Also that at the end of this year only 29.1 per cent. of the installment money will still be owing, and that at the end of next May, or twelve months after the last of these debts were incurred, only 3.7 per cent. of the debt will be outstanding.

Americans are eating less and less of the staff of life it seems. Flour pro-

duction in June was down almost 10 per cent. from last year, and the cumulative production for twelve months is 62.5 million barrels, as against 67.8 last year.

Department store sales in June were 9 per cent. ahead of last year, with above-average gains in the Federal Reserve districts of Atlanta, Philadelphia, Richmond, St. Louis, Kansas City and Dallas.

We hear much about the more "natural" recovery in Great Britain and the lack of government supervision of business over there. Read this, by the editor of the London Sunday Chronicle: "The government has carried out widespread schemes of reorganization in all the great industries. Production has been put into the hands of various boards answerable to the government and marketing is so controlled as to ensure fair prices to producers and public. Just as in America under the NRA, wasteful methods of cut-throat competition have been abolished in industry at large, by codes and price-fixing agreements."

Linen Shipments Cause Disputes

Complaints by importers that low-end linen piece goods ordered from abroad this year turned out to be so shoddy that they could not be marketed are numerous in the market. The disputes are expected to form the basis for a number of lawsuits because importers have refused to pay for the goods. Producers abroad insist that the cloth, chiefly 36½-inch bleached crashes, are similar to samples selected by the linen buyers. American buyers, they say, are anxious to get goods which could be sold at 4 to 5 cents under other linen piece goods and ordered the merchandise, which proved unsalable in the market.

Must Segregate Women's Wear

Men's clothing firms which make women's coats and suits will have to produce this merchandise in a separate department, according to a resolution passed by the Coat and Suit Code Authority at a meeting held in New York last week. Difficulties in enforcing the coat code, which governs such production, were cited because separate departments were not maintained. The Authority ruled—that, unless segregation is maintained, such firms will not receive NRA labels for their coat and suit output. It was also decided to appoint an impartial paid chairman to handle inter-code questions affecting dresses and suits.

God created the world and its mysteries. He gave us science as a key to solve them.

Synthetic rubber tires, like fire extinguishers, may prove invaluable in an emergency.

FAIRLY LAUNCHED

The Michigan Federation of Retail Merchants

Lansing, July 30 — Attached find copy of constitution and by-laws of the Michigan Federation of Retail Merchants as adopted Monday, July 30. The changes that were made in the proposed constitution are shown on the attached sheets.

Section 3, Article IV, was changed as indicated on the copy. The previous section 2 of Article VII becomes section 3 and a new section 2 added as shown on the bottom of page 2 and placed as indicated by the arrow.

Those present are as follows:

Michigan Retail Bakers Ass'n—H. J. Balkema, Grand Rapids.

Michigan Retail Coal Dealers—Lee E. Attridge, Flint, and Lee H. Bierce, Grand Rapids.

Michigan Farm Equipment—A. J. Rankin, Shelby, and S. E. Larsen, Grand Rapids.

Michigan Retail Dry Goods Association—Jason E. Hammond, Lansing.

Michigan Retail Grocers & Meat Dealers—Herman Hanson, Grand Rapids, and W. R. Keasey, Keego Harbor.

Michigan Retail Hardware Association—H. W. Berkig, Lansing.

Michigan Retail Lumber Dealers—Hunter M. Gaines, Lansing, and Alton J. Hager.

Michigan State Pharmaceutical Association—Clare F. Allan, Wyandotte, James E. Mahar, Pontiac, E. J. Parr, Lansing, S. J. Dunseeth and M. Norton Henry, Lowell.

In addition to the adoption of the Constitution and By-Laws President Hager appointed the following committee to study the sales tax and bring in recommendations and suggestions for Federation action: Lee Bierce, S. E. Larson, Jos. C. Grant, Herman Hanson and James E. Mahar.

The following committee was appointed to study the advisability of sponsoring a Michigan Fair Trade act or Michigan Recovery act and report to the Board of Directors: Clare F. Allan, Louis Kositchek, Jason C. Hammond, Hunter M. Gaines, H. J. Balkema.

The Secretary of the Federation was asked to write all affiliated state associations asking their members to study qualifications of all candidates for Senate and Legislature to the end that responsible and competent legislators will be chosen by each party at the coming primaries.

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

Constitution and By-Laws of the Michigan Federation of Retail Merchants, presented by the Constitution and By-Laws Committee:

H. W. Bervig, Lansing, chairman

Jos. C. Grant, Battle Creek

S. E. Larsen, Grand Rapids.

Advisors: Alton J. Hager, Lansing,

Jason C. Hammond, Lansing.

Article I—Name

The name of the organization shall be the Michigan Federation of Retail Merchants, hereinafter referred to as the "Federation."

Article II—Location

The office of the Federation shall be at the same address as the current Secretary unless or until some other location shall be selected by the Board of Directors.

Article III—Objects

The objects of the Federation shall be as follows:

(a) To study National, state, and local governmental budgets and expenses; to inform affiliated trade organizations of the result of these studies and to submit such information to governmental bodies or officials with suggestions for constructive action.

(b) To suggest to governmental bodies and officials such changes in laws or in administration of laws as

seems practical for the general good and as are in consonance with efficient and economic government; to inform and secure assistance from affiliated trade organizations in carrying out suggested changes through legislation or otherwise.

(c) To promote laws and legislation for the preservation of independent business — the foundation of the economic structure of our country — and for the prevention of monopolistic tendencies in distribution.

(d) To promote such other objectives as decided upon by the Board of Directors.

Article IV—Membership

Sec. 1. Membership in the Federation shall be confined to retail trade associations covering the state or a major portion thereof, who subscribe to this Constitution and By-Laws at the time of adoption or whose applications are later approved by a two-thirds majority of the affiliated trade associations.

Sec. 2. Affiliated associations may withdraw at any time, upon written notice to the Secretary-Treasurer, or may be expelled by a two-thirds vote of the affiliated associations.

Sec. 3. Upon request, associate membership may be granted to other trade groups, who approve of and agree to support the objective of the Federation, and whose application is approved by a two-thirds majority vote of the affiliated associations, in meeting or by ballot. Associate membership shall not carry representation on the Board of Directors.

Article V—Board of Directors and Officers

Sec. 1. The Board of Directors shall consist of two representatives appointed by each affiliated association as presented in a written communication from the office of such association. Board members shall serve until such time as the Secretary-Treasurer of the Federation is notified of a change by the affiliated association offices.

Sec. 2. The officers of the Federation shall consist of a President, Vice-President and Secretary-Treasurer chosen from the Board of Directors. Such other officers as may be necessary are to be selected by the Board of Directors.

Sec. 3. The officers shall constitute an Executive Committee which shall exercise authority in intervals between meetings of the Board of Directors.

Sec. 4. The President shall preside at all meetings of the Board of Directors and of the Executive Committee and shall be ex-officio a member of all committees.

Sec. 5. The Vice-President shall serve as an alternate to the President in the event of the latter's absence or disability.

Sec. 6. The Secretary-Treasurer shall perform such duties as may be prescribed and directed by the President and/or Board of Directors, including the keeping of the minutes and all records of the Federation, the making of reports, calling of meetings, keeping a complete record of all meetings and actions of the Federation, retaining custody of all funds, receiving and depositing the same in a bank duly approved by the Board of Directors, preparing and personally signing all checks for the payment of any and all bills, where such bills have been approved by or incurred at the direction of the Board of Directors. He shall keep regular account of all monies received or disbursed and shall render to the Board of Directors when requested, an accounting of all receipts and disbursements. Such records shall be open for inspection to any member of the Board of Directors at any time. If and when directed by the Board of Directors, he shall provide a bond by a recognized surety company in any amount, and in such company, as shall be determined and directed by the Board of Directors. He shall submit all books and records of funds re-

ceived or disbursed, for an independent audit, if, when and as called for by the Board of Directors. The Secretary-Treasurer shall be ex-officio a member of all committees.

Article VI—Meetings

Sec. 1. Meetings of the Board of Directors of the Federation shall be held at such times and places as the President may determine.

Sec. 2. Upon a written request from a majority of the affiliated associations, the officers are directed to call meetings of the Board of Directors.

Sec. 3. Notice of all Board of Directors meetings shall be forwarded by the Secretary-Treasurer to affiliated Trade Associations in sufficient time for Board members, who are in their customary places of business, to attend.

Sec. 4. There shall be an annual meeting in June of each year, at a date fixed by the Board of Directors, at which meeting the Secretary-Treasurer shall make a report of activities and accomplishments of the preceding year, and present a report of the finances for the preceding year. Officers for the ensuing year shall be elected at this meeting.

Sec. 5. A majority of the affiliated trade associations who are represented by a Board Member or members at a meeting, whether one or two persons from each such associations are present, shall constitute a quorum.

Sec. 6. Voting at Board of Directors meetings, shall be by associations. If both representatives on the Board, from any one association, are present and cannot agree on a question presented, each such representative shall be entitled to half a vote. If only one representative is present from an affiliated association, he may cast a full vote.

Sec. 7. Voting may be carried on by mail ballot when agreed to by a majority of the Executive Committee, in cases of emergency which that committee prefers not to decide on and believes it impractical or impossible to call a special meeting of the Board of Directors. The vote of each association, as reported from their respective offices, shall be declared the vote of that association. If a majority of the affiliated association reply, the majority of those replying shall constitute the action of the Board of Directors.

Article VII—Financing

Sec. 1. The Federation shall be financed by assessments on affiliated associations, together with such funds as may be secured from other sources, in such amounts and collected in such manner as prescribed by the Board of Directors.

Sec. 2. No solicitation for or acceptance of funds shall be made from any individual, individual concern or trade group not directly affiliated with the Federation if such solicitation or acceptance is disapproved of by any retail trade association affiliated with the Federation, representing that industry.

Sec. 3. Failure to pay assessments on the part of affiliated associations shall constitute voluntary withdrawal from the Federation.

Article VIII—Liability

No officer or other member of the Board of Directors shall be liable in any manner to anyone for any act of any other member, officers, agent or employee of the Federation, nor shall any member of the Board of Directors, exercising reasonable diligence in the conduct of his duties be liable to anyone for any action or omission to act, except for his own voluntary or willful misfeasance or nonfeasance in his official capacity.

Article IX—Amendments

This Constitution and By-Laws may be amended by a two-thirds vote of affiliated organizations at any meeting where a quorum is present.

I have had more trouble with myself than with any other man I have ever met.—Dwight L. Moody.

Campaign To Push Woolens Planned

In an effort to expand wool goods markets and to alleviate the current difficult price situation, the industry will shortly make an attempt to introduce a new promotional set-up. The campaign will, if generally approved, be the most comprehensive ever undertaken by the industry, with all divisions uniting to put it over.

According to plans now being drawn up the campaign contemplates the dissolution of the present promotion committee, of which Colonel C. F. H. Johnson, of the Botany Mills, is chairman, and the establishment of a new board. This committee will be composed of the presidents of the three associations, the wool growers, dealers and fabric mills, together with two additional members from each group, making a total of nine.

The intention is to employ a director of publicity, who will have charge of the campaign for a specified length of time. What this period will be or what amount of money will be raised to finance the promotion has not as yet been decided upon.

This effort comes at a time when the industry is greatly concerned over the present slow demand and the outlook for prices. Most of the mills making higher-price fancies are not running and the staple manufacturers are on a curtailed production basis.

The recent decline in raw wool and the possibility that it may drop another 10 cents a pound before the liquidation has run its course, together with the general slowness in the clothing industry, have brought buying almost to a standstill. Buyers are of the opinion that cloth prices will have to come down and consequently are holding off as long as possible.

In addition, they are anxious to purchase only the low-price goods with the result that it seems almost impossible to sell cloth costing more than \$2 per yard. Clothing manufacturers, who reduced their prices for Fall, want to get fabrics as cheaply as possible and consequently are waiting until the last moment for a decline.

Woolen mills, however, insist that the situation is not as bad as it has been painted and that with any resumption of general trade activity, they will get their share of business. They point out that stocks in the hands of mills are practically negligible, as they have not been turning out goods, and that the orders on hand are all bonafide.

As far as prices are concerned, woolen executives contend that at present they are too low and that even a ten-cent reduction in the price of wool would not justify any further downward revision. Whether they can maintain this attitude in the face of an absence of demand, if buyers feel that cuts are justified, is something which no one knows as yet. Mills, however, insist that Fall quotations will not go any lower but they are not so certain about opening Spring quotations.

With their volume depending to a great extent on their ability to keep prices down, the industry is seriously concerned over the possibility of inflation. Any development which would cause wool and fabric prices to shoot upward would be almost disastrous to the industry, it was said. Furthermore,

under the present code set-up it is no longer possible for mills to swing into production quickly and turn out huge quantities of goods each week.

With these problems in view, the industry is accordingly turning to a large-scale promotion of its products, feeling that the opening up of new markets or the development of old ones is the best means to insure stability.

Items From the Cloverland of Michigan

Sault Ste. Marie, July 30—Last week was Governors Day here, with flags fluttering gayly in a cool Northern breeze, while Sault Ste. Marie turned out to honor the governors of ten states who came here from Mackinac Island, following a drive over Eastern Upper Peninsula's new concrete highway to the Sault. The distinguished guests were taken to Fort Brady to receive a nineteen-gun salute and to review C.M.T.C., trainees of camp Herbert R. McKinney, where visitors day was observed. The glorious autumn-like day and the scenery made a deep and favorable impression upon those who came North from regions baked by a scorching sun. A brief reception was held at headquarters by Col. Edward Davis and his staff and then the Governors marched to the center of the parade grounds and reviewed the troops in their final drill of the camp session. After the review of troops at Fort Brady, where former Governor Chase S. Osborn was the principal speaker, the chief executives and guests went on board the several coast guard boats for a trip through the locks. On their return they were taken in cars to the country club, where a luncheon program was prepared in their honor. Following the luncheon program the governors were taken aboard the coast guard steamer Seminole and cruised down the St. Mary's river through Les Cheneaux to Mackinac Island.

The first member of the Ca-Choo Club arrived here last week, where they expect to stay until about Oct. 1. The club has over 100 members which make the Sault their headquarters during the Ca-Choo season each year. They are a fine lot of people and a real live bunch who furnish their own entertainment and certainly know how to plan things so that a good time is had by all.

The Pickford grocery, at Pickford, has installed a large vegetable tray which is connected with a sprinkler system. It also has an electric refrigerator and a separate meat department served by an expert butcher, where a complete assortment of quality meats and sausages is always to be had. The owners, Hamilton & Watson, are both live wires and a credit to their community and a big asset to the live village of Pickford.

The fellow who says an education does not pay is generally a very good example of that fact.

Erastus Orr, 84, of Manistique, died at the home of his brother, Walter Orr, last Friday. He came to Manistique at the age of 23 years. He was first employed by the Chicago Lumbering Co. About thirteen years later he became associated in the firm of Orr Brothers & Co., retail meat dealers, who conducted their business in the building now occupied by the Tribune Publishing Co. In 1915 he retired from the meat business to his farm on the river road which he purchased nearly fifty years ago. His death is greatly mourned by numerous friends, both in the city and the country.

Miss Jessie Ferris, proprietor of the Vogue shop, selling ladies' hats and fancy work, has decided to discontinue business and is selling out her stock. She has made no announcement as to what she will do in the future.

Mrs. Pearce, wife of R. W. Pearce, the well known druggist, on Ashmun street, died last week at Ann Arbor,

after a three weeks illness. She is survived by her husband and one son, Dr. James Pearce, of the Sault, two sisters and one grandson. Mrs. Pearce was active in church work and will be greatly missed by a large circle of loving friends, who extend the family their sincere sympathy.

The firm of Cowell & Burns has been changed to the Burns Department Stores. This announcement was made by J. A. Burns, manager of the corporation, who made it clear that the store here and those at St. Ignace, Newberry and Munising will be under the same management and the business policy will be unchanged. Reason for the change in name is that it was desired to have all the company's stores under the same name. The Munising store has been operated under the name of the Burns Department Store for the past two years. George Cowell, a former partner, has not been connected with the firm for the past five years. Mr. Burns and Mr. Cowell started in business in this city in 1922. The firm was incorporated under the name Cowell & Burns in 1929. Mr. Burns bought the controlling interest in the Cowell & Burns stores from Lauermann Bros. Co., of Marinette, Wis., in May, 1932. Many of the older employees are stockholders in the corporation.

You aren't really old if you can eat a hot dog at 11 p.m. and not call a doctor before 3 a.m.

William G. Tapert.

Pleasant References to Some Northern Michigan Towns

Boyne City has a beautiful setting at the East end of Lake Charlevoix. It is here where Boyne river empties into the lake. This river is well known for the heavy runs of smelt each year. A local resident said it is only about six years ago when the smelt first came here. For many years this city was most active, owing to the large mills producing lumber and shingles. A large tannery is located here, which gives employment to some 200 men. The founders of this city had great faith in its future, so many fine business blocks were erected, also beautiful homes, schools and churches. Seldom will one find as good a hotel as the Wolverine. Just across the street is the Federal building for the postoffice. There is also a beautiful public library. H. J. Gray, formerly of Eaton Rapids, also with the A & P chain stores in Lansing, opened an up-to-date food store here last November. He reports business coming nicely, and all the other merchants claim it much better than last year. W. A. Sack has built up here the most unique and successful meat business I have found in this state. His market is as clean and sanitary as the kitchen of an exacting housewife. He buys only selected stock and prepares it for sale in most tempting displays. The resorters flock here for miles, and they are so well pleased with the quality, that standing orders are placed for shipment to their homes. High grade hams, bacon, sausage, poultry, etc., has developed a constantly increasing trade.

The drive from Boyne City to Walloon Lake is most picturesque, over winding roads, high hills and deep valleys. There is considerable virgin hardwood timber in this section, much of it extending to the shores of the lake. Many summer homes have been erected along its wooded banks and during the summer months the two stores here are very busy.

Harbor Springs appears as beautiful as ever, nestled against the wooded hills which circle the bay. The wide sandy beach extends farther out than usual, owing to low water in all of the Great Lakes. As a reminder of old times, there stood at the curb at the depot, two span of horses hitched to two-seat carryalls with canopy tops. The only modern feature was the replacement of the large steel tired wheels with those of auto size, using inflated tires. The merchants here all report an improvement in trade. R. J. Hilderbrand has consolidated his stock with Adams & Company. Alden J. Faunce has moved one door East in the Clark block, his former location now being occupied by the A & P chain store. Mr. Faunce has embodied several improvements in his new location and his stock is artistically displayed. I have found no finer wooded drive than the old Indian trail which leads from here to Cross Village. The state has taken over this route and has widened the grade and smoothed the surface, so it is now a delight. No trees have been removed and the short turns and curves keeps the speed limit down. Along the drive is a wide variety of virgin hardwood timber, also cedars and Norway pine.

Petoskey merchants report business a little better and more tourists. The secretary of the Chamber of Commerce is busy with various programs for the entertainment of summer guests. Cottages at Bay View are nearly all filled and it is a real treat to those who have the privilege of attending the Assembly meetings, which are addressed by speakers of national repute. Few men have been as active as John J. Lake, head of the Lake Drug Co., in promoting the interests of his home city. While Mr. Lake takes an active interest in politics, he has not yet aspired to public office. This section has been favored with more moisture than most parts of the state. Some oat fields here have a stand of over five feet and farmers look for a yield of sixty bushels to the acre. Barley and other grains promise a large yield and there will be plenty of hay. Take it all around Emmett county is in much better position than last year.

Cross Village is a mecca for tourists interested in Indian lore. At one time the village had a population of 500, and now it is about 200, the Indians being in the majority. This village is the home of a young woman who has made a real contribution to the history of early Michigan, having written a most interesting booklet, entitled, "Old Arbre Croche." This was a name applied by the early French explorers to the Ottawa Indian settlements, extending from Cross Village to Harbor Springs. The Indians called it Wag-onawikisa, both terms meaning Crooked Tree. The name was given, owing to a tall crooked fir tree, which stood on a high bluff between Middle Village and Cross Village, and was a guiding point for early mariners before the days of the present lighthouses. The father of Mary Belle Shurtleff came to Cross Village in 1870, and conducted a general store and was a leading citizen. He served as judge of probate of Emmet county for ten years, was long a subscriber and contributor of the

Tradesman. During vacation, Miss Shurtleff carries on a curio store of products made by the local Indians, which includes some of the finest craft in quill work, for which these Indian women are noted. The beautiful shore line road from Harbor Springs here should be continued on along the shore to Mackinaw City. I was told that only four and one-half miles of new road will be necessary to join those already open. No doubt the state will take this up soon in its new construction program, and when it is completed, there will be no more picturesque drive in the resort region. Cross Village merchants report an improvement in trade. Just now the huckleberry crop is, being harvested by the Indians, the market price for the berries being ten cents per quart. The Indian boys here have organized a baseball team and hope to clean up on many of the teams in the nearby towns. Chief Thunder Cloud is again at his post this summer, arrayed in his buckskins and war bonnet decorated with feathers. The old chief is a real showman and entertains the tourists with weird tales and history of early days. Frequently he and his company are called to various resort points to entertain with war dances and music.

Charlevoix is one of the most beautiful of the Northern Michigan resort points in the Lower Peninsula. Here is located a larger colony of wealthy resorters than at any other place in the resort region, and many have built costly summer homes. The improvement of the times has brought in more tourists than for several past years. Hotels are well filled and the owners and merchants of the city feel much encouraged. It was my pleasure to have a chat with Ira A. Adams, editor of the Charlevoix Sentinel, one of the oldest newspapers in the Northern part of the Lower Peninsula, beginning its long career April 28, 1869. Editor Adams spent his early life at Portland and for thirty-four years edited the local newspaper at Bellaire, coming to Charlevoix seventeen years ago. The genial editor, like most great men, has a hobby, which is the collection of firearms, swords, knives, Indian bows and arrows, besides many other historic treasures. I have never seen such a varied museum of this class, collected from many countries, and I would suggest that the city induce the editor to loan it the exhibit and place it where it will be more available to the view of the thousands of summer visitors. I gleaned from my visit with this venerable editor that he and the editor of the Tradesman have crossed swords in literary controversy in times long gone by, and the duel they fought left no scars, but, instead, a genuine friendship. The secretary of the local Chamber of Commerce and Earl A. Young, local promoter, miss no opportunity to advance the popularity of this region. The latest is two new maps of large size, which have been embellished and illustrated by a local artist, the wife of Mr. Young, who is entitled to much credit for her skill and industry. One of the best restaurants in this resort region is owned and conducted here by Mont Withers at 311 Bridge street. The large eating room is artis-

(Continued on page 23)

MOVEMENTS OF MERCHANTS.

Flat Rock—The State Savings Bank has increased its capital stock from \$50,000 to \$100,000.

Carson City—The Carson City Motor Sales has reduced its capital stock from \$16,000 to \$1,000.

Dearborn—The Rader & Berg Lumber Co. has increased its capital stock from \$20,000 to \$75,000.

Detroit—The M. and P. Products Co. has been organized with \$3,000 capital stock, all paid in.

Detroit—The Lake Coal and Dock Co. has been organized with \$10,000 capital stock, all paid in.

Ann Arbor—The Wikel Drug Co. has been organized with a capital stock of \$18,000, all paid in.

Port Huron—The Basshead Ale & Brewing Co. has increased its capital stock from \$275,000 to \$400,000.

Dowagiac—The Dowsett Spring Co. has been organized with a capital stock of \$50,000, of which \$1,000 is paid in.

Ecorse—The Ecorse Foundry Co. has changed its capitalization from 50,000 shares no par stock to \$50,000.

Pontiac—The Pontiac Spring & Bumper Co. has been organized with \$10,000 capital stock, of which \$7,000 is paid in.

Detroit—The Mohawk Smelting & Refining Co. has been organized with \$10,000 capital stock, of which \$1,000 is paid in.

Midland—The Midland Knitwear Store, Inc., has been organized with a capital stock of \$25,000, of which \$1,000 is paid in.

Ann Arbor—The French Home Equipment Co. has been organized with a capital stock of \$10,000 of which \$6,700 is paid in.

Alma—The Klujas Oil Corporation has been organized with \$50,000 capital stock, of which \$11,600 is subscribed and \$1,000 paid in.

Detroit—The Goodspeed Products Corporation has been organized with a paid in capital stock of \$10,000 to manufacture electrical tools and appliances.

Greenville—The Greenville State Bank has reduced its capital stock from \$100,000 to \$50,000 and changed its name to the First State Bank of Greenville.

Ann Arbor—The Morris Oil & Coal Corporation has been organized with \$50,000 capital stock, of which \$3,356 is paid in. Operations will be carried on in Ann Arbor, Detroit and Grand Rapids.

Zeeland—Van Lopik's, Inc. has been organized by Gerritt, Chester and Elizabeth Van Lopik to handle general merchandise and bazaar goods. The capital stock is \$5,000, with \$1,000 paid in.

Kalamazoo—Notice of the dissolution of the firm of Streng and Zinn, 111 West Michigan avenue, has been filed with the secretary of state at Lansing, and a copy forwarded to the county clerk. Dissolution, according to the notice, was by mortgage sale of its property and franchise. The notice was dated as of July 23, and was signed by Anna P. Zinn, and Robert Zinn.

Holland—At a meeting of the creditors of Percy Knoll, grocer, held at the office of the Standard Grocer Co.,

July 27, R. Mulder, trustee, reported that he had made an operating profit of \$15.78 between April 19, 1933, and July 5, 1934. The net value of the stock and fixtures is \$209.78. It was decided to continue the business until a definite offer is made by a bona fide purchaser.

Kalamazoo—A \$475,000 building construction program, the largest private building project here in years, was announced to-day by the Upjohn Company. The buildings will include a three-story office structure, a 6-story factory building with 12-story tower and a steam plant. Work will begin within two weeks. The plans call for air conditioning and a maximum amount of window area. The company, established here 50 years ago by the late Dr. William E. Upjohn, manufactures pharmaceuticals.

Detroit—Isaac Jacobson, owner of a store at 10465 West Jefferson avenue in River Rouge, Southern suburb of Detroit, has incorporated his business as Jacobson's Quality Shoe Store. Mr. Jacobson reports sales in this industrial suburb dependent almost entirely upon price, with styles still a secondary factor, despite the fashionable Detroit market nearby. However, a definite trend toward suedes, in both blacks and browns, for Fall, is evident, going clear down to the lower price ranges.

Detroit—Johr. Ford Smith, drug salesman, died Monday at his home, 2173 Hurlbut avenue, at the age of 57. He had been ill 10 days. Mr. Smith was born in Detroit. His mother, Mary Ford Smith, was born near Dearborn and was related to Henry Ford. For thirty-seven years he had been a salesman for Farrand, Williams & Clark and the Michigan Drug Co. He was a member of Union Lodge, F.&A. M.; King Cyrus Chapter, R. A. M.; Detroit Consistory and Moslem Temple of the Shrine.

Bear Lake—H. Dubin, of Chicago, well known produce buyer and horse dealer, has rented the grist mill building from H. M. Cosier and will use it as a storage and packing shed this summer and fall. He expects to start packing operations with Duchess apples, perhaps next week. Mr. Dubin dealt in produce in this vicinity last year quite extensively, operating his own truck direct to the Chicago market. The past Spring he brought in a number of horses by truck and held auction sales to place them on the farms, attendance at these sales coming from not only this county but adjoining counties as well.

Detroit—The Mathes Shoe Stores Co., of St. Louis, has opened its eighteenth store at 1420 Woodward avenue under the name of "Reel's." Ted Miller, from Columbus, is manager. Both the front and interior were remodelled, so that this latest addition to Mathes chain is the best one. Business was so good he past two Saturdays that it was necessary to lock the front doors in order to serve the trade properly. Popular priced women's shoes are handled, the prices being \$2.65 and \$3.50. The Mathes Shoe Stores Co. is composed of I. Mathes, president; Robert Mathes, vice-president and general

manager; and Leonard Mathes, secretary and treasurer.

St. Ignace—O. P. Welch, former owner and manager of the Hotel Northern, St. Ignace, has sold the hotel property to H. R. Welch and it has been re-named the Hotel Mackinac. The name was selected by Congressman Prentiss M. Brown. The hotel is open for business, and extensive improvements are being carried out. The building is a combination of the LeClerc and Dunham hotels with a connecting annex constructed some years ago by Mr. Welch. The old LeClerc section is being covered with stucco, a cement verandah is being constructed, and one of the largest stone fireplaces in the peninsula is being installed in the lobby. Improvements and additions will be completed it is expected, by August 10. Donald Printz is manager.

Newberry—This week will see the reopening of the Horner sawmill recently sold by the Grand Rapids Trust Co., which has had it in receivership for many years. The sale of the Horner property was completed last week, the final transfer being made on July 25 to the Robins Flooring Co., of Rhinelander, Wis., Paul Abendroth being the president and owner. The Abendroths have completed sales of all the property with the exception of the flooring factory which they will operate. The sawmill and timber holdings have been taken over by the Chesbrough Lumber Co., which has large timber tracts in the locality. Mr. Holland, of Grand Rapids, of the Holland Lumber Co., who ran the mill for several months the past year, will be the new manager and it is under his supervision that the first unit of the new organization will go into operation the coming week.

Grand Ledge—H. Marr Byington, county welfare administrator, and for 22½ years a member of the well known Grand Ledge shoe firm of Byington & Spencer, is retiring from all business connections this week. Throughout all these years this partnership was unique in many ways; Spencer bought the ladies shoes, Byington the men's; each trimmed a window; Byington kept books and Spencer banked the money; they changed off opening hours every other week for years and never had as much as a syllable of disagreement. "No finer man ever lived," said Byington as he was describing the virtues of his partner. Mr. Byington went to Grand Ledge thirty years ago from the shoe department of the Marshall Field store and entered business. Mr. Spencer started in the shoe business with George Cornell back in his school days. He was a partner of Will Hall for a few years when Spencer and Byington, one time competitors, became partners. "Something kind a took me," said Byington, "as I turned over the store key that I had carried or thirty years."

Detroit—"Gentleman Jim" Tyre, Detroit, Past President of the Michigan Retail Hardware Association, has been connected with or engaged in the hardware business, in the same block, for forty-seven years.

Bay City—The youngest hardware store owner in the state is Arthur E. Narlock, 1618 Broadway—nineteen years old. Mr. Narlock joined the Michigan Retail Hardware Association on the service man's first call to his store.

Hudson—The Harry T. Dillon Co. has been busy remodeling the interior of its store, using Michigan Retail Hardware Association plans. Major appliances are being brought down from the second floor to a special display room on the first floor; new shelving has been constructed with ledge display; display stands and counters placed to permit free and easy access to every part of the store.

Manufacturing Matters

Detroit—The Moorish-King Co. has been organized to manufacture, metal and composition novelties, with an authorized capital stock of \$1,000, all paid in.

Otsego—The Eady Shoe Co.'s plant resumed operation Monday after having been closed six months. The emergency relief associations of various counties have given the concern contracts to make shoes for state welfare work. It is expected the output will be 360 pairs daily. Forty workers will be employed before the end of the week.

Bangor—Fire, which broke out in the packing plant of R. A. Buyge & Son late Monday caused damage totalling about \$3,000. The blaze was confined by the local firemen to the third floor. The building, located near the mill-pond, is a landmark, having been erected in 1860 for a woolen mill. After being used successively as a fraternity hall and for the poultry business it passed into the hands of its present owners in 1915. The firm expected to begin packing Duchess apples this week.

Financing American Export

American export interests are not anticipating an early substantial increase in the volume of foreign trade as a result of new policy of the second Export-Import Bank.

Banking facilities and credit are available now, it is explained, if the export transactions are of the normal commercial type and both the domestic seller and the foreign importer are solvent and both the domestic seller and the foreign importer are solvent and there are no insurmountable obstacles in the nature of foreign quota restrictions and exchange regulations to be overcome.

The only field that offers opportunities for larger operations in this field and that banks here are reluctant to enter are transactions of a long term character that involve a substantial degree of political risk. If the second Export-Import Bank were to become active in this line of work, it might be able to provide an effective substitute for the current lack of international long term financing, particularly in connection with the export of durable goods and industrial equipment, it is held.

Essential Features of the Grocery Staples

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

Canned Fruits—The large pack of canned grapefruit is almost entirely cleaned out of first hands, and it is evident that distributors not adequately covered on their season's requirements will be compelled to look for resale material to round out their inventories. Last sales were made at \$1.20, f.o.b. Florida cannery, which is substantially over the season's opening price basis. Minor downward price readjustments were made on California Bartlett pears during the week, with apricots somewhat higher in one or two instances. Formal prices for the full line of California canned fruits were named early in the week, but announcement of these prices caused hardly a ripple on the placid surface of the market. Buyers, in most instances, are deferring new pack purchases until the goods are actually required, or are covering to a limited extent on some lines in which short packs are indicated.

Canned Vegetables—In the vegetable list spot tomatoes were still showing softness, with this weakness in the market for Southern packs offset by a further firming up in the position of new pack stringless beans.

Canned Fish—Weakness in the market for new pack salmon continues in evidence in the canned foods market, and it is reported that packers, in some instances are now offering to absorb the full differential between water and rail freight rates in an effort to stimulate sales. For the past few weeks a number of packers have been absorbing half of the differential on prompt shipment sales. While the additional concession makes no difference in the laid-down price of salmon bought by wholesale distributors in the East, it was pointed out, the fact that distributors' stocks of salmon are low furnish an incentive for wholesalers to place business with the packers making the full absorption, as the time of arrival is a decided factor with many distributors, due to the numerous delays in salmon shipments as a result of strike conditions in the Northwest recently. Thus, with many buyers in the position where they would be forced to resort to all-rail shipment of salmon in order to replace depleted inventories, the additional concession offered by some canners is in effect a further price cut.

Dried Fruits—There was a quiet market for dried fruits reported on spot yesterday, with developments lacking locally in the absence of important changes in primary markets. Apricots were well maintained at the higher price levels established earlier in the week and jobbers reported that stocks were moving out in fair volume at these quotations. Interest was shown during the day in a report by the Department of Agriculture indicating a recovery in prune export volume. Exports this season during the nine months September, 1933, to May, 1934, were somewhat heavier than in the corresponding months of the previous season, but were lighter than average. During these nine months a total of 84,989 tons of prunes were exported

from this country, against 78,378 tons during the corresponding period of the 1932-33 season and an average of 100,508 tons during the same nine months of the past five seasons. Of the amount exported during the nine months of the current season 60,457 tons, or 71.1 per cent. of the total, moved into export channels through the San Francisco Bay terminals, with 8,786 tons, or 10.3 per cent. shipped from Oregon, and the balance from other districts. Buyers were reported in the market for raisins in a fair way, with the trade generally rounding out its assortments of spot fruit in expectation of an early price advance on the Coast. This advance, widely heralded as due this week, is still being deferred, apparently because of the stocks at relatively low prices still remaining in the hands of the small independent raisin packers.

Nuts—Nuts in the shell are attracting no attention currently and will likely remain quiet until the fall. Prices are nominally unchanged. Sales of nut meats, however, are going along at a normal pace for this time of the year. There is the usual hand to mouth business. Walnuts and Brazils are the firm items on the list.

Olives—Strength continues to mark the olive situation. Shippers in Spain have only small supplies left to deliver. In addition certain of the most popular sizes of olives are virtually cleaned up. No price changes have been made here, but the outlook is for higher quotations by next fall.

Olive Oil—The European olive oil market continues little changed with converted American prices about unchanged. Currency movements during the past few weeks have been relatively small and have influenced oil quotations here only slightly. It is reported that the oils other than Spanish and Italian are now being quoted for shipment in December.

Pickle and Dried Fruit Codes—Approval of the code of fair competition for the imported green olive industry, to become effective August 6, has been given by Administrator Hugh S. Johnson. At the same time the NRA announced that hearings will get under way August 4 on the proposed code for the Pacific Coast dried fruit industry, presented recently by a group of dried fruit packers claiming to represent 80 per cent. of the industry. The code for the imported green olive industry establishes a maximum work week of forty hours with certain customary exceptions. The code authority will consist of five industry members who will be elected at a meeting of all the industry called by the Association of American Importers of Green Olives. Each member of the industry is allowed one vote for each 1,000 fenegas of green olives he imported in 1933. Guarantees against spoilage are prohibited in the case of bulk olives and limited to six months in the case of those packed in bottles and jars up to and including the 32-ounce size. Hearings on the Pacific dried fruit code will be held before Deputy Administrator George Carlson, to take place in the Hotel Washington. The code proposed a basic maximum forty-hour work week with permission to work up to forty-eight hours during seasonal

peaks totalling fourteen weeks a year. Minimum wages would be \$16, \$15 or \$14 for office workers, depending upon population; 40c an hour to other employes, except those engaged in light work, such as wrapping, sorting, lining and checking, who would receive at least 33½¢ an hour. The trade practice rules include a requirement that all products of the industry be sold on a uniform contract. It is a so-called "restricted code," and certain trade practice rules are subject to approval by the Secretary of Agriculture.

Rice—The chief point brought out during the past week on the rice market was the definite improvement in demand. Consumers are proceeding in a confident fashion. Sellers are certain that the seasonal upswing has started and that a good rate of bookings will be enjoyed with the domestic trade over the next months. There is, of course, no export demand.

Salt Fish—New prices for salt fish are not yet out. However the first offerings of the new pack will be on the market in another week. Firm prices are expected. The curing to date has been much under last year. Improved quality is the chief compensation. Most of the fish will run No. 1 or 2 this year as against 2 @ 3 in 1933. Currently the demand is at a standstill and likely to continue thus for another month.

Vinegar—Cider vinegar remains the firm item on the list. As has been reported previously, cider production this fall will be light with prices high.

Review of the Produce Market

Apples—Yellow Transparent, and No. 1 Red Astrachans, \$1.25 per bu.; Duchess, 75c per bu.

Avocados—\$3 per case from Florida. **Bananas**—6c per lb.

Butter—Creamery, 26c for cartons, and 25½¢ for tubs.

Cabbage—Home grown 90c per bu. for either white or red.

Cantaloupes—\$1.25 for standards and \$1.50 for jumbos from Indiana.

Carrots—Home grown, 20c per doz. bunches or \$1 per bu.

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

Celery—Home grown 20 @ 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.....\$2.40

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.....20c

Candled, fresh.....19c

Candled, large pullets.....14c

Checks.....13c

Egg Plant—\$1.50 per doz. for home grown.

Garlic—12c per lb.

Green Corn—10-15c per dozen for home grown.

Green Beans—\$1.50 per bu.

Green Onions—10c per dozen.

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

Green Peppers—25c per dozen.

Honey Dew Melons—\$2.50 per case.

Lemons—The price is as follows:

360 Sunkist\$8.00

300 Sunkist 8.00

360 Red Ball..... 7.50

300 Red Ball..... 7.50

Limes—25c per dozen.

Lettuce—In good demand on the following basis:

California, 4s and 5s, crate.....\$5.50

Leaf, out-door......03

Onions—Home grown, \$1.10 for yellow and \$1.35 for white.

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

126\$5.00

176 5.00

200 5.00

216 5.00

252 4.75

288 4.75

324 4.75

Red Ball, 50c per box less.

Parsley—30c per doz. for hot house.

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

Potatoes—New, \$2.50 per bbl. from Virginia. Home grown, 90c per bu.

Poultry—Wilson & Company pay as follows:

Heavy Fowls.....11@12c

Light Fowls 9c

Ducks 8c

Turkeys 14c

Geese 7c

Radishes—8c per dozen bunches for home grown.

Spinach—75c per bushel for home grown.

Summer Squash—3c per lb.

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

Tomatoes—Hot house, 60c per 8 lb. basket; out door grown, 40c per 8 lb. basket.

Turnips—30c per dozen.

Veal Calves—Wilson & Company pay as follows:

Fancy7½¢

Good 5 c

Watermelons—30c @ 45c.

Wax Beans—Home grown, \$1.50 per bushel.

Whortelberries—\$3.25 per 16 quart crate.

Eleven New Readers of the Tradesman

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

Vinkemulder Co., Petoskey

C. E. Maxfield, Alanson

John Cosey, Alanson

Mont Withers, Charlevoix

Harold D. Tripp, Allegan

H. E. Kauffman, Eastport

O. J. Clemens, Elk Rapids

C. H. LaBatt, Traverse City

Peter Zielinski, Traverse City

Fred Schall, Traverse City

Jerald Beckwith, Traverse City.

Expect Gain in Glass Industry

While seasonal dullness continues in the glass industry, present indications are that orders will bulk larger after Aug. 1. Table glassware plants which closed early in July are resuming operations and production is well ahead of the first week of this month. The flat glass industry, especially window glass, is feeling the lack of real activity. No change has developed in plate glass production, with purchases by automobile manufacturers or other large consumers virtually non-existent.

MUTUAL INSURANCE (Fire and Life)

Relation of Humidity and Fires

Newspaper account of the recent Stock Yards fire in Chicago were instrumental in acquainting the general public with a fact that has been well known to forest rangers almost since the inception of the forest service. That fact is there is a direct relation between atmospheric humidity and the possibility of sweeping fires. The extended drought had so dried out the fences, sheds and other buildings of frame construction in the yards that the fire spread with such rapidity that the Chicago fire department actually lost 20,000 feet of hose and five pumpers.

The warden in each watch-tower in the forest service watches closely the humidity at his particular station. With high humidity he has little to fear; when the humidity begins to drop he knows he may expect trouble at any minute, and the longer the period of low humidity the worse will be the trouble when it comes.

So close is the relation between humidity and the fire possibility in the Northern Rocky Mountain region that charts—referred to in the service as "Fire Danger Meters"—have been prepared that tell the wardens exactly what precautions to take with varying conditions of wind and humidity. Even though there is no fire in evidence men are ordered to "danger points" when the humidity falls below 25 per cent. With further lowering of the humidity more men and fire protective apparatus are ordered out. The experience of the Forest Service has been that the lower the humidity the greater chances for a serious fire, and they must have all facilities on the job at the outset.

The Stock Yards fire illustrated that buildings in towns and cities dry out just as do trees, brush and grass. The city dweller seldom thinks of himself as endangered by periods of drought, but it is a fact that conflagration possibilities in cities and towns increase in the same manner and for the same reason as in forest areas.

Many cities and towns find their water supply seriously curtailed as the result of prolonged drought. The mayor of an Indiana city stated a few days ago that just enough water was available to fight a fire for thirty minutes. Which statement caused us to wonder what the reaction was among some of the people in that town who couldn't see the necessity for extinguishers in their places of business because the city had a fire department.

Everyone should be particularly careful to guard against fire during dry weather. A match, cigar or cigarette thoughtlessly tossed from a train or automobile may destroy crops, farm buildings or even entire villages. The burning of trash or refuse in the open should be religiously avoided. Likewise it behooves the owner of property to remove the danger of grass fires, to keep their premises free from unnecessary combustible materials and to maintain water barrels and other fire

protection equipment in readiness at all times.

Fire Hazard of the Electric Iron

The careless use of electrical devices is one of the major causes of fire and the misuse of the electric pressing iron is responsible for a large proportion of these fires. On the average approximately fifty fires of electrical origin occur in the United States every day, and thirty per cent. of these are due to electric irons left in circuit. Many additional fires are chargeable to the improper maintenance of flexible cords used with irons. For the most part these fires occur in dwelling houses and apartments. Carelessness with electric irons adds millions yearly to the already staggering national fire loss.

Fires are always fraught with danger to human life. Not infrequently an iron is used in the evening and left carelessly in circuit. Fire breaks out later, after the family has retired, and they wake up to find themselves surrounded by smoke and flames, with little chance to escape. Women and children are, for the most part, the victims of such carelessness. It is obvious that the utmost care must be observed with the electric iron and that it should be surrounded with every safeguard.

The appeal of the electric iron is its convenience; it can be attached to any lamp socket in any part of the house or shop; but in this fact lies a large element of its hazard. Irons are found not only in the home, but in many manufacturing and mercantile establishments. The fires usually start from irons that have been carelessly left with the current on. Sometimes, where cords are left attached, the current is unknowingly turned on later by some person. Any combustible material in contact with the iron will ignite sooner or later.

Many means have been suggested to lessen this hazard of the electric iron. The most successful device, however, is the iron controlled by the automatic temperature control switch, which prevents the iron from attaining excessive temperatures. This type materially lessens the hazard and will do much to prevent fires.

Await NRA Quantity Rebate Rule

A ruling by the NRA is expected in retail circles to be made before the end of the week that will clarify the status of rebates on quantity purchases of merchandise. Some Code Authorities, notably those in the knitted outerwear and luggage and fancy leather goods industries, have ruled that quantity discounts are not permitted under their codes. Retailers, particularly the large buying offices, believe they have exceeded their code powers. Store executives hold it permissible to grant rebates, if not secret and available to all, and believe the NRA ruling will uphold them.

A weapon against starlings, polluters of eastern buildings, is claimed in a new compound. Placed on cornices, ledges, its odor's said to be offensive to the birds, inoffensive to man.

A new, light, non-warping, non-splitting tennis racket has a frame made of strong aluminum alloy tubing.

Finnish Mutual Fire Insurance Company of Calumet, Mich., has paid losses promptly and fully — have led the way in fire prevention — have consistently returned annual savings to policyholders. There is available to you through Finnish Mutual Fire Insurance Co., all the traditional advantages of the mutual plan of fire insurance — safety, service and savings. Get the facts. They speak for themselves.

Finnish Mutual Fire Insurance Company
CALUMET MICHIGAN

The Depression Tested the Mutuals . . .

DEPENDABLE AND SECURE

. was the verdict

SAVINGS TO POLICYHOLDERS
25% to 37½%

M. B. & M. Legal Reserve Co.

MICHIGAN BANKERS & MERCHANTS
MUTUAL FIRE INSURANCE COMPANY
FREMONT, MICHIGAN

AN ARSONIST'S PORTRAIT

He is society's most despicable criminal.

Children, helpless men and women are his victims.

He may be fourteen or forty, idiot or brilliant,

But the earmarks of his act are generally plain.

Human life means nothing to him.

He destroys valuable property.

He is a criminal under the law.

His soul is blackened with the smoke of "set" fires.

His hands, long and sinister, eagerly grasp a match.

An invisible scar upon his brow gives him the mark of Cain.

He oftentimes mingles in the best of society

And lives richly on the fruits of his "fires."

A reward of innumerable lives and of valuable property

Will be given for his apprehension and capture.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

After a formal complaint has been tried, the Commission considers all the facts in the case and decides whether to order the respondent to cease and desist from the practices charges or dismiss the complaint. Orders to cease and desist were made public in thirty-three cases in July. They are listed as follows:

California Alfalfa Products Co., Pasadena, Calif., engaged in the manufacture of food products in which alfalfa is the principal ingredient, directed to discontinue representing that the products are approved by physicians or health authorities, and to discontinue misrepresenting their therapeutic value.

Charles R. Spicer Co., Memphis, engaged in the sale of proprietary medicines, directed to discontinue misrepresenting the therapeutic value of "Palvo," "Spicer's Compound," "Spicer's Special Compound No. 141," or of any other preparation of essentially the same composition.

Curriers Tablets, Inc., Hollywood, Calif., engaged in the sale of a proprietary medicine, directed to discontinue representing that Currier's Tablets are a harmless remedy made from a formula that has startled the civilized world, and to discontinue misrepresenting the therapeutic value of the products, or any other products of essentially the same composition.

Amber-Ita, Kalamazoo, engaged in the manufacture of proprietary medicine, directed to discontinue representing that "Amber-Ita," or any other product of essentially the same composition, is a competent treatment for diabetes.

Landis Medicine Co., Cincinnati, engaged in the sale of proprietary medicine designated "Special Prescription Tablets," "Special Prescription," or "Landis Special Prescription," directed to discontinue representing that the product, or any other product of essentially the same composition, is a competent treatment for high blood pressure or for the causes thereof.

Chic-American Distributing Co., New Brunswick, N. J., engaged in the sale of a medicinal preparation designated "Chic Herb Tea," directed to discontinue misrepresenting the therapeutic value of the product, or of any other product of essentially the same composition.

Croxon, Inc., New York City, engaged in the manufacture of depilatories, directed to discontinue representing that Croxon Cream, or any other preparation containing sodium perborate and commercial zinc peroxide as its principal ingredients, is based on an entirely new principle developed through extensive research of doctors and tested on sections of skin taken from the human body, and that it will permanently destroy hair and hair roots.

International Optical Co., Chicago, engaged in the sale of optical goods, directed to discontinue representing that any spectacles are furnished free of cost when such is not the case; to discontinue representing that their sys-

tem or their "Marvel Eye Tester" has been endorsed, by the world's leading professors of ophthalmology or the world's largest hospital and that their system will permit them to furnish better glasses by mail than the average optometrist in his own office, and to discontinue the use of any fictitious endorsements, and of any letters of endorsement with which the name and address of the writer and the date of the letter is not published.

Carlton Mills, Inc., New York City, engaged in the sale of men's clothing, directed to discontinue the use of the word "Mills" in corporate or trade name unless the words "not weavers, knitters or manufacturers" or words of similar import, are used in immediate conjunction therewith in type equally as conspicuous; to discontinue representing artificial silk as pure silk; to discontinue the use of the words "sheep lined moleskins," "Alaskan Leathercoat" or "Storm King Leathercoat" to designate fabric coats; and to discontinue the use of the words "Columbia," "Ambassador," or "Breslin" or any other trade-marked name, to designate shirts made by any manufacturer other than the owner of the trade-mark.

Nuss Research Laboratory, Elkland, Pa., engaged in the sale of certain medicinal preparations designated "Master Hormones," directed to discontinue the use of the word "Laboratory" in trade name or in any other manner that would imply the operation of a laboratory, unless and until the respondent does operate a research or other laboratory, and to discontinue misrepresenting the therapeutic value of the products sold.

Lightning Co., St. Paul, engaged in the manufacture of a purported electric battery rejuvenator designated "Lightning Electrolyte," directed to discontinue representing that the product will not freeze or that it will be of value in charging or prolonging the life of any storage battery.

National Silver Co., New York City, engaged in the sale of cutlery, directed to discontinue use of the symbol "A" to designate teaspoons containing less than two ounces of silver to the gross, dessert spoons and forks of less than three ounces to the gross, and table-spoons and table and medium forks of less than four ounces to the gross.

Drew Corporation, New York City, engaged in the compounding of flavoring extracts, directed to discontinue representing either by word or picture, that the domestic products sold have been prepared or packaged in a foreign country.

Delson Chemical Co., Brooklyn, engaged in the manufacture of proprietary medicines, directed to discontinue representing that "Delcreo" when used as an internal treatment for dogs, has germicidal or antiseptic qualities, or that it is a competent treatment for distemper, vomiting attendant upon black tongue, abscesses, asthma, fits, pneumonia, and rheumatism.

National Silver Co., New York City, engaged in the sale of sundry merchandise, directed to discontinue representing as steel or solid steel, scissors of which the maximum carbon content is 0.095 per cent.

Reliable Suit Case Co., New York City, engaged in the manufacture of luggage, directed to discontinue representing as genuine leather, luggage made in whole or in part from split leather.

Refrigerators—A corporation manufacturing refrigerators and ice chests agrees to cease using the words "porcelain-enamel" or "vitreous enamel" in any way which would deceive purchasers.

Food Products—A packer of fish will no longer use in its advertisements the words "white meat" to describe a tuna fish product made of a fish other than albacore (Germo Alalunga).

Furniture—Manufacturing upholstered furniture and selling it in interstate commerce, a corporation will cease using in its advertising the words "Persian and Mohair" to describe respectively a products not manufactured in nor imported from Persia and a product not composed wholly of mohair as that term is understood by the trade and public.

Toilet Preparations—"Created in Hollywood" as a slogan will no longer be used by a corporation distributing cosmetics so as to imply erroneously that its products were manufactured or compounded in Hollywood, California, and will not use portraits of well known actresses and screen artists to produce the impression that they employ the products so advertised or have recommended or endorsed them, when such is not true.

Bay Rum—Bay Rum manufactured by a cosmetic company will no longer be described as "West Indian Bay Rum" so as to deceive buyers into believing the product to be of foreign origin or manufactured in the West Indies.

Soap Products—"U. S. Government Standard" as an advertising phrase will be discontinued by a corporation manufacturing soaps and cleaners so as no longer to imply erroneously that its product has been endorsed by a Government department.

Paints—A corporation manufacturing enamel, paint and varnish products will cease using the words "synthetic porcelain" so as to deceive buyers into believing that the product described is porcelain or vitreous enamel when such is not the fact.

Yarn—Engaged in the production of yarns and the sale and distribution thereof, a corporation will no longer use the word "wool" in any way to imply that its products are composed wholly of wool unless, when they are made up in substantial part of wool the word "wool" shall be accompanied by another word printed in type equally as conspicuous so as to indicate clearly that the article is not constituted entirely of wool.

Correspondence Courses: Business Administration—An individual conducting a correspondence school in business administration and management, preparing pupils for passing civil service examinations, will drop from his advertising the use of the word "University" so as not to deceive purchasers into believing that the respondent is conducting a university and will

cease erroneously representing that any of his courses are free.

Radios and Phonographs—A corporation distributing radios, radio equipment, phonographs, records and aluminum ware, agrees to cease the use of the words "Associated Manufacturers" so as to deceive buyers into believing the company owns and operates the factory in which its goods are made.

Knitted Wear—Use of the words "knitting" and "mills" in the trade name of a company engaged only in the sale and distribution of sweaters and knitted goods.

Thread—Use by a thread manufacturer of the word "silk" to describe a product not made of the cocoon of the silk worm.

Brass and Copper Ware—Brass and copper wares described by a manufacturer as "Old English" when not made in or imported from England.

Flavoring Extracts—Use of fruit names such as "lemon" or "pineapple" to describe flavoring extracts not made from the actual juice of these fruits.

Coffee—Use of the word "import" by an individual dealer in coffee when the product is not imported, and erroneous representations that he is a roaster of coffees.

Flavoring Extracts—Erroneous use by a manufacturer of food flavoring products of the word "extract" as part of its trade name and in advertising.

Refrigerators—Describing by means of the words "steel" or "metal" refrigerators not consisting of all steel or all metal.

Farm Purchasing Power

While farm purchasing power as a whole will be severely curtailed by the drought, the effects on business will vary considerably between the different sections of the country.

The Department of Agriculture reports a gain of three points in the farm price index and also in farm purchasing power for the period from June 15 to July 15. While this report, which does not consider the volume of the crops, cannot be used in judging total farm income, it indicates, nevertheless, that farmers outside the drought area will find their purchasing power greatly increased as a result of higher farm product prices.

Business concerns catering to farmers are consequently trying to make their plans highly flexible. In the drought area they will concentrate chiefly on practical necessities, while they expect to find farmers in other sections ready to buy more, and more expensive merchandise than any time in recent years.

I think I can point out the exact moment when a man begins to grow old. It is the moment when, upon self-examination, he finds that his thoughts and reflections in solitude turn more to the past than to the future. If a man's mind is filled with memories and reminiscences instead of anticipation, then he is growing old.—William Lyon Phelps.

THE STRICKEN STATES

With farmers in many of the drought-stricken states faced with a loss in purchasing power of as much as 50 per cent., the prospects for doing a profitable business in the affected areas depend entirely on how much relief money the Government will pump into those sections, according to comment by business executives here yesterday.

At the same time, many executives admitted that the situation had become so serious they were prepared to revise their merchandising and advertising plans for the Mid West as soon as the situation could be correctly appraised. The rain that appeared at the close of last week may be responsible for saving some crops, but such a large portion has already been destroyed that executives believe some retrenchment will be necessary. As many as 400,000 families, representing a purchasing power running into the hundreds of millions of dollars, were said to be on relief.

The continued dry spell, particularly in Texas, where such a large portion of the cotton crop is grown, became a serious concern during the week. The opinion was expressed that if rain did not come by the second week in August, the cotton crop would be damaged seriously. Business executives were particularly worried by this development, inasmuch as the South has provided their most profitable market this year.

Commodity authorities, who have been through other droughts, said the present one was among the most serious in their memory and was further complicated by the rigid Government control over most agricultural products. They pointed out that in other years, when early Spring gave indications of dryness, additional areas could be opened to cultivation, with the result that crop damages could be partially offset.

Under the crop-reduction program this could not be done, it was pointed out. The suggestion was made that the drought might lead to a revision of the government agricultural program, so that a definite percentage of surplus to meet such emergencies could be provided for.

The drought situation this year was unusually aggravated because the Mid West experienced practically no snow during the Winter and the extreme frost hardened the soil unduly, with no moisture going through to the subsoil. Then the unusually hot weather and the lack of rainfall burned up the ground entirely. Recent droughts, it was pointed out, were either local in character or lacked one of the extremes that characterize the present one.

The corn situation was believed to be the most serious one, as imports of it are impossible. Wheat can be brought in from Canada if necessary, but this country must depend entirely on its domestic supply of corn.

Business executives were worried over the rising prices of feed, which in some instances have gone up more than 50 per cent. If farmers have to divert a larger proportion of their reduced income to feed, it will mean a sharp reduction in their available funds for clothing and home furnishings.

Higher food prices will also cut down their purchases of other goods.

Salesmen now on the road are sending back pessimistic reports to local offices, mentioning a decided hesitancy to buy on the part of retailers. Cancellations on various types of goods, although still not heavy, are increasing. Dry goods jobbers reported yesterday that their sales to retailers have fallen back considerably in the drought areas and that they look for a slow Fall.

Weighing all these developments, executives here said they will watch the situation carefully from now until Sept. 1, and base their merchandising program on what takes place in the next month. Their advertising appropriations are so flexible that they can be decreased or increased within a month's notice. Where newspapers are used, of course, the time limit is much shorter.

FOREIGN CRISIS TO FORE

Foreign political developments were in the foreground during the week, causing unsettlement in security and commodity markets. Aggravation of the drought situation at home was another unfavorable factor. Balancing this in part was a subsiding of serious strikes, although martial law was proclaimed in Minneapolis because of the refusal of an employer group to accept arbitration.

Outside of the sharp setback in securities as an indication of the financial view of the outlook, the general business situation could be considered as drifting along its accustomed course for this period of the year. The foreign crisis and drought, of course, did not help sentiment much. Nevertheless, it is business opinion that conditions assay better than they appear.

The business index is slightly higher from a revised figure made necessary by a rather inaccurate estimate of cotton cloth production. Railroad carloadings and steel activity moved up. Automobile production was off, but only slightly. Sales reports from this industry continue quite encouraging.

An upturn in building award figures is remarked. The daily average for the first part of this month has spurted ahead. While public contracts will probably explain the major part of this increase, it is possible that lower costs are having some effect upon the demand.

Just how the drought in the Middle West will affect the future course of business is not clearly evident as yet. Orders placed earlier from this territory are being canceled in some instances and other buying is being postponed.

DRY GOODS CONDITIONS

Retail trade wilted under the heat last week here and in other sections. Demand for Summer apparel and hot weather accessories was fair and business was done on low-end furniture offerings now being featured in special promotions. Shopping conditions, however, proved too uncomfortable in most places for any real activity.

Estimates are made now that department store sales in this district will run some 2 or 3 per cent. under a year ago. The slackening in trade has taken place

at a time when last year there was a spirited upturn in business.

According to reports received from chain-store organizations, their increases this month will be the smallest in some time. Whereas the average has been running around 12 per cent., the chances are that the gains will be under 5 per cent. for this period. Drought conditions in the Middle West are becoming an increasing factor.

In the detailed report upon sales by departments last month the Federal Reserve Bank indicated that cotton wash goods registered the leading increase of 25.6 per cent. Other substantial gains were made by men's and boys' shoes, maids' uniforms, men's hats and caps and electrical appliances. Losses were shown in certain home-furnishings and in women's apparel departments.

Fewer buyers were in the wholesale merchandise markets in the week and their purchasing was lighter. They promised to return to the market next month. Undoubtedly the drought situation is causing some recasting of buying budgets in the affected districts.

CODES BEING MODIFIED

Recent NRA orders point unmistakably, as business observers now agree, to an elimination of many of the un-economic provisions that have been incorporated in so large a number of codes. The planning and policy division is at work and a review board is seeing that these new edicts are sound.

What the recovery act is moving back to is its basic clauses affecting wages, hours, child labor and vicious price cutting. The process is one of "unfreezing" those codes which have attempted to set all manner of arbitrary conditions in a hopeless attempt to usher in a business man's Utopia.

Price-fixing has been a particular target because it has been destroying any gain which might have come in purchasing power through the labor provisions. Thus, price fixing has been amended, a Presidential order permitted cuts of 15 per cent. under open prices, the arbitrary classification of customers has been eliminated and cost or market, whichever is lower, has been ordained as a base.

As these changes take effect, the result is bound to be freer competition. A means has been adopted through the use of emergency prices to prevent cut-throat prices and, if labor provisions are properly enforced, there appears to be no reason why business cannot be saved the destructive warfare which characterized some branches of it even before the depression set in.

COMPETITION FREER

Industrial buyers report that more competition has developed in recent weeks among their sources of supply. This competition is not of the "vicious" type, but marks an "unfreezing" of the rigid price structures that were ushered in under the NRA code system.

Two reasons are assigned for this development. One is that the recent decrees of the recovery administration have been all in the direction of putting an end to price-fixing. The second is that producers themselves have seen their businesses stifling under arti-

ficial price controls and have moved to free themselves of such restraints.

In the steel industry one of the largest companies broke away from its competitors and in other lines the same thing is happening. It was predicted here some time ago that this might be the outcome once manufacturers realized that rigid price control would not work or else that the recovery administration would fail in the end to validate such arrangements.

While there are those who complain against the return of real competition and hold that fixed labor costs must mean fixed prices, there seems to be little to their argument. The situation, in fact, becomes a great deal healthier by reason of this new trend. Markets could only be greatly and constantly restricted as long as artificially high prices prevailed.

TVA POINTS WAY

Out of the Tennessee Valley experiment have already come results which indicate that the sound economic formula which says "the lower the price the larger the market" still operates in a highly practical manner. Through the Tennessee Valley Authority electrical appliance manufacturers were induced to furnish products made to certain specifications at much lower prices than were ordinarily asked. At the same time lower rates were arranged with power companies.

The appliances were shown and demonstrated to the public and large sales were made by distributors in the area. However, that was only the local effect. The electrical manufacturers took heed of this increase in business and have started in to carry out the same plan on a national scale. New products have been worked up which will sell for as much as 40 per cent. under recent levels.

This kind of merchandising has not been altogether popular in the past. The object in too many cases has been to obtain very nearly as much as the public would pay and get high profit out of a limited market. It will be recalled, perhaps, that an electric range manufactured to sell well under the \$100 mark several years ago was quickly scotched by one large company.

All business is done on a basis of confidence. Earnestness, forcefulness and a thorough knowledge of your business and the conditions existing in your prospect's business will help you gain your prospect's confidence. Be able to size up your man quickly; pick out the things in his business of the most importance to him, and in that way you quickly reach his point of contact. If you understand your business thoroughly, know your proposition and believe in it, you will be able to interest any prospect. Let him thoroughly understand it is his money and his business you are talking about and trying to protect, not your own.

A new precision spring scale embodies helical springs said to be substantially unaffected by temperature, creep effect, hysteresis. They're made of a new alloy of virtually constant elastic characteristic. Many other uses are foreseen.

OUT AROUND

Things Seen and Heard on a Week End Trip

Although I have never lived outside of Michigan I have seen many dry seasons, but I never witnessed so prolonged a drought as we have experienced this season. Crop returns will certainly be very greatly reduced. My heart goes out to my farmer friends over the situation which confronts them.

I had not been in Allegan for nearly a year until last Saturday and found many changes and betterments.

Martin Akom has created a brick store building at the corner of Grant and River streets to house his grocery stock, which has been removed one block East on Grant street. The store is 24 x 40 feet in dimensions and is a great improvement over the old lay out. Both Mr. Akom and his wife are in Rochester, Minn., where the latter underwent a serious operation last Friday. Word from the great Mayo institution leads to the belief that the outcome will be successful.

The Sidney J. Wise Co. has revamped its store interior and joined the A.G. and added a complete meat department, which is receiving a very generous patronage.

C. S. Wise, son of Sidney J., who sold his grocery store across the street about a year ago, is now on the road for the Krim-Ko Co., of Chicago, calling on the big dairies in Kentucky, Tennessee, Wisconsin and Illinois.

Mr. Mueller, who recently purchased Weldon Smith's baking business, has added to the attractiveness of his salesroom by embellishment and new show-cases. I was told that he is a worthy successor of Mr. Smith, whose reputation as a good baker and a good citizen is state wide.

I seldom visit Allegan that I do not drop in on Edwy C. Reid, who is 82 years old and has been connected with the newspaper business in the town of his adoption over fifty years. I think I have read every issue of the Gazette. It is always well edited, well printed and invariably held up to a high standard in every department. Mr. Reid is the only active man in business who was engaged in business when I started the Tradesman fifty-one years ago. I hope Mr. Reid will be able to round out his hundredth birthday as editor and publisher of one of the best country weeklies ever in evidence in Michigan.

The re-opening of the Baker furniture factory by Wm. E. Schmitz is a matter of much satisfaction to Allegan people, who confidently expect to see the new undertaking prove to be as successful as it was under the management of Mr. Baker.

I never visited Hopkins before that Wm. H. Dendel did not insist on my

driving over to his home and inspecting his flower garden. When I asked him why he was not equally insistent this season, he threw up his hands and exclaimed that too much sun and too little moisture have impaired his reputation as a flower grower this summer.

H. H. Bennett, grocer and meat dealer at Levering, writes that he has been a subscriber to the Tradesman for thirty-eight consecutive years, which is not a bad record for any merchant to be able to present. Mr. Bennett's letter head contains the following paragraph:

To Emmet county is a good place to go To have hills and lakes and plenty of snow In summer you fish in lakes that are deep, Bennett sells groceries, good bread and tough meat.

On his return from Washington, Congressman Mapes called at the Tradesman office to assure me he had given due consideration to the suggestion I made to him in this department some weeks ago that he introduce a bill in the next session of Congress that the statute of limitations be not observed in making proper reimbursements on the oleo tax illegally collected by the Government some years ago. Mr. Mapes said he had decided it would be perfectly proper to introduce such a measure and he would champion it to the best of his ability. If such a bill can be enacted into law it will return thousands of dollars to the merchants of Michigan and other states who failed to get in under the wire. On account of the Governmental statute of limitations, which is only four years, many dealers will be able to draw down \$24 and interest, some \$18 and interest, others \$12 and interest and a great number \$6 and interest. Mr. Mapes is not given to making promises of this character unless he can see they are likely to be carried into execution and I suggest that Republican voters in the mercantile business give this voluntary action of our congressman due consideration when they deposit their ballot for congressman of the fifth district in the cold gray dawn of next November.

Cedarville, July 24—Answering your enquiry of July 18 which is in regard to the Griffon, the Les Cheneaux Chamber of Commerce has charge of the raising of the vessel. They are short of funds at the present time and want to make sure it is the right vessel before spending considerable money moving the boat. They are driving stakes around the sunken boat and are going to wait until next winter when the ice is thick to raise the hull, as it will be much cheaper to do the work then than now. No one is positive that it is the right vessel, although the investigation so far tends to substantiate that claim. H. P. Hossack.

Aloys Bilz, 93 years old, has watched Grand Haven and Spring Lake grow from small sawdust towns to thriving communities. He is said to be the oldest hardware merchant in the United States, and despite his age daily attends to his Spring Lake store.

Bilz and his bride went to Spring Lake from Buffalo in 1866. He set up a hardware store at Mill Point, now

Spring Lake, intending to remain only until the lumber boom was over. He has been in the hardware business for eighty years and up until recently worked ten or fifteen hours a day.

Bilz drew up the first charter of Spring Lake, when the name was changed from Mill Point, and served ten years as president of the village. For eleven years he was supervisor for the township and was register of deeds for Ottawa county for one term.

For two years he edited the Spring Lake Republican, a weekly newspaper. The Spring Lake State Bank was organized in the parlor of his home and he served as its first president. He was director in the Spring Lake Hotel Co., a director in the woodenware company of Bilz, Cos & Denison, and for sixty years has been a notary public. He has been actively interested in real estate.

Born in Bohemia in 1841, Mr. Bilz started work in a hardware store at the age of 13. When he arrived in this country he came to Grand Rapids and called on Wilder D. Foster, who was then conducting the only hardware store of importance in this city. Mr. Bilz told Mr. Foster he had \$500 in cash, with which he proposed to start a hardware store here. Mr. Foster very soon convinced his caller that \$500 would not be enough capital to enable him to succeed in the growing city of Grand Rapids; that Mill Point had no hardware store and Mr. Foster would back him to the extent of \$2,000 if he would locate there instead of Grand Rapids. With his own capital and Mr. Foster's backing he increased his capital in five years to \$20,000. This with \$10,000 worth of unpaid merchandise, disappeared in the fire of 1871, and he found himself financially ruined.

Hunter Savidge, Spring Lake millionaire lumberman, came to his assistance and loaned him fresh capital. From that day Bilz resolved to pay cash and has adhered to that plan ever since.

His office in his store is a charming old place, filled with desks of fifty years ago, an iron stove, books and paper, all harking back to the days when lumber ruled this section of Michigan.

When Secretary of State D. Fitzgerald extended the use of windshield sticker permits until September 1, with the consent of a majority of the legislature, it was decided that other states would not be notified of the action. This means that Michigan motorists operating their cars after August 1 with 1933 plates and a windshield permit, are liable to be detained if they travel beyond the Michigan borders.

Interest in politics in Michigan is decreasing if the number of candidates filing with the Department of State can be taken as a criterion. In 1932 a total of 245 candidates were certified by the department for senator, governor, lieutenant governor, congress and the

state legislature. This year petitions were filed for 217 candidates but six filed written notice with the department asking that their petitions be withdrawn.

Grand Rapids, July 30—When you were in our office last week reference was made to the continuity of service by employees of the splendid organization conducted under the name of the Rademaker-Dooge Grocer Company. We are willing they should "wear the belt" and "take the honor" for a limited length of time, but just as a matter of competition and with compliment to the grocer company, we herewith submit a list of names and length of service of people in our employ at the present time.

You expressed your willingness to print the same and for this we thank you and at the same time invite competition.

Lee M. Hutchins,
President Hazeltine & Perkins Drug Co.

The remarkable list above referred to is as follows:

A. W. Peck	48 years
H. E. Fairchild	43 years
O. VanOsstenbrugge	38 years
Lee M. Hutchins	37 years
T. E. Reily	36 years
Fred Timmer	36 years
Phil Butts	32 years
Anthony Krombeen	28 years
Lester Pugh	26 years
W. H. Reily	26 years
C. A. Duerr	25 years
O. L. Robinson	25 years
A. B. Way	25 years
Ray Stengel	23 years
F. H. Bockheim	22 years
L. W. Hoskins	22 years
F. A. Castenholtz	21 years
Mrs. Ione Gardner	21 years
A. W. Olds	21 years
J. Haan	20 years
Fred Schneider	20 years
J. Helder	18 years
Fred Thurston	18 years
Austin Howard	17 years
Lee Wilson Hutchins	17 years
W. I. Patterson	17 years
C. Stoel	17 years
Joseph Brechting	16 years
G. D. VanVranken	16 years
W. Wohlgemuth	16 years
Wm. Worden	16 years
Edward Louwerse	15 years
G. Townsend	15 years
Jacob Buys	13 years
P. B. Gilkey	13 years
P. A. Snowman	13 years
Esther Stolt	13 years
George Buenger	12 years
George Herrington	12 years
A. Martini	12 years
M. H. Thatcher	12 years
Mrs. Emma Vrieling	12 years
O. Ward	12 years
S. Goeman	11 years
Victor Manclay	11 years
Arnette Melville	11 years
Richard Howard	11 years
J. Nylander	10 years
G. W. Thurston	10 years
B. VanderVeen	10 years
R. VanLoo	10 years
W. E. Zank	10 years

Buchanan, July 30—On May 23 a salesman called on me selling price tags. I paid him 75 cents at that time and not receiving the goods in several weeks I wrote his company and they said if the goods had not arrived in the meantime to write them again. I did so, and they then wanted me to send them this original order. (Enclosed).

I didn't care to give this up, but sent them the number on the order and the name of the salesman. They didn't reply and I wrote them I would refer the matter to the Tradesman.

(Continued on page 23)

FINANCIAL

A & P EMPLOYS FAKE BROKER

So It Could Grab One Per Cent. Extra

A case has just been decided by the U. S. Circuit Court of Appeals in New York which will apparently put an end to a typical scheme by which the chain stores have underhandedly gotten lower prices on goods bought than the individuals could get. In this they are aided by certain large packers.

The case in question was brought after the United States Secretary of Agriculture had ordered the Trunz Pork Stores, Inc., New York meat packers, to cease giving the A. & P. a so-called "brokerage" not given to individuals. In order to grab this extra advantage, the A. & P. ostensibly put one of its employees, a man named Noell, in the merchandise brokerage business. Noell had experience in the meat business and had charge of the entire purchasing of pork and specialty items for the eastern division of the Great Atlantic and Pacific Tea Co. It was after direct employment with the Great Atlantic and Pacific Tea Co. that he established his agency as commission broker. After paying his office expenses and salary, he remitted the balance of the brokerage commission to the Great Atlantic and Pacific Tea Co. His telephone was listed both under his own name and under the name of the Great Atlantic and Pacific Tea Co. He was frequently called upon by other packers, who did not have any representatives in the towns for which he purchased, to see whether he could move products for them. In April, 1932, the Great Atlantic and Pacific Tea Co. consented to let Noell purchase for anybody who desired to use his services; prior thereto he had purchased only for it. He still charged the 1 per cent. commission or brokerage fee that he had formerly charged, and it was imposed upon all transactions—those in which he bought for other purchasers as well as those in which he bought for the Great Atlantic and Pacific Tea Co. He would make the purchase, advise the packers to whom they should ship, and they would bill the purchaser direct. In due course he received his commission. About 75 per cent. of his purchases were for the Great Atlantic and Pacific Tea Co. After April, 1932, the name on the door and window of Noell's office, which had read "The Great Atlantic and Pacific Tea Co. Agent, C. J. Noell" was changed. He continued in the same building with the Great Atlantic and Pacific Tea Co.

From the above it appeared that the A. & P. not only got "brokerage" on meats it bought for itself, but actually got it on meats bought by its competitors through its man Noell.

The Trunz Co. brought suit against the Secretary of Agriculture to set aside the order, but the court refused to do it. It said the A. & P. scheme was deceptive and unfair, gave the chain a secret advantage over its competitors, and was in violation of the packers' code. The following is quoted from the court's decision:

The practice followed may well have been considered discriminatory and deceptive and therefore violative of the act. By the payment of the commission, the Great Atlantic and Pacific Tea Co. received an advantage over competitors. The plan of breaking the statute was ingenious. Noell was set up as an independent broker, but the Great Atlantic and Pacific Tea Co. advanced wages and expenses. It was reimbursed for its expenditures through the 1 per cent. commission, and was paid the surplus. Ostensibly it had the appearance of buying through an independent broker as was the practice of the trade. The Trunz Co. knew Noell was turning over to the Great Atlantic and Pacific Tea Co. what was left of the commission after paying his expenses. * * * It was easy for the packing company to know, and we think it did know that Noell was not a bona fide broker conducting his business as other brokers did.

The evils involved were that not only did the Atlantic and Pacific Tea Co. receive its purchases at lower prices than competitors, but it shared in the commissions on products sold by competitors. Through the method followed it practiced a deceit on competitors who did not know the Atlantic and Pacific Tea Co. was sharing in such commissions from Noell.

It has been the policy of the law to prohibit violations of provisions against preferences and discriminations. Noell performed no service for the packing company; his service was unquestionably for the benefit of the Atlantic and Pacific Tea Co. He did not search for a buyer in making sales of the packing company's products as an independent broker might be obliged to do, and even assuming that the Atlantic and Pacific Tea Co. was engaged in the brokerage business, it is difficult to say that there was any real service performed by Noell for which 1 per cent. commission could properly be paid.

The court therefore sustained the Government's order, and unless the chain stores and the packers and manufacturers who have aided them to chisel as against the individuals, dishonestly conspire to cheat against the order, another unfair competitive scheme of the chains is out.

Commenting the above, the editor of the Philadelphia Grocery World writes as follows:

In another part of this issue appears an article which I hope every reader of this paper will carefully read and digest. It reports the efforts which are being made—successfully—to round up the grocers who signed the code, and immediately started in to chisel under it. Chiefly, this chiseling occurs in one of two ways. Sometimes in both. First, smaller wages than those provided by the code will be paid, and various subterfuges will be used to conceal it. Second, employees will be compelled to work more hours than the code permits, and that to, is sought to be hidden by various fraudulent schemes and tricks.

In the beginning quite a number of grocers thought it would be comparatively easy to get away with this. They didn't see how the United States Government could possibly be at the elbow of several hundred thousand code grocers, and they therefore thought that what they did would be between them and their employees, and would safely stay there because the employees would

know they would lose their jobs if they complained.

That seemed very plausible but it just didn't work out that way. First the code authorities made a ruling that any grocer discharging a clerk who had complained at code infractions would be severely dealt with. Next it developed that chiselling grocers were under a dozen eyes in addition to those of their employees. Consumers have interested themselves in detecting violations and have filed complaints, and so have the chiseller's competitors. The result has been a rather disgusting revelation that there are more chisellers in the grocery business than anybody would have dreamed of. In New York City alone these men have already been compelled to pay their employees about \$50,000 in back wages and the amount is expected to reach \$100,000 within a few weeks more. In the South the Piggly Wiggly Stores have confessed chiselling and have paid up to \$10,000 back wages of which they had defrauded their employees, in direct violation of the code they signed. They also gave a \$7,500 bond not to do it again.

At the beginning I felt sure the chains would do this in every way they could, and of course some individual grocers, but I would never have admitted even the possibility of so many individual grocers doing it as there seem to have been. It is an extremely foolish thing to do. For every one who gets away with it, there will be fifty that in one way or another will be caught. Result, possible loss of the Blue Eagle, very damaging publicity, loss of people's confidence and intense humiliation for everybody not gifted with the skin of a rhinoceros.

Not every grocer can meet the requirements of the code and keep his head above water. Many in such a position have thought the best way around it was to chisel. Not so. The way around it is to lay the facts before the code authorities and get exemption.

Proceedings of the Grand Rapids Bankruptcy Court

July 23. On this day the schedules, reference, and adjudication in the matter of Rudolph H. Schuler, bankrupt No. 5776, were received. The bankrupt is located in Sturgis, Michigan. The schedules show total assets of \$4,578.94, (of which \$600.00 is claimed exempt), and total liabilities of \$19,931.77, listing the following creditors:

Citizens Trust & Savings Bank,	
Sturgis	
Daniel A. Hopping, Sturgis	\$ 475.00
Waterfalls Paper Mills Co.	300.00
Miami Valley, Dayton, O.	14,838.77
Drs. Wade & Wade, Howe Ind.	3,775.00
Meyers & Swanberg, Goshen, Ind.	453.00
Home Furniture Co., Sturgis	75.00
July 26. On this day the schedules, reference, and adjudication in the matter of Catherine Gould, individually and as formerly doing business under the name of The Family Cafe, bankrupt No. 5780, were received. The bankrupt is a clerk of Grand Rapids. The schedules show no assets and total liabilities of \$1,236.92, listing the following creditors:	
Grand Rapids Herald, G. R.	\$ 33.20
Wolma's Dairy, G. R.	46.50
Paul Steketee & Sons, G. R.	111.20
M. S. Carpenter, G. R.	746.00
Herpolsheimer's, G. R.	17.75


Siegels', G. R.	18.87
Bon Marche, G. R.	58.60
Mrs. Rose Lilliberg, G. R.	18.00
G. R. Savings Bank	55.00
Henry Smith Floral Co., G. R.	13.80
Mills & Healey Dry Goods Co., G. R.	8.40
P. D. Mohrhardt, G. R.	16.30
Buchler Bros., G. R.	18.40
Woodka's, Market, G. R.	8.29
Quality Floral Shop, G. R.	5.00
Cole's Laundry, G. R.	3.81
Drs. Grant & Huizenga, G. R.	44.75
Royal Typewriter Co., G. R.	2.00
City of G. R.	10.00
Dr. F. W. Warren, G. R.	14.00
Basch Jewelry Co., G. R.	44.85
Mrs. George Cameron, G. R.	8.20
Henry Smith, G. R.	28.50

In the matter of Thomas Wesley Parker, individually and doing business as Thomas W. Parker Co., bankrupt No. 5634, final meeting of creditors was held under date of July 17, 1934. Fred G. Timmer, trustee, was present in person. One secured creditor present in person. Trustee's final report and account was approved and allowed. Balance bills, notes and accounts receivable was sold for the sum of \$150.00. Order was made for the payment of expenses of administration as far as funds on hand would permit. No dividend to general creditors. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

In the matter of Charles Belkin, individually and doing business as Charles Belkin Jewelry Co., bankrupt No. 5605, final meeting of creditors was held under date of July 17, 1934. Fred G. Timmer, trustee, was present, as well as Roman F. Glocheski, attorney and L. R. Vercoe. Trustee's final report and account was approved and allowed. Balance of bill of Benjamin T. Smith, attorney for bankrupt, approved and allowed. Balance bills, notes and accounts receivable was sold to L. R. Vercoe for the sum of \$15.00. Pistol owned by bankrupt was offered for sale, and there being no bidders, was abandoned as worthless and burdensome. Order was made for the payment of expenses of administration, preferred claim and a first and final dividend to creditors of 3.3 per cent. Final meeting adjourned without date. No objection to discharge. Files will be returned to U. S. District Court.

Space is conserved by a recently developed shower bath which folds into the wall and is concealed by a door.

All Issues
CONSUMERS POWER
PREFERRED
BOUGHT SOLD
QUOTED
Your Inquiries Solicited
ROGER VERSEPUT & CO.
Investment Bankers—Brokers
813-816 MICHIGAN TRUST BLDG.
GRAND RAPIDS Phone 8-1217

 **West Michigan's**
oldest and largest bank
solicits your account on
the basis of sound poli-
cies and many helpful
services

**OLD KENT
BANK**
2 Downtown Offices
12 Community Offices

J. H. PETTER & CO.
INVESTMENT BANKERS
Phone 9-4417
GRAND RAPIDS
Phone 2-3496
MUSKEGON

The State of the Union To-Day

Another critical situation developed in the Nation during the past week due to excessive heat and continued lack of rainfall in the middle West and far West. Irreparable damage has been done to the corn crop—the crop that provides most of the feed for the country's livestock.

So great has been the damage in great areas of the Western Dakotas, Montana and Wyoming that much of the land must be abandoned, according to Government officials because it has been rendered useless for farming purposes for years to come. The weather bureau says there has never been such a general drying up of streams in July, stretching all the way from the Rocky Mountains to the Appalachians.

The July drought has furthered the work of destruction begun by the drought in May which struck down the small-grain crops—wheat, oats, rye and barley. The two together have caused a change in the plans of the Agricultural Adjustment Administration with its surplus-reducing program. At one fell swoop, or rather two, nature has wiped out great surpluses of wheat, pork products, corn and other grains and threatens to eliminate a surplus of cattle because cattle are dying in droves because of lack of water and pasture lands.

Whether this wiping out of the farm surpluses will compel the Government to change its crop reduction program for the next season remains to be decided. Officials are not at all certain, in spite of the destruction wrought by the drought, that crop-reduction is not the best thing for the farmer. Secretary of Agriculture Wallace says steps taken by the AAA, particularly the slaughter of six million little pigs last Fall, have resulted in more feed being available for cattle and sheep than otherwise would have been the case.

The drought undoubtedly has intensified the Government's task of providing relief for the destitute. Latest available figures show that more than 400,000 families are on the relief rolls in drought areas.

With a view to minimizing the damage of future droughts the Government during the past week took the first step in a gigantic reforestation project. A forest "shelter belt" 100 miles wide and extending more than one thousand miles through the drought area from the Canadian border to Texas is to be undertaken at a total cost estimated at \$75,000,000. Ten years will be required to complete the project and an initial expenditure from PWA funds has been authorized in an executive order signed by President Roosevelt on July 11 and made public here this past week. There are to be 100 parallel strips of forest, each 115 feet wide and spaced a mile apart. The Government will own the strips but the land between will be privately owned.

The theory is, and it has proved to be practical in Europe, that these strips of forest will break the velocity of the wind both in Winter and Summer, hold the soil in place, conserve the moisture in the soil and provide havens of shelter for man, beast and bird. The project is said to be one in which President Roosevelt has long been inter-

ested and on which officials of the Agricultural Department have long been working.

The strike situation continued serious in widely scattered areas during the past week but there was a noticeable slackening in the tension that had existed during the previous week, largely because of the abortive general strike in San Francisco.

The longshoremen's strike which led to the general strike in the Golden Gate City was still unsettled after going on for more than ten weeks but was showing signs of yielding to arbitration. Ships were moving in and out of the harbors of San Francisco, Portland and Seattle for the first time since April, being loaded and unloaded by strike-breakers without interference from the strikers.

The truck drivers' strike was still on in Minneapolis, another major center of labor disturbances, but here also arbitration appeared to be in the offing. Martial law was declared in Minneapolis during the week to prevent further violence and goods were being moved through the streets of the city under permits issued by the military. Union recognition under the collective bargaining provision of the NIRA is involved in this dispute.

Another strike of National interest and significance developed during the week at the Chicago stockyards where workers walked out suddenly leaving hundreds of cattle to die unwatered and unfed. The Government's regional labor board went immediately into action in an effort to bring a speedy end to the strike which might cause a serious meat shortage in the Nation if long continued.

The Federal Government won its first battle in its new war against crime during the week when agents of the Department of Justice shot and killed outlaw John Dillinger, often described at "Public Enemy No. 1," as he was emerging from a Chicago moving picture theater on Sunday night.

Attorney General Cummings expressed great satisfaction at the obliteration of Dillinger and announced that it was just the beginning of a campaign against crime that would go on until all gangsters such as Dillinger were killed or brought to justice. There are said to be about six thousand of his kind.

Laws recently enacted by Congress were said to have been of great assistance to the Government in its successful four-months pursuit of Dillinger. When the bandit crossed the State line separating Indiana from Illinois in a stolen automobile he then became subject to arrest by Federal authorities.

Under the old laws he could have been arrested only by the authorities of the State in which he happened to be at the time.

Government officials made it plain, however, that the primary responsibility of enforcing the law remained on the shoulders of State officials.

Farther away from the mainland of the United States than any chief executive except President Wilson has ever been during his term of office, President Roosevelt continued to keep in touch with developments in Washington by means of the radio.

Shortly before his arrival in Hawaii on Tuesday the President in an address to the crew of the cruiser "Houston" on which he is traveling, promised a United States Navy up to treaty strength in "three or four years." Amplifying this statement Secretary of the Navy Swanson on Wednesday announced the Government would proceed at once with its vast naval construction program. Bids are to be opened on August 15 for building 24 new warships of various sizes and classes. Funds are to be provided by the Public Works Administration.

The Navy League of the United States hails these pronouncements as of historic importance. It says that "whether the present naval treaties are continued, modified or abandoned at the approaching naval conference in 1935, President Roosevelt has set the seal of his determination that the United States shall have an entirely modern fleet second to none."

President Roosevelt now has been absent from his desk in the Executive offices for four weeks. He expects to be away two weeks longer, returning on Friday, August 10. Many of his chief advisers have been away at the same time but they are gradually finishing their vacations one by one and returning to their tasks. Most of them will be back on the job before the chief returns.

There was little activity in the capital during the week except the disposition of the usual routine business. Things are expected to move forward at a quickened pace as the administration heads get back into their work.

C. G. Marshall.

Beer Duty Cut To Be Urged

Representations are expected to be made to President Roosevelt soon after his return to Washington from Hawaii urging him to accept the Tariff Commission report nearly a year ago, tending to justify a 50 per cent. reduction in the duty on imported beer.

It is understood that this report shows that a 16c duty under a reciprocal trade agreement and 25c under full duty would suffice to equalize the difference in costs of production at home and abroad.

If the President accepts the Tariff Commission's report, it is said he could reduce the duty to 50c per barrel and then enter into a trade pact and reduce that rate to 25c.

The Irish Free State at the present time is particularly interested in seeing the Commission's report made the basis for an executive order reducing the beer tariff. Its representatives here point out that the Free State is a large purchaser of American barley and hops, which it might just as well buy from Canada. The Free State has virtually only beer and whisky to sell us and it is anxious to make a trade that will facilitate their exportation here.

Reduction of import duties is being championed also by J. H. Choate, Jr., director of the Federal Alcohol Control Administration.

Curb Industry-Wide Unionization

The announced intention of the American federation of labor to combine its drive against radical labor leaders with an attempt to curb the trend toward industry-wide labor organizations is likely to assist in the needed internal consolidation of the federation.

At the same time this policy of pronounced exclusiveness eliminates the federation as a rallying center for the many labor groups that have been made organization conscious by the New Deal. Being excluded unless they conform to the infamous labor union regimentation, the new unions are likely to find themselves likewise restricted in their activities for a time.

As a result organizing efforts among labor groups are likely to fall off to some extent, and the prospect for an abatement of the strike wave is improved. This situation, however, may be completely reversed if the New Industrial Relations Board should decide to uphold the principle of majority representation in collective bargaining, as is currently being reported from Washington.

Security Issues Stir Speculation

The Federal Farm Mortgage Corporation \$100,000,000 offering made through the Treasury has attracted attention to the fact that recent enactments of Congress would permit the issuance of a total of some \$8,000,000,000 of securities by emergency agencies that supposedly do not become a part of the public debt.

With an anticipated public debt of \$34,000,000,000, it is declared to be of considerable importance that the credit of the Government has been placed behind these issues, and in the event of default—a situation which, however, is not likely to occur—the burden would be upon the taxpayers of the Nation.

These are, nevertheless, observers point out, contingent liabilities of the Government that must not be lost sight of in any consideration of the use and extent of Government credit in the so-called recovery program. To investors these Government guaranteed issues will stand in a class with Government bonds that are direct obligations.

Wholesale Food Buying Active

Pessimistic news from the Middle West over drought conditions result in active buying in all sections of the food markets. A number of wholesale grocery houses, which are reported to be well stocked with staples for immediate delivery requirements, are placing additional orders to protect themselves against price increases, which they fear will be put into effect in the near future. Manufactured cereals of all types, canned fruits, vegetables and meats were among the most active. So far no advances have been made in the manufactured food lines, according to market reports.

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.

Sack on Advertising—Sanity in Merchandising

It would be difficult to imagine a talk of greater intrinsic value than "Store Advertising," delivered by H. H. Sack of Oakland-Berkeley at the National convention in Chicago last June. It was such a masterly outline that no review of it would be adequate. I urge grocers everywhere, therefore, to write Mr. Sack for a copy.

Because it is a generation ago, perhaps I may be forgiven if I say this reminds me of what I said on "Advertising for Retailers" during the Kansas City convention in 1903—a paper which was printed and commented on in every state.

And the strong similarity is here: That what Sack did was to speak so that nobody who tried to follow him could do that without thinking; and nobody can read what he said without taking intense thought. That element was also in my own paper.

It were well to realize that this is precisely what any merchant must do who seeks to get returns from his advertising investment. He must think out his plan in accord with his environment, his clientele, what he needs to accomplish, and therefore what mediums he can use profitably. He must realize, too, that flash-in-the-pan advertising on the basis that he will "try it for a while" leads to inevitable failure and loss.

Anyone who studies advertising will soon realize that there is no ready-made scheme or plan that will fit all requirements. The way is through hard, consistent thinking and unremitting study. Nothing is so exacting. Few tasks are more important. No undertaking can entail such utter disappointment if done haphazard. It must be understood that advertising once entered on must be as constant as the morning opening of the store. Except for the basic fundamentals—to have a shop, to keep it stocked and ready for business, to handle finances and personnel skilfully—nothing surpasses advertising in importance.

And the last is the best: That because only the smallest percentage of grocers will pay the required price in concentrated thought and effort, the field is incalculably valuable to the grocer who spares not his labor herein. There is no royal road; but Sack defines the trail so clearly that any earnest merchant can follow it.

We are about to witness an ancient truth that "less will be more" in the newly fixed airmail rate of 6c, flat, per ounce. But what a commentary we have had on the muddiness of legislative thinking during the last year! The old rate was 5c per ounce. An advance to 6c would not have cut off a single letter, probably. I used airmail at 5c

with increasing frequency and should have accepted a 6c rate without a thought of protest.

But when 8c for one ounce was demanded, my airmail letters were cut to the bone, while the second ounce at 13c—21c for two ounces!—was so prohibitive that nothing went airways except on dire necessity. It seemed to me then, looking ahead, that Uncle Sam would get less money—and he has done just that. Why Congress must relearn such elementary facts every time it tackles similar problems is one of the great mysteries.

For grocers this has a distinct lesson. Prices should be scanned with extreme care, always, but never more than right now. Consumers are becoming class-conscious. That is, they are no longer disorganized and inchoate. They are banded together in several associations and the leaders are not wild-eyed radicals, but sane, cool-headed, thoroughly educated and refined people who have access to the press and know how to use it.

This means that prices which are right are the only kind we can justify. Advances which are sound should be taken and, when questioned, should be frankly and exhaustively justified. Declines should be taken just as promptly and fully. The day of pure science in business lies ahead of us for sure!

Grocers Advocate, San Francisco, July 6 issue, quotes a grocer who writes on "Let Every Tub Stand On Its Own Bottom." His argument is sound and logical. It is this: That goods should be priced to the retailer at point of origin. Transportation cost should be exact and added on receipt of the goods, paid directly by the recipient; and that no arbitrary or unreal freight or other cost should lie against any goods.

But I notice that his argument centers on evaporated milk which happens to be delivered in San Francisco at \$2.55 per case—obviously an arbitrary figure—and he, being located nearer the factory, figures his cost should be \$2.40 per case; and all of that is equally logical. I am of the opinion that if such rules prevailed universally, store location and all other trade factors would rapidly be adjusted to conform.

But I am wondering whether this grocer would have written at all had he been located farther from the factory than San Francisco, in which case his argument would have shown that his cost should be more than \$2.55 per case. I doubt it—strongly. For in all such cases we find that it all depends on whose direct interest is affected—and how. Whose ox is gored is what counts. We are willing that every tub should stand on its own bottom—provided our bottom is broad. Otherwise we are not so insistent.

I am not merely quibbling. The thing goes very deep. We have here a hint that the New Deal will eventually bring new problems and entail solutions not welcome to many of us. We have had illustrations of that already. Incidentally, the cost of merchandise to any grocer is only one element, and it usually is found that he who concentrates on that—mostly on the plan of stop-the-other-fellow—constantly over-

looks splendid opportunities to sell merchandise with fine profit.

May be we better recall the frogs who would have a king. Jupiter sent down a log. When it splashed in the pond it frightened the frogs. But soon they got familiar with it and climbed all over it. Familiarity bred contempt and they petitioned Jupiter to send them a more forceful ruler. Then they got a stork—who promptly proceeded to gobble them up. Only the more active were able to escape. Most of them then felt they should have left well enough alone.

Two points seem obvious from that tale and our present experiences. First: When we wish the job of Government onto somebody outside ourselves, we abandon self-government and voluntarily submit ourselves to new, untried rules. Second: The lively frogs survived. Every indication is that the New Deal will not make things easier for sub-standard tradesmen, nor will it protect the misfits and inefficients, but it will rather tend to make strong and able merchants stronger and abler.

One comment of the \$2619 taxes per store paid this year by Kroger is "It's no skin off our backs, is it?" My impression is that the writer of that comment may change his conception after a time. Of all things that do not stay put, taxes seem to be the least stable. Any new tax finds new victims. Mighty dangerous it was to open the grocer to special taxes. Paul Findlay.

No Fake "Going Out of Business" Sales

Merchants who advertise a "Going Out-of-Business" sale and then add to the stock on hand newly acquired merchandise will be regarded in the future as violators of the code of fair competition for the retail trade. This is the effect of an interpretation made by the National Recovery Administration. The decision followed the receipt of reports that there are retailers who have not been content to dispose of merchandise on hand at emergency sales, but have taken advantage of them to increase their profits by the offering of newly acquired stock. The code for the retail trade contains the standard provision on "Advertising and Selling Methods" in which it is stated that "no retailer shall use advertising and/or selling methods which tend to mislead or deceive the customer." The interpretation is that "it shall be considered as false, inaccurate and misleading advertising and a violation of the code for any retailer to advertise a sale as a closing-out sale, a going-out-of-business sale, a bankrupt and/or receivers sale or any sale of a like nature without disclosing, if such be the fact, that additional merchandise, except such as may be in transit, or order, or under firm contract, is added to the stock of merchandise on hand at the beginning of such sale."

Many persons wonder why they don't amount to more than they do, have good stuff in them, energetic, persevering, and have ample opportunities. It is all a case of trimming the useless branches and throwing the whole force of power into the development of something that counts.

Replacing Antiquated Equipment

A purposeful drive for the replacement of antiquated plant and equipment that do not satisfy all the requirements of safety regulations is likely to be undertaken by Federal, state and municipal authorities as a means of stimulating industrial activity, reports indicate.

Although chiefly inspired by recent traffic accidents, the move is likely to embrace many different lines of industry. It is intended to speed up the modernization of industrial equipment and may even extend to power systems, heating installations and factory buildings proper.

While the need for such replacements is generally admitted, it is not anticipated that a large volume of business can be developed in this manner because of the opposition the move is likely to arouse. To make such measures more effective they should be undertaken in co-operation with the Reconstruction Finance Corporation, it is suggested, which might find them helpful in placing industrial loans.

Need For New Recovery Stimulant

Apprehension among business men, induced partly by the European political crisis and partly by the break in the stock market and the uncertain outlook for business in the fall, is rapidly developing into a retarding influence on business activity.

It is widely expected therefore that the Administration before long will look for ways and means to reassure business and to stimulate the waning recovery movement.

Among the measures that will be considered in formulating such a program are increased Government spending, particularly for farm and drought relief, measures to prevent a further shrinkage of foreign trade and possibly also new currency measures designed to strengthen commodity prices.

Restoring Order in Austria

Even if foreign intervention by one or more powers should be made inevitable by a spread of anarchy in Austria, hope is expressed that it can be held down to an international police action, sanctioned by international authority, and will therefore not assume the character of warfare.

The risk that unforeseen incidents may precipitate war is, of course, always inseparable from the movement of armed forces in alien territory.

However, since Germany has shown willingness to co-operate by stopping the invasion of Austria by the Austrian emigrant legion mobilized in Munich, the threat of war from this quarter is likely to be averted by a decisive stand of the major European powers, it is believed.

What a beautiful world this would be if we were as anxious to save men as dollars.

MEAT DEALER

What Government Grading Means

Meat grading in its simplest form is first, the breaking down of the total marketable meat supply into classes, such as steer, heifer, cow, bull, stag, veal, calf, lamb, mutton, etc., and, second, a further division of the range of quality in each class into groups called grades. Meat grades, as used in the Government meat grading and stamping service, have been prepared with the thought of having characteristics of all meat found in a given grade similar enough to meet trade and consumer demand for such meat and yet not have the system of grades unnecessarily complicated. As a matter of fact grading is a simplifying process rather than a complicating one.

The grade names for beef are Prime or No. A1, Choice or No. 1, Good or No. 2, Medium or No. 3, Common or No. 4, Cutter or No. 5, and Low Cutter or No. 6. Meat of the two lower grades is seldom sold as carcasses or major cuts in meat markets or supply houses.

Government meat grading and stamping for the industry is done at several of the largest meat centers of the country. The value of the service to those using it is evidenced by the fact that few who have tried it have discontinued its use.

A special beef grading and stamping service was begun in 1927 as the result of a cooperative agreement between livestock producers, packers, and retailers. It was conducted for a time or during the demonstrational period on a non-fee basis; later it was placed on a fee basis and has been so continued. General meat grading for the industry has been on a fee basis since its inception.

During the first full year of beef grading and stamping approximately 33,000,000 pounds of beef were graded and stamped. During 1934 approximately 257,000,000 pounds were graded and stamped. This great expansion indicates how acceptably the service has met the needs of industry.

The cost of the service has always been low. It has never exceeded a small fraction of a cent per pound; during 1933 the average cost per pound was around 1/80 of a cent. Thus it enables those taking advantage of the service to have their meat graded and stamped for them at an almost negligibly low rate.

The Government grading and stamping service makes it possible to buy competitively since a quoted price on the basis of a grade applies to the same quality on any market. Lacking such a system absent buyers must depend upon such quality descriptions as sellers give them. Since these descriptions are seldom comparable among different vendors, there is not likely to be in such cases, any dependable basis for comparison.

Government graders must have extensive meat-marketing experience as a prerequisite to examination for the position of grader and are continually supervised in the performance of their work. As a result there is great uni-

formity in their work, and beef to which a grade has been assigned in one section of the country is similar to beef to which a similar grade has been assigned in any other sections. It has come to our attention that certain purchasers of meats, having consuming units in different cities frequently avail themselves of temporary advantage of market quotations in those cities and have meat delivered from the points where prices are the most favorable.

Government grading and stamping enables establishments to maintain their reputations for serving good meats better than they could be maintained in any other way. This is extremely important to any such enterprise in building up a dependable following.

Many vendors broadly advertise and sell beef, lamb, and other meats on the basis of Government grading and stamping and have been successful in building their businesses on this meritorious service basis.

The U. S. stamp is applied only to meat that has already been inspected, passed, and stamped for wholesomeness by the U. S. Bureau of Animal Industry. Buyers should not confuse the two stamps. The grade stamp is easily identified by the name of grade which it gives. Then look for the letters "U. S." If they are absent the meat is not Government graded.

B. F. McCarthy,
U. S. Marketing Specialist.

Seasonal Changes in Beef Quality

During the year we find that average beef quality changes quite a little.

This is largely due to the growing seasons when we have grass and other green feeds that are consumed to advantage in the production of meat. Although many beef animals are started on the road toward meat production by being fed grass or other green feeds of a similar nature, numbers of them are later put on a grain diet, and it is these animals which usually produce meats of the higher grades.

At present, many beef animals are coming to market directly off grass and are bought for immediate slaughter. Others are showing the results of considerable grass in their diet. Cattle fed wholly or partly on grass do not produce as high grade beef as those fed entirely on corn and other grains or concentrates. This should not be understood to mean that grass-fed beef is not good. Grass-fed beef, under the best conditions of production, gives us a large part of our annual supply, and is of a quality that appeases the appetite and nourishes the body. Usually it is less tender than grain-fed meat, has less fat and waste. The flavor, too, is different, thought it is fairly satisfactory if the animal was quite fat.

To sum up the difference between grass-fed and grain-fed beef, the difference lies chiefly in the different degrees of tenderness, flavor, juiciness, and the amount of fat distributed through the muscle and along the connective tissue, as well as on the outside of the carcass immediately under the skin. In these respects meat from grain-fed animals usually has the advantage. The more grain an animal

has been fed the fatter it will be and the higher in quality will the lean meat be, but when an excessive amount of fat is present there is considerable waste.

Grass-fed beef usually ranges in grade from common to good. In other words, grass-fed cattle may easily have a range in conformation, finish, and quality wide enough to practically cover three official grades. During the present season there is and for a few months to come there will be a wide range in the grade of beef offered, and a price range just as wide may be expected. If the best grain-fed meat is wanted, one must be prepared to pay more for it than for the cuts from grass-fed cattle.

Age is of great importance in determining tenderness in beef. If the animals are marketed while young, the meat will not be very tough, even though the animals were produced entirely on grass. On the other hand, meat from grain-fed cows six to ten years old, or steers over four years old, cannot be expected to compare with the meat from animals one to two years old when slaughtered, whether they were fed grass or grain.

Cost of Labor Strikes—Some Earlier Contrasts

To profit: \$500,000,000.

To loss: \$200,000,000.

In that manner the Pacific Coast entered on its ledger the cost of the strike of longshoremen that tied up shipping for 74 days, and only now is ending in arbitration.

The estimate was arrived at by industrial organizations, who sought to count the loss that had come with the spreading stagnation of a forced business tie-up in an extensive region.

At once the question is raised: What is proving to be the cost to the entire country of the wave of strikes that has occurred during the present year? There is no official answer.

The Department of Labor dodges even making an estimate. It sees too many viewpoints of what might be loss and what might be profit from labor's refusal to work.

The best the Government can do is to supply estimates on the number of days of work lost directly as a result of walk-outs.

It figures that in the first six months of this year 15,000,000 days that might have been used for working were spent in idleness, owing to strikes or lock-outs. This is set down as the equivalent of at least \$50,000,000 out of the pocket of workers.

But involved in that loss is only the wage of the workers directly affected. Out on the coast the few thousand longshoremen and truck drivers who refused to work unless their demands were met, represented only a fraction of the persons affected. Their loss in wages was infinitesimal compared with the losses to other groups not on strike.

That is because, with the ports closed, raw materials could not be obtained by some factories. They were forced to close, throwing men out of work. Shipping was tied up and, with shipping, all who are allied with sea trade were affected.

So when pencil and paper were taken in hand and the figuring began, the coast estimators arrived at the conclusion that San Francisco alone had lost \$100,000,000, that Portland had lost at least \$30,000,000, and Seattle about \$70,000,000. The seventy-four days of strike had put a big hole in the Coast trade budget.

The Pacific Coast strike was one of the few basic tie-ups in the country. Labor trouble had threatened in steel, in automobiles and on the railroads. If it had developed in any of those industries, then the economic cost to the country quickly could have become enormous.

But, as events have occurred, the 1934 strikes on the whole have been usually short-lived and they have concerned the relatively unimportant industries.

President Roosevelt has commented on the fact that the number of days lost in each strike has been smaller than for any strike period for which records have been kept. That suggests quick settlements. It also means low economic loss to the parties involved.

To-day there is a strike in the textile industry. That industry has a heavy supply of goods on hand that it has been attempting to move by shortening machine hours of work. If the strike merely permits the industry to move the goods, labor may have lost some wages, but the industry itself would have been unaffected. In fact, it might benefit by clearing up supplies without having to cut prices.

There have been periods when the cost of strikes was tremendous and widely evident. One such period was in 1919, when the days of work lost ran well above 100,000,000 and when strikes in basic industries, such as railroads and steel and coal, threw large numbers of other workers out of jobs.

One calculator arrived at the conclusion that 500,000,000 days of work had been lost in that period due to labor trouble. On that basis the developments of the present year have been relatively minor.

The old United States Bureau of Labor once sought to arrive at a figure of strike costs during the period from 1881 to 1900. It computed the total loss to employees for those 20 years at \$267,863,478, or a yearly average of \$12,893,174. The loss to employers averaged \$6,136,556.

At that time the Bureau pointed out that, often when work was stopped by strikes, there followed a period of more than normal activity when lost time was made up. Employers frequently made up in increased prices their loss from an increase in wages granted to strikers.

Both General Johnson, Administrator of NRA, and Senator Robert F. Wagner, former chairman of the National Labor Board, have maintained that strikes, like war, are an economic waste.

Their contention is that, through the machinery now available to employers and workers under the NRA, disputes can be adjusted without resort to walk-outs and the waste of the strike can be eliminated.

If you go to sleep in church, you are not qualified to criticize the sermon.

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

Suggestions For the Hardware Dealer in August

In handling timely goods, one of the most important essentials is to push them hard at the very commencement of the season. Then the dealer can sell to the best advantage, with the full margin of profit. A little later the prospect is apt to put off buying till another year, and price concessions are needed to induce him to reverse this attitude.

The present year has been a peculiar one, in that the hot weather started early and continued unbroken for a long period. With the advent of August, it should be timely to look over your stock of hot weather lines and see if they are moving as fast as they should. A survey of such lines will give you the opportunity to push hard in the next week or two in a final effort to move them. At the same time you can size up the probable extent of leftovers, broken lines and odd lots and can make definite plans for your midsummer clearance sale, if you have not already done so.

"We don't hold any special sale," a merchant told me this morning. "We just clear out the broken lines as they develop." And, where the dealer can keep in constant contact with his stock, can know what he has and what he is getting rid of, that policy is feasible and often a useful one.

Nevertheless, the midsummer clearance sale has its value. At a time when people are disinclined to effort, the incidental advertising attracts their notice and brings them into the store; it stimulates trade when trade is most likely to be slack; and it establishes contacts which the dealer will find helpful in developing his fall trade.

In your sale, you must make certain price concessions. These will cost you money. In return for the actual cash sacrifice—both price concessions and advertising bills—you should secure as much good publicity for the store as possible. Use your sale, in other words, not merely to turn the leftovers into cash, but to bring new customers into your store and to give the general public a favorable impression of your store, your goods, your salespeople and your selling methods.

In regard to newspaper advertising, it is usually good policy to increase your space for the special sale. Then get out dodgers. Put on the striking window displays. Use circular letters. Use the telephone to reach individual customers. Play up the sale as a big merchandising event.

In your advertising, feature price quotations. Incidentally, the specific price carries conviction. A blanket announcement of "25 per cent. off every article in stock," is less impressive than a specific quotation of 79 cents on a \$1 article, though the former involves the greater price reduction. Make your price quotations specific; and not merely use such quotations in your newspa-

per advertising but price-ticket everything in your window displays or on sale.

With the sale bringing a lot of extra customers, many of them new customers, into the store, you have a fine opportunity to demonstrate some of your big lines—such as washing machines, vacuum cleaners, etc. It is also a good opportunity to line up your fall stove prospects and to show your new lines of ranges and heaters.

Between the end of July and the opening of the fall trade, the hardware dealer should prepare for his fall stove campaign, his fall paint campaign, and other seasonable fall activities. The stock should be gone over carefully, the prospect lists revised, advertising copy outlined in advance, circular letter drafted, and every task of a preparatory nature done that can be done in advance. Preliminary work of this sort, done in the slack summer months, will save time and avoid confusion when the fall selling is at its height.

Now, too, is a good time to determine what changes you should make in the arrangement of store and stock to facilitate the handling of your fall business. For instance, with the late summer or early fall, stoves and paints should be brought to the front.

The hardware dealer in August will be looking forward to his fall stove and paint trade. In some respects, methods of handling these lines are pretty much alike. The prospect list, carefully selected and carefully revised, is an important factor.

A great deal of preparatory work can be done in hot midsummer days when business is slack. Thus, some good advertising copy can be prepared. Look over the literature furnished by the manufacturers and pick out the vital selling points. With these fixed in your mind, you can draft some forceful and effective copy for use in your fall campaign.

Then take pencil and rule and figure on lay-outs. Most retail dealers pay too little attention to the arrangement of their newspaper publicity. They leave that to the compositor. It is a safer and better plan to lay out your advertising in advance. This requires some knowledge of the mechanics of ad-setting and of the limitations of the local newspaper. Now is as good a time as any to secure this practical knowledge. The ad-man on your local paper will usually be found ready and willing to explain things to you; it is to his advantage to help you to a better understanding of the technique of advertising make-up.

Take time to find out these things: then draft your advertising copy and prepare your lay-outs. Also, get together what cuts you need—occasional cuts help to make an advertisement more effective.

A good prospect list is essential in a stove or paint campaign. It is a waste of time and money to circularize everybody. For your purposes, a hand picked, personally selected list of prospects is the only kind. The preparation of a prospect list isn't a matter of a few minutes or hours, to be entrusted to your inexperienced junior; it is a job in which the entire staff

should participate; and it should go on day in and day out.

There is no "closed season" for prospects. If it comes to your attention that a house needs painting, if an old stove calls for repairs, the name of the paint or stove prospect with address and any other particulars available should be jotted down. General advertising brings a good many prospects. Individual members of your staff contact some. Prospects are found in many ways.

A month or two before the opening of your fall campaign, a thorough revision of the prospect list is advisable. Go over the list with your salespeople; eliminate prospects who have been "sold" or have moved away; add new prospects; and discuss the individuals with your salespeople. Then you are ready to go ahead with your advertising campaign. Victor Lauriston.

How Petoskey Is Handling Her Many Tourists

Big Aquatic Day being staged at Hiawatha Beach on Sunday, August 12, Swimming events and water attractions. Hiawatha Beach is located just three miles from Petoskey.

August 19 is the day set for the annual Northern Michigan fly and bait casting tournament and log rolling event. The attraction is an open amateur event and calls hundreds of fly and bait casting enthusiasts to Petoskey, where a special casting platform and an ideal setting awaits the visitors.

The annual state night attractions and state day picnics are being planned for this year during the week of August 20. Picnics in honor of the various states will be held in the day with special state band concerts in the evening. The honor of being recognized as a special state is given to the five states having the greatest number of people registering as coming from that state. Ohio, Indiana, Illinois, Missouri and Kentucky lead thus far with the early entries. The program is sponsored by the Chamber of Commerce.

Coach C. W. Bachman and his staff from Michigan State College will hold a coaching school at Petoskey from August 20 to 29. The coaches will use Petoskey's outdoor stadium for football and track work, while the spacious high school gymnasium will be used in the basket ball instruction course. Early registration for this school indicates that over 100 outside coaches will attend. Assisting coach Bachman will be Miles Casteel, Tom King and Benj. VanAlstyne, also of Michigan State College.

Chautauqua programs are in force at Bay View and we find 408 of 440 cottages opened and occupied this season. The assembly quartette and instrumental artists are being well received in their concerts each week at the auditorium. The summer school in which both academic and music study is featured is being exceptionally

well patronized this season.

The number of enquiries being received at the Chamber of Commerce indicates that cottage rentals and tourists accommodations for August will be the best in many years. The requests for hay fever reservations, both in rooms and all types of accommodations, leads one to believe that an overflow is to be looked for when the mid-August period rolls around. Activities are being planned for several outdoor attractions for the Ramblers Club of Men and the Summer Womens Club and organization of visiting ladies, mostly hay fever enthusiasts.

Wilson J. McDonald,
Secretary Chamber of Commerce.

Trade Reaching Seasonal Depth

Commenting on the dullness, which seems to be pervading most of the wholesale merchandise markets, business executives express the opinion that industry is about reaching the depth of the seasonal recession. With August clearance goods purchased, and initial Fall requirements covered, a lull until about Aug. 15 is generally expected. In addition, spread of the drought, continued labor troubles and erratic commodity price movements are held to be disturbing factors. Confidence is not so widespread that the Fall upturn will be as brisk as previously expected, with the result that buyers may operate more cautiously than they had intended.

New Millinery Code Issued

Provision for a trade development and stabilization program by the Code Authority is provided in the new Millinery Code submitted to the industry by the NRA. The new code also sets up local autonomy for out-of-town markets. It fixes a maximum of 35 hours a week against 37½ hours in the original code, at the same rate of wages. The Code Authority had asked for a minimum wage for salesmen, but this was not incorporated in the code. It is expected that the new pact will be signed by Aug. 6 and members of the industry have until that time to file objections with D. G. Edwards, Deputy Code Administrator, at Washington.

Fall Appliances to be Lower

Demand for electrical appliances fell sharply in the wholesale market last week, due to the approach of the seasonal showings of new merchandise. Manufacturers guarded new prices closely, but the majority are planning lines of goods to retail at prices ranging from 10 to as much as 40 per cent. below the quotations of early Spring. Lower average prices are being established in a concerted effort on the part of the industry to build up its general volume. A number of manufacturers complained last month that Spring prices created sales resistance from consumers.

SHEET METAL PRODUCTS

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

THE BEHLER-YOUNG CO.

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

DRY GOODS

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

Swinging Around the Circle

Lansing, July 30—Editor Stowe, of the Michigan Tradesman, would classify this kind of a bulletin under the heading "Out Around." We have been "Out Around" during the last two or three weeks and have had delightful experiences among our members farther north than where the majority of our members reside.

The two weeks beginning July 9 were the weeks selected for our Upper Peninsula trip. We visited members going and coming.

At Ithaca Mr. and Mrs. Henry McCormack were having a change from their daily vocation and were spending a few days on their farm near Marion. The young man in charge of the store seemed happy and reported good business.

Mr. Hays, of the Hays Mercantile Co., was having his troubles with an agent of a pattern company. He declared that settlement this time was easier than ever before.

Mr. Schneider, manager of the W. D. Baltz Store at Alma, reports business improving. He was a little concerned that some of the wholesalers of Detroit and Chicago are bidding direct for the sale of supplies to welfare organizations. We would like reports from other merchants on this if such trouble occurs elsewhere.

I solicited the membership of the Chisholm dry goods store, at Breckenridge. The young man, R. C. Chisholm, is a capable young chap and the Chisholm store is one of the best for its size I have had the pleasure of visiting. He promises to attend some of our regional meetings this fall and we wish that our members in that locality would persuade Mr. Chisholm to join the Association.

At Midland we had a fine visit with Mr. Newman, of the H. W. Beckwith store. We missed the genial presence of our deceased friend, H. W. Beckwith, but we are sure that the store, in Mr. Newman's hands, will still be a credit to the community.

We were sorry that Mr. Thompson, of the Thompson Mercantile Co., was out of the city. He is one of the live wires of our Association. He has a very successful grocery store in connection with his dry goods department.

The J. W. Myers store, at Beaverdam, is under the management of Mrs. J. W. Myers, whose deceased husband formerly occupied a store in Saginaw. The store is under the management of Mrs. Myers son-in-law, Walter Ross, a young man of pleasing address. The store has improved very much in general appearance since we visited it a few months ago. We promised to send Mr. Ross notices of our regional meetings and we hope to add this store to our membership list.

Otto Bernthal, at Standish, is always at his post. He is a loyal member of our Association and always extends a glad hand and sends us away with best wishes. Mr. Bernthal has been a member of the Association since its organization.

At East Tawas we visited one of the new members secured by Mr. Frandsen—H. G. Hennigar. Mr. Hennigar has already received assistance from our Association in a very satisfactory adjustment of his pattern contract and spoke in complimentary words regarding the service we rendered him.

I saw Mr. McLean, of the McLean dry goods store, at Tawas City. The store now occupied by Mr. McLean was formerly owned and managed by F. F. Taylor. We also expect to add

this store to our membership list in the near future.

The next town on our trip was Alpena. Frandsen had previously been there and did some good missionary work. We are able to add to our membership the Musial & Matheson store, S. C. Musial, proprietor, a fine dry goods and department store.

We also called upon M. J. Anderson, Manager of the Cronin store. Reorganization is in progress. We confidently expect this store will be added to our list before long.

Mrs. F. A. Kramer, at Gaylord, proprietor of the Kramer store, and her daughter, were on duty, always speaking a good word for Gaylord and we suggest to our members when they are traveling that way to be sure to give them a call. She and her daughter are among the progressive women of upper Michigan and are well worth knowing.

At Cheboygan the glad hand is always extended by Messrs. Duffin and Durand. This store has long been in membership and we were given a real treat by Mr. Durand in showing us the newly organized and equipped American music camp, recently established on the shores of the lake near Cheboygan. It is located on a beautiful site. The buildings are fast approaching completion and the so-called Damrosch bowl is all ready for the occupancy of the American Concert band under the direction of Frederick Lewis, of Ann Arbor. The 15th was to be the opening Sunday and may hundreds of persons were expected to enjoy the opening program. Persons traveling through Cheboygan should by all means visit the Damrosch bowl and the American music camp. Call at Duffin & Durand's store and tell Durand you want to see the camp.

Our pride in the good old state of Michigan increased when we were able to drive our Reo on the Michigan state ferry at Mackinaw City and, within the short space of one hour, land comfortably on the shores of the Upper Peninsula. There are two stores in St. Ignace, one owned and operated by L. Winkelman, and the other by his nephew, Saul Winkelman. These men are relatives of our friend, Mr. Winkelman, of Port Huron, and when our Port Huron friend reads this bulletin, we want him to write to his relatives in St. Ignace and impress upon them that they should belong to our Association. Both stores are well managed and are doing a good business.

The Upper Peninsula roads are in pleasing contrast to the roads we traveled in 1922 when we first made our membership tour through the Upper Peninsula. In a very short time over good roads we found ourselves at Manistique. At this place the People's store is under the management of David Yalonstein. Mr. Yalonstein hesitated somewhat on account of the distance to join the Association but, we believe, when Mr. Frandsen returns from his Upper Peninsula trip that the People's store will be on our membership list.

We made some collections for our insurance company among our members in the Upper Peninsula and called on several policy-holders—not members of our Association. At Gladstone we have two members—E. A. Erickson and R. W. Riley, of the Buckeye department store, and at Escanaba the Fair store under the management of C. H. Gessner. The Fair store is a large store and enjoys a very profitable business.

Arvid E. Asp & Co., of Norway, have been members of our organization since its first year. They are policy-holders in our insurance company and always come across with their membership dues promptly.

The mines around Iron Mountain, Quinnesec and Norway are all closed, so that our reception among the merchants of Iron Mountain was not so cordial as if business had been up to its

old-time standard. Henry Ford's lumbering mills are still in operation with a reduced number of men on the pay-rolls.

Returning over the same route, we turned left at Blaney, a beautiful summer resort in the Upper Peninsula, to go to Newberry. Blaney is just off U. S. Highway No. 2, or Michigan Highway No. 77.

Our member, Andrew Westin, at Newberry, was cordial and interested in the Association. He will try to attend one of the regional meetings and the spring convention.

We reserved some of the territory in the Upper Peninsula for Mr. Frandsen, who is soliciting business for a manufacturing company and, incidentally, does some good work for our Association. Right here let me digress enough to say that Mr. Frandsen has served our Association as President and now, since he is on the road for himself, we urge our members to give him an order whenever possible.

The return across the Straits was uneventful on the same ferry. It was a short trip from Mackinaw City to Petoskey. Business in the Petoskey region is better this year than heretofore. The merchants there have had a hard struggle and our members there have undergone some reorganization. I enjoyed my call very much at the Porters' Store where O. A. Porter and his twin sons, George and Richard, are doing business in the space previously occupied by Beese & Porter.

Business at the Rosenthal store and also at the Fochtman store has undergone re-organization and some store space has been vacated.

In Central Lake we found Mr. Smith, of the firm of Smallegan & Smith, busy making out vouchers addressed to the Welfare Commissioner of that county. He supplies merchandise to a large number of persons who are receiving welfare aid. This store is one of the well managed stores in northwestern Michigan.

We regretted that, on account of limited time, we did not drive to Manicouba where our director, Sid Medalie, resides. Sid is a busy man, works for the school district, the village, the county and the state. In his absence his store is ably managed by his sister.

We regard Traverse City as the leader in business and commercial enterprise in Northern Michigan. We arrived at the time of the cherry festival. The city was thronged with people. The Chamber of Commerce, under the direction of Mr. Weekes, and the well-organized merchants and business men, were putting on a celebration which attracted many thousands of people.

Gov. Comstock was there. The cherry trees are loaded with cherries and cherry pickers living in tents and cottages were everywhere in evidence.

Our new member in Traverse City is E. H. Heater & Co. Mr. Heater was formerly manager of a chain store, but has adopted Traverse City as his place of residence. A broad spirited, progressive man, highly recommended by both of his competitor merchants, Mr. Comstock, of the Globe department store and Jim Milliken. There is nothing new to say regarding the Globe store and the Milliken store. They are always going forward and both Milliken and Comstock are among the leading citizens of that region.

We found another prospective new member at Frankfort, Mrs. E. L. Classen. We were there to make a collection on an insurance policy and she began to ask questions about the conditions under which she could join the Dry Goods Association. We hope to have Mrs. Classen at some of our district meetings and conventions during the current year.

Another fine store that Mr. Frandsen added to our list was the Larsen establishment at Manistee, owned and managed by the two daughters of the late Hans B. Larsen, who passed away a year or two ago at the advanced age of 91 years—Marion H. Larsen and Ethel L. Larsen. We enjoyed a delightful visit with Miss Marion, a superior cultured woman, graduate of an Eastern college. I did not have the pleasure of meeting the sister. When these ladies become acquainted with the members of our Association, we are quite sure they will be regarded as a very substantial addition to our membership.

The new road from Manistee to Cadillac, M-55, is a beautiful stretch of highway. It has not yet been paved, but is well graded and graveled and a fine stretch of forest country, with little agriculture along the line. At Cadillac we found Miss Knapp, of Knapp & Co., at the store in the evening and also early in the morning. She knows her business and stands well among the business people of Cadillac.

Another new member who was secured by Mr. Frandsen was J. L. Beckman. No visit on our route was more enjoyed than the visit with Mr. Beckman. We were received cordially and he showed great interest in the affairs of the Association. He laments somewhat that the depression has brought serious business reverses to the beautiful city in which he resides, but he is on the job and a worthwhile gentleman.

(Continued on page 22)

OUR SILVER ANNIVERSARY

1909 ← AUGUST → 1934

25 YEARS of successful operation

A RECORD of prompt payment of losses

SAVING Policy holders from 25% to 37½% on their INSURANCE PREMIUMS on dwelling and mercantile properties

★ FIRE and WINDSTORM INSURANCE ★

The GRAND RAPIDS Merchants Mutual Fire Insurance Co.

Affiliated with the Michigan Retail Dry Goods Association

320 Houseman Bldg.

Phone 95221

HOTEL DEPARTMENT

Pullman Company Finally Held Responsible For Loss

Los Angeles, July 28—And, speaking of seasons, California is just now staging the most ideal summer I ever experienced anywhere. The record "hot" day was 91 at 11 a.m., which narrowed down to 78 when a breeze came in from the ocean. Nowhere in the world is such an eye-filling panorama as the riot of uncultivated blooms, and we haven't had a drop of rain since April 23, and don't even hope for any before October.

The Pacific Electric railroad, of which I have heretofore spoken as the greatest service provider which California has to offer, specializes on excursions at half rates to many interesting points within a hundred miles of Los Angeles and one of these is what is called a "trip through the orange empire." It is exceedingly enjoyable, and one should not come to the Golden State without taking advantage of it. You leave Los Angeles on an observation car early in the morning, have an opportunity of viewing portions of the residence district of this city, thence entering the gardens of the San Gabriel valley, passing through attractive cities, and about luncheon time you are surrounded by all the ravishing attractions of the Mission Inn, at Riverside, which is known to every traveler who has ever covered California. As I have before written much about the Inn and its famous "master," Frank Miller, I am going to confine my present remarks to general details of the trip. Picture a vast territory of 30,000 square miles, as large as seven or eight Eastern states. Endow this kingdom with a wealth of resources that might be the envy of many a nation, with its great fertile valleys, guarded with forest covered mountain ranges, with their lakes, streams and snow-capped peaks. Now in this region, we have citrus fruits galore, but unlike the cherries and peaches of Michigan, we never have any season for blooms. You will always find on one and the same trees buds, blossoms, immature fruit and the perfect yellow product. That is why one is always safe in promising themselves a ride through the orange empire. The show is always on.

A California traveling man has put one over on the Pullman Co. by securing a judgment for damages on account of baggage lost while in the custody of one of the company's porters. The sleeping car people, who receive a tidy price for accommodations supplied, have always held themselves absolved from any financial responsibility for articles of value pilfered from their coaches. Hotel men have been soaked from time to time, but for some reason, known only to trial judges, the Pullman people have always been exonerated, which, upon its face, is a rank injustice. If the decision spoken of runs the gauntlet of the Federal courts, perhaps the sleeping car patrons may be favored with substantial protection.

Every time a new film is screened out here a few "special guests" are invited to attend at \$5 per. You think it is an "exclusive" affair, and it usually is—limited, say, to several thousands—and the next day you discover in the newspapers that the very same picture is an offering to the "uninvited" at 35 cents. One wonders how such humbuggy can work out, but it does. I know a lot of people who just live on these "pre-views" which are no more nor less than occasions for the movie stars to "strut their stuff" and the suckers pay for the privilege of seeing them do it. But there you are.

Pacific coast hotel men are all very much interested in the development of aviation, much more so, I think, than in any other part of the country. In Los Angeles we have hotels which have facilities for the storage of airplanes in combination with garages. These hotels have a coterie of employees who are familiar with "flying" lore, and they are just as well posted on air schedules as they are on land transportation.

There can be no argument, either inside or out of the hotel profession, as to the assumed returns to the establishment from a courteous acknowledgment to the customer of money paid in by him. The guest of a hotel probably does not care to be treated like a long lost brother, but he does like from those around the establishment some evidence of the fact that his patronage is appreciated, even though he is bestowing that patronage to the hotel only because he knows he is obtaining his full money's worth.

Luminous numbers for hotel rooms are offered. Now for the luminous key-hole, and the world's worries are over with.

At a session of the Southern California Restaurant Association, held here last week, in the discussion of the rise of meat costs and the reason therefor, the mention of liver was like casting a firebrand into a powder magazine and, incidentally, awakened a train of thought in the think tank of the writer. Maybe the doctors are responsible for the liver craze. It is claimed they looked at the meats and vegetables of every known variety and found the homeliest of them all, liver, to shower with their praises. They arranged matters so that almost everyone who consults them is warned to eat liver and wax healthy and normal and happy. They have described liver diets for those who would conquer obesity and also those who would no longer remain thin, and for almost every other ailment including falling arches and hair. Consequently we can only look back to the time when the enterprising butcher never thought of that commodity as an article of merchandise, but rather as a gratuity to faithful "tabby." And liver, especially the "alleged" veal variety has soared amazingly, and ground beef has dropped to the lowest notch.

There are more than half a million dwellers in the District of Columbia and they are denied the ballot in National Affairs. Children have been brought up in Washington who have never known the joy of "saving the Nation." They hear much about it, but that is as far as they progress. Perhaps they do not know what they are missing, but it does seem wrong that so great a number of free Americans should be denied a right for which their forefathers fought—the right of free and independent expression concerning their own government. Quite likely there was, in the beginning, some valid reason for this prohibition, but times have changed. There is no longer any danger of an oligarchy being established which might control governmental affairs. Nowadays nearly every tub stands on its own bottom and Washingtonians are just like the rest of the human family. Because

Warm Friend Tavern Holland, Mich.

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

JAMES HOEKSEMA, Manager

The

MORTON

announces

400 ROOMS WITH
PRIVATE BATH

\$1.50 up

Dining Room
Grille Room
Cafeteria

Delicious food served in pleasant surroundings at prices which have made the MORTON popular.

GRAND RAPIDS'
FRIENDLY HOTEL

Philip A. Jordan, Manager

An Entire City Block of Hospitality



Have You Seen Our New

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

Pantlind
GRAND RAPIDS
750 ROOMS \$2 UP

Hotel and Restaurant Equipment
Glassware, China, Silverware

H. LEONARD & SONS

38-44 Fulton St., W.
GRAND RAPIDS - MICHIGAN

Store, Offices & Restaurant
Equipment

G.R. STORE FIXTURE CO.
7 Ionia Ave., N. W. Phone 86027

HOTEL CHIPPEWA MANISTEE, MICH.

Universally conceded to be one of the best hotels in Michigan. Good rooms, comfortable beds, excellent food, fine cooking, perfect service. Hot and Cold Running Water and Telephone in every Room. \$1.50 and up
60 Rooms with Bath \$2.50 and \$3
HENRY M. NELSON, Manager

THE ROWE GRAND RAPIDS

The Most Popular Hotel
in Western Michigan

300 ROOMS — SHOWERS
SERVIDOR

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

CODY HOTEL GRAND RAPIDS

RATES—\$1 up without bath.
\$2.00 up with bath.
CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO
IONIA AND

THE REED INN

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

Park Place Hotel Traverse City

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

New Hotel Elliott STURGIS, MICH.

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

Occidental Hotel

FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
Muskegon Michigan

Columbia Hotel KALAMAZOO

Good Place To Tie To

they are denied the right to vote, they want it.

M. H. Turner, owner of Highland Pines Inn, Southern Pines, N.C., has opened the Charlevoix Inn, the principal resort in that city, property of the Pere Marquette railroad. William E. Flynn has been appointed resident manager; Lee McDonald, auditor; James T. Flynn, maitre and Leon M. York, steward.

The Federal court for the western district of Oklahoma has dismissed a suit brought by a local hotel at Oklahoma City, against the state NRA compliance director and the U. S. district attorney. It was alleged that the NRA and the hotel code were unconstitutional, and an injunction to restrain the defendants from enforcing the provisions of the code against the plaintiff, especially in regard to labor provisions of that code, was sought. This decision is interpreted to indicate that the courts will not permit concerns to hamper the effective administration and enforcement of NRA codes, because it is believed that relief can be secured only through congressional action.

President Green, of the American Hotel Association, has sent out an official communication to all interested to the effect that his organization has done its utmost to bring into effect a workable, fair and reasonable code, but so far has failed although he proposes to keep on trying. Meanwhile members, knowing their own individual situation, and having the complete facts before them, will naturally act according to their own judgment until such time as something tangible may be developed.

Adding to San Francisco hotel and restaurant men's troubles in a shortage of beer and other beverages, on account of the recent strike, bartenders who waited fifteen years of prohibition for an opportunity to resume their vocation, also went out on a strike. Reminding one that San Francisco hoteliers deserve mention in the national honor role, if there is such a document. Anyone having the responsibility for the feeding of hundreds of guests, at a time when there was a complete cessation of food deliveries, has something to think about, but there were no reports of any panic on the part of San Francisco operators or their guests during the recent tragic period. On the contrary the guests seemed to have implicit confidence in the ability of the operators to perform such miracles as might be necessary for the service of the accustomed meals, even though every supply house might be temporarily out of business.

Interest in the convention of the American Hotel Association, just announced to be held in New Orleans, October 10 to 13, is growing, and among other things motorcades are being planned, with a view to giving hotel men an opportunity to familiarize themselves with the country through which they are to pass on their way to the Crescent City. Some will have time to make a leisurely trip—others will not, but it would be worth while just the same, and it certainly is of vast importance to attend the convention at the present time on account of the problems which will be considered on that occasion. Every member of the Michigan Hotel Association, through its affiliation with the national body, will be entitled to a seat in the major organization conclave.

Recently the Supreme court of California decided that a hotel operator could be held for damages occasioned by an earthquake, the provision for easement on account of its being an "act of God" not being considered. But here is another one which throws that

proposition completely in the shade. It starts with a prologue of what the present site of Los Angeles must have looked like millions of years ago as drawn by the defense in support of its contention. A winding, sluggish river, flowing from a point far inland through the center of what is now Los Angeles, passing the foot of the celebrated "Lucky Baldwin" estate and out to the sea. It was told in court how the old river dried up, although its course can still be traced far under ground, and how it degenerated into a mossy, slimy swamp. The swamp eventually dried up, layers of earth brought down by the annual rains formed deposits over its bed and a peat bed was formed by nature—by "an act of God"—the defense claims. Years ago a fire started, nobody knows just how, but presumably as a result of spontaneous combustion. From this fire a suit for damages has been started which bids fair to outlive the celebrated "Jones county calf case" in Iowa. The defense claims no human power could have prevented this thing which residents of the neighborhood condemn, both as a nuisance and a menace to property and life. Scientific men are unanimous in the assertion that it is humanly impossible to allay the evil, and somebody wants damages for all this. Maybe the defendant will ultimately be held responsible for the destruction of the world.

Frank S. Verbeck.

When On Your Way See Onaway

Onaway, July 30—The arrival of many tourists completely filling the resort cottages and the state park at Black Lake; the cooling shores which welcome the visitors from the hot cities; freedom from sunstrokes; green pastures; rapidly growing foliage; abundance of crops which show very little bad effects from drought; cool nights for sleeping; flowing streams of pure, cold water, inspected and safe for drinking; lakes that not only furnish sufficient fish for all hands but welcome the bather; well, well, what more could one desire? Business, you say? Yes, that is some better, too. Moral—Come up North.

Russ Hitzert has just completed his new office, corner Pine and State streets—a modern brick structure. Ice, wood and general trucking are his products.

Grant Chaney, undertaker, has greatly improved his funeral parlors on State street; redecorating the front and remodeling the interior and heating plant.

Mart Mahoney is applying fresh paint to his building and keeping up with the times with a complete stock of hardware, sporting goods, etc.

In fact, the business places in general are improving their surroundings; gas and filling stations are planting attractive flower beds. The work on the airport is progressing rapidly and soon it will be as easy to land gracefully as it is to fly.

Yes, Mr. Stowe, it is too bad, as you say in your article of July 25: "It is plainly 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 dispensing the beverage or the manufacture of beer under Government auspices will be forbidden." Well, it is the same old story—rapidly approaching the old saloon days which the younger generation does not remember or realize. We older ones do and cannot forget.

Just a little over one year ago in my article under date of March 29, 1933, I was severely criticised for prophecying "kindergarten drunks and other remarks"; I took the criticism gracefully and awaited results. How about it, dear friend? How could it be otherwise? The disgrace in one short year has swept like wildfire and the worst is yet to come. Editor Stowe is good authority and is justified in his statements. Squire Signal.

Some of the Costs of Carelessness

The cost of carelessness runs into hundreds of millions of dollars annually, besides the loss of thousands of lives. "Safety First" campaigns have been helpful, but there should be further educational effort made to lower this enormous loss. It should be added to the curriculum of our public schools and impressed strongly upon the minds of youth. Carelessness on the part of the railway engineer and ship captain has caused many a wreck, and this applies most strikingly to the cause of automobile fatalities.

Carelessness has also wrecked many a business which otherwise could have been a success. For fifty-one years the editor of the Tradesman has "stood at the switch" and "signal tower," sending out warnings and pointing the proper course to Michigan merchants. In my travels I have found that merchants who read the Tradesman carefully have been 100 per cent. successful or close to it. Invariably the merchants who have fallen by the wayside are those who neglected to keep themselves informed upon the markets of the goods they sell and other details of their business. Carelessness has cost them dearly. Occasionally I meet a subscriber to the Tradesman who claims he is so busy he has no time to read it. This is only an excuse and shows carelessness on his part, which is dangerous to business success. Markets are now constantly changing to a higher level. A rising market will keep a merchant poor unless he keeps posted and advances his selling prices with it. Each week the Tradesman brings a complete price change service to food merchants, showing them the advances and declines, if any, upon every item in their stock. Hundreds of food merchants are now using this service, which is saving them many times the cost of their subscription. It matters not what line of business the merchant is in, the counsel and advice of the Tradesman is worth many times its cost.

While out on the firing line of business about eighteen months ago, the editor dug up in a law library a certain Supreme Court decision, which he at once broadcast to the business world through the columns of the Tradesman. He had found that Michigan food merchants and those in other states were entitled to thousands of dollars in refunds on the vegetable oleo tax. Nearly every issue of the Tradesman carried this valuable news. He also opened up the way with the Internal Revenue department to refund to these merchants money illegally collected and helped hundreds of merchants to file their claims. As a result, thousands of dollars have been returned to both retail merchants and wholesalers. I regret to state that I recently called upon two or three merchants who had perfectly good claims, but were too careless to send them in after having the claim prepared, so they are out about seven dollars and fifty cents each. The Tradesman tried to reach every food merchant in the state before the expiration of the oleo

refunds, June 30, but time did not permit. The Tradesman has just entered upon its fifty-second year of service. Few trade publications have survived for this period of time, and none command the respect and confidence of its readers more. Its editor has served long and faithfully and his position among Michigan merchants and business men, is much like that of Thomas A. Edison in the electrical world.

E. B. Stebbins.

Silk Market Prospects

Although raw silk prices reached an all-time low during the past week, there are no indications that manufacturers of silk goods are as yet ready to discard their hand-to-mouth buying policy.

The reason is the uncertainty prevailing in the international silk market, particularly as regards the actions of the Japanese Government which controls the heavy accumulated stocks that are overhanging the market. As soon as manufacturers can be sure that the bottom in the price movement has been reached, they are expected to resume buying on a larger scale.

Consumption of silk has been on the increase of late. Silk fabrics, particularly in the lower price classes, are being heavily featured for the fall season, and prospects are that silk goods in various forms will play an important part in the business of the coming season, both as to piece goods and ready to wear.

Higher Coal Prices

A slackening in demand notwithstanding, higher prices for coal will become effective on August 1 and further substantial price increases are anticipated for September 1.

In addition, freight charges for coal are likely to be increased, which would result in still higher coal prices. There are also measures under consideration designed to protect the competitive position of coal as against other fuels.

These price increases will not only raise the cost of living for all those who need coal for house heating during winter, but they will also put another burden upon industry. Combined with the pressure for wage increases in many lines of industry, higher fuel prices will help preparing for another general upswing in prices for industrial products.

Retailers Delay Hosiery Orders

Retailers as a whole have purchased only about 40 per cent. of their hosiery requirements for Fall. This is especially so with respect to men's woolen dress socks. While unsettled business conditions may be responsible for retailers delaying their orders, it was felt that many buyers are hoping for lower prices later. Wholesalers declare, however, that no price concessions will be possible, as the mills figured their lines at the very lowest possible prices in order to keep their plants operating during the season.

DRUGS

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

Michigan State Pharmaceutical Association.
 President—J. E. Mahar, Pontiac.
 Ex-President—Duncan Weaver, Fennville.
 First Vice President—Ben Peck, Kalamazoo.
 Second Vice President—Joseph Malpas, 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.

Hints on Advertising a Drug Store

The druggist is in one respect at least in a particularly advantageous position with regard to securing custom through advertising. By the very nature of his business he normally enjoys the confidence of the public to a remarkable degree. If a finger is cut, or a slight burn or bruise is sustained, or a cold or sore throat contracted, the victim nearly always goes first to the druggist or help. When, therefore, the druggist advertises he is already assured of the confidence of his readers. Now, the logical thing for a retailer to do who is not in a position to spend large sums upon advertising is first of all to explore the avenues of trade which offer least resistance. That is to say, to endeavor to get more business of the kind that is easiest to get. In the case of the druggist the easiest thing for him to do is to persuade more people to come to him for the treatment of slight everyday ills such as those mentioned. The habit of doing so is already formed. There is no obstacle to overcome, no prejudice to uproot. Here then is the basis for remunerative advertising. Persuade more people to come into the pharmacy and, once inside, personall salesmanship should make certain that the most is made of their visit. Not many druggists follow up the advantage their position has given them. Mostly they set out to sell their own name products more or less in competition with nationally advertised goods. While it is, of course, highly important to push the sales of these products, it is usually more costly to build up trade in this way through advertising than by cultivating the habit of the public of visiting the pharmacy. His window and counter displays and his personal salesmanship will enable him to push his own products once he has got his customers into his shop by means of judicious advertising. And he will have no competition to combat in the shape of big advertisements in the daily papers.

A good example of the type of advertising I have mentioned came to my notice recently. It was an advertisement measuring four inches deep and two columns in width and it advertised a tonic wine. An illustration had been

used and in a general way the advertisement was well laid out and good use had been made of white space. But its value as a sales force in competition with the big spaces in the national newspapers used by well-known tonic wines was very doubtful. There were also some inherent weaknesses which could have been eliminated. The headline was a remark to the effect that the present was a good time to take the tonic; a remark that would surely have been true of any time and any product, from the advertiser's point of view. To say to the public, "No time like the present for so-and-so," or, "Now's the time to do so-and-so," is apt only when the particular thing they are urged to take or do has a definite association with the moment. In the particular advertisement to which I am referring the advertiser has missed the chief selling point of his product, which was its low price. It is a sound axiom of advertising never to sell on price when one can sell on quality, but that does not mean that the most should not be made of the fact that a commodity is unusually low in price. To say that it is the cheapest of its kind would probably be unwise, that is selling on price without regard to quality; but to emphasize its low price and its good quality is both sound advertising and sound sense. A headline such as "Good Health for a Quarter," or something of that kind, would have been more effective in this instance.

When the advertiser can say "Well-known doctor recommends so-and-so," that is a good advertisement, and if able to mention the doctor's name it is a better one. But if one wishes to link the advice of the medical profession on general health with a proprietary medicine it is as well to keep the inference general. "Doctors recommend so-and-so" is a useful type of slogan, so long as it has some basis of truth, but better still is to give a general health rule and link it up with the thing advertised. For example, a headline such as "A large percentage of ailments originate in the nose and mouth" is a safe statement, and it can be qualified and justified with "Your doctor will tell you that," or "Statistics prove that to be a fact," then you can go on to build up a sound argument in favor of using a certain commodity as a mouth wash or a gargle. In this way public confidence is secured, a good sales reason is presented for the article, and no offense is given to anyone.

Visible Prescription Room, Why?

Readers of the Pharmaceutical press are well aware of the "Visible prescription room" idea (A leading drug magazine in the East continually encourages this idea).

The fact that we meet so little opposition in the press and the fact that we see so little activity on the part of the druggists to make prescription rooms visible, leads one to believe that the rank and file do not take the whole matter too seriously, and do not consider such visibility advantageous, and rightly so.

The advocates say: the prescription room should be open to the public view

just as the office of the lawyer, doctor, etc. I have yet to see a doctor examine his patient, or a lawyer discuss a case with his client with half dozen people looking on!

The sponsors of the idea foresee increased sales of prescription room items. What items are they referring to? If they mean botanical and chemical drugs, proprietaries and official preparations ordinarily called for by the public, why not suggest an easier way: to remove items that are remotely related to pharmacy from display and place drugs in their stead; to discard profitless items that crowd the modern drug store front and display the very same items that are now in the prescription room?

Inconsistent with these mercenary motives the proponents turn to idealism, namely, to bring before the public eye the skill and art of the apothecary. Either they forget or they are willing to forget, that there are only three prescriptions a day per drug store in the U. S. A. and 75 per cent. of the prescriptions of to-day are of a proprietary or a simple official mixture. How can skill and art of pharmacy be demonstrated under these conditions?

But not only does an open prescription room lack in beneficial results, I dare say, that it will prove embarrassing to all concerned; physician, patient and pharmacist. Let me enumerate the most important occasions when supervision of the customers is not desirable.

1. Shortage of ingredients
2. Proprietary prescriptions
3. Poisonous prescriptions
4. Illegible prescriptions
5. Incompatible and requiring reference to books or recompounding prescriptions.

Instead of bringing the people into the Sanctum Sanctorum bring prescription room ideals into the front of the store. Let the physician and Board of pharmacy authorities be the judge on the prescription room. As for the general public there is pharmacy a plenty to be displayed in the front of the store.

Samuel Crane.

Opposition to Bankhead Law

Reported growing opposition to the Bankhead cotton control law is not expected at this time to have any influence with the Administration since, it is suggested, to back down from any of the so-called emergency measures, particularly during the present Congressional campaign, would be sort of an admission of defeat.

Upon his return to Washington early in August President Roosevelt will be presented with an "impressive" petition urging him in effect to nullify the law. Petitions are being circulated throughout the Southern States seeking signatures for this purpose and in Oklahoma support in the House of Representatives of this legislation by Representative McKeown, among others, contributed to his defeat for re-election, observers assert.

Although Secretary of Agriculture Wallace declared that 95 per cent. of the cotton farmers responding to an inquiry from his department favored the enactment of the legislation, it would now appear, the farmers are switching their position in large numbers.

A new aluminum paint which is said not to stiffen canvas or other fabrics has been developed for awnings, tents, etc.

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.			17 @ 25			Xtal, lb.			20 @ 29		
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55	NAPHTHALINE			Bals, lb.			Powd., lb.			19 @ 27		
Boric, Powd., or Xtal, lb.	07 1/2 @	20	Chamomile			Flake, lb.			08 1/2 @			Gran., lb.			32 @ 40		
Carbolic, Xtal., lb.	36 @	43	German, lb.	55 @	60				08 1/2 @			Iodide, lb.			20 @ 20		
Citric, lb.	33 @	45	Roman, lb.		1 40							Permanganate, lb.			25 @ 40		
Muriatic, Com'l, lb.	03 1/2 @	10	Saffron									Prussiate					
Nitric, lb.	10 @	15	American, lb.	50 @	55							Red, lb.			80 @ 90		
Oxalic, lb.	15 @	25	Spanish, ozs.		1 35							Yellow, lb.			50 @ 60		
Sulphuric, lb.	03 1/2 @	10	FORMALDEHYDE, BULK														
Tartaric, lb.	33 @	40	Pound	09 @	20												
ALCOHOL			FULLER'S EARTH														
Denatured, No. 5, gal.	43 @	55	Powder, lb.	05 @	10												
Grain, gal.	4 00 @	5 00	GELATIN														
V. ood, gal.	50 @	60	Pound	55 @	65												
ALUM-POTASH, USP			GLUE														
Lump, lb.	04 @	13	Brok., Bro., lb.	20 @	30												
Powd. or Gra., lb.	04 1/2 @	13	Gr'd. Dark, lb.	16 @	25												
AMMONIA			White, Flake, lb.														
Concentrated, lb.	06 @	13	White G'd., lb.	27 1/2 @	35												
4-F, lb.	05 1/2 @	13	White AX light, lb.		40												
3-F, lb.	05 1/2 @	13	Ribbon	42 1/2 @	50												
Carbonate, lb.	20 @	25	GLYCERINE														
Muriate, Lp., lb.	18 @	30	Pound	17 1/2 @	45												
Muriate, Gra., lb.	07 1/2 @	18	GUM														
Muriate, Po., lb.	22 @	35	Aloes, Barbadoes,														
ARSENIC			so called, lb. gours		60												
Pound	07 @	20	Powd., lb.	35 @	45												
BALSAMS			Aloes, Socotrine, lb.		75												
Copaiba, lb.	60 @	1 40	Powd., lb.		30												
Fir, Cana., lb.	2 00 @	2 40	Arabic, first, lb.		40												
Fir, Oreg., lb.	50 @	1 00	Arabic, sec., lb.		30												
Peru, lb.	3 00 @	3 60	Arabic, sorts, lb.	15 @	25												
Tolu, lb.	1 50 @	1 80	Arabic, Gran., lb.	25 @	35												
BARKS			Arabic, P'd, lb.		35												
Cassia			Asafoetida, lb.	47 @	50												
Ordinary, lb.		30	Asafoetida, Po., lb.	75 @	82												
Ordinary, Po., lb.	25 @	35	Guaiac, lb.		60												
Saigon, lb.	50 @	60	Guaiac, powd.		65												
Saigon, Po., lb.	40 @	50	Kino, lb.		90												
Elm, lb.	40 @	50	Kino, powd., lb.		1 00												
Elm, Powd., lb.	38 @	45	Myrrh, lb.		60												
Elm, G'd, lb.	38 @	45	Myrrh, Pow., lb.		75												
Sassafras (P'd lb. 50)	38 @	45	Shellac, Orange, lb.	35 @	45												
Sassafras, cut, lb.	20 @	30	Ground, lb.	35 @	45												
Scriptree, Po., lb.	35 @	49	Shellac, white (bone dr'd) lb.	45 @	55												
BERRIES			Tragacanth														
Cubeb, lb.		65	No. 1, bbls.	1 50 @	1 75												
Cubeb, Po., lb.		75	No. 2, lbs.	1 35 @	1 50												
Juniper, lb.	10 @	20	Pow., lb.	1 25 @	1 50												
BLUE VITRIOL			HONEY														
Pound	06 @	15	Pound	25 @	40												
BORAX			HOPS														
P'd or Xtal, lb.	06 @	13	1/4s Loose, Pressed, lb.		1 00												
BRIMSTONE			HYDROGEN PEROXIDE														
Pound	04 @	10	Pound, gross	27 00 @	29 00												
CAMPHOR			1/2 lb., gross	17 00 @	18 00												
Pound	80 @	1 00	1/4 lb., gross	11 00 @	11 50												
CANTHARIDES			INDIGO														
Russian, Powd.	@ 4 50		Madras, lb.	2 00 @	2 25												
Chinese, Powd.	@ 2 00		Pure, lb.	31 @	41												
CHALK			LEAD ACETATE														
Crayons			Xtal, lb.	17 @	25												
White, dozen	@ 3 60		Powd. and Gran.	25 @	35												
Dustless, dozen	@ 6 00		LICORICE														
French Powder, Com'l, lb.	03 1/2 @	10	Extracts, sticks, per box	1 50 @	2 00												
Precipitated, lb.	12 @	15	Lozenges, lb.	40 @	50												
Prepared, lb.	14 @	16	Wafers, (24s) box		1 50												
White, lump, lb.	03 @	10	LEAVES														
CAPSICUM			Buchu, lb., short		60												
Pods, lb.	60 @	70	Buchu, lb., long		70												
Powder, lb.	62 @	75	Buchu, P'd, lb.	25 @	30												
CLOVES			Sage, bulk, lb.		40												
Whole, lb.	30 @	40	Sage, loose pressed, 1/4s, lb.		35												
Powdered, lb.	35 @	45	Sage, ounces		35												
COCAINE			Sage, P'd and Grd.		35												
Ounce	14 75 @	15 40	Senna														
COPPERAS			Alexandria, lb.	35 @	40												
Xtal, lb.	03 1/2 @	10	Tinnevela, lb.	25 @	40												
Powdered, lb.	04 @	15	Powd., lb.	25 @	35												
CREAM TARTAR			Uva Ursi, lb.		31												
Pound	25 @	33	Uva Ursi, P'd, lb.		45												
CUTTLEBONE			LIME														
Pound	40 @	50	Chloride, med., dz.		85												
DEXTRINE			Chloride, large, dz.		1 45												
Yellow Corn, lb.	06 1/2 @	15	LYCOPodium														
White Corn, lb.	07 @	15	Pound	45 @	60												
EXTRACT			MAGNESIA														
Witch Hazel, Yellow Lab.	1 10 @	1 70	Carb., 1/4s, lb.		30												
Licorice, P'd, lb.	50 @	60	Carb., 1/8s, lb.		32												
FORMALDEHYDE, BULK			Carb., Powd., lb.	15 @	25												
			Oxide, Hea., lb.		70												
			Oxide, light, lb.		75												
			MENTHOL														
			Pound	4 54 @	4 88												
			MERCURY														
			Pound	1 50 @	1 75												
			NAPHTHALINE														
			Bals, lb.														
			Flake, lb.														
			NUTMEG														
			Pound	@ 40													
			Powdered, lb.	@ 50													
			NUX VOMICA														
			Pound	@ 25													
			Powdered, lb.	15 @	25												
			OIL ESSENTIAL														
			Almond														
			Bit., true, ozs.	@ 50													
			Bit., art., ozs.	@ 30													
			Sweet, true, lb.	1 40 @	2 00												
			Sweet, art., lbs.	75 @	1 20												
			Amber, crude, lb.	71 @	1 40												
			Amber, rect., lb.	1 30 @	2 00												
			Anise, lb.	1 00 @	1 60												
			Bay, lb.	4 00 @	4 25												
			Bergamot, lb.	3 25 @	3 75												
			Cajeput, lb.	1 50 @	2 00												
			Caraway S'd, lb.	3 50 @	4 00												
			Cassia, USP, lb.	2 10 @	2 60												
			Cedar Leaf, lb.	1 70 @	2 20												
			Cedar Leaf, Com'l, lb.	1 00 @	1 25												
			Citronella, lb.	1 00 @	1 40												
			Cloves, lb.	1 75 @	2 25												
			Croton, lbs.	4 25 @	4 80												
			Cubeb, lb.	4 00 @	4 60												
			Erigeron, lb.	2 70 @	3 35												
			Eucalytus, lb.	35 @	1 20												
			Fennel	2 25 @	2 60												
			Hemlock, Pu., lb.	1 70 @	2 20												
			Hemlock Com., lb.	1 00 @	1 25												
			Juniper Ber., lb.	3 00 @	3 20												
			Juniper W'd, lb.	1 50 @	1 75												
			Lav. Flow., lb.	4 50 @	5 00												
			Lav. Gard, lb.	1 25 @	1 50												
			Lemon, lb.	2 00 @	2 40												
			Mustard, true, ozs.	@ 1 25													
			Mustard, art., ozs.	@ 30													
			Orange, Sw., lb.	3 25 @	3 60												
			Origanum, art., lb.	1 00 @	1 20												
			Pennyroyal, lb.	2 75 @	3 20												
			Peppermint, lb.	4 25 @	4 80												
			Rose, dr.	@ 75													
			Rose, Geran., ozs.	@ 75													
			Rosemary Flowers, lb.	1 00 @	1 50												
			Sandalwood														
			E. I., lb.	8 00 @	8 60												
			W. I., lb.	4 50 @	4 75												
			Sassafras														
			True, lb.	1 90 @	2 40												
			Syn., lb.	85 @	1 40												
			Spearmint, lb.	2 50 @	3 00												
			Tansy, lb.	3 50 @	4 00												
			Thyme, Red, lb.	1 75 @	2 40												
			Thyme, Whi., lb.	2 00 @	2 60												
			Wintergreen														
			Leaf, true, lb.	5 60 @	6 00												
			Birch, lb.	4 00 @	4 60												
			Syn.	75 @	1 20												
			Wormseed, lb.	3 50 @	4 00												
			Wormwood, lb.	4 50 @	5 00												
			OILS HEAVY														
			Castor, gal.	1 45 @	1 60												
			Cocoonut, lb.	22 1/2 @	35												
			Cod Liver, Norwegian, gal.	1													

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

Campbell Pork and Beans
Canned Peas
Evaporated Apricots
Hand Picked Beans

DECLINED

AMMONIA

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

APPLE BUTTER

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

BAKING POWDERS

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



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

BLEACHER CLEANSER

Clorox, 16 oz., 24s. 3 25
Clorox, 32 oz., 12s. 8 00
Less special factory
discount of 25c per case
Lizzie, 16 oz., 12s. 2 15
Linco Wash, 32 oz. 12s 2 00

BLUING

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

BEANS and PEAS

100 lb. bag
Dry Lima Beans, 100 lb. 8 25
White Kid P. Beans. 3 75
Split Peas, yell., 60 lb. 3 10
Split Peas, gr'n, 60 lb. 6 10
Scott 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
Krumblies, No. 412. 1 65
Bran Flakes, No. 624. 1 90
Bran Flakes, No. 650. 1 00
Rice Krispies, 6 oz. 2 40
Rice Krispies, 1 oz. 1 10
All Bran, 16 oz. 2 20
All Bran, 10 oz. 2 75
All Bran, 6 oz. 1 10
Kaffe Hag, 6 1-lb.
cans. 2 57
Whole Wheat Fla., 24s. 2 40
Whole Wheat B's, 24s. 2 31
Wheat Krispies, 24s. 2 40

Post Brands
Grapenut Flakes, 24s. 2 10
Grape-Nuts, 24s. 3 90
Grape-Nuts, 50s. 1 50
Instant Postum, No. 3 4 26
Instant Postum, No. 10 4 50
Postum Cereal, No. 0. 2 25
Post Toasties, 36s. 2 26
Post Toasties, 24s. 2 26
Post Bran, PBF 24. 3 15
Post Bran, PBF 36. 3 15
Sanka 6-1 lb. 2 57

Amsterdam Brands
Gold Bond Par., No. 5 1/2. 7 50
Prize, Parlor, No. 6. 8 00
White Swan Par., No. 6. 8 50

BROOMS

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

BRUSHES

Scrub
Progress, dozen. 90

SHOES

Shaker, dozen. 90
Topcen, dozen. 90

BUTTER COLOR

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

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. 12 3
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 1/2. 1 90
Superior, No. 2 1/2. 2 25
Supreme, No. 2 1/2. 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
Gibraltar, No. 10. 9 00
Gibraltar, No. 2 1/2. 2 60

Figs
Beckwith Breakfast,
No. 10. 12 00
Carpenter Preserved,
3 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 85
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

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

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

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

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

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

Strawberries
Hunt, Superior, No. 2. 2 35

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Chowder, No. 2. 2 75
Clams, Steamed, No. 1. 2 75
Clams, Minced, No. 1/2. 2 40
Pinnau Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1. 2 75
Fish Flakes, small. 1 35
Cod Fish Cake, 10 oz. 1 55
Cove Oysters, 5 oz. 1 35
Lobster, No. 1/2. 2 25
Shrimp, 1, wet. 1 45
Sard's, 1/4 Oil, k'less. 3 75
Sardines, 1/4 Oil, k'less. 3 35
Salmon, Red Alaska. 2 20
Salmon, Med. Alaska. 1 85
Salmon, Pink, Alaska. 1 60
Sardines, Im. 1/4, ea. 6@13 1/2
Sardines, Cal. 1 00
Tuna, 1/2 Van Camps.
doz. 1 75
Tuna, 1/4s. Van Camps.
doz. 1 15
Tuna, 1s. Van Camps.
doz. 3 45
Tuna, 1/2s. Chicken Sea.
doz. 1 80
Tuna, 1/2 Bonita. 1 25

CANNED MEAT

Bacon, med., Beechnut. 1 90
Bacon, lge., Beechnut. 2 65
Beef, lge., Beechnut. 3 45
Beef, med., Beechnut. 2 05
Beef, No. 1, Corned. 1 80
Beef, No. 1, Roast. 1 95
Beef, 2 1/2 oz. Qua. Sil. 1 30
Corn Beef Hash, doz. 1 90
Beefsteak & Onions. 2 70
Chili Con Car. 1 05
Deviled Ham, 1/4s. 1 35
Deviled Ham, 1/2s. 2 20
Potted Meat, 1/4 Libby. 48
Potted Meat, 1/2 Libby. 75
Potted Meat, 3/4 Qua. 65
Potted Ham, Gen. 1/4. 1 35
Vienna Saus. No. 1/2. 90

Baked Beans

Campbell's 48s. 2 35

CANNED VEGETABLES

Hart Brand
Asparagus
Natural No. 2. 3 90
Tips & Cuts, No. 2. 2 10

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

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

Red Kidney Beans

No. 10. 4 25
No. 2. 90

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

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

Beets

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

Carrots

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

Corn

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

Peas

Little Dot, No. 2. 2 25
Sifted E. June, No. 10. 9 50
Sifted E. June, No. 2. 1 90
Marcel. Sw. W. No. 2. 1 45
Marcel. E. June, No. 2. 1 45
Quaker, E. Ju., No. 10. 8 00

Pumpkin.

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

Sauerkraut

No. 10. 1 15
No. 2 1/2 Quaker. 1 35
No. 2. 30 1/2

Soinack

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

Squash

Boston, No. 3. 1 45

Succotash

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

Tomatoes

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

CATSUP

Naas, 14 oz. doz. 1 40
Sniders, 8 oz. doz. 1 50
Sniders, 14 oz. doz. 1 85
Quaker, 10 oz. doz. 1 23
Quaker, 14 oz. doz. 1 60

CHILI SAUCE

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

OYSTER COCKTAIL

Spiders, 11 oz. 2 00

CHEESE

Roquefort. 70
Wisconsin Daisy. 14
Wisconsin Twin. 13 1/2
New York June, 1933. 22
Sap Sago. 48
Brick. 15
Michigan Flats. 12 1/2
Michigan Daisies. 13
Wisconsin Longhorn. 14
Imported Levien. 26
1 lb. Limberger. 57
Imported Swiss. 56
Kraft, Pimento Loaf. 22
Kraft, American Loaf. 20
Kraft, Brick Loaf. 20
Kraft, Swiss Loaf. 23
Kraft, Old End, Loaf. 31
Kraft, Pimento, 1/4 lb. 1 60
Kraft, American, 1/4 lb. 1 10
Kraft, Brick, 1/4 lb. 1 10
Kraft, Limburger, 1/4 lb. 1 10

CREAM OF TARTAR

6 lb. boxes. 35

DRIED FRUITS

Apricots
Evaporated, Ex Choice
Choice. 20
Standard. 18 1/2
Ex. Fancy Moorpack. 18

Citron
5 lb. box. 27

CHEWING GUM
Adams Black Jack. 61
Adams Dentym. 65
Beeman's Peppermint. 65
Beechnut Peppermint. 65
Doublemint. 65
Peppermint, Wrigleys. 65
Spearmint, Wrigleys. 65
Juicy Fruit. 65
Wrigley's P-K. 65
Teaberry. 65

CHOCOLATE

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

CIGARS

Hemt. Champions. 38 50
Webster Plaza. 75 00
Webster Golden Wed. 75 00
Websterettes. 37 50
Cincos. 38 50
Garcia Grand Babies. 40 00
Bradstreets. 33 50
Odins. 40 00
I. G. Dun Boquet. 75 00
Perfect Garcia Subl. 95 00
Hampton Arms Jun'r. 33 00
Rancho Corona. 31 50
Kenway. 20 00
Budwiser. 20 00
Isabella. 20 00

Cocoonut

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

CLOTHES LINE

Household, 50 ft. 2 09
Carples Cord. 2 91

COFFEE ROASTED

Lee & Cady
1 lb. Package. 21 1/2

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

Coffee Extracts

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

CONDENSED MILK

Engle, 2 oz., per case. 4 60

Cough Drops

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

COUPON BOOKS

50 Economic grade. 2 50
100 Economic grade. 4 50
300 Economic grade. 20 00
1000 Economic grade. 37 50

Where 1,000 books are
ordered at a time, special-
ly printed front cover is
furnished without charge.

CRACKERS

Hekman Biscuit Company

Saltine Soda Crackers,
bulk. 14
Saltine Soda Crackers,
1 lb. pkgs. 1 86
Saltine Soda Crackers,
2 lb. pkgs. 3 26
Saltine Soda Crackers,
6 1/4 oz. pkgs. 90
Butter Crackers, bulk. 13
Butter Crackers, 1 lb. 1 72
Butter Crackers, 2 lb. 3 12
Graham Crackers, bulk. 14
Graham C's, 1 lb. 1 90
Graham C's, 2 lb. 3 36
Graham C's, 6 1/4 oz. 1 00
Junior Oyster C's, blk. 1 33
Oyster C's, shell, 1 lb. 1 84
Club Crackers. 1 86

CREAM OF TARTAR

6 lb. boxes. 35

DRIED FRUITS

Apricots
Evaporated, Ex Choice
Choice. 20
Standard. 18 1/2
Ex. Fancy Moorpack. 18

Citron
5 lb. box. 27

Currants		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	
Dates		Junket Tablets	1 35	Top Steers & Half	11	Mixed, kegs		F. B., 60c.	2 45	Medium	19
Imperial, 12s, pitted	1 75	MARGARINE		Good Steers & Half	10	Milkers, kegs		Fels Naptha, 100 box	4 65	Choice	22@30
Imperial, 12s, regular	1 35	Wilson & Co.'s Brands		Med. Steers & Half	08			Flake White, 10 box	3 00	Fancy	30@36
Imperial, 12s, 2 lb.		Oleo		Com. Steers & Half	07	Lake Herring		Jap Rose, 100 box	7 40	No. 1 Nibbs.	32
Imperial, 12s, 1 lb.		Nut		Veal		1/2 bbl., 100 lbs.		Fairy, 100 box	3 25	Gunpowder	
Figs		Cut A F Oleo	09	Top	09			Palm Olive, 144 box	6 20	Choice	34
Calif., 24-83, case	1 70	MATCHES		Good	08	Mackerel		Lava, 50 box	2 25	Ceylon	
Peaches		Diamond, No. 5, 144	6 25	Medium	07	Tubs, 60 Count, fy. fat	6 00	Camay, 72 box	3 05	Pekoe, medium	63
Evap. Choice	13 1/2	Searchlight, 144 box	6 25	Lamb		Pails, 10 lb. Fancy fat	1 50	P & G Nap Soap, 100@3 00		English Breakfast	
Peel		Crescent, 144	5 65	Spring Lamb	18			Sweetheart, 100 box	5 70	Congou, medium	28
Lemon, Dromedary,		Diamond, No. 0	5 00	Good	16	White Fish		Grandpa Tar, 50 sm.	2 10	Congou, choice	35@36
4 oz., doz.	1 10	Safety Matches		Medium	14	Med. Fancy, 100 lb.	13 00	Williams Barber Bar, 9s	50	Congou, fancy	42@43
Orange, Dromedary,		Red Top, 5 gross case	5 25	Mutton		Milkers, bbls.	18 50	Lux Toilet, 50	1 06	Oolong	
4 oz., dozen	1 10	Signal Light, 5 gro. cs.	5 25	Good	05	K & K K Norway	18 50	SPICES		Medium	39
Citron, Dromedary,		Standard, 5 gro. cs.	4 00	Medium	03	8 lb. pails	1 40	Whole Spices		Choice	45
4 oz., dozen	1 10	MUELLER'S PRODUCTS		Poor	08	Cut Lunch	1 50	Allspice, Jamaica	@24	Fancy	50
Raisins		Macaroni, 9 oz.	2 10	Pork		Boned, 10 lb. boxes	16	Cloves, Zanzibar	@36	TWINE	
Seeded, bulk	7 1/2	Spaghetti, 9 oz.	2 10	Loins	13	SHOE BLACKENING		Cassia, Canton	@24	Cotton, 3 ply cone	40
Thompson's S'dless blk.	7 1/2	Elbow Macaroni, 9 oz.	2 10	Butts	13	2 in 1, Paste, doz.	1 30	Cassia, 5c pkg., doz.	@40	Cotton, 3 ply balls	40
Quaker s'dless blk.		Egg Noodles, 6 oz.	2 10	Shoulders	10 1/2	E. Z. Combination, dz.	1 30	Ginger, Africa	@19	VINEGAR	
15 oz.	7 1/2	Egg Vermicelli, 6 oz.	2 10	Spareribs	07	Dri-Foot, doz.	2 00	Mixed, No. 1	@30	F. O. B. Grand Rapids	
Quaker Seeded, 15 oz.	8	Egg Alphabets, 6 oz.	2 10	Neck Bones	03	Bixbys, doz.	1 30	Mixed, 10c pkgs., doz.	@65	Cider, 40 grain	18 1/2
		Cooked Spaghetti, 24c,	2 20	Trimnings	07 1/2	Shinola, doz.	90	Nutmegs, 70@90	@50	White Wine, 40 grain	19 1/2
		17 oz.						Nutmegs, 105-110	@43	White Wine, 80 grain	24 1/2
								Pepper, Black	@23	WICKING	
California Prunes		NUTS		PROVISIONS		STOVE POLISH		Pure Ground in Bulk		WOODENWARE	
90@100, 25 lb. boxes	@07	Whole		Barreled Pork		Blackne, per doz.	1 30	Allspice, Jamaica	@18	Baskets	
80@90, 25 lb. boxes	@07 1/2	Almonds, Peerless	15 1/2	Clear Barreled	16 00@18 00	Black Silk Liquid, doz.	1 30	Cloves, Zanzibar	@23	Bushels, Wide Band,	
70@80, 25 lb. boxes	@08 1/2	Brazil, large	14 1/2	Short Cut, Clear	12 00	Black Silk Paste, doz.	1 25	Cassia, Canton	@22	wood handles	2 00
60@70, 25 lb. boxes	@08 3/4	Fancy Mixed	15			Enameline Paste, doz.	1 30	Ginger, Corkin	@17	Market, drop handle	90
50@60, 25 lb. boxes	@09 1/2	Filberts, Naples	20			Enameline Liquid, doz.	1 30	Mustard	@21	Market, single handle	95
40@50, 25 lb. boxes	@10 1/2	Peanuts, vir. Roasted	09 1/2	Dry Salt Meats		E. Z. Liquid, per dz.	1 30	Mace Penang	@09	Market, extra	1 60
30@40, 25 lb. boxes	@11 1/2	Peanuts, Jumbo	10 1/2	D S Belles	20-25 10	Radium, per doz.	1 30	Pepper, Black	@20	Splint, large	8 50
20@30, 25 lb. boxes	@13	Pecans, 3, star	25			Rising Sun, per doz.	1 30	Pepper, Cayenne	@25	Splint, medium	7 50
18@24, 25 lb. boxes	@15 1/2	Pecans, Jumbo	40			654 Stove Enamel, dz.	2 30	Paprika, Spanish	@36	Splint, small	6 50
Hominy		Pecans, Mammoth	50			Vulcanol, No. 10, doz.	1 30				
Pearl, 100 lb. sacks	3 50	Walnuts, Cal.	14@20			Seavol, per doz.	3 00	Seasoning		CHURNS	
Bulk Goods		Hickory	07					Chili Powder, 1 1/2 oz.	62	Barrel, 5 gal., each	2 40
Elb. Macaroni, 20 lb. bx.	1 35	Salted Peanuts				SALT		Celery Salt, 1 1/2 oz.	80	Barrel, 10 gal., each	2 55
Egg Noodle, 10 lb. box	1 25	Fancy, No. 1	10 1/2			F. O. B. Grand Rapids		Sage, 2 oz.	80	3 to 6 gal., per gal.	16
Pearl Barley		12-1 lb. Cello's case	1 25			Colonial, 24, 2 lb.	95	Onion Salt	1 35	Pails	
0000	7 00					Colonial, 36-1 1/2	1 20	Garlic	1 35	10 qt. Galvanized	2 60
Barley Grits	5 00					Colonial, 10 lb.	1 25	Ponely, 3 1/2 oz.	3 25	12 qt. Galvanized	2 85
Chester	4 50					Colonial, 10 lb.	1 25	Kitchen Bouquet	4 25	14 qt. Galvanized	3 10
Lentils						Med. No. 1, bbls.	2 50	Laurel Leaves	24	12 qt. Flaring Gal. Jr.	5 00
Chili	10					Med. No. 1, 100 lb. bk.	1 00	Marjoram, 1 oz.	90	10 qt. Tir Dairy	4 00
Tapoca						Farmer Spec., 70 lb.	1 00	Savory, 1 oz.	65	Traps	
Pearl, 100 lb. sacks	7 1/2					Packers Meat, 50 lb.	85	Thyme, 1 oz.	30	Mouse, wood, 4 holes	60
Minute, 8 oz., 3 doz.	4 05					Cream Rock for ice		Tumeric, 1 1/2 oz.	75	Mouse, wood, 6 holes	70
Dromedary Instant	3 50					cream, 100 lb., each	85			Mouse, tin, 5 holes	65
Jiffy Punch						Butter Salt, 280 lb. bbl.	4 00	STARCH		Rat, wood	1 00
3 doz. Carton	2 25					Block, 50 lb.	40	Corn		Rat, spring	1 00
Assorted flavors.						Baker Salt, 280 lb. bbl	3 80	Kingsford, 24/1	2 35	Mouse, spring	20
EVAPORATED MILK						6, 10 lb., per bale	93	Powd., bags, per 100	3 95	Tubs	
Quaker, Tall, 10 1/2 oz.	2 85					20, 3 lb., per bale	1 00	Argo, 24, 1 lb. pkgs.	1 55	Large Galvanized	8 75
Quaker, Baby, 4 doz.	1 43					9 lb. bags, table	45	Argo, 12, 3 lb. pkgs.	2 25	Medium Galvanized	7 75
Quaker, Gallon, 1/2 dz.	2 85							Argo, 8, 5 lb. pkgs.	2 26	Small Galvanized	6 75
Carnation, Tall, 4 doz.	2 95							Silver Gloss, 48, 1s.	11 1/4	Washboards	
Carnation, Baby, 4 doz.	1 43							Elastic, 16 pkgs.	1 38	Banner, Globe	5 50
Oatman's D'dec, Tall	2 95							Tiger, 50 lbs.	2 82	Brass, single	6 25
Oatman's D'dec, Baby	1 43									Glass, single	6 00
Pet, Tall	2 95							SYRUP		Double Peerless	8 50
Pet, Baby, 4 dozen	1 45							Corn		Single Peerless	7 50
Borden's, Tall, 4 doz.	2 95							Imit. Maple Flavor		Northern Queen	5 50
Borden's, Baby, 4 doz.	1 43							Orange, No. 1 1/2, 2 dz.	2 87	Universal	7 25
FRUIT CANS								Orange, No. 3, 20 cans	4 34	Wood Bowls	
Ball Mason										13 in. Butter	5 00
F. O. B. Grand Rapids										17 in. Butter	9 00
One pint	8 00									19 in. Butter	18 00
One quart	9 30										
Half gallon	12 40									WRAPPING PAPER	
Mason Can Tops, gro.	2 55									Fibre, Manila, white	05
FRUIT CAN RUBBERS										No. 1 Fibre	06 1/2
Presto Red Lip, 2 gro. carton	78									Butchers D P	06 1/2
Presto White Lip, 2 gro. carton	83									Kraft	06 1/2
GELATINE										Kraft Stripe	09 1/2
Jell-o, 3 doz.	1 90									YEAST CAKE	
Minute, 3 doz.	4 45									Magic, 3 doz.	2 70
Knox's, 1 dozen	2 25									Sunlight, 3 doz.	2 70
Jelsert, 3 doz.	1 40									Sunlight, 1 1/2 doz.	1 35
HONEY										Yeast Foam, 3 doz.	2 70
Lake Shore 1 lb. doz.	1 90									Yeast Foam, 1 1/2 doz.	1 35
JELLY AND PRESERVES										YEAST-COMPRESSED	
Pure, 30 lb. pails	2 60									Fleischmann, per doz.	30
imitation, 30 lb. pails	1 80									Red Star, per doz.	20
Pure Pres., 16 oz., dz.	1 80										
12 oz. Apple Jelly, dz.	95										
13 oz. Mint Jelly, dz.	1 60										
7 oz. Cranberry Jelly, dz.	90										
JELLY GLASSES											
1/2 Pint Tall, per doz.	25										



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.

Accord on Trade Fairs for Progress

The Chicago Century of Progress Exposition was to be the world's fair to end world fairs. The public decided otherwise. Not satisfied with one year's showing, they demanded another and better one.

To date this year we have had six combination conventions and expositions with an increase of lines shown and a mid-year peak in the Boston Shoe Fair greater than ever before.

What can the answer be? Evidently the people in the trade want what they want when they want it—and get it. Decision was made last week to hold not one automobile show next January but a great number of showings regionally the country over. Henry Ford who understands the public pulse, said it was the cry for education.

One of the oldest manifestations of trade was the market place and special events built around the return of the tribesmen and shepherds to barter wares in periodic fairs. The big fair of Leipzig has been continuous for nearly 700 years for it was established between 1156 and 1170. In 1268 the reigning sovereign "accorded to the Leipzig fair a safe conduct which assured to the foreign merchants on their way to the Fair free passage for their persons and their merchandise—even though they came from a hostile country." This document thus proclaimed more than 650 years ago the inviolability of personal property in time of war. Fair rights were confirmed by sovereigns, popes and emperors in the years that followed.

So, evidently the desire to go to fair is something that cannot be removed from the behavior of people.

The Boston shoe fair also has its traditional background. The impulse to get together in craft and in a huddle, to talk shoes, their purchase and distribution, is evidently so deeply ingrained in the human mind that it cannot be altogether discontinued. To sell one's wares in a common market place is to give full reign to comparison of qualities, values and prices. To that end it serves a public good, if it is not made an instrument of coercion, control and combine. When you prohibit, you often increase the desire for the thing made taboo.

The exposition at Boston created much good will for that community. It put its best foot foremost. The management and Thomas F. Anderson are to be commended for their sportsmanship. It costs money to stage a national fair and in this case exhibitors were all "free riders." The burden of the ex-

pense in bringing an audience of merchants to see the more than 450 showings of shoes was borne by the association and no exhibitor paid a fee for participation, directly or indirectly.

They were not just dull, inert showings of merchandise; but alert presentations of selling points useful in ultimate sale to the public. And the meetings were seasoned with fellowship in gatherings, harbor trips, golf tournaments and all of the things that go to make the life of business a pleasant business of living.

One of the amazing things discovered in the Century of Progress was the "consuming desire of folks to watch a machine working." For some reason or another, probably the imprint of our machine age, the public has developed a tremendous fascination for watching the assembling of a product.

In a trade way the Boston show reaffirmed an interest in what was in back of the fashion exterior of a shoe; the desire to know more about its component parts and the how and why of fabrication.

Deliberation this past week indicates the probability of harmony between the manufacturers and the retailers in the conduct of the great national show next January. Unrestrained, unorganized, promiscuous shows, scattered here, there and everywhere, serve no real purpose for they disorganize the natural flow of business. This industry is comparatively a small one in the family of industries. When accord is developed between the manufacturers and the retailers in the solution of the problem of fairs, then indeed we shall see real progress for there are so many things that need to be done in both divisions of the trade that it is absolute folly to continue a situation of discord.

A new day is aborning and harmony between the manufacturers and the retailers on the subject of trade fairs would be the first step in a general betterment of trade.—Boot and Shoe Recorder.

Swinging Around the Circle

(Continued from page 15)

We called on another of Mr. Frandsen's new members, R. J. Hawkins, of the Hawkins store, at Reed City. It was only a brief call, as we had been there recently. The same may be said of the Davy store at Evart. We made some collections on insurance accounts in Big Rapids. Jumped from there to Mt. Pleasant. Called on E. L. Conrick. Made some insurance collections and called on some insurance policy holders and returned on a very hot day to our headquarters in Lansing after an absence of nearly two weeks.

The remainder of our members are due for a call between now and December 1. In a few days we will be able to announce our Fall meetings.

On returning to the office I find that Joe Grant's inaugural letter has had a good effect. I was more than delighted with the remittances that have been received on membership accounts and I think that Joe's exhortation has had a little effect. We hope that a few more members will re-read Joe's letter, especially that part that refers to the promptness in paying dues.

The Michigan Federation of Retail Merchants has been organized. We have eleven retailers' organizations in the Federation. The President and Secretary, or persons appointed by the President of each of these organizations constitute the Executive Board. A meeting to adopt the by-laws will

be held in Lansing Monday, July 30. A little later a bulletin will be issued giving the official roster and by-laws which contain the objectives of the organization. We wish to state here that this does not imply the creation of a new organization in which salaries are paid, but a union of all of the retailers' organizations of the state to stand together on matters of common interest.

Peddler Ordinance

Attempts have frequently been made by cities to control peddlers or house-to-house canvassers through city licenses. Many of these regulations have been held by the courts to be discriminatory and unfair or unenforceable. A new type of ordinance has been passed by some cities, carried to the United States Circuit Court of Appeals and declared constitutional, which will effectively control this problem.

The ordinance is as follows: "The practice of going in and upon private residences in the city of (name of town) by solicitors, peddlers, hawkers, itinerant merchants and transient vendors of merchandise, not having been requested or invited so to do by the owner or owners, occupant or occupants of said private residence, for the purpose of soliciting orders for the sale of goods, wares and merchandise, and/or for the purpose of disposing of and/or peddling or hawking the same is hereby prohibited, declared to be a nuisance and punishable as a misdemeanor."

The ordinance would, of course, apply to local merchants as well as anyone else but it should not be difficult for the average merchant to secure permission to call on present or prospective customers. Several cities have adopted similar ordinances.

A Letter from Leon Rosacrans

"A couple of smooth appearing gentlemen representing themselves as connected with the National Chamber of

Commerce have been calling on the merchants of this town to-day trying to interest them by sticking their letterhead or stamp in a book they had for that purpose and the payment of \$7.50. The C. of C. at Washington would for the next 36 weeks send valuable information pertaining to happenings in Congress that might affect their individual business.

"I didn't ask them for their credentials, as I turned them down for this firm, but after they left I just wondered if you have had any enquiries from other towns regarding them. They had two banks and several concerns listed from Adrian, but not the A. B. Park Co. They appeared to be Easterners, good salesmen and worked hard for their purpose."

Mr. Bervig was in Tecumseh and other Lenawee county towns recently and made enquiries regarding the identity of these gentlemen. Could find no one there who would vouch for them. We advise members to be on the lookout.

Since writing the above concerning the organization of the Michigan Federation of Retail Merchants, we have been advised that D. M. Nelson, Vice-President of Sears, Roebuck & Co., has been offered a place by the United States Government on the Industrial Advisory Council as representative of retail interests. This Council is advisor to Daniel C. Roper, Secretary of Commerce, and it is expected to become one of the most important Government appointments. The official appointment has not yet been made.

President A. J. Hager, of the Federation, and Jason E. Hammond of the Dry Goods Association, have already wired to Secretary Roper protesting against this appointment. Other members of our Association are requested to do the same.

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

depression proof



OUR FINANCIAL CONDITION

IS EVEN STRONGER THAN

BEFORE THE DEPRESSION

— WE HAVE MAINTAINED

OUR DIVIDEND RATE OF

NOT LESS THAN 25%

MICHIGAN SHOE DEALERS

MUTUAL FIRE INSURANCE COMPANY

LANSING MUTUAL BUILDING

GRAND RAPIDS . . .

DETROIT . . .

OUT AROUND

(Continued from page 9)

I have received no reply and thought it would be a good idea to warn the trade about this company. Will you please return this order? I take the Tradesman.

Dan P. Merson.

The name of the man who took the above order is given as John Carlton, of Kalamazoo. The name of the house he represents is Kaeser & Blair, Inc., Davis Lane and Pennsylvania railroad, Cincinnati. The latter is well rated, which makes its action in not filling the order for over two months almost inexplicable. Perhaps this reminder of the circumstance, which will be brought to their attention, will result in the completion of the transaction and an explanation or apology for the delay in filling the order.

A leading lawyer writes as follows: "Although suffering considerable loss and shrinkage of values and losses in actual money by failure of the banks of this place, and a serious cut in income by companies in which we own stock, either entirely stopping the payment of dividends or cutting them down, we still survive, have our heads somewhat above water and, unless present policies at Washington result in financial chaos and the destruction of values, I think we will have enough to keep us from applying to the many alphabetical monstrosities forced upon the public by the Federal Government for assistance. However, so many are getting on the payroll of the Government and leaving so few taxpayers to take care of the indebtedness I am rather inclined to think it would be wisdom to apply for the Governmental aid if it were possible to do so without concealing the truth."

I had a pleasant call Monday from H. J. Leonard of Belding. Although Mr. Leonard is 84 years old, he has the appearance of a man of sixty. He has been a merchant, a banker, a gas manufacturer and a lot of other useful occupations, in all of which he has achieved signal success. He has now retired and is living in peace and quiet in his own home with a daughter. The gas company which he owns independently at Belding is managed by his son. He is a devout admirer of poetry and can recite more than a hundred poems without making a mistake.

Thanks to the Graphic Arts News for the following complimentary reference: "Hats off to the Tradesman. Better still, hats off to Mr. E. A. Stowe and his fifty-one years of outstanding service to the community. To conduct a business for fifty-one years is in itself some record. To conduct it on the plane that the Tradesman has been conducted is a record that few can equal. We extend our most hearty congratulations to you, Mr. Stowe, and hope that we can do this all over again every year for many years to come."

Sad news comes from Mobile chronicling the death of Mrs. Gregory M. Luce. Mr. Luce was born and brought

up in Grand Rapids, going to Mobile about thirty-five years ago, where he has been active in lumbering and financial circles. Mrs. Luce was born and reared in Holland. Her maiden name was Howard. Besides her husband she leaves a son and three grandchildren. The sympathy of Michigan people who knew this worthy couple when they lived in this state go out to the stricken family.

E. A. Stowe.

Pleasant References To Some Northern Michigan Towns

(Continued from page 3)

tically decorated and all furnishings are high grade. The food is prepared by experienced chefs. This is the fifteenth year of operation and the proprietor reports a most satisfactory business. The Hallett Inn, long a popular place for summer boarders and tourists, was hard hit by the depression, but Landlord John Hallett says prosperity is returning and his rooms are now well filled. The hotel has been repainted and is most inviting to the travelers.

East Jordan is busy taking care of the cherry crop at the local cannery. The quality of cherries is excellent this year, but the price is below the cost of production. It looks as though the big National chain food corporations have become so powerful that they can tell the canners what they will pay and what they must take for the pack. This in turn hits the growers and pickers. The drive here from Charlevoix on M 66 passes by the famous dairy farm owned by Mr. Loeb, of Sears, Roebuck & Co. corporation. In its heyday this farm was one of the show places of this region. Elaborate buildings were constructed with field stone facing, including the large residence and barns. A large Jersey herd was purchased, the feed being grown on the many broad acres, facing the South arm of the lake. The milk, butter and cream from his elaborate dairy was sent to Chicago. The herdsman and employes about the barns wore white uniforms and every sanitary precaution was taken to keep the place spotless. After the young son of Mr. Loeb was convicted, along with another boy with a wealthy father, for the murder of a boy of rich parents, by the name of Frank, all interest in this farm was lost and the buildings stand neglected. While driving past a large meadow upon this farm, a mowing machine, attached back of a sedan, was cutting the crop.

Ellsworth village was entertaining many guests upon the day of my arrival. A barbecue of roast ox was on the bill of fare as well as all the other good things that go to make up a glorious picnic. There is most interesting scenery in this locality. The country is very rolling, and the route twists and turns among the hills and along the lakes. Reid, Murdock & Co., of Chicago, have a canning plant here, which is very busy canning cherries. Vander Ark & Co. have a large general store here and carry a big stock. Another general merchant is Tony Shook. Both stores report a good business.

Central Lake merchants entertain the people of the countryside on each Wednesday evening with the speaking movies. The four leading merchants

here report a fair trade and each of them watches the market changes and other important news the Tradesman brings to them each week. The large canning plant here is in receivership and this has hurt business, as fruit and vegetables were brought here from miles around and at one time about one hundred fifty were employed. Politics is warming up in this neck of the woods and excitable discussions are common among candidates. It looked for a few minutes as though one street argument would lead to a fight, but calm soon settled down on the troubled waters.

Eastport is a small village at the North end of Torch Lake. Many tourists have cottages along the shores. The leading store, which has the post-office, is that of H. E. Kauffman, who has returned to the fold of the Tradesman, which he read for many years, then tried to do without it owing to the depression. Hereafter he will make use of its market change service which will save him its cost many times in a year, as well as having much other information. In driving South from Eastport, the route follows a narrow strip of fine farming and fruit lands between Elk Lake and the East arm of Grand Traverse Bay. The cherry pickers are busy and along the pavement are pitched many tents, where they make their homes during their short stay. Crops in this region are the best I have seen. The farmers and fruit growers have good homes, barns and outbuildings, and with the picturesque scenery everywhere, there is no better place to live than here.

Elk Rapids cannery is operating to capacity, taking care of the cherry crop. The growers are paid one and one-half cents per pound; then, when the crop is marketed, a further payment will be made in case the market rises. Some of the cherry growers are beginning to see the power of the big chain food corporations, which have grown so strong, they set the price on cherries and other fruits, instead of the canners and growers having something to say. This is not only true of fruits, but of other farm products, which the big chains use. They are always beating down the price of what the farmers have to sell. How farmers can afford to give their trade to these greedy pirates is one of the greatest of mysteries.

Traverse City merchants report trade better than a year ago. There are more tourists in evidence all through the Grand Traverse resort region. The city has made extensive improvements to its waterfront park and zoo. One of its civic leaders, Con Foster, outlined the plans for the park improvements, which includes a beautiful museum building, which has been named in his honor. Funds for these improvements were provided under the NRA, also for the construction of a concrete breakwater to form a better harbor. Notable among this scenic beauty is a plat extending from the zoo to the aquarium. Here the ground has been raised and an ornamental steel fence placed about it. A stream of water passes from the higher elevation, providing waterfalls and a basin in which float small sail and other boats. Streets with boulevard lights are shown with miniature replicas of local business

blocks, banks, churches, schools and residences. Also a model farm with modern buildings. An Indian camp is shown with its wigwams. About the plat run two lines of railroad, on each being a train of cars, which pass over bridges and through a tunnel. A coin box attached to the fence, explains that if you drop a nickel in the slot the train will make a complete circuit. I was told the young men from a CCC camp did most of this work under the guidance of a master craftsman. The landscaping of this attraction and the artistry displayed, is a sight that delights both the kiddies and the grown-ups.

It is rather a rare sigh to see a new store building, but Gerald Oleson, food merchant, not long ago moved into his new store building on West Front street, it being constructed of brick and steel and finished in modern style. New fixtures are installed and the latest in refrigeration. He has as fine a place and as varied a stock as you will find in this part of the state. In observing the wide assortment of National chain stores, there did not seem to be any missing. I was told they are receiving over half of the business done here. This cuts seriously into the trade of home merchants and greatly retards the return of better times. If the merchants of Traverse City were given preference over the greedy chain stores, the profits on trade would remain here and it would not be long until you would see money more plentiful. There would be greater employment for labor. Buildings would be repaired and painted and new enterprises would be projected. I was told of a chain store episode here, which is common in many other cities. The local assessor believed the big chain stores should pay taxes on a basis of the large patronage given them, so he raised their valuation. The attorney of the chain store took the matter up with the local canners and demanded they intercede for them before the board of review, otherwise the chain would refuse to buy their products. It is a well known fact that chain stores are tax dodgers and few, if any, of them pay anywhere near

Phone 59574
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—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

Mr. Grocer—Write for our prices on 1934 crop of choice Northern Michigan white honey in 5 pound pails. Elmer Carroll, Central Lake, Mich. 668

WILL BUY—All or part stock of general merchandise. Write G. Linten, 215 Third Ave., Big Rapids, Mich. 669

as much as local merchants. Traverse City, as well as all others would be won on the way to prosperity and better times were it not for these greedy monopolies, which are sending from here daily over one-half of the profits on trade. The local Chamber of Commerce should be awake to these facts and build a strong defense against it, by putting on a campaign of enlightenment to show the people the profit on trade is the life of the city, and only by keeping it here can better times be made possible. This is no idle dream, but facts of economic law. It was my pleasure here to make the acquaintance of the founder of the Quill Pen Club, an exclusive literary body organized for self improvement and community betterment. As the leader of this club is a merchant, I would suggest the club interest itself in a study of the economic problems of its city. It might be made a great power in spreading enlightenment among the people on community loyalty.

E. B. Stebbins.

The British Gunboat Which Ascended Grand River

These past few weeks Grand Haven has been planning for the celebration of her hundredth anniversary and giving the history of different pioneers. In my historical reading I have found many events which are of interest to me as a resident of the Grand River Valley, but in this article, particularly in reference to Grand Haven.

In the year 1755 a half-breed by the name of Langlade, born at Mackinaw City, of a French father and Indian mother, took our Grand River Indians down to Fort Duquesne, now Pittsburgh, and took the leading part in defeating General Braddock and our own George Washington. On the 15th of October in that year, the French commandant at Mackinaw made an order which gave Langlade the command of the whole Grand River with fur trading privileges, stating that his establishment was to be located at a place called Gabagouache, which was colloquial French for Big Mouth or Grand Haven.

Some years ago I found in the British Museum in London the log of a British sloop of war which came into Grand River during our Revolutionary war looking for rebels. It was at the time when George Rogers Clark had come from Virginia and captured Vincennes, thereafter laying the claim which we maintained to the whole Northwest territory. The British commandant at Mackinaw became alarmed, fearing the rebels were coming up there, and so he sent His Majesty's sloop Felicity cruising down Lake Michigan to find out about it. I copy below a portion of the log, particularly in reference to Grand River:

"Remarks on Sunday 31st October 1779: At 12 this day I observed the Merr. alt. and found the Lat 43.49. We was then abreast of the little point of Sabb about 2 miles distance, a fresh gale from the NBE I suppose we was going about 7 or 8 miles per hour.

"At 3 p. m. past the river Blanch the wind NBW: at 5 this afternoon came too a brest of the river: Mishigon in 4

fathom Watter half a mile from the shoar. We imeaditly hoist out the boat and sent Mr. Gautly with the two Frenchmen on shoar. I ordered him to fetch the negro on board and also any indean that might be there; at 5 this night Mr. Gautly cam on board with the negro and 3 indeans; one of the indeans being a chife of Albacroixs (L'Arbe Croche) nam'd Lafie de fableu, they give us a present of what venison they had in return for which we give them two bottels of rum and a pice of tobacco with a pice of bread and pork for which they thank'd us and seemed pleased. Mr. Gautly told them governor Sinclairs orders at which they give their not (note) of approbation; he likewise delivered some strings of wampum with a 2 gall kegg of rum and a carrot of tobacco to Black Piter which promised faithfully to deliver it to the grand sabra, and also the governors message their with; I then inquired concerning the negros with the little vessel; he told me that they passed there 15 or 20 days ago on their way to Mitchlimackna with Mr. Durors on board and 70 of his Saks and also 150 bags of corn he did not know for whom. He told me that there was 150 or 160 bags of corn belonging to Pollitt Chaboly 20 Leagues up the river but supposed the man who was taking care of it had no canos to send it down the river; he also told me that there was 200 bags of corn there in each belinging to Mr. Legons who fitted him out with goods last year but as he had sent him no men or cano this fall as he expected it must remain there this winter as the indeans in whose possession it was had all left that place for their wintering ground. I enquired if he heard any news of the Rebels; he told me that there was not any news of them, upon which I determined to go in the Grand River and do my endeavor to get that corn of Chaboleys; the remainder of this night a fresh breeze from the NNE Cloudy weather.

"At daylight this morning we weigh'd anchor and stood for the grand River SSE a wind from the East; at 10 a. m. we cam in the river about 2 cabbel length and moored her with the anchor on the shoar the Bank being steep too so that we stept from the vessels gunwale on the shoar; the narrowes part of the river at the entrance is about 70 or 80 yards wide 3 and 4 fathoms deep, upon the barr there is 2 fathoms. I imeaditly sent Mr. Gautly with 3 hands in the boat up 4 Leagues to the first indean village to see if it was possible to get canoes to fetch down the corn.

"Nothing more this 24 hours.

"Remarks on Monday 1st September 1779—at 12 this day a fresh breeze from the N.W. at 12 this night Mt. Gautly returned but saw no indeans although he was 6 leagues up the River, therefore saw it was truth which the indeans at Mishigon had told us that they had all left the Lake side upon account of some distemper of which a great many had died; the negro at the River Mishigon also told me that none of the tradders had yet passed for the grand River nor the Kikanamasa (Kalamazoo).

"I therefore determined to get out of the river as soon as possible the season looking like winter with showers of snow and squals of wind from the N.W."

The location the gunboat reached must of been in the vicinity of Lamont. The bar referred to is just below Lamont.

Claude T. Hamilton.

Stimulating Recovery

While many business men are hopeful that the Administration will again find ways of stimulating the recovery movements as it did last year, they recognize, nevertheless, that fundamental conditions have changed since then.

Until a very short time ago, the Government's recovery measures were undertaken against a background of steady world recovery. Also, in its initial stages, there was the need to replenish inventories and stocks throughout the world which increased demand for goods beyond the requirements of current consumption.

Now, world recovery has been interrupted, and shelves are filled with goods, not infrequently held at higher than current market prices. As a result, attempts to stimulate business will from now on run against the underlying trend, and experimentation will involve much greater risks.

Campaigning for Lower Prices

Consumers are no longer exclusively dependent upon a few professional advocates of their interests to carry the fight against price increases. In addition to the organized retail trade, the many public relief agencies are becoming very articulate in hearings before Washington authorities. A new drive for lower prices is,

therefore, anticipated in the early future.

The new pressure for lower prices, however, will not be strong enough to eliminate the deeply imbedded price raising levers of the new deal, it is held. Neither will it induce the NRA to lengthen working hours nor will the AAA consent to abandon processing taxes and fixing prices under marketing agreements.

The chief result of the new campaign for lower prices will, therefore, be a renewed squeeze on manufacturing and distributing margins, and business men will be lucky if they escape a wholesale charge of "unconscionable profiteering."

August Retail Sales Prospects

Although many retail stores have made extensive preparations for an attempt to equal the high sales registered in August last year, merchants are not very optimistic over the prospects of the coming weeks.

Sales during the past week, while well sustained in seasonal merchandise, failed to reflect satisfactory consumer interest in the two traditional sales events for this time of the year, furs and house furnishings.

Prospects are, therefore, that the movement of goods in retail stores in August will be disappointing. It is held likely that transactions will be as numerous as last year, but the amount of the individual sales check will be much smaller, despite the increase in prices that has occurred in the meantime.

He who saves one from being poor is greater than he, who exploits the multitude.

100 YEARS III OLD IN AUGUST

Come help us
celebrate 9th-12th

Water parades . . . boat races . . . enjoy these water sports and spectacles.

Mammoth parade . . . 4 sections, military historical national floats, beautiful . . . spectacular. Pageant . . . the dramatic story of the founding . . . authentic, intensely interesting!

Exhibits . . . pioneer relics.

Contests . . . swimming, diving and log burling . . . thrill to efforts of well-matched contestants.

Tournament . . . old-fashioned sports . . . 3 legged race . . . potato race . . . tug of war . . . greased pig catching . . . exciting, amusing!

ENJOY Grand Haven's "show of a century" . . . Grand Haven's hospitality . . . Entertainment . . . never an idle moment! Living comforts, food and lodging . . . provided as you would have it . . . well planned and with a cheery welcome. You're sure to be amused . . . pleased . . . satisfied. For four glorious days come to

GRAND HAVEN
CENTENNIAL
AUGUST 9-12

1834
1934

KEEP YOUR CREDIT GOOD

One day I sat on father's knee,
And as we talkd, he said to me,
My boy, I paid a note to-day
And it reminded me to say
A word about the time when you
Will want to go and borrow, too.

If ever you expect to own
A farm or business when you're grown,
Some banking house will have to part
With means to help you make a start;
And there are things you want to do
If you would have them loan to you.

One thing which you must keep in mind
Is that gold bricks are hard to find;
And when a cashier makes a loan,
He always asks that he be shown
Something more tangible than air;
That's why the bank has placed him there.

A banker likes a man with pep,
But you must ever watch your step;
For business failures always teach,
That any man can overreach;
And lots of them have fallen down
Because they tried to own the town.

It is not always for the best
That you should all your cash invest;
Because sometime there comes a day
When someone calls on you to pay;
And maybe leaves you in the cold,
Which would be worse if you were old.

A banking house expects of you,
To pay a note the day it is due;
But if you cannot, you should go
In like a man and tell them so;
For better far the effort spend
And have a bank to call your friend.

With credit, you need never fear
If things go wrong throughout the year,
And not turn out as you have planned;
Your banker lends a helping hand
Because he learned in days of old,
Your word is just as good as gold.

CLIFTON A. YOUNGMAN.

Putnam's

FIVE-CENT CANDIES THAT SELL

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

INSIST ON PUTNAM'S

Order From Your Jobber

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

Rademaker-Dooge Grocer Co.

Distributors for

**KARAVAN KIRO COFFEE
KARAVAN EL PERCO COFFEE
KARAVAN SIXTY-SIX COFFEE**

Phone 8-1431

Grand Rapids, Michigan

More Summer Sales

Through this NEW Gelatin

GET behind Royal Aspic—the latest addition to this already popular and fast selling line, and increase your summer sales. It meets your customers' demand for an unsweetened, seasoned gelatin, and helps you to sell many other items that go with it. Display Royal Gelatin Aspic prominently and recommend it to your customers. It will prove a good sales-puller.



**ROYAL
Gelatin
ASPIC**

A Product of Standard Brands Incorporated



• 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%

127,000

Business Men Reduced their Overhead more than \$3,000,000 during the past 12 Months with the
Federal Hardware & Implement Mutuals

SAVINGS OF 20-40% ON FIRE AND TORNADO INSURANCE

WRITE for the rate of dividend now being returned on your type of property

Federal Hardware & Implement Mutuals,
Union Guardian Bldg.,
DETROIT, MICH.

Without obligation, please send me by mail the rate of dividend now being paid on my type of property.

Name

Address

City