



MY NEIGHBOR'S ROSES

The roses red upon my neighbor's vine
Are owned by him, but they are also mine.
His was the cost, and his the labor, too;
But mine as well as his the joy, their loveliness to view.

They bloom for me, and are for me as fair,
As for the man who gave them all his care.
Thus I am rich, because a good man grew
A rose-clad vine for all his neighbors' view.

I know from this that others plant for me,
And what they own my joy may also be;
So why be selfish, when so much that's fine
Is grown for you, upon your neighbor's vine?

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GRAND RAPIDS

MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, AUGUST, 15, 1934

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MICHIGAN TRADESMAN

E. A. Stowe, Editor

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DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

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Glimpses of Towns in Northwestern Michigan

Manistee—Some of the home merchants here report trade a little better than last year, while others see no improvement. A careful survey among the merchants in the various lines of trade reveal a doubtful outlook for the return of normal times. They estimate that the chain store corporations are getting from 50 to 65 per cent. of the trade of the city. The writer interviewed the secretary of the local Chamber of Commerce and asked his views as to the estimate placed upon chain store trade, and he said it was not far out of line. He said nearly all of the local chains had purchased a \$25 membership in the C. of C., one of them holding two membership. I found several merchants who would not join this local organization owing to these facts. It is a well known law of economics, that any city, town or community cannot sustain itself in a healthful business condition unless it has the profit on its trade, which is and always has been, the life blood of business. When these gigantic greedy corporations invade this city and take from it 50 per cent. or more of the profit on its trade and send it daily to Wall street and other financial centers, it impoverishes the city, increases vacant stores and lowers the value of all property. The greedy chain corporations did not join as members of the C. of C. because they are interested in the welfare of the people here, but they come to paralyze any movement that might be made to thwart their continued exploitation of the city. Manistee should purge its C. of C. of these greedy pirates and make it 100 per cent. loyal to the best interests of the city. It should treat these outside corporations as enemies to the best interests of the city. It should stand loyally by the home business men, who helped to build up the

community. It should work to bring enlightenment to its citizens and surrounding farmers, who patronize these corporations. Go back to the days when Manistee was loyal to home business and everyone had a job and property was in demand. Those were the days when the profits of trade stayed here and were in constant circulation. Not only was the city prosperous, but the farmers were, too. Another good thing the C. of C. could do is to protect the local merchants against the union labor grafters who are preying upon them by demanding liberal contributions of dollars for the so-called benefit of their organization. One merchant produced several receipts showing payments which he made under the threat that if refused his store would be boycotted. Some merchants would not bow to these blackmailers and refused to be held up. Practically all food merchants claimed that the chain stores get 90 per cent. of welfare orders. About every day the big trucks from the CCC camps back up in front of the big chain stores and load with supplies. Even the Federal government officials in charge of these camps play into the hands outstretched by greedy corporations. The former office and residence of Charles A. Ruggles, deceased lumberman and manufacturer of salt, stands locked and empty in the center of the business district. Many strange incidents are related to this eccentric bachelor. While a millionaire, and at the head of large operations, he lived by himself in rooms over his office. Usually he did his own cooking and in boiling green corn on the cob, he had a special kettle made for the purpose. Each year he canned three bushels of choice peaches, also other fruit, each can being carefully labeled and a list was made, so he could make quick selection. He was an expert checker player and spent much time at the game. Once he left on a business trip North and overlooked taking any money, which he did not discover until he went to pay for his dinner. He explained his position and the woman in charge said that would be all right, so later on she received a check from him for \$500. Incidents covering the life of this man who did so much in the development of this city would make an interesting volume. The oldest merchant located here is Chas. J. Anderson, proprietor of the Central Drug store, who has been in his present location over forty years. His two sons are registered pharmacists and helping in the store.

Ludington is a favored resort to many and this year there is a large increase in the number of visitors. The Stearns Hotel is well filled, also

all cottages for resorters. The Lake Michigan beach and play ground is among the finest along its shores. Many of the factories are operating with a fair force of labor. Merchants report quite an increase in trade over last year. They estimate that outside chain store corporations are receiving from fifty to sixty per cent. of the trade of the city. The people must like them better than the home merchants, otherwise they would not patronize them. This city has one of the best sites on the east shore of the big lake. The gentle slope from the back country of fine farms, down to the water edge, gives an ideal location. It has a good list of industries, many beautiful homes, fine schools and churches and substantial business blocks. It is the county seat. It is a city of which its citizens can be proud, and it is worthy of their loyalty. Without community loyalty, no city can progress. Community loyalty is what built this city and established its industries to provide sure employment for labor, and this brought prosperity and happiness. The profit on trade was retained here because it went to home merchants. Then came the dawn of a new era. Gigantic corporations invaded towns and cities and entered into competition with the home merchants, using low price and often quality, as bait to induce trade. Not only did the people of small means desert the home merchant, but those in the professions. Even merchants, not in competition with them, came in to buy. As a result trade of the home merchants grew less. Gradually store after store was closed and property values went down. This happened all over the nation, while billions of wealth piled up in Wall street and other financial centers. This has gone on until over 50 per cent. of the volume of trade in this once prosperous city, now leaves daily and the profit on this trade is gone never to return. The profit on trade was what made this city prosperous but now with over one-half of its profit on trade gone how can it expect a return of former activity? The greedy corporations did not come here to help make this city prosperous. They came to harvest what others planted. They come to take away instead of building up the community in which home business took the lead. This is a problem which ought to make the civic leaders of this city do some thinking. The doctors, dentists, lawyers, ministers and school teachers—all of them with trained minds—should study the economic laws which govern community health. If they will do this, they will find the mistake so many of the citizens are making here by fattening these greedy pirates with their

trade and impoverishing the city they call home. The local Chamber of Commerce should be 100 per cent. loyal to the city and not invite these enemies of the city to membership. No one has anything against their employes. They must work wherever they can find a job, but it is the corporations that seek membership only to make impotent any possible movement against them. If the home merchants of Ludington could have the trade that centers here, they could give every chain store employe a better job and more pay. Many of the present empty stores would be opened and the city would be well on its way back to normal times. This city, like some others, should weed out the union labor railway grafter, who have been exacting tribute from some of the local merchants, under threat of boycotting their business. One merchant reports the local police had called him and requested he keep him informed, should he again see them.

Scottville is an outstanding country town, being backed by a fertile farming region. W. R. Roach & Co. is busy on the pack of string beans, the crop being good and of excellent quality. The home food merchants of this once prosperous village feel keenly the loss of trade going to two of the big national chain stores. It is estimated they get 85 per cent. of the food trade. It looks as though the chains will have it all, unless the people awake. These are the institutions that are constantly beating down the farmers prices on everything he grows. It is a great mystery as to why the farmers fail to see this.

Custer is in the center of a fine farming region, once covered with hardwood forests. Here was located a large factory, which produced millions of wood clothespins. There are several good stores here, among them J. A. Roche, who has a fine stock of groceries and meats. Like many other small villages, the bank has been closed.

Baldwin merchants report trade much better than a year ago. Near here is a Federal forest reserve, also camps of the CCC, one being for colored boys. These activities bring in considerable trade. A sawmill is also operating, giving jobs to several men. This county seat town is taking much interest in the candidacy of Judge Lacy for the governorship. He was born near here and spent some years of his early life here. It looks as though the Judge would get all the votes in this section should he receive the nomination.

Bately is a good trading point, being served by two large general stores, those of L. C. Zettlemoyer and Steve

H. Michalski. Both report trade better. There is considerable second growth forest in this section and a portable sawmill is busy.

White Cloud merchants find trade on the upgrade a little. Here is located an outstanding food store owned by the Bird Bros. No city store has anything over them when it comes to size of stock and artistic display. The genial young men in charge succeeded their father, now deceased, but long in business here. When it comes to the matter of service, courtesy, sanitation and display of merchandise, any small merchant can make his store a real attraction. I visit many stores where the owner could greatly increase his trade if he would use more soap and water to clean up and would invest a little in paint to brighten the walls and fixtures.

E. B. Stebbins.

Items From the Cloverland of Michigan

Sault Ste. Marie, Aug. 13—The annual meeting of the Les Cheneaux Chamber of Commerce was held at the Cedar Inn, at Cedarville, last Monday evening. After a delightful duck dinner, for which the Cedar Inn is noted, the meeting was called to order by Alvin Hossack, president of the Les Cheneaux Chamber of Commerce, who introduced the speakers of the evening, of whom Col. Roger M. Andrews made the principal address. The Colonel outlined his program, involving the use of local, state and Federal funds, before 120 members from virtually all sections of the Straits region. He proposed that Mackinac Island, St. Ignace, Les Cheneaux, Sault Ste. Marie, DeTour and Drummond start now with plans for the greatest celebration ever held in the North country, with a view to attracting Nation-wide attention and a consequent flow of tourists and their money from all part of America. Congressman Prentiss M. Brown, another speaker, expressed his amazement at the great amount of work accomplished by the Les Cheneaux Chamber of Commerce with limited funds and who facilitated the citizens of the Straits district in their co-operative efforts to promote good roads and the tourist industry. Mr. Brown declared it to be his belief that the great problem of the coming century is to distribute properly the products of modern industry and agriculture. He bade his hearers not to be discouraged over the passing of timber and mining and other industries which once brought prosperity to the Upper Peninsula, but to consider that there is a new and marvelous source of revenue in the tourist industry. Others who were called upon were William W. Coon, President of the St. Ignace Chamber of Commerce. Father T. Bateski, President of the village of DeTour. Otto Lang, manager of the Arnold Transit Co. Clyde A. Saunders, President of the Sault Chamber of Commerce. Chester F. Wing, Mayor of St. Ignace. Henry Donnelly, Mayor of Mackinac Island. William Cummins, Secretary of the Sault Chamber. I. P. Chandler, President of the Hiawathaland Publicity Bureau, and John Merrifield, another Sault live wire; also George Bishop, Secretary-manager of the Upper Peninsula Development Bureau, and Ned Fenlon representative in the legislature from Mackinac county. At the election of officers, held by ballot, Alvin Hossack was re-elected President, and C. H. Hamel, Treasurer. During the duck dinner music was furnished by the noted White family saxophone band, recently a world's fair attraction. Pleasing solos were rendered during the program by Arthur Steere, Cedarville's popular singer.

Mine host, H. P. Hossack, received many compliments on the elaborate menu for the occasion and a good time was had by all.

The Bay View restaurant, on State street, St. Ignace, which gained popularity when it was known as the Thomas cafe, has recently been purchased by William Ellsworth, superintendent of the St. Ignace schools. For the past two years the Bay View has been conducted by George Christian, of Detroit. Mr. Ellsworth does not contemplate any immediate changes in the interior of the building at present and the name will remain the same. Mr. Ellsworth intends to not only cater to the tourist business, but to give special attention to clubs and parties.

The man who never made a success of anything in his life always wonders why other men do not heed his advice.

The Lankinen store, at Rudyard, late last Friday night was entered by burglars. Groceries and clothes were taken, also hams, butter, sugar and 6,000 cigarettes. No clue has as yet been found.

The berry crop in the Upper Peninsula bids fair to exceed any previous crop. There are thousands of berry pickers on the plains and the weather has been ideal for the pickers. Many hundreds of crates are shipped to the different markets daily.

The Hulbert Lake Club is growing rapidly and eight new cottages are now in course of erection. The heavily wooded club grounds now comprise 4,800 acres, surrounding Hulbert Lake, which is three miles long and three-quarters of a mile wide. The price of membership is now \$100, with nominal yearly dues. Hulbert is one of the few inland lakes in Michigan containing Mackinaw trout, of which some splendid catches are made yearly. The lake is noted for its trout and black bass fishing and for the abundance of pike. Deer are plentiful and the lake and its surroundings form the background for Hulbert's well-known North country story, "Forest Neighbors." Hay fever is unknown in this region and many of the club members have found a real haven at the lake after failing to secure relief somewhere else.

Another reason is advanced for a girl wanting a church wedding: It may be her last chance to show her good clothes.

William G. Tapert.

Corporations Wound Up

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:

- Ionia Free Fair Association, Ionia.
- Hamtramck Sugar Co., Hamtramck.
- Baxter Laundries, Inc., Detroit.
- Neil Manufacturing Co., Detroit.
- Baier-Moxon Transportation, Inc., Detroit.
- National Patent Corp., Detroit.
- Rambush Decorating Co., Detroit.
- Union Malt Products Co., Detroit.
- Aersee Company, Detroit.
- Austin, The Painter, Flint.
- Oil Seals Co., Detroit.
- Triad Land Co., Grand Rapids.
- City Window Cleaning Co., Grand Rapids.
- Cashin Motor Sales, Inc., Jackson.
- S. Frederick Realty Co., Grand Rapids.
- Rainbow Poultry Farm, Washington.
- Dodge Clothing Corp., Detroit.
- Dayton-Dowd Co., Detroit.
- Midland Acceptance Corp., Detroit.
- Premier Vacuum Cleaner Co., Detroit.
- Coon and Wilkins, Inc., Detroit.
- J. P. Devine Manufacturing Co., Inc., Wyandotte.

After the NRA—What?

American business is to-day faced with the most vital issue which has ever confronted it. This is a strong statement, but one which the facts justify.

Thirteen months ago (July 17) the first NRA Code became effective. To-day, American business men are struggling under the limitations of 496 Codes, 141 supplementary Codes.

A year ago Washington hotels were crowded with business men come to request Codes for their own industries.

To-day, to mention the word "Code" in a business group is like striking a match in a room filled with explosive vapors.

A year ago NRA was to millions the symbol of a new hope.

To-day, it stands in the minds of many for petty tyranny, for bureaucracy, for economic fallacy, for monopoly by others, for unfair restrictions and business ruin.

Does American business want NRA and the Codes to continue?

If not, what do we want in their stead?

There is no dodging these questions, or the issue which they represent. The NRA was not asked by business. It was forced upon business, because it was the one constructive plan, the one plan suited to the needs of the day, which was also acceptable to those in power.

No matter how little we like it, the same thing will happen again before NRA breathes its last, unless thinking business men are prepared with a constructive plan of their own, sound in concept, welcomed by substantially all

other business men, and acceptable to those in power in Washington openly and behind the scenes.

Unfortunately, the time is all too short. Nine months from now, NRA will give its last statutory gasp. Long before those nine months are up, some "little group of serious thinkers" can be counted on to have introduced into Congress, perhaps at the wish of the Administration, a proposal for The Next Step. And the odds are that this next proposal will be even less tasteful to business than is the NRA of to-day.

Exactly one possibility remains by which this Newer Deal legislation may be headed off. This is for business men to be ready with a proposal that is at least as constructive; that is obviously as much in the public interest; and that is backed by the enthusiastic support of those who can speak authoritatively for their fellow business men.—Forbes.

Black Leads Strongly for Fall

Black is heavily in the lead in the re-orders which so far have been placed on women's Fall apparel, fabrics and accessories. If anything, the favor for black is exceeding pre-season estimates that it would have from 60 to 65 per cent. of the color preference for the Fall. The new browns are being well received, but in percentage they are reported to be well under black. Novelty greens are finding marked popularity as high style shades, and they promise to increase as the season advances.

The old kings hired a prophet to predict their desires. Industrial kings bribe congress and legislatures.

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Franklin Sent Up Kite to Bring Lightning Down

In the midst of all his work he had time to study and make experiments, so that he was honored all over the world for his knowledge about the tides and the weather, about colors, and, most of all, about electricity. He was one of the men who suspected that lightning and electricity are one and the same thing. But Franklin was not one to go on simply guessing; he put his belief to the proof. He made a kite of silk, and on the top of it he fixed a thin wire attached to the framework of cedar strips. He tied a string to the kite, and at the lower end he attached a silk ribbon (a non-conductor) to the string; next, where the string and ribbon joined he fixed a metal key. Then one day, when a thunderstorm broke over his house, he sent up his kite into a thundercloud, and, holding the ribbon end, stood waiting in a doorway.

He had printed a statement expressing the belief that everything that had been done with electricity was no more than was to be observed in lightning. Now had come the hour when he was to make his reputation as a scientist secure, or to be laughed at by the whole world. He was very anxious as he stood and waited in the doorway with his son. The first thundercloud passed without any sign at all, and Franklin feared. A second came over the kite, and he now saw that little loose strands stood out stiff and bristling. He put his finger toward them and they were attracted toward it. He placed his finger on the key, and instantly felt a shock and saw an electric spark. Rain fell now, wetting the string of the kite, and electricity ran down the moistened string, and was so abundant that he was able to fill his Leyden jar from the key.

He had proved that lightning is electricity. He made other trials, and found that some clouds are charged with positive electricity and some with negative electricity, exactly in the same way as in the electricity produced by different bodies on earth. No sooner had he made sure of his facts than he set to work and built lightning-conductors. If lightning could be drawn from the skies, as his kite had shown that it could, then surely, he thought, it should be possible to guide into the ground the lightning which, if left to strike freely, might destroy the house. It was in 1752 that Franklin made his great discovery. He lived for thirty-eight years afterwards, and when he died, in 1790, not only the whole of America, but the whole of France, as well, went into public mourning for the famous old statesman.

Discovery was now well on the way to practical success, and every year added surprises. John Canton, an Englishman, who was born in 1718, became a schoolmaster, and invented valuable electrical instruments. He was the first man to manufacture powerful artificial magnets, and discovered that the air of a room can be electrified just

like so many other things. Bacarri, a celebrated Italian, found that the air surrounding an electrified body itself becomes electrified. Then Robert Symmer made the amusing discovery that silk stockings and worsted stockings, when warmed and rubbed together, became so electrified that a Leyden jar can be filled with the current from them. More important was the work of Henry Cavendish, the grandson of the Duke of Devonshire, born at Nice in 1731.

He was very rich and very strange in his manner. He lived the life of a hermit in a beautiful London house. He hated the sight of strangers—not because he was an unkind man, but because he was so shy and modest. His women servants were never allowed to see him. If he had any orders for them he would write them down and leave a note on the hall table. Science was the great joy of his life. The chief thing that he did for electricity was to show that iron wire conducts electricity 400,000,000 times as much as water does. By the aid of electricity he exploded oxygen and hydrogen, and got pure water as the result. Cavendish lived until 1810, and in his time two men arose who quite changed the method of producing electricity. One was Luigi Galvani, who was born at Bologna, Italy, in 1737, and died there in 1798. The other, and greater, was Alessandro Volta, born in 1745, at Como, where he died in 1827.

Often, as you have noticed, a very simple and natural circumstance suddenly becomes important because it sets someone on the trail of a far-reaching truth. Think of Sir Isaac Newton and his apple, for instance. An old story tells that one day in the home of Galvani, who had become a professor of anatomy and had married the daughter of another professor, Signora Galvani was skinning frogs for soup. There was an electric machine in the same room; and when a young assistant of Galvani, in passing, touched a nerve in a dead frog's leg with his scalpel, which had become electrified, the leg began to twitch and work convulsively. Galvani, upon his arrival, heard from his wife about the surprising thing that had occurred. This story may or may not be true. However, an insignificant dead frog became a valuable link in the chain of electrical discovery. For Galvani, in experimenting with frog's legs, determined to see whether lightning would have the same effect as a shock from the electric machine. While he was fixing some frog's legs by copper hooks to the iron railing of his balcony, he saw the twitching renewed the moment the ends of the legs blue against the iron. Galvani declared that the electricity existed in the tissues of the frog. When Volta heard of this, he set to work to prove that the body of the frog did not contain electricity. He argued that it was produced by the contact of two different metals, and he proved that he was right. He placed a disk of copper on his table, and on top of that he placed a piece of cloth which had been soaked in sulphuric acid and water. On top of that he placed a disk of zinc. Next he added copper, cloth and zinc again, and so on, in that order, until he built a pile. It was a pile of

pairs of zinc and copper disks, each pair having a moist piece of cloth between. Then he fastened a wire to the zinc disk at the top of the pile, and a second wire to the copper disk at the bottom of the pile.

Volta put the free ends of the two wires together, then separated them, as they were drawn apart, the electric current which had been set up in the pile caused a spark at the end of the wires. Here, then, was the first instance of the manufacture of electricity by chemical action.

Thunder and Lightning Caused by Drops of Rain

Lightning is caused in an interesting way. When raindrops are very large they break up, in falling, to smaller drops. This breaking up causes a separation of the positive and negative electricity on the surface of the drops. When similarly charged drops run together again the amount of electricity is greatly increased. If the charge becomes too great for the drops to bear, an electric current passes from the cloud in which the rain is forming to another cloud, or to the earth. The air in the path of this current is suddenly heated; hence the blinding flash.

Thunder is, of course, the vibration caused by the sudden expansion and contraction of heated air. Though thunder sounds like a continuous roar, it is practically an instantaneous explosion. The roar is caused partly by the fact that the flash is usually several miles long. The sound from different parts of it reaches the ear at different

moments; and the echo from adjacent clouds or hills is also heard.

Many photographs have been taken of lightning, and they show that the flash is invariably ribbon-shaped—a long, irregular line, sometimes with a number of branches like the branches of a tree. It is never zigzag as it is often drawn in pictures. "Summer lightning," or heat lightning, is not a different variety, but is merely caused by the flash being below the horizon, or behind a cloud, so that only the reflection is seen.

Thunderstorms may occur at any season, but as very violent ascending air currents are far more common in hot weather than in cold, they are much more frequent in summer than in winter. Winter thunderstorms, however, do occur.

Winter lightning is said to be more dangerous than summer lightning, because it is accompanied by less rain. Rain in a thunderstorm acts as a lightning conductor, carrying a great part of the electric charge safely to earth. The most likely time to be struck by lightning is in the early part of a storm, before much rain has fallen.

Finding the burnt-out Christmas-tree light's simplified by a new bulb which glows after it goes dead. There's also a new multiple-burning lamp, used with a multiple-burning string, which leaves other lamps unaffected when it burns out.

Help the other fellow to a job. His buying power makes business good or bad.

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Fire, like Death, is feared chiefly because it can descend so suddenly, without regard for persons or plans. Your house may escape even a scorched shingle for twenty-five years—and then, without warning, be burned to the ground in a couple hours. Your only protection is insurance—and don't neglect it! Our records show a pitiable number of cases where fires have been reported a few days after a lapse of insurance—too late to benefit from past years' payments. The only sure protection is constant protection!

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MOVEMENTS OF MERCHANTS.

Detroit—The Cassi Tile Co. has reduced its capital stock from \$20,000 to \$1,000.

Pontiac—The Slater Co. has reduced its capital stock from \$100,000 to \$2,600.

Fremont—The Old State Bank has reduced its capital stock from \$75,000 to \$61,725.

Ontonagon—The Citizens State Bank has increased its capital stock from \$40,000 to \$50,000.

Hancock—The Dover Music House, Inc., has been organized with a paid in capital stock of \$5,000.

Boyer City—The Tillamook Yellow Fir Co. has reduced its capital stock from \$1,600,000 to \$160,000.

South Range—The South Range State Bank has reduced its capital stock from \$30,000 to \$26,000.

Manistee—The Manistee County Savings Bank has increased its capital stock from \$200,000 to \$300,000.

Detroit—The Detroit Surgical Appliance Co. has been organized with a paid in capital stock of \$1,000.

Detroit—The Wolverine Packing Co. has been organized with \$25,000 capital, of which \$5,000 is paid in.

Detroit—The West Coast Liquor Co. has been organized with \$100,000 capital stock, with \$24,650 paid in.

Kalamazoo—The Pound Paper Processing Co. has been organized with \$50,000 capital stock, \$10,000 paid in.

Detroit—The Keystone Coal Co. has been organized with \$25,000 capital stock, of which \$3,000 is paid in.

Douglass—The Devine Fuel & Supply Co. has increased its capital stock from \$5,000 to 200 shares non par stock.

Detroit—The W. A. Gabel Dairy, Inc., has been organized with \$25,000 capital stock, of which \$15,000 is paid in.

Midland—The Midland Cut Rate Department Store, Inc., has been organized with \$7,500 capital stock, all paid in.

Detroit—The Safety Fuel Lines Corporation has been organized with \$26,000 capital stock, of which \$7,500 is paid in.

Detroit—The Ideal Garment Co., 160 East Jefferson avenue, has increased its capital stock from \$10,000 to \$20,000.

Detroit—The Asbestos and Roofing Construction Co. has been organized with \$50,000 capital stock, of which \$1,000 is paid in.

Detroit—The Appliance Distributing Co. has been organized to deal in merchandise. The capital stock is \$1,000 all paid in.

Detroit—The Lumber Store, Inc., has been organized to handle lumber and hardware, with \$25,000 capital stock, of which \$1,000 is paid in.

Saginaw—A two-story store building is being erected at 1331 North Sixth avenue for the grocery and meat market of Gustave O. and Louis F. Johnson.

Lowell—The City State Bank and the Lowell State Bank have consolidated under the name of the State Savings Bank. The capital stock will be \$50,000.

Detroit—Harper Boot Shop has moved across the street to 7717 Harper avenue. B. Zimmerman, the proprietor, claims that the increased business this year made the move for additional space necessary.

Detroit—The Detroit Food Show, postponed from last spring, will be held Aug. 31 to Sept. 9 in conjunction with the Michigan State Fair for the first time. A special grocers' day at the fair will make this an important event for Eastern Michigan.

Lansing—A contract with the Federal Government for the continuance of the Agricultural Market News Service at Benton Harbor and Grand Rapids, has been signed by Samuel T. Metzger, agricultural commissioner, he announced Monday. The contract covers a period from Aug. 20 of this year to April 15, 1935. There are no changes in the new contract over the previous one.

Detroit—Charles E. Kaiser died Monday at the home of his nephew, Titus J. Kaiser, 2924 Concord avenue. Born in St. Agatha, Oct. 5, 1851, he got his education there and at St. Jerome College, at Kitchener. He was the oldest alumnus of the school. At the age of 25 he came to Detroit and lived here the remainder of his life. He was a member of Kaiser & Bracht, old Gratiot avenue firm. Two other nephews, Arthur and Anthony, and a niece, Antonia Jantz survive.

Kalamazoo—Glenn England, 46, salesman for the Grand Rapids Casket Co. and a former Woodland business man, was found dead under his overturned automobile on a curve on M-43 a mile North of Cloverdale last Wednesday night. Sheriff George Leonard and Dr. Kenneth McIntyre investigated. It is believed the car struck a bank, hurling Mr. England through the door, the car upsetting upon him. No inquest was held. The body was taken to Woodland.

Lansing—A. Schetzer & Sons, thirty year old Lansing firm, have opened a new shoe store at 501-503 East Michigan avenue, where shoes for entire family are carried and fitted by Jack Rosenbaum, well-known local shoe man. The merchandising theory of this new store is to offer to the public a quality line of nationally known merchandise at popular prices, including an entire line of rubber footwear and hosiery. It will be known as "Schetzer's Family Shoe Store." The original Schetzer store has always carried a general line of men's wear at 601 East Michigan avenue. Improved conditions warranted devoting this location to men's wearing apparel exclusively.

Lansing—Heavily loaded produce trucks, which creep up hills at a snail's pace causing traffic congestions and imperiling the safety of motorists, are to be banned from the highways under a new ruling issued by the Michigan Public Utilities Commission. The commission's ruling requires that all motor vehicles used in commercial trucking must be loaded so they can travel at least ten miles an hour on the upgrade. Enforcement of the order will drive out many light motor trucks,

which now are used extensively in transportation of fruits, vegetables, poultry and eggs, it is believed. The state department has received many complaints from motorists who reported the "crawling" trucks were making travel on the highways extremely hazardous, especially in hilly districts where fast moving vehicles are unable to pass them with safety when the road ahead is not visible. Truckers contend the new order is part of a plot to drive motor trucks from the highways, and there is some question in their mind whether the state has any legal backing to support its arbitrary ruling. If there is no law empowering the state commission to regulate such traffic, students of the problem declare that a determined effort will be made in the 1935 session of the legislature to provide the necessary legal machinery to make the highways safe for all motorists.

Traverse City—Ernest Beck succeeds Edw. Willebrandt in the grocery business.

Manufacturing Matters

Flint—R. E. Robertson, Inc., has been organized to manufacture food products. It has \$20,000 capital stock with \$5,000 paid in.

Detroit—Motor Devices, Inc., has been organized to manufacture motor parts. The capitalization is \$10,000, with \$7,350 paid in.

Detroit—The Volt-O-Lyte Products Co. has been organized to manufacture batteries. The capital stock is \$1,000, all paid in.

Detroit—The Radio Technician, Ind., has been organized to manufacture radio apparatus. The capital stock is \$1,500, all paid in.

Detroit—The Highest Laboratories, Inc., has been organized to manufacture toilet articles with \$20,000 capital stock, \$5,000 paid in.

Detroit—The Detroit Flower Pot Co. has been organized to manufacture clay products. The capital stock is \$50,000, with \$1,000 paid in.

Detroit—The Auto City Screw Products Co. has been organized to manufacture screws with \$10,000 capital stock, of which \$4,000 is paid in.

Detroit—The Michigan Blind Craft, Inc., has been organized to manufacture rugs, blankets, baskets and brooms. The capital stock is \$4,000, with \$1,650 paid in.

Wyandotte—The Wyandotte Steel Bow Co. has been organized to manufacture toys and other commodities. It has an authorized capitalization of \$5,000, of which \$3,000 is paid in.

Fill Out Year as Reserve Head

Gov. Eugene Black, of the Federal Reserve Board, is expected to continue in that post until the first of the year, although he has expressed strong desire to be relieved of the governorship in order that he may return to his former position as governor of the Atlanta Reserve Bank.

Governor Black's tenure of office has been extended long beyond the period which he agreed to serve at the time of his appointment due to the wishes of Presi-

dent Roosevelt. The President, it is indicated, will again appeal to the Governor to remain with the board. He is said to feel that Black's stewardship of the Federal Reserve system has brought a highly satisfactory reaction from bankers and the country generally at a critical time in its history. He also realizes that the appointment of a successor to the Reserve Board head so far in advance of the next session of Congress might harbor complications concerning Senate confirmation of a new Governor.

The President and Governor Black are scheduled to talk over the situation at an early date.

Plans Colonization of Alaska

Plans for colonization of Alaska with a view to increasing population of the territory and at the same time absorbing a portion of the unemployed in industrial centers of the United States are being shaped by the Administration, it is learned.

The program contemplates homestead grants of fifteen acres on which the Government would build living quarters for the homesteader and his family and furnish him with equipment to engage in farming or other occupational activity.

Secretary of Commerce Roper gave particular attention to the colonization possibilities during his recent inspection tour of Alaska. The colonization program was one of the principal purposes of his visit to the Northern territory, it is said.

The Alaskan colonization program would come under the subsistence homestead division of the Interior Department, but other Government agencies, such as the Department of Commerce in charge of business promotional activities, also are expected to take part in the project.

Fiat Money Psychology

An adverse impression in conservative financial circles has been created by the decision of the Treasury to issue silver certificates at the rate of \$1.29 per ounce of the white metal acquired by it previously at much lower cost.

While this is fully in accord with the rights of the Treasury under the statute, and while the aggregate amount involved is relatively insignificant, it is interpreted nevertheless to indicate a leaning toward fiat money. The printing of new paper money with a fractional metal coverage is held a bad precedent, especially since it tends to encourage further the inflation agitation led by Senator Thomas of Oklahoma.

The concrete effect of the issuance of the silver certificates will be the retirement of a roughly equivalent amount of Federal Reserve notes from circulation. This will effect a corresponding increase in excess reserves of member banks at the Federal Reserve banks.

Essential Features of the Grocery Staples

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

Tea—The first hands tea market in this country during the week has shown some little weakness. The trade are buying only what they must have and prices are in buyers' favor. Consumptive demand for tea is good.

Coffee—In spite of news from Brazil during the week that the current crop would be less than was expected, the market for future Rio and Santos coffee, green and in a large way has shown some declines during the past week. Later some of this was made up. Business has been poor. Actual Rio and Santos has also been dull with slightly easier prices. Milds are unchanged for the week. Jobbing market on roasted coffee shows no general change. Consumptive demand for coffee is reported about as usual.

Canned Fruits—California canned fruits showed, perhaps, the strongest tone in the line. Cling peaches are virtually controlled by the larger packers and there are indications that the popular sizes and grades will be advanced for September or later shipment.

Canned Vegetables—Southern tomatoes, after a long period of low prices on new pack goods and little trade confidence, showed a reversal of form this week, when prices advanced rather sharply, until No. 2s touched 7½c, factory. There was considerable buying from the West reported, and packers showed little desire to sell at the low prices, as shipments so far have run pretty well up to production. New York State reports little change this week, but where state peas are offered prices are plenty high. Price ideas on Refugee beans have not changed materially. The Wisconsin pea crop, according to the State Department of Agriculture, has improved over earlier prospects, but corn has been considerably damaged, particularly in Illinois.

Canned Fish—The canned fish market was generally strong this week, the single exception being the rather sudden and unexpected drop in the cheaper grades of Alaska salmon, pinks and chums. These grades declined 10c a dozen each, no particularly good reason, and at a time when spot stocks of pinks were very light and increased buying was indicated.

Dried Fruits—The dried fruit market shows increased strength as the week winds up. For one thing, there is a better undertone to California prunes, following a little bear drive through the summer by some operators who tried to establish in the minds of the prune pool that prices were too high, and were selling "short." The trouble is that they didn't sell much, which was natural during the summer, but they failed to lower the pool's ideas and are now rather inclined to feel that the basis has been laid for a stronger market on prunes during the fall. One of the chief developments on the Coast yesterday was a sharp turn in dried peaches, which advanced up to ¾c per pound. Apricots, of course, show a firmer undertone, and with the visible supply so well cleared now the outlook for the future is for even higher prices, strange as this must seem.

Evaporated pears, which have been a weak spot, are doing somewhat better, and apples continue strong both in the East and West. The new prices named on new crop California figs have been favorably received by the trade, and considering the higher costs of importation on figs from abroad, it seems reasonable to expect a steady movement of domestic goods. Raisins are holding unchanged for shipment, and large users, among them the manufacturers, are pretty well supplied for early fall requirements.

Beans and Peas—At the beginning of the week pea beans and red kidneys showed some firmness, but this later disappeared. Generally speaking, the list of dried beans and peas are all very dull with prices in favor of the buyer.

Nuts—The nut market is taking on more definite shape now as the summer swings into its final stages. Crops this season are running several weeks ahead of a year ago, and the quality is said to be unusually good. Domestic walnuts will be controlled as to the amount placed on the market and the low prices named on Northwest filberts are expected to expand the market for these goods. Large distributors are getting ready to push Brazil nuts this fall in co-operation with the great advertising campaign to win new consumers. Opening prices will be named in September. The shelled nut market was somewhat more active in the past week. Fluctuations in the exchange and the weakness of the American dollar unsettled things, but gave those who covered deferred needs a feeling that they get more for their dollars than they are likely to get in the future.

Olives—Olives are another food item which promises to move higher in the event of foreign exchange advances. Even were such a possibility absent the outlook would be firm, since it is known that Spanish shippers have only small stocks left for sale. The shortage of medium and small size queens, stuffed and plain, continues. There is a fair demand with most consumers preferring to operate from hand to mouth rather than taking a forward position.

Packaged Wheat Products—Battle for packaged wheat products continues at a furious pace here. Kellogg is now offering a fifteen biscuit, packed in a twelve-ounce carton, to retail at two for 25c. Shredded Wheat has started an intensive newspaper advertising campaign and Loose-Wiles is backing its Rippled Wheat line with equally heavy displays and advertising throughout the Midwest territory.

Pickles—Soon something more may be out on new pickles. How prices will compare with those now prevailing depends much upon the size of the crop now in the making. Demand is still light.

Rice—The rice market was generally steady this week. There was a fair volume of business done but buyers have not as yet shown a great deal of speculative interest although the grain markets have been running away in other directions. Prices, however, are steady and spot stocks getting pretty well depleted by the demand.

Salt Fish—Mackerel and other salt

fish are still marking time and will do so for a few weeks to come. New pack mackerel will soon be on the market and prices on these are expected shortly. As to tinned fish, salmon is doing better. The demand is fair. Alaska pinks show some shading here and there. Fancy salmon is firm. Other tinned fish are having a fair summer demand. No change in price.

Soya Beans—The Ford Motor Co. will stage a dinner Friday night, Aug. 17, in the lounge of the Exposition building at the Century of Progress and the menu will be made up entirely of soya beans and soya bean flavored foods. Soya foods for the big banquet will be prepared in Detroit, Cleveland and Chicago. Fifteen minutes of the dinner will be broadcast over a National radio hookup of the Columbia system.

Syrup and Molasses—Sugar syrup pursues the even tenor of its way. The production is still limited and the demand seasonably quiet. Prices are steady to firm. Compound syrup has advanced 10 cents per hundred pounds, but the prospect of this will not increase the demand any, as stocks are rather heavy. The finer grades of molasses are selling normally for the season at unchanged and steady prices.

Vinegar—The latest reports indicate that the apple crop will run about 40 per cent of last year's. However, a greater percentage may be available for cider and vinegar since the quality is expected to be too poor for eating purposes to a large extent.

Review of the Produce Market

Apples—No. 1 Red Astrachans, \$1.25 per bu.; Duchess, 50c per bu.
Avocados—\$3 per case from Florida.
Bananas—5c per lb.
Butter—Creamery, 27½c for cartons, and 27c for tubs.
Cabbage—Home grown \$1.65 per bu. for either white or red.
Cantaloupes—Benton Harbor Honey Rock, 10x10, \$1; 11x11, \$1.35.
Carrots—Home grown, 20c per doz. bunches or 85c per bu.
Cauliflower—\$1.25 per crate for flat home grown.
Celery—Home grown 20 @ 35c per dozen bunches.
Cucumbers—Home grown hot house command 40c per doz.; out door grown \$1.50 per bushel.

Dried Beans—Michigan Jobbers pay as follows for hand picked at shipping stations:
 C. H. P. from farmer.....\$2.55
 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.....22c
 Canded, fresh.....21c
 Canded, large pullets.....16c
 Checks15c
 Egg Plant—\$1.50 per doz. for home grown.

Garlic—12c per lb.
Green Corn—10-15c per dozen for home grown.
Green Beans—\$1.75 per bu.
Green Onions—10c per dozen.
Green Peas—\$3.25 per hamper for California and Washington.
Green Peppers—20c per dozen.
Honey Dew Melons—\$2.50 per case.

Lemons—The price is as follows:
 360 Sunkist.....\$6.50
 300 Sunkist..... 6.50
 360 Red Ball..... 6.00
 300 Red Ball..... 6.00
Limes—25c per dozen.

Lettuce—In good demand on the following basis:

California, 4s and 5s, crate.....\$4.25
 Leaf, out-door 0.3
Onions—Home grown, \$1 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—Rochesters from Benton Harbor, \$2 @ \$2.25 per bu. They are good size and present a good appearance.

Pears—\$1.50 @ \$1.75 for Batlets.
Plums—\$1.50 per bu. for Bradshaw.
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—2¼c per lb.
Sweet Potatoes—Indiana Jerseys, \$2.25 per bu.

Tomatoes—Hot house, 35c per 8 lb. basket; out door grown, 60c per ½ bu.

Turnips—30c per dozen.
Veal Calves—Wilson & Company pay as follows:

Fancy8½c
 Good 6c
Watermelons—25c @ 35c.

Wax Beans—Home grown \$2.25 per bushel.

Construction Continues at Low Level

The era of increased public building which the President has promised in his recent speeches is not reflected thus far in actual construction awards.

On the contrary, public works construction, which has been trending downward ever since the drought relief began to make heavy demands on the Treasury, continues to register a declining trend.

Total construction awards in the week ended August 9 amounted to only \$15,404,000, according to Engineering News Record. Street and road building and public construction contributed only \$2,768,000 to the total for the week.

Baldwin—Mrs. Rena Caplan is conducting the business formerly conducted by her husband, Louis Caplan, recently deceased.

Religion inspires courage.

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Rudolf Eckert, Flint.
 First Vice-President—Vincent Mielas, 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.

Whence Comes Real Progress?

[Because Mr. Findlay is taking his first vacation in two years, this and immediately succeeding articles are written in advance. Our readers may look for some timely notes of his travels a bit later.]

Because we habitually think and speak of averages, it is well to check up from time to time to clarify our views. The latest activity to be put under the microscope is the farmer—for forgotten or otherwise. Now we have results of a study which show that 90 per cent. of our agricultural output is produced by 10 per cent. of our agricultural population, otherwise, our farmers.

What a picture! Having long regarded grocers as the horrible example of wasted energy and misdirected effort, this should correct our view considerably. For while around 25 per cent. of the grocers do 75 per cent. of the business, showing that 75 per cent. of all engaged in the grocery business are so far below standard that they are drags on progress, here is our oldest industry—commonly called the “backbone of the Nation”—with 90 per cent. in the class that does not belong and are misfits in their life pursuit.

But let us not be satisfied with that statement and go no farther, for the parallel runs along thusly: That the 90 per cent. farmers who do not produce saleable surplus are really to-day and already in the class of subsistence farmers; or, as one puts it, “sub-subsistence” farmers. These provide their own maintenance or fall below it, just as grocers who, as a class, hang on by their eyelids, barely making their own livings or failing to get by without assistance.

And then what? Why this: That both those farmers in the 90 per cent. class and grocers in the 75 per cent. group contribute partly to their own sustenance, and do it better in their only familiar occupations, probably, than they could in any other line of effort. They are not master servants of the community, but they serve nevertheless to the extent of their innate ability.

Again, both these classes of citizens do one thing which makes conditions better than they otherwise would be. Both provide homes for their families and keep their circle of dependents together in a home atmosphere. Probably, too, that atmosphere on the whole is better than that of many American homes which are really homes only in name, though they are the abode of riches and luxury. For many such so-called homes of luxury are mere sleeping places—and not always that—of their occupants, wherein idleness and dissipation lurk and time, which is the very essence of life, is deliberately killed.

Primitive homes, maintained on a frugal scale, always have been the breeding ground of enterprise and initiative. Unspoiled children, trained simply in ordinary public schools, compelled to help out with family chores while those supposed to be more fortunate waste their opportunities—those youngsters have their faculties strengthened by honest effort and sharpened to observe the better things of life enjoyed by others which then they are stimulated to get for themselves.

When we look about us on all occupations, we find this condition runs through all of them, more or less, but by and large pretty uniformly.

Consider doctors or dentists. Thousands of these are trained who fail to make their livings in their chosen lines. Many never begin to practice. The few in the higher brackets of intelligence and determination furnish our ranks of eminent specialists and those “family doctors” who are the great solace and reliance of the home.

Lawyers are trained by the myriad who can be hired to-day and for fifty years back, to my own knowledge, in the city of New York for one dollar per day—and right glad they are to get it. Too, these men are highly trained in all the mechanics of their profession. They can be trusted implicitly to draw up a writ of mandamus, take an affidavit, write a conveyance and do all without the least liability to error. Yet in that city where Samuel Untermyer, who started with similar training, gets \$1,000 a day for his services and has clients standing in line, those men are as plentiful as the sands of the seashore.

Why? What's wrong with them? Just one thing. They have not initiative. They lack the divine afflatus. They fall short of selling themselves. They have the goods but know not how to merchandise.

And so if “doctor and lawyer” why not also “merchant and chief”? Fact is that the rule runs through all classes, and we find that representative lines of retailers show an average of success and stability about on a par with what grocers show.

So, in finality we get down to this: That progress does not come from any average in any line. Progress comes by and from and through exceptional people, and so long as men are not created equal—because, even politically, equality never has obtained—certain ones will forge ahead against all imaginable obstacles, blazing new trails for humanity. Yet there is still hope and inspiration for the rest of us in the knowledge that most of us are followers and the followers are of all ranks, from those immediately back of the leaders to the rear guard which, after all, is a necessity in every army.

But there is no grocer or other merchant who can ever rest on his oars, thinking that it is no use to try; for to stop is to fall back every time. So for the observant ones, here are some pointed items from Philadelphia, where grocers always have done things. This is Frankford speaking:

“One thing that burns this writer up is that kickers and whiners invariably get the best service. The good natured, ‘easyful’ folks get the specked

oranges, the late deliveries and pay forty dollars for a thirty dollar plumbing job. Moral: ‘Don't be Easy.’

“One most likeable fellow was a wagon salesman who called on some of you who read this. He said he always made eight or ten dollars extra each week to take care of his losses. Many grocers paid for 20 pounds and got 18. Pretty hard to laugh at this fellow's jokes and scan the scale at the same time.

“Good wagon salesmen are nice chaps. They have to be. They are all honest, but some have queer ideas about extras to make up their losses. If you cannot check everything, at least check every man frequently (especially the good fellows) when he does not know he is being checked. Don't be an easy mark.”

To all of which I agree except that I hold to the “count, measure, weigh or gauge everything you buy” rule. No man can afford to feel that he cannot check everything. He should, and he must, else he will lose more than the time he saves. No job about the store is more important than this for any and every merchant, nor can any other work or duty be allowed to interfere with it.

If you doubt this, think this way: That when you stock anything for sales, you are never certain just what returns you will get. You hope for a fixed, preconceived percentage or fixed sum. But there is risk and gamble in anything bought for resale.

There is no risk or question whatever about getting exactly what you pay for. There the return is absolutely definite and certain.

Paul Findlay.

Call Chain Stores a “Racket”

The farmer to-day get very little for his products. Why? The public pays more than ever. True, the price of canned beans, corn, tomatoes and other vegetables may be less, but so is the size of the can.

There are 67,000 American and A. & P. and other stores in a chain all owned by the same outfit. Which means one buyer. This means the farmer has no chance to sell his products unless he sells it to the one big buyer, “Wall Street.” It means there are hundreds of thousands of buyers kept off the road, kept out of hotels and kept off trains because one buyer buys for 67,000 stores. The day of the traveling salesman is almost at an end.

There is no such thing as competition in selling or buying food commodities. How many of you readers ever realize that it is the chain store system, not only of food commodities, but chain store system of steel companies, chain store system of railroads and chain store system of Public Utilities that is ruining our freedom in this land of supposed opportunity, freedom and plenty.

It was the name-sake of our present President, that one great American, T. R. “Teddy” Roosevelt, who when he was President, fought the trusts (Wall street and other would-be governments of their own) who sought to overthrow this government, but they did not scare “Teddy”; nor will they scare Franklin Delano Roosevelt.

We want each and every manager, clerk or employe in any capacity for a chain store, or a chain outfit of any kind, whether it be public utility, grocery store, shoe store, drug store, jewelry store, restaurant, hotel, dress shop, women's ready to wear, millinery, or any other chain outfit to always remember: We are not fighting the personnel; we are not fighting you; we are fighting for you; we are fighting the system that will sooner or later deny you the right to earn a living.

Please meditate a few minutes, then say to yourself: “Where was I working before I hired out to these slave drivers?” Most of you will answer: “I owned and controlled a little store of my own, but the A. & P. forced me out of business. Knowing no other business, I had to take a job slaving for them.” You will undoubtedly say to yourself: “I had a good business, I gave the people of my community and neighborhood more for the money and better merchandise, now I am forced to sell them commodities that I know are unfit to sell. I must fool my friend and neighbor, or the chain store will get a new manager.” Then you will say to yourself: “Oh! How I long to be back in that little grocery or drug store of my own; back in the neighborhood of freedom and independence. In those good old days before the chain store system drove me out of business.

Yes, Mr. Manager, Mr. Clerk and Mr. Employe, you should feel very friendly toward this paper or any other paper that will take up your fight. When the chain system wants to get rid of you, they will force you to accept a change to some other city, where you and your family will be strangers. They hope you will not accept the change; they expect you to resign. If you do accept the change they will keep changing you from one city to another, until you do resign.

And you clerks and employes, please remember, sooner or later they will put in “Ready to Serve” markets and do away with the clerks. Their idea is, spend a hundred dollars, spend a thousand dollars or a hundred thousand if necessary, to systematize the chain so as to do away with labor.

So we again ask you, Mr. Independent Druggist, Mr. Independent Grocer, and other independent store owners, join with us and be an Independent God Loving, Never Fearing, Free Speaking, Red Blooded Liberty Seeking American. — Johnstown, Penn., Derby.

Toy Sales Exceed 1933 Figures

While purchases of toys in the wholesale market have declined considerably during the last few weeks, the total for the year is about 10 per cent. ahead of last year's volume. Retailers are buying on a hand-to-mouth basis, while manufacturers are operating under a close production schedule and are avoiding any tendency to build up surplus stocks. Retail sales for the year, after the holiday buying is summed up, are expected to surpass last year's figures by at least 10 per cent.

MEAT DEALER

Planning the Advertising Program

What mediums should be used in advertising?

This is always a question that has to be decided upon, largely based on whom you want to reach. A larger store covering a complete city or town could use the newspapers, or in smaller communities use the local newspapers or shopping news. These mediums usually reach everyone in the district. Such advertising is usually written to apply to all, rather than any particular few. This type of advertising is of a certain benefit but usually does not meet the problem of the smaller merchant.

The smaller or community merchant, has to depend more upon letters or printed matter, postal cards or larger cards. Very often, advertising help from some manufacturer, such as recipe pamphlets, booklets, etc., can be used to a great advantage by merchants.

Circulars are used a great deal by certain types of merchants. These either cover the entire neighborhood or go into the delivery boxes, or cover just certain streets. Some concerns favor billboards or spaces in local theaters. Others like advertising on theater programs, church or lodge programs. Many concerns use theater slides. Certain kinds of gifts like calendars, thermometers, pencils, yardsticks, pot holders, etc., are used as good will builders. This type of advertising keeps the name before the public but usually does not sell any merchandise.

Other types of good will advertising which are found very effective by some merchants would be the sending of baskets of merchandise or flowers to their customers who are sick. Giving prizes for certain bridge parties and other gatherings like lodges, etc., is a good will builder. Others cooperate with local food fairs held by Women's Clubs or allow the Women's Clubs to hold food fairs in their store. Others find it worthwhile to give bridge score pads, bridge rules, pamphlets or such mediums to keep their name before the public. There are a hundred different types of sales used to build business and all are good for someone somewhere.

Personal Contacts Effective

For the Service Grocer, one of the most effective ways of advertising, of getting real results, is by a personal call. This is the most expensive way but the way that gets the greatest results. Personal calls, made at the home of people, particularly if the prospects are selected, will get the greatest amount of returns for the dollar. Many stores use the "Hostess Service" idea—a plan of calling on all new arrivals in the community.

Next to personal calls would be the telephone call. Telephone calls, particularly in the service business, are invaluable, particularly when made to people who are not buying at the present time or who should buy more. It is a wise plan to call new customers

about a week after they open an account to ascertain if everything is satisfactory to date.

All of these mediums of advertising should be considered by a merchant in laying out a program for the year to come or for the immediate period ahead.

A definite quota should be set up for the amount to be spent and a quota of results to be obtained should also be set up. Some definite records should be kept of the results, and a chart used showing the progress as the campaign is being carried on. I speak of this as a "campaign" because any program of advertising, whether or not it is a permanent program, is what might be termed a "campaign." It might be a continuous campaign for the development of business or it might mean a campaign which is held for some specific period.

Many of us have had the experience of expansion, or development, or moving, which would call for special advertising. That type of advertising gives us a wonderful excuse to carry a real message to the public for the next period ahead. It gives us an opportunity to say a great deal to the people and to sell them on certain ideas that might be called "features" in our store. H. H. Sack.

Enormous Meat Supply Industry's Big Problem

The meat retailers of the nation are about to meet in a national convention at Baltimore and the problems confronting them are such as to warrant a large attendance of men interested in guiding the affairs of the National Association. I am confident that their deliberations and decision will be productive of good results.

The specific problems which will come before the convention are not the only ones of consequence. One in particular is so important and so widespread that it will call for thinking and planning for many months to come. It is one in which retailers and packers both are concerned. I refer to the successful distribution and sale of the abundant meat supply which the industry will be called upon to market for some months to come.

Several factors are resulting in the marketing by the farmers of large numbers of meat animals. The drought in particular has forced the farmers to send in many cattle, hogs and sheep for which they are unable to provide feed and water. Packers and retailers have always accepted responsibility for the marketing of all the livestock produced by the farmers. It is an unwritten law that the packers shall by the daily receipts whether they be large or small, turn them into meat and by-products, and depend upon the retailers to move the meat into immediate consumption.

It is a remarkable tribute to the packers and retailers that meat is never wasted. In my nearly 40 years of experience in the business I have never known of the willful destruction of a side of beef or a hog carcass merely because a profitable market was lacking. Meat consumers have never gone hungry when supplies

were available and farmers have never been unable to sell their livestock. The packer-retail method of distributing meat has met every demand upon it and I am confident that it will continue to do so.

At the moment they are confronted with the necessity of marketing an unusually large supply of meat in the face of greatly reduced consumer buying-power. Our mutual responsibility to the consumer is to make available every possible pound of meat in fresh, wholesome condition, and our responsibility to the nation's meat producers is to obtain every possible penny of value for their output.

This calls for unusually aggressive and intelligent salesmanship. We must do everything in our power to make the consumer aware of the importance of meat in the diet and of the value of meat as compared with substitutes and alternatives. People will pay for meat a price consistent with its value to them, and it is our job to make the value of meat so apparent that the price obtained for it will enable retailers, packers and farmers to cover fully their costs of operations, including a return on their investments.

Nothing that we might do as individuals will be more helpful in the general plan for restoring national prosperity than the successful marketing of the livestock produced on more than six million farms and ranches in this country. T. G. Lee

Suggest Combination Dishes

These days, when appetites so often lag behind, sausage is a favorite, not only because it can be cooked quickly but also because its spicy flavor revives appetites when nothing else will.

There need be no monotony for the housewife in the ways of preparing sausage; it makes no difference how often it is used, for it combines well with practically any vegetable or fruit. Here are a few of the most popular combinations to suggest to customers.

1. Sausage patties served on rings of fried pineapple.
2. Sausage links baked with apples.
3. Fried sausage and apple rings.
4. Sausage and fried bananas.
5. Mixed grill of broiled sausage, tomatoes, and partially cooked potatoes or sweet potatoes.
6. Sausage and omelette or scrambled eggs.
7. Sausage and waffles.
8. Sausage and cold potato salad.

In cooking the little link sausages, it is a wise precaution to prick them several times with a sharp-tined fork. This prevents bursting.

Imported Green Olive Code Approved

NRA approval has been given a code for the imported green olive industry. The code became effective on August 6. The code establishes a maximum work-week of forty hours, with certain customary exceptions. Minimum wages are set at \$16 per week for office workers. Other male employees will receive at least 40 cents per hour, females 30 cents. It is estimated that these labor provisions will result in an increase of 18 per cent.

in wages, and 15 to 20 per cent. in employment. The Code Authority will consist of five industry members. They will be elected in 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 thousand fenegas of green olives he imported during 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-oz. size.

Ground Nutmeg Containing Pepper

The sale of ground nutmeg at a bargain price in a retail store at Scranton and complaints from purchasers of the product, led State pure food officials recently to make an investigation. Purchases were made and samples of the product analyzed. It was found that the bargain nutmeg contained a large proportion of pepper. The manager of the store was ordered to refund the purchase price to buyers who complained and to discontinue the sale of the product. Adulteration of spices was a very common fraud in Pennsylvania a half century ago, according to the State officials. In fact, ground nut shells were a prevalent ingredient of many spices at that time. To-day, this type of misrepresentation is seldom found, due to the rigid enforcement of the pure food law.

Accumulating Canned Food Stocks

Under the cover of an apparent dullness in the wholesale markets for canned foods large distributors are currently accumulating considerable quantities of merchandise, particularly in lines hard hit by the drought.

Although these purchases are frequently made at prices which in the recent past caused consumer resistance to sales, distributors are said to feel that they must guard against the possibility of further price increases in some food lines later in the season.

Prices for many canned foods have tended upward for some weeks past. This resulted partly from the low carryover from last year and the relatively short supply of many fruits and vegetables. It reflected also support from the Government to producers through marketing agreements and fixed processing margins. The margin of profit for canners is so small in many instances, it is claimed, that they cannot reduce prices without incurring substantial losses.

They were successful because they were cheerful when it was difficult to be cheerful, and patient when it was difficult to be patient; and because they pushed on when they wanted to be still, and kept silent when they wanted to talk, and were agreeable when they wanted to be disagreeable. That was all. It was simple, and all ways will be.

Soft soap surely gets many a fellow out of hot water.

IN BETTER POSITION

The independent retailer has proved his ability to weather severe business depressions and is now in a stronger position to compete with large organizations than in many years. Dr. Paul H. Nystrom, Professor of Marketing, Columbia University, and president of the Limited Price Variety Stores Association, declared recently in analyzing the preliminary report of the Census of Retail Distribution for 1933. Dr. Nystrom said that the two features of the survey which surprised him the most were the size of the decline in sales and the comparatively small reduction in the number of retailers.

"In many States," he said, "there are more retailers to-day than there were in 1929. This obviously means an increase in these areas of the number of small retailers, inasmuch as the chains have just about held their own."

He pointed out that in the depressions of 1907 and 1921 independents fell by the wayside in large numbers and their places were taken by other distributive types, such as the chains. Their determined stand during the last four years, in the face of the severest business slump the country has known, indicates that the large organizations, such as the chains, mail-order houses and department stores, have reached a stage of maturity in which they no longer hold great advantages over the small units. From now on, he predicted, all types of retail outlets, from the smallest to the largest, will travel the business road more or less on the same basis.

Dr. Nystrom said that since business records prove a fairly high mortality rate among retailers, the small reduction in number in the last four years can be traced to the establishment of many new units, particularly by store buyers, managers and executives, who either lost their positions or felt their opportunities were not good enough in large concerns. Many of these men were trained in the large chains, mail-order houses and department stores and brought their experience and knowledge to the running of a small business.

This has been particularly true in the grocery field, he explained, where many chain-trained executives established independent stores and are now operating in the voluntary chains, which have had an extraordinary growth in the last few years. The independent variety field also attracted a good number of these executives, and many of these stores have shown excellent results.

"Executives of large organizations do not realize what astonishing strides have been made by the small dealers," he said. "I have heard of sales gains over 1933 running anywhere from 100 to 400 per cent. for some of these stores. In the South, in New England and in New York State independents are making an excellent showing, which presages much sharper competition for the big organizations."

The independents have progressed to a point where competition among all types of retail outlets will henceforth be on a much more even basis, he said.

The main value of the 1933 census to business executives, Dr. Nystrom concluded, is that it gives a basis of

comparison with the 1929 report. That one, of course, brought out a great deal of information, hitherto unknown, but its one handicap was that a previous survey was lacking, by which comparisons, such as shifts in markets, could be made, he said.

DROUGHT COLORS VIEWS

No more graphic example of the importance of consumer purchasing power, from a business standpoint, has been given than that afforded by the drought. The destruction of crops, cutting off sharply a portion of the farmers' income, is the major influence of Fall merchandising plans to-day and colors the viewpoint of every business executive.

Fall orders have been held down because of the drought, manufacturers are resisting material price rises to keep their quotations down and shorter hours are banned on account of it. The farmer, because of reduced income, must not be compelled to pay any more for the goods he buys, seems to be the general cry.

The entire situation serves to bring out several contradictions in the attitude of business men. In the first place, those who are most vehement in denouncing government interference in business, huge expenditures and the possibility of increased taxes are most anxious to have their markets preserved by Federal relief to the farmers. They admit frankly that the entire business outlook, at least for the Midwest, depends on the pumping of government funds into the stricken areas.

In the second place, business men most ardent for the preservation of the farmers' purchasing power are generally those who turn thumbs down on any proposal for wage increases among factory workers. In other words, it is perfectly all right for the Government to maintain farmers' buying ability, but it is something else again when executives are asked to contribute their share to an increase in workers' purchasing power. The cry is frequent these days that business must take the chance of depending on itself without government aid to continue the upturn, but from the attitude of executives toward purchasing power as represented by their own workers the outlook would not seem to be too bright.

COMMODITY PRICES HIGHER

Engendered by Government reports of the smallest cereal and cotton crops in thirty years, commodity prices spurted sharply during the week, many of them to a four-year high, and overshadowed all other business developments. The nationalization of silver provided a temporary fillip when it was announced but maturer consideration judged it to be merely an inflationary gesture, unless of course it presages broad scale buying of silver abroad to form 25 per cent. of the monetary base of the country.

The fact that sharply rising commodity prices have not brought about any rapid expansion of merchandise buying is regarded as significant of the present uncertain attitude of business. Too many factors remain to be straightened out before buyers will start to place commitments liberally. The hope is growing in many quarters

that by Sept. 1 the Government will give a definite stand on money, banking and other controversial questions, so that business can proceed more confidently.

A favorable development was the launching of the administration's home modernization campaign, which if carried through successfully, should help the private construction industries. But a certain degree of reluctance to go ahead with other lines of construction seems apparent. According to some observers, the feeling is that the building field is honeycombed with too many "pegged" prices and that under the circumstances, industry, more so than individuals, not acquainted with the situation, does not wish to pay these quotations.

A drop in the electric power index was responsible for the weekly business index falling back fractionally. The steel and cloth figures suffered negligible losses, while the lumber, automobile and carloadings series went ahead.

SMALL RETAILER SURVIVING

In essence, the preliminary report on the distribution census for 1933, issued during the week by the Department of Commerce, is a striking commentary on the vitality of the small merchant during the depression and on his present status in distribution. The census showed a total for the country of 1,520,339 stores at the end of 1933, a reduction of only 22,819 establishments or 1.5 per cent. from the 1929 total of 1,543,158.

What this means, so far as numbers are concerned at least, is that the independent retailer, contrary to general opinion, has proportionately held his own despite notably adverse circumstances. It probably also means that in some states the number of independent retailers has actually increased. Chain and department stores, holding about even or showing a slight reduction in numbers, have not put them out of the running.

Moreover, the census figures suggest a notable influx of new blood into retail merchandising. As reported on this page, retail authorities believe that for the most part these new entrants into distribution comprise former employees of retail concerns who lost their jobs because of the depression. Thus, they will differ from the usual crop of those opening stores inasmuch as they will bring with them a considerable amount of training and merchandising skill to aid them in survival and to meet competition.

So far as the 47.7 per cent. drop from the total of retail sales in 1929 is concerned, this decrease was greater than expected. Because of the inclusion of automobile and food sales, hardest hit by the depression, the figure exceeded the drop of 39 per cent. estimated for department store sales for the period.

DRY GOODS CONDITIONS

Recent gains in retail trade were maintained and in some cases extended last week. With the exception of the drought areas, most sections of the country noted improving consumer response to August promotional events. Locally, merchants were favored by warm weather conditions and reported

unexpected sales increases over the same period a year ago.

As was anticipated, department store sales in July showed a smaller gain than those which featured recent months. The increase for the country was 3 per cent., according to the preliminary report issued by the Federal Reserve Board. The best showing by far was made in the South and Southwest, with the Atlanta district leading with a gain of 21 per cent. followed by Richmond with 16 and Dallas with 14 per cent. over a year ago. In this district the gain was 1 per cent.

The Federal Reserve Board index which makes allowance for seasonal factors, dropped to 72 for July, against 74 in June and 77 in May.

Evidencing the effect of the drought, chain-store gains in July were sharply reduced. A total of twenty-three chains had a July increase of 2.80 per cent. against 12.59 per cent. for the same companies in June, according to a compilation by Merrill, Lynch & Co. The two leading mail-order houses had an average gain of 13.44 per cent., which compares with 22.89 in June.

Activity in the wholesale markets was fairly well maintained. Buyers are once more beginning to take cognizance of the possibility of further price advances, with cotton textiles assuming the lead in increases during the week.

STOP CIGARET PRICE CUTTING

Sometimes stores use cigarettes as "bait" to attract customers—"loss leaders," they are generally called in the business. But they won't do it any more without invoking the wrath of the Blue Eagle, because NRA Administrator Hugh S. Johnson has issued an order to stop the practice. The order is designed to protect the small tobacconists who feel they can't meet below-cost sellers. The effect of the ruling is to permit sales at 13 cents a package, or two for a quarter, on the biggest selling lines, and 10 cents a package for cigarettes priced by the makers at \$5 or less a thousand. The prices are of an emergency nature, lasting for ninety days. Meantime, NRA will study how the plan works out.

HOTEL BUSINESS BETTER

Sales in the principal hotels in various sections of the country show a gain of 21 per cent. for July, as compared with the figures for the same month last year, according to an analysis by Horwath & Horwath. Restaurant business increased 31 per cent., while room sales gained 9 per cent. Sales for the year to Aug. 1 averaged 24 per cent. over the volume for the corresponding period in 1933.

Beverage sales continue to be the most important factor in the restaurant improvement over last year, the report points out.

Two possibilities for success are always open to every man—hard work and wise economy. Any sane and normal individual—the average man—can at any and all times supply both of these possibilities, and succeed to win a place for himself, a living, which is at least comfortable, if not comfortable and prosperous at the same time.—A. Basil Wheeler.

OUT AROUND

Things Seen and Heard on a Week End Trip

The spell is broken. We have finally had a Saturday which was so moderate in temperature that calls on the trade could be made with comfort and pleasure. Let us hope the change may be the beginning of a new era.

Our aim Saturday was to reach Lake Odessa and the towns between Grand Rapids and the home of the Lake Odessa Canning Co. The first town on our list was McCords, where I found Allen B. Lasby had retired from trade and had been forced by cruel circumstances to resort to the welfare for relief. I am exceedingly sorry to be obliged to chronicle this circumstance.

The officers of the re-organized bank at Alto have shown excellent judgment, in my opinion, in continuing Charles I. Colby as manager of the bank. He is a nephew of R. E. Colby, the successful merchant at McCords and lumber dealer at Cascade, and a man who is fitted by education and experience to handle the duties of the position with due care and caution. I believe he has the making of a good banker.

At Clarksville I was surprised to find that the two Marvin brothers had dissolved partnership and were each carrying on the hardware business in adjoining stores. They are both bright and upright business men who deserve a high degree of success. I knew their father for many years as a hardware clerk and hardware dealer at Newaygo. He carefully trained his sons in both the generalities and details of the hardware business, finally removing to Clarksville, where he built up a lucrative business which came into the possession of the sons when he went to his reward.

At Lake Odessa I was disappointed to find Walter Reed, manager of the Lake Odessa Canning Co., absent for the day. I saw a large new building had been added to his plant since I was at Lake Odessa a year ago, which pleased me greatly.

I also missed seeing A. M. Miller, traveling representative for the Rade-maker-Dooge Grocer Co., who has a commodious house on Jordan Lake, surrounded by a varied assortment of beautiful flowers.

The re-organization of the two banks and their consolidation into one institution give promise of financial strength in assisting the business men of Lake Odessa to meet and face their financial problems.

The only cloud on the horizon at Lake Odessa is the existence of altogether too many chain stores which will do more to sap the vitality of the community than any other features which could be introduced.

Whenever I see a chain store I think of the owner of the building occupied by the alien institution and consider

what a mighty poor citizen he is and what a body blow he has given his home town by making the existence of the chain store possible.

The termination of the career of Carl F. Schuster as a dry goods merchant at Shelby, which is evidently foreshadowed by the closing of the store last Friday, leaves that enterprising town without an exclusive dry goods establishment. Here is an exceptional opportunity for some good man. Mr. Schuster had a long and interesting career as a merchant at Otsego before going to Shelby and it was hoped he would make the same record at Shelby, but circumstances appeared to be against him.

I take off my hat to Lansing, Howell and other towns which have barred from exhibition the moving picture illustrating the criminal career of John Dillinger. Such a representation is a dangerous one for any community because of the effect it would necessarily have on the boys and young men of the present day.

In writing Harry W. Walker, Secretary of the Independent Retail Grocers of Baltimore, recently I mentioned that in my opinion the NRA had outlived its usefulness and must be abolished if the independent retail grocer is to survive. In reply, Mr. Walker—who is a man of long and varied experience in all branches of the retail grocery trade—writes:

"You accurately describe the position of NRA. Unless we can get some Government backing and enforcement the NRA is gone."

Sturgis, Aug. 8—I am in a quandary about my standing in regard to a Butterick pattern contract and am taking the liberty of asking you if you can possibly tell me just where I stand in the matter.

I believe that all pattern contracts read the same, but it is impossible for an ordinary individual to interpret just what it means.

The history of our experience is as follows: Our long term contract ended in June, 1933, at which time we decided to discontinue the sale of patterns. However, after a three day siege of one of their salesmen, we continued the contract for one year, more to get rid of the salesman than for any other reason.

About May 1 of this year, I sold our stock (M. Estherson's), at which time I notified the Butterick Co., calling attention to the fact that our contract ended in June. In reply they told me that if I looked at my contract, I would find that it still had six months to go. Incidentally, the company that bought the stock excluded the patterns in the purchase, but kept them on sale for me until the stock was closed out, about the first of July.

After my notification of the sale of the stock and the termination of the contract, they shipped to me merchandise to the extent of \$125. This merchandise is in the original shipping packages and has not been opened.

Further correspondence with them has only brought out this proposition: The Butterick Co. will cancel the \$125 for the unopened merchandise, provided we will release them from further obligation. This seems to be their last word in the matter.

I will greatly appreciate any information you may be able to give as to the proper course of action to take to realize the most out of their pattern

stock, which inventories over \$1,000. It is valueless to me under the circumstances.

Unfortunately, the death of both my husband and son during the past year has left me no one to whom I may turn for advice. They were both active in the business. Of course, it was this circumstance which forced me to sell the stock.

Mrs. M. Estherson.

The cloven hoof of the pattern company is clearly evident in its action in shipping Mrs. Estherson \$125 worth of patterns, after she had notified it that she had disposed of her stock and would have no further use for patterns, because her successor would not handle them.

Any merchant puts his head in the lion's mouth in signing the complicated contract insisted on by the pattern companies. A careful perusal of their contracts is enough to convince any sane merchant that the contracts are so cleverly drawn that the merchant stands no show of fair treatment whatever, whether he continues in business or retires from trade.

I have cautioned my readers a hundred times to have no dealings with any agent who undertakes to secure the signature of a merchant to a document which bears evidence on its face of being crooked and criminal.

Harold W. Bervig, Secretary of the Michigan Retail Hardware Association—ever on the alert to serve his constituents in the most acceptable manner—has asked for a hearing on the plumbing code and will present the evidence gathered in this and other states, asking for a change in the wage and hour provisions. As to the plumbing questionnaire it seems obvious from a preliminary study of the subject that enforcement of the plumbing contractors' code will not only seriously hamper plumbing departments in hardware stores, but exclusive plumbing shops as well. This applies more strictly, perhaps, in the smaller towns, but, so far as the study indicates, it also applies to towns of any size. The public, in the opinion of practically everyone who has reported on the questionnaire, will not pay the price for labor that is necessary by \$1.20 charge per hour for skilled labor. Too many people would have to work a week to pay a skilled plumber for one days' work. The inevitable result is that skilled workers would probably put in two or three days' work each week, with a consequent smaller net return than if the compensation were maintained on a lower basis. Here is what would appear to be the inevitable result if the plumbing code is not changed: The elimination of the labor factor from plumbing departments, in many cases the discharge of employes who would set up shops for themselves, often in their homes, to take on jobs at whatever price they please. Working for themselves and hiring no labor, they can charge what they desire. This procedure is already happening. Many plumbing shops and plumbing departments in stores employing ten to fifteen people now have two or three. The other former employes are picking up such jobs as they can.

The same condition applies to electrical repair work. The contracting

electricians have deliberately destroyed their business by holding the price of repair work up to \$1.20 per hour during the years of depression when so many persons who needed assistance of that kind were out of work. They have paid their employes 75 cents per hour—or less—and forced their customers to pay \$1.20, in many cases for very inferior services. Five years ago the largest shop of the kind in Grand Rapids kept thirty men constantly employed. Now the same shop keeps two men on half time. Some of this is due, of course, to the reduction in the installation of new fixtures in new houses, stores, offices and factories, but a large percentage of the reduction in employment is to be attributed to the inability of the average person to pay the outrageous price per hour—outrageous in these times of lessened income—for repair work and changes which would otherwise be undertaken. I have discussed this subject many times with local employes of electrical labor and they freely admit that they have practically destroyed their own business by their own greed in holding prices up to old-time levels.

I regret to learn of the death of Bert H. Cook, which took place at his home in Petoskey on Thursday of last week. He was a most exemplary man, with the vision of a prophet. I have not seen him for about twenty-five years. On the occasion of our last visit I was invited to go to Petoskey to address the public service organization there. As was my usual custom in those days I went a day ahead of time in order to get the local atmosphere of the community I was undertaking to assist in the way of suggestions and services. The day I had at my disposal was so stormy I did not venture out of the lobby of the Cushman House. During the day I received a call from Mr. Cook who gave me much valuable information concerning Petoskey, her aims, ambitions and accomplishments. During the time we were thus engaged we sat near a window facing the North. On the opposite side of the street was a saloon. Pretty soon we saw a drunken Indian kicked out of the front door of the saloon. He was treated so vigorously that he landed in a heap in the gutter. Shortly afterward a little girl with her braided hair hanging down her back came out of the back door—the "family entrance," so-called with a pail of beer. Turning to my caller, I said:

"Bert, what does that mean?"

"It means prohibition inside of ten years," he replied. "It is contrary to the law to sell liquor to an Indian or a minor, but saloon keepers as a class recognize no law, human or Divine. They are the offscouring of humanity, encouraged to violate every law on our statute books by the brewers, who are, as a rule, persons of low down birth and environment, devoid of character, conscience or morals."

Inside of five or six years after this characterization of the brewer and saloon keeper we had prohibition on our National statute books and I often wished afterward I could meet Mr.

(Continued on page 23)

FINANCIAL

Probably Our Last Surviving Old Merchant

Of the merchants who did business on Monroe and Canal streets dating back fifty years, I think the only survivor is George Morse, and he is by far the most interesting one.

Of those in the banking or mercantile business who survive the vicissitudes of business—and there are very few—one of two things happen: one class becomes hardened and pursue the arts of a miser, the others look back upon life as a game and have a merry philosophy. The one class, greedy, counting every nickel, filling their soul with poison, the other class, to which our friend belongs, looking back with amusement at the past and the present and enjoying life in the sunset of his years as he would put it, "sitting in the bleachers and watching them trot."

He is a most interesting story teller. He is a down East Yankee. His father moved his family to Wisconsin and again to Chicago shortly after the civil war. When he became a young man, his father placed him in a business college in Chicago: but Morse found an auction store near the business college much more interesting and obtained his degree in the auction business rather than in the business college, which was to serve him in good stead later.

Some time in the '70's his father sent him to Grand Rapids with a stock of goods to move and he has been here ever since. It was hard times and every nickel counted, but he pursued his way edging along and finally rented a store fronting on Campau square on Pearl street, and ordered a miscellaneous store of goods on credit. He joined the Knights of Labor for business purposes, but the NRA was not in existence then and for the sake of trade he kept the store open long hours and finally the Knights boycotted him and, as he said, gave him much advertising.

He could not pay his bills promptly and there was a stack of drafts in the collection department in the Old National Bank and every day when he had cash he went to the collection window, then presided over by Henry Grinnell, and paid off the oldest ones or the more persistent in asking for their pay. Henry Idema was then the manager of Bradstreet's and occasionally he would go to the store and see boxes supposed to be full of merchandise piled up, but that did not impress Idema. He began to go around tunking on the boxes to see whether they were empty or not until Morse threw a bushel basket at him and told him to get out.

However, he edged along and prospered and when the Gilbert block was put up in the early 90's he rented the ground floor. The landlord was the aristocratic J. C. Holt, of Kentucky, doing business with a Yankee trader, George Morse, of Maine. They had many set-tos which were most amusing, but Morse always paid his rent and that is always a prized considera-

tion whether it be with aristocratic cavalier of Kentucky or Yankee from Maine.

He handled all sorts of goods in which there was any money and once had a sale of some of his goods at Middleville, where M. S. Keeler was then doing business. The competition was so severe for Keeler that he finally bought out the stock of Morse at a good profit to Morse.

One time he had a note of Don J. Leathers, who was one of our timber brokers, but in rather poor credit and traded it for a supply of wet goods with a liquor dealer who was hard up and on a trip later with some horse-men, Leathers joked him, saying, "George, I understand you have some rather poor whisky for sale." "So," Morse replied, "If I have, I traded it for something worse, which was your note."

In his new location he still kept long hours and finally the Tradesman wrote an article holding him up to scorn for his unethical practices. Morse heard about it and visited the editor, saying, "Stowe, I hear you have an article about me. Let me see it." It was handed to him and he read it and said, "That's fine, Stowe, write some more of the same stuff and put it in good reading matter, it is fine advertising for me."

One time he had a large stock of wallpaper on hand and one of the clerks was careless with a match and the whole store blazed up. Morse hastily threw his papers in the safe and ordered all employes and customers to get out as quickly as possible and, like a good captain, went out last himself. By that time, fire bells were clanging and the street was full of excited people. He walked calmly across the street and happened on his landlord, J. C. Holt, who turned to him and said, "Got enough insurance, George?" "Plenty" said George, who in turn said to the aristocratic Holt, "Have you got enough insurance, Mr. Holt?" "Plenty" said Holt, and then the two of them, Kentucky aristocrat and Yankee trader, stood by, the most interested, but the calmest, people in all the mob watching the progress of events, but knowing that their material interests were well protected.

At one time the Michigan Trust Company held in trust stock in the Morse Dry Goods Co. belonging to a Morse relative. The annual meeting was noticed and Vice-President F. A. Gorham attended the meeting. The only others there were George and his brother Ed. The annual report was read, dividend declared, and Gorham, whom we then regarded as an ideal of righteousness not accustomed to the wiles of business, arose and stated that as he had other meetings to attend, he would depart. The meeting had not adjourned and hardly had Gorham's coat-tails vanished out of the door when George said, "Ed., I don't think I am getting enough salary. I think I should have \$1,000 per month." Ed made a motion to that effect, which was carried. Ed., in turn, said, "George, I don't think I am getting enough salary. I think I should

have \$500 per month." The motion was duly made and carried on behalf of Ed's salary.

Some days elapsed, when information of this matter was given to the occupant of the corner office of the Michigan Trust Company, Lewis H. Withey, President, with the consequent loud explosion. George was called in on the carpet; biblical expressions were bandied about, but Morse stood firmly on the right of stockholders to vote salaries at an annual meeting and it availed President Withey nothing to rage except that Vice President Gorham had a very bad week, with vigorous instructions never to leave a meeting again until it was adjourned.

Mr. Morse was a brother-in-law of the Presbyterian Church, so to speak, as his wife was a devout member and once in a while was able to get him to go to church, and in that case, his contemporary banker, Idema, across the church, would wink at him and Morse would wink back knowingly, showing that they understood that they were quite apart from the devout.

He understood the word psychology before the rest of us ever heard the word pronounced and was using it in his business. In the early 90's when people were inflated with large ideas as we were in 1929, residences were built more expensive than some people could afford,—one by S. W. Peregrine, of the School Furniture Company, on Morris Avenue; there were second, third and fourth mortgages and finally Peregrine sold his equity to Morse for a few dollars and Morse moved in. The first mortgage was owned by a bank in Detroit, and was foreclosed. The period of redemption expired and Morse wrote to the president of the bank, in Detroit, saying that if the price was right he would be glad to buy. The President said he would be up to Grand Rapids on a certain train to inspect the property. Morse met him at the train and took him up on the street car, but got off the car at the Dolly fountain on the corner of Cherry and Madison. The Stratford Arms was not built then, but was a vacant lot filled up with weeds and Morse led the old president in the darkness across this vacant lot. The president stumbled on a root and fell flat. The strategy was for the President to get the impression that the house was away out in the outskirts of the city, and he looked at the house all out of breath with his walk and fall, and accepted the offer at once.

As I have said in the beginning, he was the most interesting of our old merchants and while he is still willing to make a dollar in a good trade, he looks upon this as a merry old world.

When a bank was once consolidating he made a trade with me which was rather a good one for the writer. The next day meeting me said, "You have ruined my reputation. Everyone laughs at me when I go down the street now."

He traded a block of Canadian Puget Sound timber stock for a beautiful estate on Spring Lake belonging to Mr. Peabody, of Olivet, Peabody & Co., and he is spending the sunset of his years with his gracious wife, son, and charming granddaughters. A few weeks ago I saw him there and I could hardly believe my eyes. The irrepressible, hard, Yankee trader, George Morse, was interested in coddling a young pet goose with real affection, which the goose was returning by following him all over the place, even trying to go up the steps into his house with him. Claude T. Hamilton.

Heavier Cut in Gasoline Output

Further sharp reduction in allowable crude petroleum production next month is foreshadowed by the Petroleum Administrative Board's order curtailing gasoline production beginning September 1 and calling for a reduction of nearly 5,000,000 barrels in gasoline stocks.

Th board's action was not unanticipated as there is normally a reduced demand for motor fuel at this time of year but the cut ordered in stocks is said in some quarters to be heavier than had been expected.

He misses who has no mission.

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

MUSKOGON

Proceedings of the Grand Rapids Bankruptcy Court

August 8. We have to-day received the schedules in the matter of Ford Blake Fuel Co., Inc. bankrupt No. 5761. The schedule shows assets of \$698.46, with liabilities of \$450.87. The first meeting of creditors will be called and note of same made herein. The list of creditors is as follows:

Taxes due and owing	\$ 115.79
Floyd Fitch, G. R.	4.00
Louis Eastwood, G. R.	4.00
Russell Blake, G. R.	82.50
William J. Blake, G. R.	885.00
Russell Blake, G. R.	412.50
White Oak Coal Co., G. R.	706.10
Pana Carbon Co.	2.06
Michigan Bell Tel. Co., G. R.	18.35
F. C. Coffman, G. R.	14.05
Cities Service Oil Co., G. R.	36.51
South End Shopper, G. R.	2.50
G. R. Coal Exchange, G. R.	154.48
Consumers Power Co., G. R.	3.48
Geo. Ellis, G. R.	6.72
G. R. City License	25.00
Coal Dealers Ass'n, G. R.	100.00
John S. Tyler, G. R.	1,927.73

August 8. We have to-day received the Schedules, reference and adjudication in the matter of Charles L. Fisher, bankrupt No. 5794. The bankrupt is a resident of Grand Rapids, and his occupation is that of a baker. The schedule shows assets of \$667.43 of which \$600 is claimed as exempt, with liabilities of \$793.01. The list of creditors is as follows:

Personal property tax	\$ 13.27
Industrial Mortgage Co., G. R.	50.00
Michigan Trust Co., G. R.	7,000.00
Old Kent Bank, G. R.	125.00
Peoples National Bank, G. R.	74.00
Kent Storage Co., G. R.	38.12
Wilson & Co., G. R.	11.91
L. & L. Jennison Co., Jennison	35.20
E. B. Gallagher & Co., Detroit	90.00
C. W. Mills Paper Co., G. R.	60.90
Pastour Bros., G. R.	46.25
Voigt Milling Co., G. R.	220.21
Wolverine Spice Co., G. R.	35.76
Lee & Cady, G. R.	44.50
DeYoung Bros. Fuel Co., G. R.	35.00
Smith Flavoring Extract Co., G. R.	1.30
Becker Bros., G. R.	41.70
Riddon Bakers Supply Co., G. R.	1.85
Bell Tel. Co., G. R.	12.00
Richmond Stamp Works, G. R.	1.76

In the matter of M. A. Guest Co., bankrupt No. 5848. A meeting of creditors has been called for August 27, at 10 a. m. to consider an offer of composition. Such meeting will be held at the office of the referee.

August 10. On this day the schedules, reference, and adjudication in the matter of John I. Bushouse, doing business as Bushouse Hardware Co., bankrupt No. 5801 were received. The bankrupt is a merchant of Kalamazoo. The schedule shows total assets of \$1,038.00, (of which \$350.00 is claimed exempt), and total liabilities of \$5,333.45, listing the following creditors:

State of Michigan, Lansing, sales tax	\$ 5.00
City of Kalamazoo, taxes	57.79
Rice Seed Co., Cambridge, N. Y.	1.32
Lake Shore Seed Co., Dunkirk, N. Y.	1.83
Card Seed Co., Fredonia, N. Y.	1.08
Alex. Hamilton Institute, N. Y. City	7.00
Billings & Chapin Co., Cleveland, O.	375.58
Borin Vivitone Corp., Chicago	8.69
Electric Sales Co., Detroit	61.91
Damascus Steel Products Co., Rockford, Ill.	8.73
Federal Stamping & Enameling Co., Pittsburgh	8.27
Gardner Wire Co., Chicago	3.10
C. A. Londelius & Sons Co., Chicago	5.50
Kirsch Co., Sturgis	2.38
Michigan Retail Hdwe. Ass'n, Lansing	8.00
Harry Meyers, G. R.	25.62
Mid-West Bicycle & Toy Co., Detroit	28.38
Pullman Specialty Co., Pullman	15.33
Reese Padlock Co., Lancaster, Pa.	14.65
Starr Stoneware Co., rooksville	69.47
The Schaefer Co., Decatur, Ind.	7.16
H. C. Ward, G. R.	21.42
Wheeling Corrugating Co., Chicago	8.76
Zimmerman Mfg. Co., Owosso	8.90
Celery City Lumber Co., Kalamazoo	61.85
H. J. Cooper, Kalamazoo	13.87
J. Chas. Ross Co., Kalamazoo	7.85
Goodyear Service Co., Kalamazoo	5.02
Hanshue Sign Co., Kalamazoo	4.00
Sargent Specialty & Machine Co., Muskegon	6.00
Katie Klump, Portage	750.00
Kalamazoo Awning & Tent Co., Kalamazoo	47.50
Lloyd Malbone, Kalamazoo	1,760.00
J. Westerbhof, Kalamazoo	500.00
Dr. B. A. Roelofs, Kalamazoo	80.00
Dr. Leslie A. DeWitt, Kalamazoo	25.00
E. M. Sergeant Coal Co., Kalamazoo	29.04
Nix Bros., Scotts	8.77
J. E. Loughead Co., Kalamazoo	5.05
Lockway Stouck Paper Co., Kalamazoo	77.61
Star Paper Co., Kalamazoo	151.35
C. Luvendyk, Kalamazoo	180.00

Bank of Kalamazoo, Kalamazoo	146.65
Sprague Hdwe. Co., Kalamazoo	8.50
Cable Bros. Sales Co., Kalamazoo	2.36
Mich. Bell Telephone Co., Kalamazoo	10.60
Standard Sheet Metal Co., Kalamazoo	9.65
Kal. Garbage Co., Kalamazoo	2.70
Holton & Haas, Kalamazoo	85.26
Federal Hdwe. Mutual Ins. Co., Stevens Point, Wis.	8.38
A. L. Lakey Co., Kalamazoo	4.75
Gumser Willow Farm, Holland	3.72
Kellogg Broom Works, Battle Creek	4.90
Jewel Hdwe. Co., Kalamazoo	401.97
Heil Peters, Kalamazoo	10.03
Nusbaum Motor Supply Co., Kalamazoo	9.00
Ralph M. Ralston, Kalamazoo	7.56
Kal. Gazette Co., Kalamazoo	28.82
Home Savings Bank, Kalamazoo	3.95
Liquid Veneer Corp., Buffalo	3.50
Kellogg Shear Co., Sturgis	9.97
Bl. Chrome Buhl Co., LaCrosse, Wis.	5.25
Goulder Brush Co., Cleveland	15.00
Hartwell Bros. Handle Co., Memphis, Tenn.	7.13
Goodrich Silvertown, Inc., Kalamazoo	48.75
W. E. Jackson, Kalamazoo	5.25
Consumers Power Co., Kalamazoo	10.21
Barentsen Candy Co., Benton Harbor	1.00
E. H. Oosterhouse, Kalamazoo	3.25
The Biek Mfg. Co., Dowagiac	1.58
Holland Printing Co., Holland	1.00
Perry Jackson, Kalamazoo	3.77

August 9. On this day the schedules, reference, and adjudication in the matter of Frank A. Napieralski, bankrupt No. 5796, were received. The bankrupt is an insurance salesman of Grand Rapids. The schedules show total assets of \$2,364.84, (of which \$450 is claimed exempt), and total liabilities of \$5,058.96, listing the following creditors:

State of Michigan, Lansing, taxes	unknown
John Alicki, G. R.	80.00
Joseph and Mary Lewalski, G. R.	500.00
Lincoln Vercoe, Jr., G. R.	550.00
August Brogger, Byron Center	160.00
Bessie and Carl Beach, G. R.	400.00
J. Harrison Edwards, G. R.	20.00
G. Bergsma, G. R.	20.00
Engel Lumber Co., G. R.	22.37
Old Kent Bank, G. R.	101.62
Howard Lawrence, Receiver American Home Security Bank, Grand Rapids	928.17
David E. Uhl, Receiver G. R. National Bank, G. R.	264.48
C. W. Firlick, G. R.	65.00
Fisk Lake Garden Co., G. R.	300.00
Albert Gajerowicz, G. R.	250.00
Albert Hake Coal Co., G. R.	7.50
August Holmes, G. R.	60.00
Joseph Jeleniewski, G. R.	7.50
Bert Jenkins, Beverly	135.00
R. L. Johnston, G. R.	140.00
Stanley Karas, G. R.	120.00
Mrs. Harriet Lowes, G. R.	180.00
Peter Majewski, G. R.	88.60
Charles J. Syrek, G. R.	100.00
Charles Wahlfeld, Constick Park	10.50
Sylvester Ziolkowski, G. R.	55.80
Vincent Zukowski, G. R.	400.00
Edward Kowalski, G. R.	6.00

Advertising the Grand Rapids Banks

Prior to the early 1900's our banks had contented themselves, so far as advertising goes, with a statement of their officers and directors and it was deemed sufficient. The Old National would make a statement with James M. Barnett, president; Harvey J. Hollister, cashier. The National City, Thomas D. Gilbert and after him Ransom Luce, president and J. Fredericks Barrs, cashier. The Fourth National Bank, D. A. Blodgett, president; William H. Anderson, cashier. Grand Rapids National, Enos Putnam or Edwin F. Uhl, president; Grand Rapids Savings, James D. Robinson or Charles W. Garfield, president; Kent County Savings, Joseph Heald or John Covode, president; J. A. S. Verdier, cashier. The Michigan Trust Company, Lewis H. Withey, president; Anton G. Hodenpyl, secretary.

own fortunes here among us, so that no advertising or propaganda was necessary other than their names.

However, in the early 1900's many of these men passed away and we became imbued with the new spirit of advertising and the banks began to acquire what is known as "slogans."

In 1906 the Old National led off with the ingenious slogan, "Fifty years at Number 1 Canal Street." It was interesting and it sold well for a while, but there was a D.K.E. banquet and Clay Hollister was introduced with the remark, "Fifty years at Number 300 Canal street" and everybody laughed and that ended their slogan.

Senator Smith became President of the Grand Rapids Savings Bank and they began to advertise as "The bank where you feel at home" but shortly thereafter some wag corrupted it into "The bunk where you feel at home" and the whole town laughed.

The last try at a slogan was by the Grand Rapids National and they came out with one "The bank with the helping hand" but, unfortunately, one day the directors woke up and found that one of the officers of a branch bank had had too much of a helping hand to the extent of about \$500,000, and so all these slogans went the way where the woodbine twineth.

It is interesting to note that the lack of sentimentality of the Fourth National and the Kent County Savings Bank never gave way to slogans. However, they always had money on hand for their depositors and customers.

Claude T. Hamilton.
A new profile gauge aids in matching or duplicating moulding, etc. It consists of a set of thin metal strips which, pressed against the moulding, slide on each other to take its shape.
Destiny may shape our ends, but the dining room takes care of our middle.

MICHIGAN BELL TELEPHONE CO.



"KNOW WHAT I WANT FOR AN ANNIVERSARY GIFT? . . . A TELEPHONE"

"You've been asking me what I wanted, Tom. Well, I want a telephone. We are so out of things, without one. Ruth says that she and Fred save almost enough on driving expense, alone, to pay for theirs. And I'd feel so much safer with a telephone in the house."

You can have telephone convenience and protection for your home and family for only a few cents a day. To place an order, call, write or visit the Telephone Business Office. Installation will be made promptly.



How much OF THEIR BUSINESS

Here are the questions

SOMETHING

We want your answers in return for a gift or free. You will not get out you will. Thanks in advance.

FREE GIFT . . . SEE REVERSE SIDE

14. (Cont.) How often per week do you serve the following?
 Gelatin Brand name
 Tapioca Brand name
 Salads Do you make . . . or buy . . . your dressing?
 15. Do you bake bread? How often per week?
 Hot breads? How many per week?
 Cake? How often per week?
 Pies? How many per week?
 16. What brands do you use? Plain Flour
 Pastry Flour
 17. If you buy the following prepared articles, give the brand name.
 Chili Sauce
 Spaghetti
 Beans Give name of your favorite brand for each:
 Catsup Vegetables
 Do you buy canned fruits and vegetables?
 Fruits for the following purposes:
 18. Which soaps or cleansers do you use for the following purposes?
 Dishes
 Scouring
 Bathroom cleaning
 Face and Woodwork
 Fine things
 Baby garments
 Laundry Face powder
 20. Please give brand names of the following items you use:
 Tooth paste Baby talcum powder
 Tooth brush Antiseptic
 Mouth wash Disinfectant
 Hand lotion Moth preventive
 Cold cream What brand?
 21. Are you eating yeast for health? When purchased?
 Name of make
 22. Have you a car?
 Name of make
 When purchased?

COOPERATION COUPON

NAME if you answer before
 ST. or R. F. D.
 TOWN
 All replies will be graded.

Gift or Present will be Sent Free

BE SURE YOU SEE REVERSE SIDE

CUT OUT THIS PANEL AND MAIL TO GRAC

And here is the verdict

The questionnaire shown above was carried in Needlecraft magazine in November, 1933. Over 15,000 were returned—from cities, small towns and rural districts. Read their answers.

The Needlecraft investigation reported below, represents an unbiased, unprejudiced cross section of American homes—located in all types of communities and in all sections of the country.

The question asked was: "Do you buy canned fruits and vegetables? Give name of your favorite brand for each."

Here is the amazing record—amazing to any grocer who has not yet learned for himself the power of DEL MONTE in building sales:

CANNED FRUITS

DEL MONTE named by	6210	women
2nd brand named by	870	"
3rd brand named by	264	"
4th brand named by	132	"
212 other brands (all less than 100) named by	1596	"

CANNED VEGETABLES

DEL MONTE named by	3462	women
2nd brand named by	456	"
3rd brand named by	391	"
4th brand named by	235	"
5th brand named by	217	"
6th brand named by	205	"
419 other brands (all less than 200) named by	3716	"

ARE YOU MISSING?

If you *knew* that two-thirds of your canned fruit customers really preferred *one brand* to any other brand you could handle

—as a smart merchandiser, *don't you think you ought to have that brand on your shelves?*

Look at the figures on the opposite page. One of the most remarkable demonstrations American women have ever given of what they really want in canned foods! As near a cross section of your own customers' likes as anything ever published.

Consider the remarkable situation these figures show:

- DEL MONTE preferred by over two-thirds of all women buying canned fruits
- DEL MONTE preferred by *seven times* as many women as its nearest competitor
- DEL MONTE alone named by twice as many women as all the other 215 brands combined!

LOOK AT IT SELFISHLY

From your own selfish point of view, wouldn't it pay to take a look at your own canned food business in the light of these startling facts?

Perhaps you *have* built up a fine business on the brands you now handle.

But if you don't have DEL MONTE in stock, just how *much* of your customers' business are you sure you are getting? How much are you missing? What's the limit of your growth? How much volume can you hope to get—and keep—if over two-thirds of your canned fruit customers outstandingly prefer some other brand you don't handle?

To be sure of getting your maximum canned food volume, don't you need the DEL MONTE label on your shelves?

TRY THIS—AND CHECK RESULTS

No matter what other brands you carry, at least put the leading DEL MONTE varieties in stock. Give them a reasonable display in your store. Let all your customers know that you have them. Watch results—and see for yourself how much *more* canned food business you do.

This DEL MONTE market was built *for you*. Why not take the easy way and get the *extra* business—and *extra* profits—DEL MONTE offers you?

DEL MONTE *Foods*

IMPORTANT:

This month DEL MONTE will announce its new fall advertising plans—one of the greatest merchandising opportunities ever offered on this famous line.

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.

From the Diary of a Dealer's Salesman

July 1. Harvest is over. It was early this year and the straw was very light. More people this year had a little patch of wheat, but the larger growers had cut their acreage to co-operate with the AAA. Our twine and repair volume was the smallest in a long time, because the oats was so very short that most of it had to be cut with a mowing machine.

I made a call this afternoon to see if a family with a nice big field of wheat in the shock might not be ready to buy the washing machine they have been talking about for two years. I found the family not in very good humor. The men were making hay of the oat crop and were having some difficulty with the hay fork and rope. They said that oats was about the meanest in the world to put in a hay mow, anyhow. And the women were out of fix because it was taking so long to harvest and thresh and they were having so much extra cooking to do. I decided that it was no time to push the sale of a washing machine. Instead, I helped them figure out what was the trouble with their hay tools. They needed a repair for the carrier and a new rope. One of the boys came inot the store and took it out with him. So, although I missed the sale I went to make, it wasn't a trip lost.

July 5. After one of the hottest fourths we ever spent we are back on the job. We celebrated yesterday by selling a wagon box to a farmer who was getting ready to thresh. He said he had found that the hot weather had dried out his old one so badly that it couldn't even be patched to hold grain. When we asked him how long he had used his old box he said, "Fourteen years." So probably its deterioration was not due entirely to the present hot spell.

And to-day we fitted out two wagon running gears with new steel wheels. One of them Nick and Sam had to go to the country to rescue, as the wagon was stalled with a load of grain. The tire had run off the old wood wheel and they were in a sad predicament. The other three tires were anchored to the wheels with wire, so that the owner decided to put on a whole set of new iron wheels. It was none too soon.

The wagon box business has been hard hit by the general practice of hauling grain from the threshing machine to the elevator in trucks. A man having wheat to haul from the threshing machine can telephone to the elevator where he expects to sell it. The elevator man does all the rest. We cannot help recalling the year that we sold thirty-odd wagon boxes and nearly twenty steel wheel trucks and high wheel wagons. But we also look forward to the time when we will be able to sell small size motor trucks to the same farmers who a few years ago bought wagons.

July 9. I stopped at a farm house to-day to sell a farmer some wire to rebuild a fence that a new highway had taken out. He thinks maybe he won't buy any fencing for a while. He has hedge posts that he wants to use and it is out of the question to dig post holes in ground as hard as ours. But while I was there, his wife asked me if I would accept a payment on the gasoline engine. It was running a small feed grinder while I was there.

The woman says it runs the cream separator, her washing machine, the corn sheller, and the little grinder that grinds chicken feed. I remarked that I thought I had sold them that engine to pump water.

She laughed and said, "It pumps water whenever my husband can get it away from me long enough. It is the handiest piece of equipment we ever owned. We would have had one years ago if we had guessed how much drudgery it would save us."

And the young son of the family, about twelve years old added, "It even runs the grindstone. That's the job I hated most. I used to plan to run away as soon as I got big enough. But if we can just make enough money to have some good engines and a tractor I guess the farm won't be so bad."

The boy preached a whole sermon in that short sentence. But it doesn't look as if any of us would have much money to spend this year. The drought is drying up the pastures. Several of the farmers along the way were herding their cattle in the roadway. Two of them hailed me as I passed and said to be sure to deliver stock tanks to them tomorrow.

July 14. Farmers are baling straw this year instead of just leaving it in a big pile in the wheat field or the feed lot. We are selling some bale ties. We have always found that this item was a hard one to make any profit on. We have always priced them to sell at 10 per cent. above the cost laid in and have considered them a losing proposition. We have felt that as a matter of service we should have them on hand for the people who depend upon us. But it is a well known fact that farmers can buy them at wholesale cost in any nearby distributing center. Today a farmer drove up and wanted a bundle of bale ties. We got them and told him the price. He insisted that he had been buying them for 15c less at a competitor's. This would be bare delivered cost. We disputed that statement. He said that he wanted to buy from us but couldn't pay us 15c extra.

He went away and in a few minutes drove up again. He not only had a bundle of ties, but they were identical with ours, the same brand and size. And, worst of all, they had a shipping tag on them that showed that they had come from the same jobbing house that supplied us. Sometimes dealers get the idea that implements are the only line in which competition runs wild. If they have some experience with other lines they find that other merchandise is heir to the same drawbacks or others that are just as bad. Perhaps the codes point the way to cleaner competition. Certainly, if the codes are to be workable, they must have the enthusiastic backing not only of retailers but of the

concerns that supply the retailers with merchandise.

July 19. Plow shares have been good sellers. Farmers with tractors have been plowing, turning over dust. It is impossible to use horses for power in the terrific heat. Yet, now is the time to plow for seeding winter wheat. There will be many acres of wheat planted this fall and plowed under next spring, provided the AAA will permit such procedure on contracted acres. Wheat in our locality makes excellent winter pasture and can be pastured very close and practically all winter long if the crop is not to mature for a grain crop.

Even in the face of the scorching heat and the devastating drought, farmers have not given up. Cattle are being marked for sale to the government, and plans are being made to carry over breeding herds. Fields are plowed and ready for sowing late feed crops and wheat as soon as it rains. Bad as it is, farmers still have hope of getting a part of their cattle through until spring. Everywhere I go, that is what they talk about. In the spring they will plant another crop. And surely the season will be more favorable another year.

Our tractor repair business is good too. Nearly all of the farmers who come in look at the new tractor. Then, they say that they cannot afford a new machine, but they will have to repair the old one. They do not grumble about the cost of parts. Instead, they all say that they have no reason to growl about the service they have received from their tractors. It seems to me that the attitude of the men who own tractors is proof of the value of tractors on the farms. In spite of reports, the tractors in our trade territory are working this season and are being put in condition to be used for plowing and seeding the winter wheat crops.

Nick and I went to the country to-day on the order of a farmer who wanted us to check over his tractor and tell him what it would cost to put it in shape. He lets his hired men run his machines. And we found that they had thrown away several parts of his tractor. There were no brakes, the belt pulley was gone, and most of the rest of it was just barely hanging together. When we had figures up the amount of the repair bill, the farmer didn't seem to be surprised at the cost. He ordered the job done and remarked that it had been a good old machine and that he intended to keep it in repair until he could afford a new one.

July 23. All heat records have been broken. The water supply on many farms is practically exhausted. The Government has sent in geologists to help locate a supply of water in various communities. Public wells will be dug and equipment supplied by Government money. This means the sale or rental by somebody. The geologists are locating water for individuals, too, and that means new wells and new pumps and gasoline pumping engines and new windmills.

People will spend money to make their water supply convenient. While this emergency business is not just what we like, we are getting all of it we can. It keeps our men busy and

can be had on a profitable basis because there is a limit to the number of concerns that are able to give first class service of this type. Our boss says that these times test the ability of everybody to give the sort of service that stands up.

July 25. Our farmers generally have signed corn and hog contracts but they haven't received any money yet. A few of them have given up ever getting it, but most of them are looking forward to the time when it will be coming to help them get through the winter. It is looked upon as a real blessing in the form of crop insurance. Without it many of them do not know what they would have done. But, now and then, somebody expresses himself as glad that he did not have anything to do with it. They talk to Millie, and some of the ideas they express are interesting.

One of them told her one day that the reason he did not sign up was because it would have netted him something less than \$100, but his neighbor would have profited by \$300. He could not see himself signing anything that would help his neighbor more than it would help him! But, to-day a man came in and told her that the drought was brought on us by the slaughter of pigs last summer. Millie gave him some conversation to prove that it was more merciful to kill pigs than to let them starve to death from drought. She probably couldn't prove that the things she told him were actual facts. But she made it sound like a convincing argument.

July 25. This sounds like a "Believe-it-or-not." But our farmers are cutting corn with grain binders! Luckily we had not bought our new stock of corn binder parts. It will be the first season I can recall that we have not sold many dollars' worth of corn binder parts. But, evidently we will have a new run on grain binder repairs. Certainly it will be hard on grain binders. But farmers report that they are having pretty good luck, although it is very hard work and most discouraging to cut a long row of corn and get only a small rack of corn. There is some fear that the ensilage made this early will not keep. However, they are ensiling it and getting it off the ground, so as to have more ready land when it rains.

It is remarkable how sure we all are that it will rain in time to make fall feed and pasture. All efforts are being bent toward something planted for fall pasture. Past experience would not encourage us to expect rains for some weeks, but our hopes seem to make us believe that it will rain. In the meantime, there is nothing we can do except keep our eyes open for whatever business may come our way and hope that another year may be more kind to us.

July 27. Three new wells are reported on farms and all are in need of pumping apparatus. Two of them mean orders for new pumps, one of them will be a windmill job, and one of them will be a place to rent or sell a gasoline engine.

Our establishment is the envy of other merchants in town. They feel that we are benefiting by the bad water

(Continued on page 22)

DRY GOODS

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

Still Swinging Around the Circle

Our News Letter of July 24 told the story of calls upon our members in the Northern portion of Michigan. Since then, on account of the continued heat and certain work pertaining to the organization of the Federation of Retail Merchants, considerable time has been spent in the office.

Last week we started out to interview members in Western Michigan. As usual, we had an enjoyable trip, regardless of climatic conditions, and found most of our members at home. Brief calls were made at Nashville and Hastings. Middleville was full of visitors enjoying a centennial celebration. The town was full of booths and lemonade stands. Everybody seemed happy and business—at least temporarily—was humming.

At Wayland we found Malmstone putting on a sale. The store was pretty well filled up with shoppers. Preap, our other member there, was serving on a committee putting on a Jersey stock show. The town was full of automobiles and Jersey cattle breeders were in great evidence.

Allegan was quiet on the day of our call. We heard good reports of business from both the Stein & Griswold store and the grange store. Called on Seebeck at Bangor and reviewed again his pattern troubles. Benton Harbor and St. Joe were thronged with people. Centennial celebration on at St. Joseph. Gov. Comstock and other state officials were there. Business in Benton Harbor has been good recently.

We made calls at Holland, Grand Haven, Muskegon, Whitehall, Shelby, Hart and Hesperia, also Fremont, Newaygo and Coopersville on our return. Was grieved to learn of the death of Archie McCallum at Hesperia. The store is being conducted by Mrs. McCallum. Mr. McCallum's death occurred in May.

Lillie's store at Coopersville has undergone some very substantial remodeling and the Lillie Brothers were on duty cheerful and happy.

A slight accident occurred in one store in which I called. A woman shopper tripped and fell on the platform landing at the foot of the stairway. A lawyer appeared demanding damages. The testimony of store clerks and other shoppers declared that the lady tripped by reason of improper handling of a cane she was carrying. We will follow this case carefully to see what occurs by way of suit for damages. To the casual observer no one would think that the merchant is liable. We suggest, however, that the proper approach to stairways be carefully supervised.

The drought in Berrien and Van Buren counties has been terrible. Conditions are a little better farther North. The fruit crop will be very short. We had the pleasure, however, of sitting by the roadside through a terrific thunder storm on the West side of Allegan

county. Glad we were not hit by falling trees. We certainly would have liked to remain there several hours if the rain had continued.

Our trip yesterday through Saginaw, Gratiot and Clinton counties showed signs of tornado—barns blown over and trees uprooted. I wonder if a National Drought and Tornado Act would help the country. Some statesmen will probably advocate it.

Our news letters from this date will deal with more merchandising problems and not so much stories of calls upon members. Look out for announcements of group meetings early in September. Jason E. Hammond, Mgr. Mich. Retail Dry Goods Ass'n.

Dry Goods Conditions

Stimulated by August sales events, the pace of retail trade quickened last week, except in areas afflicted by the drought and continued high temperatures. Initial consumer response to pre-Fall promotions of furniture, furs and cloth coats was quite encouraging. Timely presentation of seasonal and intermediate types of merchandise continued an important factor in increasing sales volume.

In a number of centers the interest shown in August promotions exceeded expectations. The belief appears to be gaining ground that comparison with the rising sales figures of that month a year ago, due to the inflation and pre-code boom, may not reveal the heavy decline previously anticipated. A moderate decrease in retail trade would not prove alarming, but rather would suggest that it will be followed by substantial gains in September and October when trade reacted last year from the August peak.

For July, official reports are expected to show a slight decline in department store sales for the metropolitan area. Comparatively few chain store reports for the month have appeared as yet. Several leading systems, however, reported previous monthly gains were sharply reduced in July.

Activity in the wholesale markets increased during the week, particularly in the homewares division. Some orders also came through on August sales requirements. It is not expected that the current style openings abroad will radically alter the trends established in the initial Fall offerings of designers here.

Velvet Outlook Held Bright

Early favor for velvets has been buttressed by the strong support being given these fabrics at the current Paris openings. Prices are being firmly held on the basis of \$1.35 for the transparent velvet grade, with an absence of stocks overhanging the markets. Current production by the dress manufacturers is being guided by the tendency of retailers to bring their offerings back to a more strictly seasonal basis, with the result that September and October will see brisk activity in velvet dresses. Black, brown, blue and red are the leading color groups.

Order Fireplace Sets Early

Housewares buyers in New York to attend the trade opening of all types of housefurnishings last week,

placed initial orders for fireplace sets and similar equipment for early Fall and holiday promotions. Tongs, hearth brushes, coal scuttles, andirons and similar pieces were purchased freely in both Colonial and Early American designs. Fireplace screens of three and five panels were popular also. Manufacturers of artificial fireplaces reported an active business on their products in models selling up to \$200. The buying is a full month earlier than usual, which is a reassuring sign for Fall business.

Better Pewter in Demand

A pick-up in the demand for better pewter hollowware is reported by manufacturers. Buyers seeking goods to promote in September sales show more interest in pewter than they have evidenced in several months. Goods to retail around \$5 are in best demand, with pieces selling above that range ordered in fair quantity. Low price pewter, items made to sell at \$1 to \$1.50, are purchased in limited quantities. The call for plated silver, chromium plated ware and for sterling silver continues good. Sales of sterling are expected to show a sharp improvement before the close of the month.

Holiday Neckwear Lines Ready

Neckwear salesmen will go on the road with holiday lines in another week or so and expect to do a fairly good business. While the ranges selling below \$1 at retail are getting most attention, manufacturers feel that for Christmas the dollar bracket will be highly important, as this price has practically taken on the semblance of a quality range. The industry insists that to-day the best values ever offered at \$1 are available. Proof of the industry's confidence in the range is contained in the large number of labels issued for it.

Electrical Goods Sell Freely

Orders for electrical appliances were placed in volume in the wholesale market this week by buyers from near-by States who delayed their purchasing at the housewares show last week. Calls were confined largely to the smaller

appliances suitable for use in September promotions and covered goods in retail ranges of \$3.95 to \$15. Small table grills, coffee percolators, electric irons and room heaters were among the items in best demand. A number of electrical refrigerator producers announced that their sales volume showed a sharp upturn this week, as retailers and others inspected the new lines of low-price models.

Prospects of Drastic Inflation

Reports on business still indicate a none too favorable state of trade. In addition, developments during the week tended to further confuse the outlook for Fall business. Inflationary prospects again have to be faced. The nationalization of silver at 50.01 per ounce and announcement that silver certificates will be issued on silver at the rate of 1.29 per ounce was not in itself directly so inflationary that it is particularly disturbing. On this basis the amount of currency to be issued is limited in amount and such certificates will replace other currency in circulation. The implication of further monetary tinkering revives the question, "Where do we go from here?" It disturbs further business confidence. Another development causing inflationary fears is the additional expense as a result of the drought in connection with the now open revulsion to the NRA. Manufacturers are definitely discussing and suggesting the need of lower prices which implies lower wages. Just as the high cost of manufactured goods is being felt, the administration can hardly allow a reduction in wages, so that the maladjustment in prices furthered by the NRA will be slower in their correction which has the effect of retarding business recovery. The prospects of drastic inflation varies directly with the speed of business recovery. J. H. Petter.

A frank answer to "Who will pay the bill?" is in order.

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HOTEL DEPARTMENT

First Auto Bus Line Established in Michigan

Los Angeles, August 11—Southern California seems to be the spawning ground and ultimately the graveyard for a majority of the "isms" and "ists" for the entire nation. While Technocracy did not originate out here, it proved the trying out field for the idea, and now all there is left to remind one of the organization, are the holders of receipts for "nominal" dues and the leaders have vanished. More recently Utopianism has come into the limelight, with its exaction of \$3 dues and an alleged membership of 800,000, and nobody claiming responsibility. But the Townsend scheme hatched out by a Long Beach preacher, and which seems to be "taking" like an epidemic, still occupies the center of the stage. This is an organization which is arranging for Uncle Sam to place everybody over 60 on the pension roll on the basis of \$200 per month, with the understanding that the entire allowance, down to the last thin dime, must be spent by the recipient during the current month. It is just as simple as "falling off a log," and I cannot understand why its adoption has been deferred until the present time. Every American citizen, 60 years old or over, who has no criminal record and who agrees to refrain from any further participation in any industry or business is "it." All the Government will be asked to do is to provide two billions in coin of the realm immediately, and the throttle will be opened. From then on a government tax of 10 per cent. will complete the works. Then on the premise that every \$200 so raised will provide a monthly job of the same attractive wages, for everybody under 60, the ball will start rolling. Those employed will soon reap sufficient rewards to enable them to get into business, so that they will also be relieved of worrying about jobs. Perpetual motion finally achieved. Then Sinclair Lewis, whose literary efforts have always followed "shady" lanes, has another scheme, which he is using to promote his gubernatorial campaign. Has it all figured out that once he is elected, instead of a "chicken in every pot," there will be much "manna" falling from the heavenly regions, enabling everyone to own at least two automobiles and a membership in a golf club. The Amazon association, made up of devotees of finger and toe nail calsoning, will presumably adopt nose rings, and Methusalem will turn over in his sarcophagus and wonder why in his brief lifetime he never figures out any of these simple propositions to ameliorate the lot of mankind.

The first auto bus line established in America was operated between Shelby and Ludington a couple of decades ago. It was operated by M. V. Rush and Adrian Luce, the former a telegraph operator and Mr. Luce an advertising promoter. They were both Chicagoans, but financially interested in Pentwater resort projects, and became imbued in the very laudable idea that transportation facilities would promote transportation. They expended a small fortune in several commodious busses, not so different from the ones used nowadays, but their schedule of fares was too low—three cents per mile—and road conditions were against them. The busses were finally disposed of and placed on a run in Western New York. I was reminded of this historic fact by meeting up with Mr. Luce out here awhile back.

Some old codger comes forward with the idea that most city folks at some time in their life lived in the country and carry with them a few sentimental notions about the cooking they used to

enjoy. Which may account for the success of some caterers who try to produce food with a rural coloring. One restaurant man told me he is making a hit by serving scrambled eggs prepared in butter. And I know of several others who use butter exclusively in frying chicken. Of course a lot of us know that Mother always used butter with a prodigality which was astonishing, but after all, what are a few ounces of butter, more or less, if you coincide with the demands of the palates of your guests?

Every day someone invents—or tries to invent—a brand new way of gyping the hotel operator. Altogether too many are successful. A local hotel journal speaks of a couple of new ones which have been discovered in Los Angeles. In one instance a bright young fellow, after getting his check, acted in a suspicious manner with the intention of getting himself suspected and arrested. The check proved to be perfectly good, of course, and the sharper immediately filed a suit against the hotel. This is in line with the couple who entered the hotel and after registering, acted so suspiciously that they were reported by the house detective and brought before the manager who, assuming they were not married, asked them to leave the establishment. They protested that they were married, but were invited to tell it to the marines. Of course, they were able to produce the proper credentials in court when the suit was brought. Would you wish to be a hotel operator?

English chefs find fault with the Americans for remaining loyal to the good, old-fashioned apple pie. They claim they are indigestible, which is a base slander on the American housewife, who knows just how to assemble one of these toothsome dainties. The whole trouble with Great Britain is that she takes her measure of an apple pie from the pie factory product one usually finds in the restaurant and in most hotels, a combination of boiler iron and a poultice. I am opposed to any more lawmaking, but would make an exception if the Government wanted to test the mental qualifications of apple-pie bakers.

The notion that campaign literature must go out under the seal of some union or other, still remains deep seated with campaign managers. It seems to me about time they recognized the fact that only a very small percentage of American manufacture is now carried on in what is known as "closed" shops, and even these employes seldom care a rap what the feeling about unionism really is when it comes to voting, in the booth, or otherwise. Here in Los Angeles, since the day when General Otis, of the Times, took up the fight against the tyranny of labor organizations, politicians have paid very little attention to union tactics. They go on the broad principle that the open shop has made possible a closer co-operation between employer and worker, increasing the efficiency of both, and encouraging a larger use of capital. San Francisco, however, knows to her sorrow just what union control means, and is busily engaged in harvesting the whirlwind. And it will be a long time before she gets back to normal.

It is reported that the Warm Friend Tavern, at Holland, may hereafter be operated on a resort schedule—three months each year, rather than on a commercial basis. Since its installation several years ago, except during the summer period, it has shown a distinct operating loss, and since the adoption of the NRA code, its expenses have increased to more than offset an improved income. One or two of the directors of the institution, with whom I have talked on the subject in the past, know the reasons I have advanced

why I could see no great future for the institution, a monument to civic pride alone, that should never have been built. The purely local business has been pathetically small and its nearness to Grand Rapids has detracted from its advantages as a resting place for tourists. It has never been the fault of the management in the past that it has not yielded profits. It just never had a proper field to draw from.

Chas. T. Gratz, who was for some time connected with the front office of Hotel Pantlind, later going to Hotel Moraine, Highland Park, Illinois, is now announced as manager of Hotel Embassy, one of Chicago's North side residential hotels.

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KALAMAZOO

Good Place To Tie To

Victor C. Delfosse, vice-president of the International Stewards' and Caterers' Association, has been appointed manager of Little Harbor Club, at Harbor Point.

Joseph E. Whalen, who enjoys the acquaintance of many members of the Michigan Hotel Association, through his connection as assistant manager of "Jake" Hoffman's hotel, the Hoffman, at South Bend, has been made manager of another Hoffman property, Hotel Fort Armstrong, at Rock Island, Ill.

Thomas D. Green, president of the American Hotel Association, who has spent several unhappy months trying to restore order out of chaos in the application of the NRA code to hotel operation, has practically thrown up his hands, and writes disparagingly of prospects of any satisfactory results in the near future. Unfortunately, conditions in hotel operation for some time have been of such a nature that even under the most careful administration very few hotel operating concerns could make any sort of a showing, and the burdens of NRA requirements have simply added to their vexations. Employees were disposed to cooperate with operators and bear their share of the back-breaking program, but the "big" fellow wouldn't allow them to do it. So there you are.

As announced in my last, Preston D. Norton, president of the Michigan Hotel Association, has indicated Sept. 20, 21 and 22 as the official time for holding the next annual convention of that organization, and it is to be held at Hotel Wequetonsing, on Grand Traverse Bay, located between Petoskey and Harbor Springs. L. G. Davis, manager of the principal hotel at that point, is well known to all members and it is believed that a program conducted by the ever efficient president and himself will be well worth participation in by that body. Michigan has reason to be proud of its association which really has a long record of accomplishments, and the announcement should bring out a large attendance.

Several times I have taken occasion to state in these columns that the attitude of the Federal authorities in handling the liquor traffic has had a tendency to build up, rather than to destroy, the bootleg industry. The Hotel World-Review, of a recent date, editorially speaks of a suggestion made to the effect that "since the all-important question seems to be to get rid of the bootlegger, perhaps the logical solution is for the Federal Government to hand out free liquor for the next six months so there will no longer be an incentive to buy from bootleggers." In commenting thereon the World suggests that "if the different Government taxes were cut in two, the additional legal sales might easily cut so deeply into the bootleg trade that the bootleggers would have to go out of business. And if, as has been said by men in authority, half the liquor now sold is of the bootleg variety, the Government would be obtaining the same amount of revenue and a lot of law-breaking would be stopped."

Frank S. Verbeck.

When on Your Way See Onaway

This week has been the week of meeting old acquaintances as well as former residents who have not forgotten the good old town. Mrs. R. F. Kenaga, (nee Eva Yakes), whose father was proprietor of the Huron Hotel during the flourishing lumbering days, is seeking her early school-mates; her home is in Mt. Pleasant.

Wm. P. Wood and A. J. Rummier, of Belding, hunted up the "Squire" because they were not supposed to go through without calling.

Fifty years ago when the writer came to Michigan there was a commercial traveler selling goods for W. J. Gould & Co., Detroit. I have not seen him since, but when he signed up on the tourist register the familiar name of W. C. Wells caught my eye. We compared notes and sure enough we knew each other and to go over those past fifty years and relate its happenings—well, it just cannot be done in a one day's visit. Mr. Wells now lives in Spring Lake and I should say that he and his wife are a mighty well preserved couple for their ages.

Cool breezes, numerous tourists and a better business all around. Going into the George Graves grocery and the Manning market it is surprising to see the bulk of the merchandise going out their doors.

Andy Johnston market has been obliged to employ additional help and a store full of customers is the usual sight nowadays.

George Aubrey, the East State street grocer, with his smile is apparently building up a business that really surprises himself and is beyond his expectations when he started in business.

And there is Edna, proprietor of the Lound grocery, the neat little store just around the corner, who, with her sister, Alice, appear to be busy in spite of bad weather or depression. One man made the remark that if Edna was put away out in the woods fifty miles by herself, inside of a week she would have a business established with all the customers she could attend to.

The big Gumm Store, Inc., so long established takes no back seat for chain stores or anything else. It meets all competition and under the management of Armon Lee will compare favorably with any of the big city stores, no matter where located.

And the E. J. McClutchey East end grocery, where smiles and courtesy predominate, is giving its usual service, while the gas station in connection makes a convenient trading spot.

Squire Signal.

Kalamazoo Grocers Protest Food Code Changes

Grocers of Kalamazoo, through their spokesman, Marinus Ruster, entered their objections to the proposed amendment to the city's sanitary code, which would provide for the inspection of all food handlers and the assessment of a license fee of \$1 per year, at the meeting of the city commission Monday night.

After the objections were presented, the grocers' committee was invited to confer with City Manager Edward C. Rutz and Dr. John L. Lavan, director of health and welfare, with the view to discussing the proposed amendment in detail. The manager asserted he believed objections of the grocers would disappear after they have studied the proposal.

The city manager announced to the commission the proposed ordinance was not ready for second reading and a vote Monday night, due to a revision which has been found necessary because of a typographical error. Dr. Lavan, who is away on his vacation,

drafted the amendment and it will not be revised and re-submitted to the commission for at least two weeks. In the meantime the grocers' committee and the manager and health director will confer.

Ruster, in voicing protests of the grocers, said he believed the grocers feel they are being overtaxed. He also stated the grocers must stand inspections by the city sanitary inspector and by a state inspector, and that now the city proposes a third inspection. It was his opinion the city should stand the cost instead of assessing a license fee on the grocers. "The grocers have no objections to the inspections but it seems to us the city should carry the burden," he said. "We have no objection to the \$1 license—it is the theory of the thing. The grocer is assessed a dollar here and a dollar there and they all count up. You would be surprised how much the grocer is called upon to pay in licenses, taxes, fees, and for charity."

Commissioner L. C. Wright told Ruster the amendment is not aimed at the grocers or any one else with the view to burdening them.

Vice Mayor Paul H. Todd stated the inspections by the city would cost more than \$1 and that the city feels it would be only fair for the grocers to stand part of the cost, and also explained that another purpose of the \$1 license fee for food handlers would be to increase the responsibility of persons taking out licenses.

"We pay taxes to support the health department and it seems to us that department should take care of this work," Ruster replied.

In his remarks to the commission, Ruster stated the grocers were not appearing in the spirit of antagonism, and that if the amendment should be adopted, against their wishes, the city would find the grocers would cooperate in observing every detail of the law.

Ruster also declared he did not feel that groceries should be classed the same as restaurants and hotels, and stated that about 95 per cent. of merchandise handled by the grocers is in package form. City Attorney Lynn B. Mason explained that the ordinance does not anticipate the grading of grocers into three classes, as it does restaurants and eating establishments.

"We have been made to understand there are certain merchants the city would like to get rid of—mere holes in the wall," Ruster declared.

The city manager stated Dr. Lavan had informed the commission he did not anticipate any objections from the merchants in regard to the ordinance.

Amos Carpenter, manager of the Farmers' Market, also spoke against the proposed amendment.—Kalamazoo Gazette.

Feed Hungry Shoppers

Free lunch attracts customers and keeps them coming back to Garver's—world's largest country store—in Strasburg, Ohio (population 1,305). Off in a corner is a restaurant with a special kitchen where shoppers, driving in from miles around, get coffee and sandwiches free of charge from half-past eleven to one.

The supreme goal: Employment.

Fine Program for the Grand Rapids Fair

When the doors of the West Michigan Fair open on Monday, August 20, it will inaugurate a six days celebration that has not been equalled in Grand Rapids in years. From all indications there will be something doing from the time that the gates open in the morning until lights are extinguished at night. Here is the program briefly told:

Monday: Opening of gates at 9 a.m. Band concerts and other attractions. Public wedding at night, with an elaborate ceremony.

Tuesday: Childrens' Day. All children admitted free. Mickey Mouse baby parade and a live baby given away. Trotting races open.

Wednesday: Governor's day. Governor Comstock and other well-known democrats will speak.

Thursday: Grangers and Kent county and Grand Rapids Day. Lots of fun, special attractions and farm talks.

Friday: Republican day. The leading republican candidates will have their talks and plenty will be said.

Saturday: Horseman's day and coronation of the winner of the Miss West Michigan popularity contest as well as other special features.

Every day there will be plenty of free shows. Lots of exhibits of live stock, agricultural and horticultural will be seen and the U. S. Government exhibit will attract attention. Capt. Dan Cherry will dive from a pole 120 feet in the air to a small net below. The great Valencia will in an aerial act and Hill and Hillin a high wire act will thrill the visitors and no charge will be made to see these hazardous exhibitions. The midway will be occupied by the Dodson World Fair shows and it will be well worth while seeing.

Every night in front of the grand stand will be the most spectacular and elaborate stage production ever seen on a fair ground. It will be the "Parisienne Follies Revue," in which fifty different attractions are moulded into one mighty production. Over sixty people take part and the beautiful girls and clever vaudevillians will give a most entertaining performance.

After the stage show there will be a grand display of fireworks. The most spectacular pyro pieces ever seen and concluding with a battle in the clouds. The admission to the fair will be 25 cents and no charge will be made for parking and there will be room for 10,000 automobiles.

Thirteen New Readers of the Tradesman

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

Harry Janecski, Manistee
Abbie Schoenberger, Scottville
Stanley N. Palmer, Ludington
John S. Sniegowski, Ludington
H. C. Schink & Sons, Ludington
L. B. Lyon, Ludington
David Forrest, Ludington
Chas. P. Clauson, Ludington
Chas. I. Colby, Alto
Clarence E. Marvin, Clarksville
Charles F. Marvin, Clarksville
Wm. H. Boughan, Pratt, W. Va.
H. O. Probasco, Muir.

DRUGS

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

Michigan State Pharmaceutical Association.

President—J. E. Mahar, Pontiac.
 Ex-President—Duncan Weaver, Fennville.
 First Vice President—Ben Peck, Kalamazoo.
 Second Vice President—Joseph Maltsa, 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.

What Michigan Druggists Need in Poison Legislation

Wyandotte, August 6—I am sending you, under separate cover, the complete report of the Michigan State Pharmaceutical meeting in Pontiac. I would suggest, if you wish, that you publish one talk a week in the Michigan Tradesman.

On page 3 you will find the letter from John W. Dargavel, Secretary of the National Association of Retail Druggists; page 7, talk by E. J. Parr, on drug laws; page 41, President's address, by John T. Woodside, President Western Co., Chicago; page 47, address by Frank Sutton, Bauer & Black, Chicago; page 78, address by Ralph Hayes of the Nyal Co.; page 106, address by Carl Palmén, of the Old Apothecaries Co., Chicago; page 135, Al Fritz, Director of the Drug Institute, Indianapolis.

Clare F. Allan,
 Sec'y Mich. State Pharm. Ass'n.

I do not know what I can tell you gentlemen about law for I do not know much law. I did write a resumé of the pharmacy laws for Mr. Smith and I am sorry that he is not present to speak to you, for he is not only a very high type man and a very able lawyer, but he also is a very good friend of pharmacy. He has studied our problems, he understands them and he favors some of the changes which are necessary to properly safeguard the health of our people. I am very highly honored and flattered to be asked to speak in his place.

The original pharmacy law was passed in 1886 or thereabouts and we built to it, piece by piece, until to-day there is a hodge podge of laws and many of them are or seem to be contradictory.

For instance, the poison laws. I dare say there is no one in the room who knows just what poison law is in force. I confess that I do not know and the reason is that we have two separate laws. We have one law which makes two schedules, A and B. Drugs listed under A must be registered and all other poisons are listed under B. and must be labelled "Poison" without being registered. Any drug or substance which is dangerous to adult human life in a dose of 60 grains or under is listed as a poison. According to this law Phenol does not have to be registered, although officials think it does and if you are so unfortunate as to sell any to one who uses it to com-

mit suicide you will be asked for your poison register. There is a later law which says that all poisons must be registered, but for some reason the old law was not repealed although when a later law disagrees with an older one it is generally understood that the earlier one is repealed. I am frank in telling you that if you obey Schedule A and Schedule B you will probably not have any trouble, but you may.

You should know one other thing about the poison law and that is that any poison may be sold by any one if it is sold as an insecticide. Many druggists and consumers write in and complain because some hardware store or co-operative store is selling corrosive sublimate and other poisons. The law specifically allows this and the public has no redress. We have been fairly successful in getting stores to limit their sales to the original package, but the law does not demand this. The manufacturers of "Black Leaf 40" and others favor a law that will compel merchants to sell in the original container. There is too much opportunity for water to get in and so weaken the solution that it will not do what the manufacturer claims it will do.

Our thermometer act should be strengthened. It is illegal to sell or use a thermometer which does not bear the Michigan seal. This means that the manufacturer has applied for and been granted the right to use a Michigan seal and he agrees that all thermometers sold in Michigan shall meet certain requirements. Too many of the manufacturers assume that possession of the seal allows them to ship any old thing to Michigan. The only way we can catch them is to get samples and test them and this takes money. I suggest a law which will allow our inspectors to take samples and issue therefor an official receipt. This will protect the seller and then any of the manufacturers who sell inferior merchandise in Michigan can have their permit revoked and their seal taken away. Massachusetts and Connecticut have very good thermometer laws. I suggest that we pattern our law after theirs.

One of the great dangers to the public health is the people who wish to practice pharmacy and do not wish to educate themselves for that purpose. I speak of the patent medicine stores and there are hundreds of them. Almost everyone of them sells many items which they are not qualified to sell and which they may not sell and obey the law. It is difficult to get evidence and convictions do not seem to stop the violations. We have convicted one man at Ann Arbor twice. The first time he was convicted for selling iodine from the bottom of his popcorn stand. He was fined fifty dollars. He then opened a patent medicine store and we found him selling about all of the hypnotics of the barbital series. He was arrested, convicted and fined one hundred dollars and the judge promised a jail sentence if he appeared before him again. If you as a druggist are able to give the service which the physician expects and demands, you need these sales and you need to be protected against those who want to practice your profession and still not be of it.

Another potential violator is the vendor. In addition to selling many drugs which they should not sell, many of them actually practice medicine. This is a very serious threat to the health of our people and again takes business to which you by training and education, are entitled. We are continually receiving complaints from the various boards of health because of the activities of vendors.

So we need more stringent laws governing the sale of anything for which a medicinal action is claimed. The ideal would be to restrict the sale of such to pharmacists and physicians. This is a very forward step and will require a great deal of public education to bring about.

One other and to me a very essential law is one which will license laboratories for the manufacture of medicinal preparations. We have no law governing that to-day and a great many medicinal items are being made in places which defy description and under conditions hardly believable. I call them cornshed and woodshed laboratories and some of them could truthfully be called hen coop laboratories. It is a disgrace to a civilized community that some of this junk can be manufactured and sold. The "purchaser beware" idea may be a good one, but I believe we are our brother's keeper and we, as pharmacists, should foster laws which will protect the public against this form of exploitation. Because of the wide differences of opinion among physicians as to what covers therapeutic necessity it will be impossible to keep out all drugs which have no virtue but we should be able to guarantee to the purchaser that the product has some medicinal merit and that it, at least, is compounded by qualified professional people and under sanitary conditions. The neighborhood cures for cancer, tuberculosis, arthritis

and many other diseases for which the medical profession would be grateful for a successful treatment would then be wiped off the map and sufferers might get medical help before it was too late.

After we had given the prospective pharmacist some assurance that he was not to have as a competitor every gyp in the country, I would insist that such pharmacist be a graduate of a college of pharmacy. I confess that I cannot see any reason for increasing our requirements until we are able to offer some protection.

E. J. Parr.

"The Under Privileged Business Man in Michigan"

In the last few years I have attended hundreds of luncheons given by the Kiwanis, Rotary and Exchange clubs. At these luncheons much of the theme song seemed to be, "The under privileged child and the under privileged citizen." But to me, we have some 80,000 business men who are the backbone of State institutions to-day, who are as much under privileged as any other class of citizen.

Thousands of retailers in Michigan are ready to-day to go on the welfare or will be there shortly. They are accorded every privilege which will cost them money, but none to help them in their attempt to make a profit. The sales tax, the income tax, the various licenses and commissions, and state county, and city governments are all drawing a large share from the business man's legitimate profit.

In the drug business alone, I have twenty or thirty different kinds of taxes and licenses to pay. If this is not stopped and we do not start to lessen instead of increasing taxes, we, as merchants will be forced to close our doors.

(Continued on page 22)

MONOGRAM BRAND LINE OF PACKAGED DRUGS

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

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

BE SURE TO ORDER MONOGRAM BRAND!

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

Hazeltine & Perkins Drug Co.
 Grand Rapids
 Michigan

WHOLESALE DRUG PRICE CURRENT

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

ACID
Acetic, No. 8, lb. 06 @ 10
Boric, Powd., or Xtal, lb. 07 1/2 @ 20
Carbolic, Xtal, lb. 35 @ 43
Citric, lb. 20 @ 25
Muriatic, Com'l., lb. 03 3/4 @ 10
Nitric, lb. 10 @ 15
Oxalic, lb. 15 @ 25
Sulphuric, lb. 03 1/2 @ 10
Tartaric, lb. 33 @ 40

ALCOHOL
Denatured, No. 5, gal. 43 @ 55
Grain, gal. 4 00 @ 5 00
Wood, gal. 50 @ 60

ALUM-POTASH, USP
Lump, lb. 04 @ 13
Powd. or Gra., lb. 04 1/2 @ 13

AMMONIA
Concentrated, lb. 06 @ 18
4-F, lb. 05 1/2 @ 13
3-F, lb. 05 1/2 @ 13
Carbonate, lb. 20 @ 25
Muriate, Lp., lb. 18 @ 30
Muriate, Gra., lb. 07 3/4 @ 13
Muriate, Po., lb. 22 @ 35

ARSENIC
Pound 07 @ 20

BALSAMS
Copaiba, lb. 60 @ 1 40
Fir, Cana., lb. 2 00 @ 2 40
Fir, Oreg., lb. 50 @ 1 00
Peru, lb. 3 50 @ 4 00
Tolu, lb. 1 50 @ 1 80

BARKS
Cassia
Ordinary, lb. 30 @ 30
Ordinary, Po., lb. 25 @ 35
Saigon, lb. 40 @ 40
Saigon, Po., lb. 50 @ 60
Elm, lb. 40 @ 50
Elm, Powd., lb. 38 @ 45
Elm, G'd, lb. 38 @ 45
Sassafras (P'd lb. 50) 45 @ 45
Sassafras, cut, lb. 20 @ 30
Scoltree, Po., lb. 35 @ 40

BERRIES
Cubeb, lb. @ 65
Cubeb, Po., lb. @ 75
Juniper, lb. 10 @ 20

BLUE VITRIOL
Pound 06 @ 15

BORAX
P'd or Xtal, lb. 06 @ 13

BRIMSTONE
Pound 04 @ 10

CAMPHOR
Pound 80 @ 1 00

CANTHARIDES
Russian, Powd. @ 4 50
Chinese, Powd. @ 2 00

CHALK
Crayons
White, dozen @ 3 60
Dustless, dozen @ 6 00
French Powder, Com'l., lb. 03 1/2 @ 10
Precipitated, lb. 12 @ 15
Prepared, lb. 14 @ 16
White, lump, lb. 03 @ 10

CAPSICUM
Pods, lb. 60 @ 70
Powder, lb. 62 @ 75

CLOVES
Whole, lb. 30 @ 40
Powdered, lb. 35 @ 45

COCAINE
Ounce 14 75 @ 15 40

COPPERAS
Xtal, lb. 03 1/2 @ 10
Powdered, lb. 04 @ 15

CREAM TARTAR
Pound 25 @ 38

CUTTLEBONE
Pound 40 @ 50

DEXTRINE
Yellow Corn, lb. 06 1/2 @ 15
White Corn, lb. 07 @ 15

EXTRACT
Witch Hazel, Yellow Lab., gal. 1 10 @ 1 70
Licorice, P'd, lb. 50 @ 60

FLOWER
Arnica, lb. 50 @ 55
Chamomile
German, lb. 55 @ 60
Roman, lb. @ 1 40
Saffron
American, lb. 50 @ 55
Spanish, ozs. @ 1 35

FORMALDEHYDE, BULK
Pound 09 @ 20

FULLER'S EARTH
Powder, lb. 05 @ 10

GELATIN
Pound 55 @ 65

GLUE
Brok., Bro., lb. 20 @ 20
Gro'd, Dark, lb. 16 @ 25
Whi. Flake, lb. 27 1/2 @ 35
White G'd, lb. 25 @ 35
White AXX light, lb. @ 40
Ribbon 42 1/2 @ 50

GLYCERINE
Pound 17 1/2 @ 45

GUM
Aloes, Barbadoes, so called, lb. gourds 35 @ 45
Aloes, Socotrine, lb. @ 75
Powd., lb. @ 80
Arabic, first, lb. 40 @ 40
Arabic, sec., lb. 15 @ 25
Arabic, sorts, lb. @ 35
Arabic, Gran., lb. 25 @ 35
Arabic, P'd, lb. 47 @ 50
Asafoetida, lb. 75 @ 82
Asafoetida, Po., lb. @ 60
Guaiac, lb. @ 65
Kino, lb. @ 90
Kino, powd., lb. @ 1 00
Myrrh, lb. @ 60
Myrrh, Pow., lb. @ 75
Shellac, Orange, lb. 35 @ 45
Ground, lb. 35 @ 45
Shellac, white (bone dr'd) lb. 45 @ 55
Tragacanth
No. 1, bbls. 1 50 @ 1 75
No. 2, lbs. 1 35 @ 1 50
Pow., lb. 1 25 @ 1 50

HONEY
Pound 25 @ 40

HOPS
1/2 s Loose, Pressed, lb. @ 1 00

HYDROGEN PEROXIDE
Pound, gross 27 00 @ 29 00
1/2 lb., gross 17 00 @ 18 00
1/4 lb., gross 11 00 @ 11 50

INDIGO
Madras, lb. 2 00 @ 2 25

INSECT POWDER
Pure, lb. 31 @ 41

LEAD ACETATE
Xtal, lb. 17 @ 25
Powd. and Gran. 25 @ 35

LICORICE
Extracts, sticks, per box 1 50 @ 2 00
Lozenges, lb. 40 @ 50
Wafers, (24s) box 1 50

LEAVES
Buchu, lb., short @ 60
Buchu, lb., long @ 70
Buchu, P'd, lb. @ 30
Sage, bulk, lb. 25 @ 30
Sage, loose pressed, 1/4 s, lb. @ 40
Sage, ounces @ 85
Sage, P'd and Grd. @ 35
Senna
Alexandria, lb. 35 @ 40
Tinnevela, lb. 25 @ 40
Powd., lb. 25 @ 35
Uva Ursi, lb. @ 31
Uva Ursi, P'd, lb. @ 45

LIME
Chloride, med., dz. @ 85
Chloride, large, dz. @ 1 45

LYCOPODIUM
Pound 45 @ 60

MAGNESIA
Carb., 1/8 s, lb. @ 30
Carb., 1/4 s, lb. @ 32
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

MORPHINE
Ounces @ 13 65
1/8 s @ 14 40

MUSTARD
Bulk, Powd.
Select, lb. 45 @ 50
No. 1, lb. 17 @ 25

NAPHTHALINE
Balls, lb. 08 1/2 @ 15
Flake, lb. 08 1/2 @ 15

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
Bay, lb. 1 00 @ 1 60
Bay, lb. 4 00 @ 4 25
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. 4 75 @ 5 25
Croton, lbs. 4 00 @ 4 60
Cubeb, lb. 4 25 @ 4 80
Erigeron, lb. 2 70 @ 3 35
Eucalytus, lb. 85 @ 1 20
Fennel
Fennel, P., lb. 2 25 @ 2 60
Fennel, S., lb. 1 70 @ 2 20
Hemlock Com., lb. 1 00 @ 1 25
Juniper Ber., lb. 3 00 @ 3 75
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 75 @ 5 25
Rose, dr. @ 2 50
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
Coconut, lb. 22 1/2 @ 35
Cod Liver, Norwegian, gal. 1 20 @ 1 50
Cod Seed, gal. 85 @ 1 00
Lard, ex., gal. 1 55 @ 1 65
Lard, No. 1, gal. 1 25 @ 1 40
Linsced, raw, gal. 80 @ 96
Linsced, boil., gal. 84 @ 99
Neatsfoot, extra, gal. 80 @ 1 00
Olive
Malaga, gal. 2 50 @ 3 00
Pure, gal. 3 00 @ 5 00
Sperm, gal. 1 25 @ 1 50
Tanner, gal. 75 @ 90
Tar, gal. 50 @ 65
Whale, gal. @ 2 00

OPIMUM
Gum, ozs., \$1.40; lb.
Powder, ozs., \$1.40; lb.
Gran., ozs., \$1.40; lb.
Pound 06 1/2 @ 15

PARAFFINE
Pound 06 1/2 @ 15

PEPPER
Black, grd., lb. 25 @ 35
Red, grd., lb. 45 @ 55
White, grd., lb. 40 @ 45

PITCH BURGUNDY
Pound 20 @ 25

PETROLATUM
Amber, Plain, lb. 12 @ 17
Amber, Carb., lb. 14 @ 19
Cream Whi., lb. 17 @ 22
Lily White, lb. 20 @ 25
Snow White, lb. 22 @ 27

PLASTER PARIS DENTAL
Barrels @ 5 75
Less, lb. 03 1/2 @ 08

POTASSA
Caustic, st'ks, lb. 55 @ 88
Liquor, lb. @ 40

POTASSIUM
Acetate, lb. 60 @ 96
Bicarbonate, lb. 30 @ 35
Bichromate, lb. 15 @ 25
Bromide, lb. 59 @ 72
Carbonate, lb. 40 @ 68
Chlorate
Xtal, lb. 20 @ 29
Powd., lb. 19 @ 27
Gran., lb. 32 @ 40
Iodide, lb. 2 30 @ 2 60
Permanganate, lb. 25 @ 40
Prussiate
Red, lb. 80 @ 90
Yellow, lb. 50 @ 60

QUASSIA CHIPS
Pound 25 @ 30
Powd., lb. 35 @ 40

QUININE
5 oz. cans, ozs. @ 77

ROSIN
Pound 04 @ 15

ROOT
Aconite, Powd., lb. @ 90
Alkanet, lb. 35 @ 40
Alkanet, Powd., lb. @ 50
Belladonna, Powd., lb. @ 75
Blood, Powd., lb. 35 @ 45
Burdock, Powd., lb. @ 60
Calamus, Bleached, Split and Peeled, lb. @ 65
Calamus, Ordinary, lb. @ 25
Calamus, Powd., lb. @ 50
Elecampane, lb. 25 @ 30
Gentian, Powd., lb. 17 1/2 @ 30
Ginger, African, Powd., lb. 15 @ 25
Ginger, Jamaica, Limed, lb. 38 @ 55
Ginger, Jamaica, Powd., lb. 25 @ 35
Goldenseal, Powd., lb. 1 75 @ 2 00
Hellebore, White, Powd., lb. 20 @ 30
Indian Turnip, Powd., lb. @ 50
Ipecac, Powd., lb. 3 00 @ 3 60
Licorice, lb. 30 @ 35
Licorice, Powd., lb. 15 @ 25
Poke, Powd., lb. @ 40
Marshmallow, Cut, lb. @ 55
Marshmallow, Powd., lb. @ 60
Orris, lb. @ 35
Orris, Powd., lb. 40 @ 45
Orris, Fingers, lb. @ 1 75
Pink, Powd., lb. 1 50 @ 2 25
Poke, Powd., lb. @ 30
Rhubarb, lb. @ 60
Rhubarb, Powd., lb. @ 60
Sarsaparilla (Honduras, cut) 1 30 @ 1 40
Sarsaparilla, Med., Cut, lb. @ 50
Squills, Powd., lb. 42 @ 80
Turmeric, Powd., lb. 15 @ 25
Valerian, Powd., lb. @ 50

SAL
Epsom, lb. 03 1/2 @ 10
Glaubers
Lump, lb. 03 @ 10
Gran., lb. 03 1/2 @ 10
Nitre
Xtal. or Powd. 10 @ 20
Gran., lb. 09 @ 20
Rochelle, lb. 07 @ 30
Soda, lb. 12 1/2 @ 08

SEED
Anise, lb. 40 @ 45
Canary, Recleaned, lb. 10 @ 15
Cardamon, Bleached, lb. @ 2 00
Caraway, Dutch, lb. 25 @ 30
Celery, lb. 90 @ 1 00
Colchicum, Powd., lb. @ 2 00
Coriander, lb. 15 @ 25
Fennel, lb. 30 @ 40
Flax, Whole, lb. 06 1/2 @ 15
Flax, Ground, lb. 06 1/2 @ 15
Hemp, Recleaned, lb. 08 @ 15
Lobelia, Powd., lb. @ 85
Mustard, Black, lb. 15 @ 25
Mustard, White, lb. 15 @ 25
Poppy, Blue, lb. 20 @ 25
Quince, lb. 1 00 @ 1 25
Rape, lb. 10 @ 15
Sabadilla, Powd., lb. 58 @ 75
Sunflower, lb. 11 @ 20
Worm, Levant, lb. @ 4 50
Worm, Levant, Powd. @ 4 75

SOAP
Castile, Conti, White
Box @ 15 75
Bar @ 1 60
Powd. 50 @ 55

SODA
Ash 03 @ 10
Bicarbonate, lb. 03 1/2 @ 10
Caustic, Co'l., lb. 08 @ 15
Hypsulphite, lb. 05 @ 10
Phosphate, lb. 23 @ 28
Sulphite
Xtal, lb. 13 @ 23
Dry, Powd., lb. 12 1/2 @ 20
Silicate, Sol., gal. 40 @ 60

SULPHUR
Light, lb. 04 1/2 @ 10

SYRUP
Rock Candy, Gals. 70 @ 85

TAR
1/2 Pints, dozen @ 1 00
Pints, dozen @ 1 50
Quarts, dozen @ 2 75

TURPENTINE
Gallons 57 @ 72

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

Walnut Meats
Pecan Meats

DECLINED

Pineapple Juice
Pink Salmon
Paper

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 6 50
5 lb., 1 doz. in case 6 00
10 lb., 1/2 doz. in case 5 75

BLEACHER CLEANSER

Lizzie, 16 oz., 12s 2 15
Linco Wash, 32 oz. 12s 2 00

BLUING

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

BEANS and PEAS

100 lb. bag
Dry Lima Beans, 100 lb. 8 25
White H'd P. Beans 3 75
Split Peas, yell., 60 lb. 3 10
Split Peas, gr'n., 60 lb. 3 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
Krumbles, No. 412 1 55
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 80
All Bran, 10 oz. 2 75
All Bran, 3/4 oz. 1 14
Kaffe Hag, 6 1-lb.
cans 2 57
Whole Wheat Fla., 24s 2 40
Whole Wheat Bjs., 24s 2 31
Wheat Krispies, 24s 2 40

Post Brands
Grapenut Flakes, 24s 2 10
Grape-Nuts, 24s 3 90
Grape-Nuts, 50s 1 50
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Post Toasties, 36s 2 26
Post Toasties, 24s 2 26
Post Bran, PBF 24 3 15
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
New Deal, dozen 85

Shoe
Topoen, dozen 90

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

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

CANNED FRUITS
Apples
Imperial, No. 10 5 00
Sweet Peas, No. 10 4 75

Apple Sauce
Hart, No. 2 1 10
Hart, No. 10 5 25

Apricots
Forest, No. 10 9 00
Quaker, No. 10 8 75
Gibraltar, No. 10 9 25
Gibraltar, No. 2 1/2 2 25
Superior, No. 2 1/2 2 75
Supreme, No. 2 1/2 3 10
Supreme, No. 2 2 25
Quaker, No. 2 2 10
Quaker, No. 2 1/2 2 80

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

Cherries-Royal Ann
Supreme, No. 2 in
syrup 2 25
Hart Special, No. 2 1 35

Goesberries
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 45
Doles, Honey Dew,
No. 10 6 75

Pineapple, Crushed
Honey Dew, No. 7 50
Honey Dew, No. 2 1/2 2 40
Honey Dew, No. 2 1 90
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 9 00
Honey Dew, No. 2 1/2 2 45
Honey Dew, No. 2 2 00
Honey Dew, No. 1 1 10
Ukelele Broken, No. 10 7 90
Ukelele Broken, 2 1/2 2 25
Ukelele Broken, No. 2 1 85
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 05

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

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

Raspberries, Black
Imperial, No. 10 7 00
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, Mince, No. 1/2 2 40
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 55
Cove Oysters, 5 oz. 1 35
Lobster, No. 1/4 2 25
Shrimp, 1, wet 1 45
Sard's, 1/4 Oil, k'less 3 75
Sardines, 1/4 Oil, k'less 3 35
Salmon, Red Alaska 2 20
salmon, Med. Alaska 1 75
Salmon, Pink, Alaska 1 38
Sardines, Im. 1/4, ea. 6@13 1/2
Sardines, Cal. 1 00
Tuna, 1/2 Van Camps,
doz. 1 75
Tuna, 1/4s, Van Camps,
doz. 1 15
Tuna, 1s, Van Camps,
doz. 3 45
Tuna, 1/4s, Chicken Sea,
doz. 1 80
Tuna, 1/2 Bonita 1 25

CANNED MEAT
Bacon, med, Beechnut 2 05
Bacon, lge., Beechnut 2 95
Beef, lge., Beechnut 3 30
Beef, med, Beechnut 2 00
Beef, No. 1 Corned 1 80
Beef, No. 1 Roast 1 95
Beef, 2 1/2 oz., Qua., 1 1 30
Corn Beef Hash, doz. 1 90
Bofstreak & Onions, s. 2 70
Chili Con Car., 1s 1 05
Deviled Ham, 1/2s 1 35
Deviled Ham, 1/4s 2 20
Potted Meat, 1/4 Libby 43
Potted Meat, 1/2 Libby 75
Potted Meat, 1/4 Qua. 65
Potted Ham, Gen. 1/4 1 35
Vienna Saus. No. 1/2 90

Baked Beans
Campbells 48s 2 35

CANNED VEGETABLES
Hart Brand
Natural, No. 2 3 00
Tips & Cuts, No. 2 2 10

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

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

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

Corn
Golden Ban., No. 2 1 35
Golden Ban., No. 10 10 00
Country Gen., No. 2 1 20
Marcellus, No. 2 1 20
Fancy Crosby, No. 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 30
Marcel., Sw. W. No. 2 1 50
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 4 25
No. 2 1/2 Quaker 1 35
No. 2 1 35

Squash
Boston, No. 3 4 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 20
Sniders, 14 oz. doz. 1 85
Quaker, 10 oz. Doz. 1 23
Quaker, 14 oz. doz. 1 50

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

OYSTER COCKTAIL
Spiders, 11 oz. 2 60

CHEESE
Roquefort 70
Wisconsin Daisy 15
Wisconsin Twin 14 1/2
New York June, 1933 22
Sap Sago 48
Brick 18
Michigan Flats 13 1/2
Michigan Daisies 14
Wisconsin Longhorn 15
Imported Leyden 26
1 lb. Limberger 17
Imported Swiss 56
Kraft, Pimento Loaf 24
Kraft, American Loaf 22
Kraft, Brick Loaf 22
Kraft, Swiss Loaf 23
Kraft, Old End, Loaf 31
Kraft, Pimento, 1/4 lb. 1 60
Kraft, American, 1/4 lb. 1 30
Kraft, Brick, 1/4 lb. 1 30
Kraft, Limbur., 1/4 lb. 1 30

COUPON BOOKS
50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50

CONDENSED MILK
Eagle, 2 oz., per case 4 60

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

CRACKERS
Hekman Biscuit Company
Saltine Soda Crackers,
bulk 14
Saltine Soda Crackers,
1 lb. pkgs. 1 86
Saltine Soda Crackers,
2 lb. pkgs. 3 26
Saltine Soda Crackers,
6 1/2 oz. pkgs. 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 1/2 oz. 1 00
Junior Oyster C's, blk. 1 22
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 30
Standard 18 1/2
Jk. Fancy Moorpack 15

Citron
5 lb. box 37

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

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Currants Packages, 11 oz. 14
Dates Imperial, 12s, pitted... 1 75
Imperial, 12s, regular... 1 35
Imperial, 12s, 2 lb...
Imperial, 12s, 1 lb...

JUNKET GOODS
Junket Powder 1 20
Junket Tablets 1 35

MARGARINE
Wilson & Co's Brands
Oleo
Nut 10
Certified Animal Fat 09
Oleo 09

MATCHES
Diamond No. 5, 144... 6 25
Spaghlght, 144 box... 6 25
Crescent, 144... 5 65
Diamond, No. 0... 5 00

Safety Matches
Red Top, 5 gross case 5 25
Signal Light, 5 gro. cs. 5 25
Standard, 5 gro. cs. 4 00

MUELLER'S PRODUCTS
Macaroni, 9 oz. 2 10
Spaghetti, 9 oz. 2 10
Elbow Macaroni, 9 oz. 2 10

NUTS
Whole
Almonds, Peerless 15 1/2
Brazil, large 14 1/2

Shelled
Almonds, Spanish, 12s 29
Peanuts, Spanish, 12s 29
Peanuts, Jumbo 10 1/2
Peanuts, Jumbo 25

Salted Peanuts
Fancy, No. 1 10 1/2
12-1 lb. Cellophane case 1 25

Lentils
Chili 10
Tapioca
Pearl, 100 lb. sacks... 7 1/2
Minute, 8 oz., 3 doz. 4 05

MINCED MEAT
None Such, 4 doz. 6 20
Quaker, 3 doz. case 2 65
Yo Ho, Kegs, wet, lb. 16 1/2

OLIVES—Plain
Quaker, 24 3/4 oz. cs. 1 87
Quaker, 24 7/8 oz. cs. 3 55
High Life, 12 22 oz. cs. 3 45

PARIS GREEN
1/2s 34
1s 32
2s and 5s 30

PICKLES
Sweet Small
L and C, 7 oz., doz. 92 1/2
Paw Paw, quarts, doz. 2 80

GELATINE
Jell-o, 3 doz. 1 90
Minute, 3 doz. 4 05
Knox's, 1 dozen 2 25

HONEY
Lake Shore 1 lb. doz. 1 90

JELLY AND PRESERVES
Pure, 30 lb. pails... 2 60
Imitation, 30 lb. pails... 1 85
Pure Pres., 15 oz., dz. 1 80

JELLY GLASSES
1/2 Pint Tall, per doz. 85

FRESH MEATS
Beef
Top Steers & Heif. 11
Good Steers & Heif. 10
Med. Steers & Heif. 07
Com. Steers & Heif. 08

Veal
Top 10
Good 09
Medium 08

Lamb
Spring Lamb 15
Good Lamb 13
Medium 11
Poor 08

Mutton
Good 05
Medium 08
Poor 08

Pork
Loins 16
Butts 15
Shoulders 12
Spareribs 08
Neck Bones 03
Trimnings 08 1/2

PROVISIONS
Barreled Pork
Clear Back 16 00@18 00
Short Cut, Clear 12 00

Dry Salt Meats
D S Belles 20-25 10

Lard
Pure in tiers... 09 1/2
50 lb. tubs... advance 1/4
20 lb. pails... advance 3/4

Sausages
Bologna 11
Liver 15
Frankfort 13
Pork 15
Tongue, Jellied 32
Headcheese 13

Smoked Meats
Hams, Cert., 14-16 lb. 20
Hams, Cert., Skinned 16-18 lb. @20
Ham, dried beef 23

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

RICE
Fancy Blue Rose 5 00
Fancy Head 6 10

RUSKS
Fostma Biscuit Co.
18 rolls, per case 2 10
12 rolls, per case 1 39

SALERATUS
Arm and Hammer 24s. 1 50

SAL SODA
Granulated, 60 lbs. cs. 1 35
Granulated, 18-2 1/2 lb. packages 1 10

COD FISH
Bob White, 1 lb. pure 25

HERRING
Holland Herring
Mixed, kegs 11
Milkers, kegs 10

Lake Herring
1/2 bbl., 100 lbs. 10
Mackerel
Tubs, 60 Count, fy. fat 6 00

White Fish
Med. Fancy, 100 lb. 13 00
Milers, bbls. 18 50
K K K Norway 19 50

SHOE BLACKENING
2 in 1, Paste, doz. 1 30
E. Z. Combination, dz. 1 20

STOVE POLISH
Blackne, per doz. 1 30
Black Silk Liquid, doz. 1 30

SALT
F. O. B. Grand Rapids
Quaker, 24, 2 lb. 95
Quaker, 36-1/2 1 20

MORTON'S IODIZED SALT IT POURS
AMERICAN MEDICAL ASSN.
ACCEPTED PURVEYOR

BORAX
24, 1 lb. packages 3 35
48, 10 oz. packages 4 40

WASHING POWDERS
Bon Ami Pd., 18s, box 1 90
Bon Ami Cake, 18s. 1 65

COOKING OIL
Mazola
Pints, 2 doz. 4 10
Quarts, 1 doz. 3 60

SOAP
Am. Family, 100 box 4 95
F. B., 60c 2 45

SPICES
Whole Spices
Allspice Jamaica @24
Cloves, Zanzibar @36

Pure Ground in Bulk
Allspice, Jamaica @18
Cloves, Zanzibar @28

Seasoning
Chili Powder, 1 1/2 oz. 62
Celery Salt, 1 1/2 oz. 80

STARCH
Corn
Kingsford, 24/1 2 35
Powd., bags, per 100 3 95

Gloss
AFCO, 24, 1 lb. pkgs. 1 55
Argo, 12, 3 lb. pkgs. 2 25

SYRUP
Blue Karo, No. 1 1/2 2 40
Blue Karo, No. 5, 1 dz. 3 30

IMIT. MAPLE FLAVOR
Orange, No. 1 1/2, 2 dz. 2 87
Orange, No. 3, 20 cans 4 34

GRAPE JUICE
Welch, 12 quart case 4 40
Welch, 12 pint case 2 25

MAPLE AND CANE
Kanuck, per gal. 1 10
Kanuck, 5 gal. can. 4 75

WOOD BOWLS
13 in. Butter 5 00
15 in. Butter 9 00

WRAPPING PAPER
Butchers D F 65 1/2
Kraft 95 1/2
Kraft Stripe 09 1/2

YEAST CAKE
Magic, 3 doz. 2 70
Sunlight, 3 doz. 2 70

TEA
Japan
Medium 19
Choice 22@30
Fancy 30@36

GUNPOWDER
Choice 34
Ceylon
Pekoe, medium 63

ENGLISH BREAKFAST
Congou, medium 23
Congou, choice 35@36
Congou, fancy 42@43

OOLONG
Medium 39
Choice 45
Fancy 50

TWINE
Cotton, 3 ply cone 40
Cotton, 3 ply balls 40

VINEGAR
F. O. B. Grand Rapids
Cider, 40 grain 18 1/2
White Wine, 40 grain 19 1/2

WICKING
No. 9, per gross 80
No. 1, per gross 1 25

WOODENWARE
Baskets
Bushels, Wide Band, wood handles 2 00

CHURNS
Barrel, 5 gal., each 2 40
Barrel, 10 gal., each 2 55

PAIS
10 qt. Galvanized 2 60
12 qt. Galvanized 2 85
14 qt. Galvanized 3 10

TRAPS
Mouse, wood, 4 holes 70
Mouse, wood, 6 holes 60

TUBS
Large Galvanized 8 75
Medium Galvanized 7 75

WASHBOARD
Banner, Globe 5 50
Brass, single 6 25

YEAST COMPRESSED
Fleischmann, per doz. 30
Red Star, per doz. 20

SHOE MARKET

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

Butcher's Hammer vs. Fitting Stool

Smoke gets in the eyes of the trade, for there is not so much fire behind the argument that drought hides would make an immediate drop in the price of shoes. It is true that the raw stock market has softened, but it is a temporary matter after all.

If hides were free and delivered to the door of the tanner, they wouldn't make a difference of 10 cents a pair on \$3 shoes and 25 cents a pair on \$6 shoes and up. So, all the smoke of the past week that the cattle kill will glut the hide market must be taken with a few puffs of common sense. Any merchant long in the business knows that there are so many processes between the raw stock and the finished shoe that the penny's difference at the source makes no wide difference at the fitting stool. The upset condition is a result of one of the calamities of Nature and may prove to be a boomerang on prices six months or a year hence.

Drought hides are inferior and simply pile up the raw stock in the lower brackets. The real problem of the trade is the disposition of good hides and good leather. Nature, when it made the animal, made better leather in the back and butt than in the belly and neck. The tanner must get better prices for the better parts of the hide so that he can dispose of the rest at a price to fit into the field of lower price shoes. Quality cut-soles and quality side leather haven't been in the demand that they should be because shoes at retail haven't been selling in the higher brackets in the right volume.

But the quality movement is slowly but surely winning out, and better shoes and better sole leather will find their way to the fitting stool as conditions generally improve. No tanner is going to wet down poor hides to increase his liability of loss. So that what we will see is the storage of drought hides until demand catches up with supply. In all probability fewer hides will be imported, and the extra kill this midsummer will work itself out in the trade of the next six months.

The Government may step in next week with some plan of conservation, for if it is storing the meat against a plan of unemployment relief, it may store the leather against the possibility of disturbing the market. The tanners themselves may let the drought leather lie: for their research organization serves as a check and a control on disorganized practices in tanning. Washington is beginning to realize that perhaps in its Agricultural Adjustment Administration it made of the tanning industry a "forgotten industry" by ig-

norning the economics of supply and demand.

But even if it were a free market and the stuff was turned into leather, it would produce no miracle of reduction in the price of shoes to the public. In the long run, the shortages of cattle, due to the drought, may push the stock prices up again, for the cattle killed now would have been headed for the slaughter house in September and October anyway.

The wise cattle raiser, if he has pasture, is going to hold on to his livestock as long as possible for the inevitable betterment of the price of the meat carcass. To him the hide is merely the wrapping paper around the meat. He makes his money on the meat, for that is the prime purpose of cattle-raising. No man ever raised cattle on the hoof for the hides alone.

So all this smoke about the reduction of shoes because of a calamity of Nature deserves an extra pinch of common sense. The merchant is thankful that at least shoe prices have not gone higher. His primary interest is in the acceleration of sales at retail. He is aware of the wisdom of buying as low as possible, but no money comes into his cash till until the public pays all the costs at the fitting stool.

Now, we are not trying to paint a picture for the tanner or to explain away the basic item in every pair of shoes. What we are trying to do is to put some measure of common sense into consideration of only one of the items that go into the ultimate shoe.

Sound judgment in the tanning field tends to conserve the supply of raw stock before shortage is noticed and to accelerate the consumption before an oversupply occurs, and in this way prevent sudden fluctuations of prices. Nobody anticipated the drought nor its consequences. Even the speculator had no advance information so that he could make a profit by hedging.

The retailing of shoes is not a gambling business, and no merchant profits are made on trading in raw stock. The conversations of the past two weeks have not been particularly bearish on the price of shoes.

The solution of the industry's problem is not under the butcher's hammer but at the fitting stool of every store in the Nation.—Boot and Shoe Recorder.

"The Under Privileged Business Man in Michigan"

(Continued from page 18)

Thinking for yourself is necessary, but it does no good if prompt action does not follow the thinking. This is especially true at this time in regard to merchants and their associations. Correct thought must be followed by correct action. The strongest ropes are made from the smallest fibers. A chain is as strong as its weakest link.

To-day we need a united front toward constructive thinking and action among the retailers of Michigan. Go to your candidate for Representative and Senator and find out if he is going to Lansing to increase your taxes or to honestly try to reduce them. Find out if he is for a fair trade bill in this state that will allow the manufacturer to regulate the distribution and minimum re-sale of his product. In this way the merchant will get a

square deal and the consumer will be getting a fair price on everything he buys and it will go a long way toward putting an end to the practice of substitution.

My advice to every merchant in Michigan is to do your own thinking and then act!

Clare F. Allen,
 Sec'y M. S. P. A.

From the Diary of a Dealer's Salesman

(Continued from page 14)

situation, and that every new well and many of the old ones mean business for us. It may be true that business does seem to be coming to us without much effort. Cars stand outside the shop all day long with pumps that have been brought in for attention. Our men are in the country practically every day, repairing pumps and pumping engines and windmills. We have had to turn some of our tractor repair jobs over to another mechanic.

All of this activity doubtless looks to others as if the business were just drifting in to us. On the contrary, we have worked hard and consistently for it. We have made it a point to contact every farmer in our trade territory at least once a month. If he does not come in or if our truck is not at his place doing some repair job, then it is my job to make a trip to his farm to see what he ought to be buying, to find out what he can buy, and to make sure that when he does buy something he buys it from us.

Not very many sales are made on the farm in times like these. I often go out hoping to interest a family in one item and learn after I get there that they are not in the market for that thing at all. In the present condition, most of the farmers who seem to be bringing us business are those I have tried to sell something else that has nothing to do with their present needs. But, when they have any problem that is in our line, they come to us. And I flatter myself that one big reason they think of our store is because I am constantly letting them know that we want and appreciate their business.

Buying power in the hands of our customers is all that we need. We will do the rest.

Ellen Newman.

Death of Leading Citizen of Petoskey

Death took from Petoskey one of its leading citizens yesterday when Bert H. Cook succumbed to pneumonia after an illness of five days. He was 75 years old.

For more than forty-five years Mr. Cook held a prominent place as a business man and civic leader in the city. In his death Petoskey loses a man who gave generously of his time, ability and other resources to further the interests of his community.

Stricken last Sunday Mr. Cook became seriously ill and died yesterday afternoon. Funeral services will be held from the home at 920 Mitchell street at 4 p. m. to-morrow with the Rev. E. P. Linnell, pastor of the First Presbyterian Church of Petoskey, and the Rev. Harry M. Allburt, former pastor here, in charge. Burial will be in Greenwood cemetery.

Mr. Cook is survived by his wife and a half sister, Mrs. Phillips, of Gobles. Mr. and Mrs. K. M. Bassett, are expected for the funeral.

Born in Allegan on Nov. 8, 1858, Mr. Cook graduated from the schools there and married Miss Etta Daggett, who died in 1910.

For two years he clerked in a hardware store in Battle Creek and then became a representative of Ducharme, Fletcher & Co., a Detroit wholesale hardware house.

He remained with that organization until 1887 when he came to Petoskey and opened a small hardware store. This business expanded and enlarged until now, as the Bremmeyr-Bain Co., it has become the largest hardware house in Northern Michigan. Mr. Cook was president of the company at the time of his death.

In 1899, Mr. Cook organized the Harbor Springs Lumber Co., of which he was president for a number of years. He also founded the Cook, Curtis & Miller Co., lumber manufacturer of Grand Marais.

Upon the liquidation of the two lumber firms, after several years of successful existence, Mr. Cook retired. Since his retirement Mr. and Mrs. Cook spent their summers in Petoskey and the remainder of the years in extensive travelling.

In addition to his other business interests Mr. Cook was for a long period a member of the board of directors of the First State Bank and was secretary of Thomas Forman Co., manufacturer of lumber and maple flooring. He was for five years the secretary of the Maple Flooring Manufacturers' Association of the United States.

Mr. Cook was a member of the First Presbyterian church of Petoskey, the Petoskey-Bay View Country Club and the Walloon Lake Country Club. For many years he was a member of the Petoskey Rotary Club.

It was largely through the efforts of Mr. Cook that the local country club was formed. While its president for many years, he built the club from a struggling nine-hole course to a beautiful and complete golf club. He was particularly interested in boys' work and was one of the organizers of Camp Daggett and a backer of Y. M. C. A. activities in this region.—Petoskey Evenings News, Aug. 10.

Custom Milliners Organizing

Custom milliners held a two-day meeting at the Hotel Edison, New York, to organize the National Association of Custom Milliners, the principal purpose of which was to promote the adopting of a separate fair-practice code for the industry. The meeting was sponsored by the Master Group of Retail Milliners. The custom milliners were originally included in the Manufacturers' Code, but after objecting to some of its provisions they obtained exemption and now have suggested a code of their own which is pending in Washington. Herbert H. Sonneborn, administration representative on NRA Code Authorities, explained the code situation.

Lot's wife looked back and became a pillar of salt. Women have since been the "salt of the earth."

Mankind is crucified upon a "cross of gold," but the resurrection day is coming soon.

OUT AROUND

(Continued from page 9)

Cook and remind him of the correctness of his conclusion.

Now we have another generation of saloon keepers and 90 per cent, of them are persons of inferior mentality and vicious habits who have no business to be handling a product so conducive to abuse and criminality as spiritous liquors.

Grand Rapids received a brief visit last week from one of her distinguished sons in the person of Capt. John H. Gibbons, of the U. S. Navy. He was called here to attend the funeral of his sister, Miss Mary Gibbons, who was buried Tuesday. Mr. Gibbons was born and reared in Grand Rapids, being a son of Capt. Gibbons, a hero of the civil war, who was engineer of the pumper on the hill the last twenty or thirty years of his life. The son graduated from high school in 1876 and was immediately transferred to Annapolis, where he made a brilliant record. He developed a remarkable ability along naval strategy and occupied a high position in the Navy Department for several years. He subsequently commanded a cruiser for several years, during which time he visited nearly every country on the globe. He was a close personal friend of Theodore Roosevelt, who made him naval attache of the London legation during his service as President. Gibbons was also a friend of Taft, who made him manager of the Naval Academy at Annapolis. On the inauguration of Wilson as President, Gibbons was summarily removed from Annapolis despite the protests of practically the entire personnel of the Navy Department at Washington and nearly every admiral in the service. The protests did not avail because Gibbons had committed an unpardonable crime—in Wilson's eyes—of being a close personal friend of both Roosevelt and Taft.

When the kaiser started his war on civilization, Capt. Gibbons petitioned President Wilson for the command of a battleship, to which he was entitled by all the rules of the game, but Wilson was obdurate because of Capt. Gibbons' relations with two former presidents and voluntarily placed him on the retired list. If he had received the command of a battleship he would soon have been made an admiral on account of his long and honorable career with the Navy Department. Capt. Gibbons resides in Washington winters and spends his summers in Connecticut. He is a well preserved man, tall and commanding in appearance and with a most attractive personality. He is a great honor to the city of his nativity and the City Commission and the Association of Commerce would honor themselves by designating a Capt. Gibbons day sometime soon and arrange with him to be the municipal guest of honor on that occasion.

Readers of this department are well aware that I think Grand Rapids should pay more attention than she does to men who have won fame, distinction and applause by the services

they have rendered their country, their state and their home town. Such recognition is a glorious act which would make a lasting impression on the young people of the present day who might be fired with ambition by what they saw and heard to make their own careers memorable.

I happen to have a farmer friend who is a mechanic as well as farmer. Having little to do on his farm on account of the dry weather, he obtained some time ago employment in the metal working plant at Grandville. He was not a union man, so the union organizers who raised merry hell with that institution and its employes centered their efforts on him and induced him to join by telling him if he did not comply with their demands they would mangle his automobile and maim his cattle. He yielded reluctantly in order to hold his job, as he then regarded the situation. Within a month he was asked to join the strike for union domination and the closed shop. He refused to go out until told he would be maimed if he persisted in remaining at work. So he went out. Now he cannot go back, because the factory has no use for union men who proved to be false to the company in time of need.

Ira F. Gordon who has traveled thirty or more years for the F. E. Meyers & Bros. Co., Ashland, Ohio, is home from a trip through the drought section in Iowa and Nebraska. In order to get in closer touch with the situation, he traveled several hundred miles by bus. He says that conditions are so wretched they cannot be described. Cattle are dying either from hunger or by being shot by their owners, who are sitting in their front yards, living on the welfare which is doled out to them by Uncle Sam.

Two union organizers with itching palms—itching for the \$5 fee which would be handed over to them in the event of their accomplishing their nefarious purpose—put in an appearance at Belding last week with a flamboyant statement that they had come to Belding to effect a union organization among the employes of the knitting mill. Alluring offers were held out to the workers as to the higher salaries and shorter hours which would be forced on the factory as the result of the domination of the union. At the meeting held Saturday to bring about the millennium promised by the union demagogues and grafters not a single employe of the hosiery mill put in an appearance, showing very plainly that the people who work in the hosiery mill know how baseless are the claims of the worthless whelps who go around the country creating trouble for employers and disappointment and loss of employment for employes.

Sale of new automobiles in Michigan was 58 per cent. greater the first seven months of 1934 than during the same period in 1933, records of the Department of State show. Used car transactions increased 24 per cent. during the same months. The statistics were obtained from Department records showing the number of certificates of title issued. Thus far in 1934, a total of

91,988 titles were issued on new vehicles, or 33,999 more than for the corresponding seven months in 1933. 223,445 titles were issued on used cars as compared with 172,896 in 1933. Another interesting fact is the 24 per cent. decrease in the number of vehicles that are repossessed. Thus far this year 5,445 cars were repossessed, being 1,524 fewer than last year. During the past seven months 845 cars were reported stolen and of this number all but sixty-nine have been reported as recovered. Up to Aug. 1, 1933, a total of 1,114 cars were reported stolen. This decrease in auto thefts is significant when it is realized that 114,398 more vehicles were licensed for operation on August 1 this year.

Copper automobile license plates are being tested in Michigan.

In an effort to ascertain data relative to the use of copper plates, special test plates have been made up and are being used on cars belonging to Secretary of State Frank D. Fitzgerald and other executives of the department. As the cost of copper in the past years has been the one factor preventing the use of this metal, the tests are aimed to determine how light a plate may be made and still possess sufficient durability.

Samuel T. Metzger, State Commissioner of Agriculture, who has just made a tour of the Lower Peninsula, reports that he was profoundly impressed with the efforts that have evidently been made by the farmers to produce crops of maximum quantity and quality, with amazing success in view of the adverse weather conditions which have prevailed. On every front he observed that the farmers are hauling their share of the load, crops have been planted and are being well cared for. He was especially pleased to notice to what an extent the farmers had been cutting the hay along the highways, and what an improvement this made in the appearance of the landscape. He urges farmers to do their utmost to conserve their crops, particularly potatoes, sugar beets and beans, as he is firmly convinced from what he learns of conditions elsewhere and of the potential crops of these commodities in the country as a whole the market prices will be most gratifying. The farmers are courageously fighting their way out by hard work. They deserve credit and recognition as a class for such industry in the present economic set-up and his observations convince him that they are making rapid strides ahead.

The recent Federal indictment of nine officials of a California bargain insurance promotion, charging use of the mails to defraud, should serve as further warning against "bootleg insurance" peddlers or tempting offers received by letter. Federal agents declare the California promotion—one of a dozen upon which the Tradesman has furnished fact information and issued warnings—to be a \$10,000,000 swindle. Its policyholders are scattered throughout the United States and from Canada and Mexico to Cuba and the British West Indies. If you

are offered cheap "protection" in some unknown "association," contact the Insurance Commission at Lansing or the Tradesman for the facts. An insurance policy is no better than the concern behind it, and if that concern is unlicensed here, the Michigan courts can be of no aid in collecting contested claims.

Rainier National Park, Wash., Aug. 8—The Findlays traveled West in 1916 via Canadian Pacific to see the Canadian Rockies and they were great. From Seattle we arranged a water trip South, so we might see the Puget Sound, but the October forest fires and fog were so dense during the four days we were in Seattle we could not see across the street, and all the water trip to the Golden Gate it was as dark as night. I have seen this wonderful region several times since, but my wife never. Now in a week at Victory and Seattle she has seen a lot and to-day we have been driven by friends to this place on the side of Mount Rainier. We are 6,000 feet high here and the peak rises some 8,200 feet above us—14,200 feet in all. The day is crystal clear and the sights beyond words to describe. We picnicked in the National Park camp site and have determined to spend our next summer vacation in one of these housekeeping cabins. Facilities are sufficient—conveniences adequate—all without being lavish or excessive. So you may have a word from us next year from this region again. We travel from Seattle South to Portland (6½ hours) by bus next Friday, the trip a continuous panorama of beauty. In Portland we have the drives, fir forests, three magnificent snow-capped cones and the Columbia. Then ten days or so in a California redwood camp before we get back to civilization. It would be grand if the Stowes could do similar things. There is so much of unspoiled America to see and all now accessible via autos over magnificent roads. Better come!
Paul Findlay.

Grand Haven pulled off the centennial anniversary of her founding last week and did the job in a manner in thorough keeping with her age, experience and importance. It will always be a matter of regret to me that I was unable to witness the parade Friday forenoon. Those who were fortunate enough to see it assure me that it was one of the Most unique features of the kind ever played up in Michigan. The pageants presented Thursday and Friday evenings were a surprise to all who were not familiar with the preliminary work involved. I sincerely hope some local historian will prepare a description of the event for future generations, which will do the subject justice. E. A. Stowe.

Orders for Blouses Growing

Retailers are rapidly completing stocks of blouses in preparation for market featuring of suits during the next two weeks. The indicated vogue for suits is expected to result in one of the best Fall seasons in blouses for a number of years past. Both better grade and popular price types are being sought, with the demand covering tailored as well as more formal styles. For immediate selling considerable interest has been shown in satin and taffeta blouses. Plaid designs are receiving much attention.

Some gals make up their minds with a bang and their faces with a puff.

Farm Purchasing Power

The total cash income of the American farmers for the year started June 1 promises to be substantially higher than in the past year, despite the damage done by the drought, a survey by the American Institute of Food Distribution indicates.

The prediction is based on figures showing that the aggregate advance in prices for all foods will more than balance the loss from decreased production. Higher prices for carryover supplies and Government benefit payments will further raise farm income in the coming year, it is held.

The effect of the drought on general business will, therefore, not be reflected in a general reduction of farm purchases, as has been widely assumed. On the contrary, the approximately 80 per cent. of the farmers not badly affected by the drought are expected to provide a much better market for industrial products than at any time in the recent past. The drought areas, on the other hand, and the 20 per cent of farmers who are drought victims, will not be able to purchase more than bare necessities, it is expected.

Home Renovation Prospects

The immediate and widespread response by home owners in residential districts to the Administration's home renovation drive on its first day has convinced bankers experienced in the personal loan business that the plan has great practical possibilities.

To make it effective, however, fundamental changes in the present regulations are held necessary. The Administration, bankers believe, has failed completely to take the numerous state mortgage moratoria into consideration. By demanding that mortgages must be in good standing as regards principal, interest and taxes, it has ruled out four out of every five applicants in many States, including New York, it is charged.

Washington officials have promised to reconsider these rulings immediately, bankers indicate. Should they fail to liberalize these terms, which is held unlikely, the home renovation drive would be reduced to relatively insignificant figures, it is feared.

Retail Sales Below 1933 Level

Although retail trade volume on the Pacific Coast has recovered fully from the depressing effects of the recent general strike, and sales in the South are much better than a year ago, retail sales for the country as a whole during the past week have again fallen below the corresponding 1933 figures.

Merchants ascribe this new recession in retail business, particularly in the industrial sections of the East and Middle West, to a further seasonal decline in manufacturing operations. Because of renewed uncertainty as to em-

ployment prospects, consumers are especially hesitant to buy on credit, a factor which is held largely responsible for the unsatisfactory results of August furniture and house furnishings sales.

Since retail prices in a number of instances are already below current replacement values, merchants are generally reluctant to reduce prices further as a means of stimulating sales.

Further Decline In Steel Operation

A further sharp decline in steel operations is expected next week owing to the lack of new business. Tin plate constitutes a noticeable exception.

Prospects for an early marked improvement in steel activity are not regarded as bright in the trade.

Heavy construction is lagging more than ever, since the Administration has had to make drought relief expenditures a first call on the Treasury. Railroads are clearly unable at this time to duplicate the Government-subsidized purchase program of last fall and winter. In addition, many of the smaller steel consuming industries have stocks on hand that will last them for a longer period than expected, unless general business picks up sharply.

It now appears, therefore, that the forced expansion of the industry in the first half of the year may be followed by a prolonged period of low operations during the coming months. Since the steel operations are usually given a prominent position in business as indices, this is likely to make business conditions in the future appear worse than the actual case.

Complex Problem to S. E. C.

The Securities and Exchange Commission regards over-the-counter stock transactions among the most complex problems with which it must deal, it is indicated.

Answers to its questionnaire just sent out to exchanges and issuers of securities, it is hoped, will guide the Commission in prescribing rules and regulations governing over-the-counter operations.

The Commission as seen by the initial questionnaire, is feeling its way in laying down rules for control of stock trading. It regards this policy as "sane and safe," realizing that caution must be taken against an avalanche of delistings by corporations as well as in providing safeguards to investors.

Simplify Food Price Accounting

In line with its policy to keep food prices from rising too rapidly, the Administration may not approve some of the proposed amendments to the grocery trade codes on which hearings were held recently.

Prospects are that the demand for the so-called thirty-day replacement value in figuring the cost of merchandise will be refused, and that "cost or market

whichever is lower" will be the official formula for the food trades. It is also likely that the code provisions regarding freight and delivery charges will be eliminated.

Some in the trade concluded that price competition in the field of food distribution will be practically restored to pre-code conditions as a result. While this may work hardship on many food merchants as long as prices in primary markets keep rising, it will remove one of the most difficult and controversial problems confronting code enforcement agencies.

To Devise Oil Industry Program

Although official production quotas for crude oil have already been reduced in anticipation of the seasonal let-down in demand for gasoline beginning next month, further efforts will be necessary, if gasoline output is not to exceed demand. Unsettlement of the price structure now threatens once again.

A series of meetings are scheduled to be held under the supervision of the planning and coordinating committee of the industry, to discuss more effective production control and new checks on illegal output. Subsequently, a general meeting in New York on August 16 is planned to consolidate the local findings and effect a national program.

Leading executives in the industry feel that pool purchases of emergency gasoline stocks of possibly illegal origin cannot be continued indefinitely. They have not checked illegal production, but rather have encouraged it by providing a market and paying rising prices for such gasoline, they feel. Stricter enforcement is held necessary, therefore, if stability of the price structure is to be protected.

A. F. of L. Independence

While the majority opinion among leaders of the American federation of labor favors continuation of the recent policy of relying on Government support to better the position of the American worker, a strong minority group within the organization is fighting for an independent policy.

Prospects are that the majority leaders will carry their point, however, particularly since the Government has decided to back them up in their fight against the militant "rank and file" opposition.

It is pointed out, however, that any decision among the leading officials of the A. F. of L. must necessarily be tentative, subject to reversal at the annual convention. If the more militant elements in the unions should be able to elect delegates favorable to their point of view, it is likely that the question of the leadership in the organization itself may hinge on a final decision for or against an independent policy.

Price Squeeze Feared

Prices for many commodities and industrial products are not likely to come down, regardless of pressure that may be brought to bear, because wage scales and raw material prices keep on rising, business men assert.

A Government campaign against the high cost of living is, therefore, not expected to reverse the current shrinkage in the volume of trade. It will, however, result in a price squeeze on industry that may well eliminate profits in many lines for some time to come.

It is seriously doubted that industry is currently in position to withstand such pressure from two sides without casualties. Inability to get replacement prices for their products will exhaust the working capital of many weaker concerns, and force a shut-down of manufacturing operations in many cases where business men are unable to finance further protracted losses.

Huge Loss in Corn Belt

The estimated 1934 corn crop, normal on August 1, becomes more depressing when viewed from the standpoint taken by the Department of Agriculture's crop reporting board.

The board's report sets forth that drought destroyed approximately 17,000,000 bushels of corn per day during August. Expressed in dollar value, this represents a daily loss to the farmer of about \$13,000,000.

Drought conditions have not improved in the corn belt since August 1. For this reason, several officials believe that the actual corn harvest will fall far below this Government estimate with a comparable loss to the already overburdened farmer.

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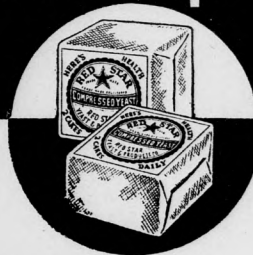
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