

TO THE PREACHER

Preach about yesterday, Preacher!

The time so far away:
When the hand of Deity smote and slew,
And the heathen plagued the stiff-necked Jew;
Or when the Man of Sorrows came,
And blessed the people who cursed his name—
Preach about yesterday, Preacher,
Not about to-day.

Preach about to-morrow, Preacher!

Beyond this world's decay:
Of the sheepfold Paradise we priced
When we pinned our faith to Jesus Christ;
Of those hot depths that shall receive
The goats who would not so believe—
Preach about to-morrow, Preacher,
Not about to-day.

Preach about the old sins, Preacher!

And the old virtues, too:
You must not steal nor take man's life,
You must not covet your neighbor's wife,
And woman must cling at every cost
To her one virtue, or she is lost—
Preach about the old sins, Preacher,
Not about the new.

Preach about the other man, Preacher!

The man we all can see:
The man of oaths, the man of strife,
The man who drinks and beats his wife,
Who helps his mates to fret and shirk
When all they need is to keep at work—
Preach about the other man, Preacher,
Not about me.

CHARLOTTE PERKINS GILMAN.

● WINDSTORM TORNADO

PROTECT WITH
WINDSTORM
INSURANCE

THROUGH THE

MILL MUTUALS AGENCY

MUTUAL BUILDING
LANSING MICHIGAN
DETROIT, SAGINAW,
GRAND RAPIDS

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Two Profits AT ONCE!

Sell fresh fruit and Shredded Wheat together! It's the world's finest summertime dish. This double sale is easy to make. Just display Shredded Wheat with raspberries and peaches —and suggest this combination to all your customers. It means double profit per sale!

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NATIONAL BISCUIT COMPANY



"Uneda Bakers"

Home Baker Flour

A High Grade Kansas Hard Wheat Flour

High Quality - Priced Low

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

LEE & CADY

MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, AUGUST 22, 1934

Number 2657

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Printed by the Tradesman Company. Under
NRA Conditions

SOME TRENDS IN TRADE

Sidelights on the General Business Situation

Excessive heat and lack of rainfall again dominate the business news of the fortnight. Farm income for 1934, even after allowing for the effects of the drought, will probably be at least \$1,000,000,000 greater than last year, but we are being treated to a dose of redistribution of income which is both unexpected and unwelcome.

To those farmers who have good crops this year the drought is a God-send, because prices are much higher and the cash rewards greater—but the bad feature is that a greater number of dollars will be distributed among a fewer number of farmers. It is obvious that if ten persons each have \$10 and one person has \$100, the ten persons will spend more money than the one person. There is a possibility that less money will be spent in the farm sections than last year, even though the total farm fund will be greater.

Despite a decline in a number of the general business indices, the demand schedules continued to be well maintained. Several months ago inventories in most lines began to mount sharply, but since that time production indices have declined quite rapidly while at the same time purchasing power has been well sustained. It seems probable that the adjustment is nearly completed and that the decline in business activity has been arrested.

According to compilations made by Economics Statistics, Inc., the purchasing power (income in relation to cost of living) is well above the level of the Summer of 1933 and is nearly back to that of the Spring of 1931.

The market prices of five basic commodities—wheat, corn, rye, hogs and cotton—produced this year under a government-sponsored program de-

signed to benefit farmers, average today about 25 per cent. higher than a year ago and more than 80 per cent. higher than two years ago. Against a depression low of less than 6 cents per pound, cotton last week passed the 14 cent mark.

The automobile industry has given a convincing demonstration of the necessity of pricing goods at levels which consumers can pay. Sales during May, following the price advance, fell far below expectations, but recovered promptly when the price advances were cancelled. Contrary to the usual seasonal trend, June sales were larger than May; and July sales for the leading unit, General Motors Corporation, were only slightly below June and well above last year. The company declared a regular dividend of 25 cents per share and an extra dividend of 50 cents.

The heat winds of the West were good winds for Pittsburgh. Seven million head of cattle had to be slaughtered and canned and this brought orders for 175,000 tons of tinplate.

Bank debits in July were only 88 per cent. of the same month last year for the country as a whole, but last July there was tremendous activity on the New York Stock Exchange. When New York City debits are subtracted from the total, the figure this year is slightly above that of 1933.

A survey of 64 major cities shows an apparent shortage of 5,000,000 habitable dwellings in the United States. "Millions of others are in need of minor and major repairs and thousands of others are unfit for human habitation," says Secretary Roper. He claims that 4,500,000 men could be put to work to carry out the building program necessary to construct adequate and suitable living quarters. Comparatively few of the homes surveyed had mechanical refrigeration and other modern devices for comfort, and the shortage of dwellings was reflected in single family quarters where two families and additional persons were forced to live in crowded space. The survey shows further that 16,000,000 buildings are in need of immediate repair and that 3,000,000 of these are beyond hope of restoration. To put the remainder in good condition would call for average expenditures of \$300 each.

The lumber field, though showing little upward gain thus far, appears to be headed for much better times in the next twelve months, for the government housing program is bound to help this industry more than any other, although the greatest help will be to labor.

In a talk before 1,200 buyers last week, the president of Marshall Field & Company predicted an improved

Fall business with volume in excess of last year and a reasonable profit. "Markets on the whole are inclined to show a firmness that they did not show a little while ago."

Current issues of the Saturday Evening Post contain an interesting series of articles by Jesse R. Sprague, which show that one result of the depression is that farmers are giving more of their trade to home merchants because they need and appreciate the credit which they can get only in their small home towns.

Our Washington correspondent believes that the NRA will eventually evolve into an organization similar to this: It will be directed by a commission of five. Industries will devise their own codes and bring them to Washington for approval. These codes will be administered by the industries themselves with the NRA stepping in as an enforcing agent only at the request of any member of the code body. Hearing provisions will be much the same as those pertaining to the Federal Trade Commission at this time. Congress will pass legislation continuing the NRA along lines similar to this.

The theory of an "Economy of Abundance" under a planned economy so often promised by Stuart Chase and some of the New Deal economists is plain nonsense, according to the report of the National Survey of Potential Product Capacity—the name of a hitherto unannounced and awesome sounding alphabetical agency of the administration. Their studies show that the country does not possess and is incapable of producing the quantity of goods and commodities necessary for such a plenty. Dr. Tugwell asserted recently that there were 7,000,000 too many cattle in the United States, but the survey shows that there are actually 9,000,000 too few to supply the country, with the per capita poundage of milk called for in the Department of Agriculture's standard diet. Another interesting claim advanced by the survey is that the garment industry at peak production would fall short by 118,000,000 garments of supplying each man and woman with two new outer garments annually.

"What we have been driving at," says Robert R. Doane, director of research for the N. S. P. C., "is not that supply does not exceed present demand. It does, but production capacity itself is far below ideal demand."

James A. Moffett of the Housing Commission says that the housing deficit calls for a greater volume of work than was required to restore the devastated regions of France and Belgium.

After a month of no silver purchases the Treasury suddenly became active again in future purchases and "nationalization" was announced at 50 cents an ounce. The purchase code allows the issuance of silver backed currency on the basis of \$1.29 an ounce. Thus the Treasury can, should it become necessary this winter, pocket a profit of more than \$2,000,000,000 by issuing currency against the monetary value of the bullion held in its vaults instead of against the purchase cost as is now being done. Such a step, like the gold devaluation method, would be a big help in balancing the national budget and would satisfy the ardent silverites. The Treasury could still claim that this is not an inflationary step because all new currency would be backed by silver.

Commodity prices hit a new high level last week, accompanied by increased rumors of some further form of inflation.

The cotton report released on August 8 shows a domestic crop of only 9,195,000 bales—the smallest crop since 1896, with the exception of 1921. Last year 13,047,000 bales were ginned. The present prices are nearly double last year's average price.

It was two years ago this week that the first sustained improvement in business activity began after three years of almost uninterrupted decline. At the 1932 bottom the index of business activity was about 40 per cent. of the computed normal, while today it is around 67.5 per cent., despite a July drop which was considerably more than the usual seasonal change from June to July.

It is generally felt in Washington that war can be averted for another five or six months, but that, even though it might be put off for a longer period of time, the consensus is that there may be war in the Far East or in Europe in another year. Several magazines have dispatched trained correspondents to Siberia, Manchukuo and China, believing that the big conflagration will be started by either Russia or Japan.

For the first seven months of the year beer and other fermented malt beverages supplied the Government's coffers with \$103,915,651 in tax revenue as against \$81,007,884 yielded by distilled spirits and wines. Pennsylvania contributed the largest total, followed by New York and Illinois. New York led in the payment of beer taxes, followed by Pennsylvania and Wisconsin.

Retail trade as reflected in the chain store and mail-order organizations showed an increase in July of about 5 per cent. over the corresponding month of last year. Department store

sales, adjusted for normal seasonal fluctuations, dropped slightly from June. Sales of the two large mail-order houses were 20 per cent. ahead of last year, but for the first seven months these two chains had an aggregate gain of 41.5 per cent.

Just prior to the deadline for the codifying of American industry, General Johnson gave official approval of the 500th NRA code. Ninety-seven codes are still pending before NRA awaiting disposition.

Sidelights on Some Central Michigan Towns

St. Louis—Merchants here report trade some better than a year ago. For a time the oil fields near here attracted many here and filled up nearly every vacant house. This activity has slackened up considerably, owing to the restrictions placed upon production by the Federal Government. A large supply store is located here and carries a large stock of pipe, fitting and supplies for use by the drillers. The St. Louis Co-operative Creamery reports a constantly increasing business and is now paying its members 28 cents for butterfat. This beautiful little city, like many others, is afflicted with invasions of the greedy chain stores. A canvass among the merchants reveals that at least 50 per cent. of trade here goes to the chains. This means a loss of one-half of the profit on trade that centers here. This city has a problem to solve—just the same as other communities: How long will it take for prosperity to return to towns and cities, when one-half of the profit on trade is sent away daily, never to return? Get out your pencil and do a little figuring and study.

Ithaca is one of the finest country towns in the state. It is the county seat of Gratiot, one of the best counties. Between the drought and recent hail storm, the farmers in this locality will have less yield on fall crops, but recent rains are transforming the country and crops injured may bring a better return than expected. Many years ago W. R. Pattingill, who was Superintendent of Schools here for several years, was elected Superintendent of Public Instruction for the state. He served with eminence as an educator and to commemorate his memory and services the citizens here erected a monument in the townhall park, bearing a bronze bust in relief of this distinguished citizen, as well as a message of commendation of his life work in the cause of education. One cannot but notice the well-paved streets of this modern community, its substantial business places, beautiful homes, schools and churches. Merchants here all carry large stocks and report trade some better than a year ago. A canvass among them shows that over one-half of the trade here goes to outside chain stores. Even this excellent trading center, located in one of the best farming sections of the state, cannot but feel severely the loss of over half of the profit on the trade that comes here. Formerly this trade went to home merchants and in those days there was no more prosperous community to be found anywhere. The blight of monopoly, which falls upon peaceful communities, is far worse

than drought and hail. These damages can be repaired, but the damage that accrues from the constant sapping of the profits on trade by greedy corporations creates a cancer on the body politic which undermines property values, lowers farmers market prices and continues a depressed business situation. Of course, Ithaca folks and the farmers who come here to market and trade, could remedy this situation. If they love the old home town well enough to be loyal to its interests and not buy from those who take away the profits on its trade, then it will not be long until business will take on new life and normal times will return.

Alma is the industrial center of Gratiot county. It has had its ups and downs, like many another city. Some of its factories are operating on a fair production schedule, while others operate only part time. Among its various plants is a new refinery of crude oil, producing gasoline, kerosene, distillate and fuel oil. At present crude oil is shipped here in tank cars from Wheeler. A pipe line is under construction, which later will carry the crude oil direct from the fields to the refinery. This plant gives employment to many men, operating in shifts of six hours each, twenty-four hours daily. Merchants here report trade better than last year, but like other towns and cities, the chain store corporations get the big end of it. There are very few small cities the equal of Alma as a place to live. In the days when its business men and women were prosperous, they invested their money in various local industrial enterprises. Here was built the first successful motor truck, the Republic. At one time the local plant employed several hundred men. The business prospered until Wall street capital saw the great future of the automobile and truck; then they set about to organize and control this rapidly growing business. Among the many early manufactures but a few remain to-day. The Republic truck fell along with many others, as big business took over control. It not only left Alma with an idle truck plant, but is now entered upon the field of its retail trade, where it is gathering in the profits on the trade of its citizens and farmers and removing it daily to the financial centers. While Alma may not have been able to retain its industrial importance, it can prevent a further depletion of its business interests by refusing to give its trade to the greedy corporations, who have no personal interest in its welfare. If it will keep the profits on its trade at home, business will gradually return and times will be better. This city should have an organization, which is deeply interested in its welfare. It should study this problem, which is nation-wide. Can a community attain prosperity when over one-half of the profits on its trade is taken away, never to return?

Mt. Pleasant is one of the most favored cities of the state. The oil fields, a few miles East, attract oil and gas prospectors from many states. During the past four years the populations has grown from 4,000 to 7,500. Many new homes have been built here and several are under construction now. The hotels are well filled and groups of men are noticeable in hotel lobbies and

main street corners, discussing the topic of further oil and gas development. As one drives East from here the tall derricks of the wells increase in numbers and remind one of the earlier days when this region was covered with the towering pine trees. There has been a lull in this field until recently. Drilling has been renewed near the center of the field, designated as oil city, which has one general store, also the central supply station of the Pure Oil Co. Mt. Pleasant merchants report trade a little better than a year ago. According to local estimates, the outside chain stores are receiving from fifty to sixty per cent. of the trade of the city. Were it not for the oil fields, conditions here would be no better than in the average city of this size. Were it not for the constant drain of the profits on trade, this city would, no doubt, have a population above 10,000, and its building program would be greatly increased. This splendid city should have the full benefits which come from its fortunate position in oil and gas resources. When the greedy corporations came, they did not come to help build the city greater, but came to exploit its resources and they spend no money here except for actual operating expenses. They have no school, church or welfare problem. This is left for home people to care for. All they want is the cream of trade. Besides several factories, this city is the home of the Central Normal State College, also a branch of the state home for feeble minded children. The Harris Milling Co. here is operating to its capacity on its brand of Famous flour, self-rising pancake flour and corn meals, all of which are widely distributed throughout the central part of the state. The merchants and citizens of Mt. Pleasant are to be congratulated upon the fortunate position it occupies. Its well paved streets, substantial business blocks, beautiful schools, churches and homes are all worthy of loyalty to its best interests. Civic leaders should be aware of the fact that the vital life of their community is being sapped by the greedy outside corporations, which take away daily from the marts of trade, over one-half of your most important resource—the profit on trade. It is what built this city, as it did all others. The chamber of commerce and civic clubs should analyze this vital problem, then put on a campaign for community loyalty. The local press and pulpits should take part and preach the gospel of "live and let live," which always includes loyalty to home institutions. Citizens have it in their own power to double the activity of their city by being loyal to it. Refuse to patronize the greedy pirates which have so long been a brake upon the wheels of progress of your fair city. It is a fundamental principle of economic law, that no community can remain in a healthful business condition unless it has the profit on its own trade. Let this sink into your mind. After years of careful study of our economic problems and a close contact with merchants and business men over this state, it is clear to see that the greatest enemy to the return of better times is lack of study of the law of economics that brings on depressions. We have had no famine or pestilence

in this land as a whole. Our troubles are man-made. We have it in our own power to correct conditions which have piled up billions of dollars for a few and impoverished millions of our own people. We need a new church to preach the gospel of the Golden Rule. Mt. Pleasant is an educational center. I would like to see it become a greater center, by spreading enlightenment to a depressed people now in the throes of gigantic greedy monopolies. Will it accept this greatest of opportunities?

Beal City never became one, but is a trading point in a rich agricultural section. Here are located two general stores and a hardware, also one of the finest churches, with its schools, of the German Catholic faith. The drought hit this section severely this year, but in normal years it produced an abundance and made its farmers well-to-do.

Weidman is named after its founder, John S. Weidman, a wealthy lumberman, who owned large tracts of forests in this section. He erected a large lumber mill here and cut the last of the timber here. Now fine farms extend over this district and make this a trading center. A branch of the P.M. Ry. from Remus provides rail facilities. The merchants carry large stocks and have a better trade than a year ago. Here is located the Weidman Milling Co., using the power of the Chippewa river. It enjoys a good trade and distributes its produce over a wide section.

Rosebush is in full bloom. Another good oil well just came in two miles East, with 100 barrels flow and prospects of more when finished. This village is in the center of a fine farming region and its merchants here report trade better than a year ago. W. F. Hunter, grocer and hardware merchant here, has a remarkable collection of ancient firearms, which he has been forty years in collecting. He is also a student of weapons and it is most interesting to hear him recount the history of his many exhibits, which will soon go on display in the new museum at Traverse City. Just North of here a few miles is the Vernon oil field, which has many large producers. One flowing oil well near the M27 pavement has netted its owner over \$60,000. Two large flaming torches of natural gas burn constantly, reminding one of the waste of natural gas so common in other fields many years ago. Much salt brine comes from pumping some of the wells and Clare business men are considering a chemical plant to make profitable use of it.

E. B. Stebbins.

Oilcloth Lines to Open Sept. 1

Prices of table and kitchen oil-cloth, both plain and fancy, will be about the same as those prevailing now, when the new lines are opened throughout the industry on Sept. 1. Manufacturers and jobbers report a satisfactory demand from retailers for Fall goods. While the 6 per cent. cut made in shade prices a few weeks ago helped to create some activity for a short period, sales at the present time are limited only to goods for immediate delivery.

Monopoly may be a good servant, but a poor master.

Our Anniversary . . .

THE NATIONAL BANK OF GRAND RAPIDS
is observing its first anniversary this week.

During the twelve months since August 23, 1933 our deposits have grown steadily. Our earnings have been satisfactory. Each banking day has brought us new customers.

We are very grateful for the co-operation and support given us. It will be our continued purpose to serve the best interests of this community at all times.

The National Bank
OF
Grand Rapids

MOVEMENTS OF MERCHANTS.

Ann Arbor—The Allenel Hotel has reduced its capitalization from \$40,000 to \$10,000.

Detroit—The University Motor Sales Co. has changed its name to the Auto Mart, Inc.

Kent City—The Kent City State Bank has reduced its capital stock from \$30,000 to \$27,000.

Charlotte—The Eaton County Savings Bank has reduced its capital stock from \$100,000 to \$54,000.

Ludington—The Ludington State Bank has reduced its capital stock from \$100,000 to \$70,700.

Detroit—The Raymond Sign Service Co. has changed its name to the Raymond Neon Light, Inc.

Detroit—Audrey Allyn, Inc., has been organized with a paid in capital stock of \$1,000 to deal in cosmetics.

Detroit—Paint Stores, Inc., 8782 Grand River avenue, has increased its capitalization from \$10,000 to \$20,000.

Detroit—The Consumers' Steel Products Corporation has increased its capital stock from \$50,000 to \$110,000.

Lake Orion—The Lake Orion Hardware, Inc., has been organized with \$10,000 capital stock, \$6,700 paid in.

Detroit—The Rutledge Supply Co. has been organized to handle fuel with \$5,000 capital stock, of which \$1,000 is paid in.

Highland Park—The Otten Products Co. has been organized with \$50,000 capital stock, of which \$30,000 is paid in.

Detroit—Dia-Bet Laboratories Corporation has been organized with \$8,333.33 capital stock, of which \$7,250 is paid in.

Detroit—The Artcrafters Manufacturing Co. has been organized with \$5,000 paid in capital stock to manufacture wooden novelties.

Detroit—Al-Laperr, Inc., has been organized with \$25,000 capital stock of which \$4,800 is paid in, to deal in cheese and dairy products.

Midland—E. G. McMartin, Inc., has been organized with a capital stock of \$10,000, of which \$3,000 is paid in. It will deal in men's clothing.

Detroit—Art Purse & Son, Inc., has been organized with \$5,000 capital stock, of which \$2,000 is paid in, to deal in fruits and vegetables.

Grand Haven—The Grand Haven State Bank has reduced its common stock from \$100,000 to \$50,000 and issued \$100,00 preferred stock in addition.

Detroit—Norman's Progressive Corporation has been organized with a capital stock of \$5,017 to conduct general stores and do cleaning and dyeing.

Detroit—The Swansdown Sanitary Garment Co. has been organized with \$25,000 capital stock, of which \$4,000 is paid in, to manufacture sanitary products.

Coldwater—Charles T. Cahill, 59, one time hotel owner at various Michigan points, including Dearborn, died Aug. 19 at the Cedar Bank Hotel, Coldwater lake.

Benton Harbor—The Ludwig Fishing & Touring Corporation has been organized with a paid in capital stock of \$1,000 to engage in the fishing and cold storage business.

Kalamazoo—The Power Department Store, Inc. has been organized to conduct a retail department store. The capital stock is \$40,000, with \$30,000 subscribed and \$20,000 paid in.

Mt. Pleasant—Murray & Co., formerly engaged in the grocery business at Pontiac, have engaged in the whole sale tobacco, confectionery and paper bag business here. Later they will add a grocery line.

Hamilton—Schuttmatt Bros. will open a new oil station and lunch room on the corner until recently occupied by Johnson Bros. station. Schuttmatt's station is on Route M40, just North of the village limits.

Portland—Potter & Hudson, of Lansing, have purchased the Portland Products Co. The new owners plan to add a line of fancy cheese to the output of the plant, which uses about 10,000 pounds of milk daily.

Lansing—Mrs. Emma Retan, who has been ill at the home of her daughter, Mrs. A. B. Lehr, in Jackson, for the past two weeks, has returned to Lansing and reopened her bakery at 1425 East Michigan avenue.

Milgrove—The pickling plant at this place, after being closed for several years, has just been opened. While the cucumber crop has been injured by the dry weather it is thought there will be fair supply for the plant.

Charlotte—Leo Giar, contractor, living near Hayes Corners, four miles North of town, has leased the James H. Bryan store building formerly occupied by the McNamara-Putnam drug store, planning to open a paint store there in about two weeks.

Lansing—The Gauss Baking Co. has completed all plans for its local plant at 1920 West Saginaw street and is now under full production in the new location after re-equipping the plant. Formal dedication of the new local unit will be observed in September.

St. Johns—Construction has started on an addition to the St. Johns Stockyards Co. building that will more than double the size of the plant and make the yards the largest in that section of the state. The additions follow the construction of the present building a year ago.

Clare—James S. Bicknell, cashier of the Citizens State Bank of Clare, is heading a committee to investigate the possibilities of a chemical plant to utilize the waste salt brine in the Vernon oil field. It is believed that many of the dry oil holes are capable of producing brine in quantities.

Sodus—Saturday, August 25, has been set for the dedication of the Sodus Fruit Exchange plant, newest and most modern of Berrien county's fruit packing, cooling and cold storage buildings. The plant has been built at a cost of \$50,000 to replace the one destroyed by fire last winter.

Bronson—Funeral services for George Holcomb, 51, former Bronson hardware merchant, who died at his home in Hebron, Ohio, after a brief

illness, were held Aug. 14 from Swank's funeral home in Bronson. The Rev. Richard Miles was in charge. Burial was made in the Bronson cemetery.

Hastings—A free show at the local theatre, a band concert and a pavement dance will be features of the "Better Hastings" days celebration to be given by local merchants Friday and Saturday of this week. Forty-three merchants, members of the Hastings Commercial club, are sponsoring the event.

Petoskey—A new wholesale fruit and produce firm, known as the Northern Fruit House, and operated by Charles Abbajy and Joe Gelardi, opened for business Aug. 14. The two partners have been in the business for five years, operating a fleet of trucks out of Grand Rapids and Detroit. They now have two wholesale places, Petoskey and Sault Ste. Marie.

Kalamazoo—The druggists in Kalamazoo will have an outing Thursday afternoon, Aug. 23, at the 40 and 8 cottage at Pickerel lake. A picnic supper will be served. Members of the Battle Creek druggists association have challenged the local druggists to a baseball game, which will be played at this time. The Kalamazoo druggists have invited the druggists of Allegan, Otsego, Plainwell, Vicksburg, Schoolcraft, Galesburg, and Richland to attend this picnic. The Kalamazoo stores will be open as usual Aug. 23.

Nashville—Mrs. Susie Flanigan of Grand Rapids and Seth I. Zemer of Nashville, were married Tuesday at the city hall, Grand Rapids, by Judge Creswell. The couple were attended by Mr. and Mrs. L. R. Coats, friends of Mrs. Flanigan. Mr. Zemer is active in business and civic affairs in Nashville, having conducted a hardware store at the corner of Main and Maple streets for the last eighteen years. He served the village three terms as president. Mr. and Mrs. Zemer arrived in Nashville last evening and will occupy the Zemer homestead on State street.

Kalamazoo—The Gown Shop, 507 West South street, reopened Monday. The shop has been closed during the last four weeks for a complete redecorating and renovating, and Miss Boylan has spent the time in New York, selecting new styles for fall wear. The Gown Shop is one of the most unique establishments of its kind in this section. Representatives of national style magazines have visited the home in which Miss Boylan's shop is located. The shop has many exclusive features, including private fitting rooms. The rooms are air conditioned for the comfort of patrons.

Ann Arbor—John C. Fischer, 68, since 1885 active in hardware retailing died recently in Ann Arbor, where he conducted a hardware store. He became employed in a hardware store in 1885 and four years later bought a hardware business. In 1890 he acquired the hardware store in which he had first worked and combined the two businesses under the name John C. Fischer Hardware. He was president of the Michigan Retail Hardware Association in 1918 and attended many

of the NRHA congresses. Mr. Fischer was for three years president of the local chamber of commerce and was a member of the local board of education.

Kalamazoo—The Postum band of forty pieces from Battle Creek will provide the musical program for the annual picnic of Red and White stores at Summer Home park, Long lake, Thursday afternoon and evening. The band will head the parade of store owners and employes through the streets at 2 p. m. on the way to the picnic grounds and also will present concerts afternoon and night upon arrival there. The forty-five Red and White stores in this territory, including the 26 located in Kalamazoo, will close at noon, Thursday. There will be the usual picnic features at the lake, including a basket lunch, bathing, boating, and dancing in the evening.

Augusta—Albert Almon Black, 35, Kalamazoo meat salesman and former Augusta merchant, died Saturday night in Bronson hospital of internal injuries received earlier the same night in an auto accident on US12 near Eagle lake. Something went wrong with the steering gear of Mr. Black's car as he was returning home from work with his meat truck. The car went over an embankment and hit a tree on US-12 near Eagle lake. He was taken to Bronson hospital where he died, five hours after the accident. He was conscious until his death and was able to describe the accident to his wife and his employer, Peter Eckrich, of the Eckrich & Sons Meat Co., of Kalamazoo. Mr. Black was born in Augusta, August 26, 1898. He was graduated from Augusta high school. As a boy he had helped his father, Fred Black, in a meat market he owned at the time. After serving in the World war, Mr. Black worked as a meat salesman for the Sullivan Meat Co., of Detroit and the Armour and Wilson meat companies. He bought a grocery in Augusta in 1920 and ran it for a time. Ten years ago he moved to Kalamazoo. Mr. Black was a member of the American Legion post of Augusta and served as treasurer of the post for a time. He was a member of the Masonic order of Galesburg.

Manufacturing Matters

Detroit—The Voice Silencer Co. has been organized with \$50,000 capital stock, all paid in, to manufacture rubber novelties.

Detroit—James Fitzsimmons & Co. has been organized with \$10,000 capital stock, all paid in, to manufacture furniture and fixtures.

Detroit—The Holton Tool, Inc., has been organized with \$5,000 capital stock, all paid in, to engage in the manufacture of cutting tools.

Detroit—The Dell Manufacturing Co. has been organized with a paid in capital stock of \$2,500 to engage in the manufacture of auto parts.

Detroit—The Union Brewing Co. has been organized to manufacture brewed beverages with a capital stock of \$50,000, of which \$29,000 is paid in.

(Continued on page 17)

Essential Features of the Grocery Staples

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

Canned Fruit—California packers announce an advance of 5 cents per dozen on 1934 pack standard 2½s tomatoes, bringing the market up to a range of 95c to \$1 per dozen, f.o.b. dock, San Francisco. The advance is general, with a few packers reported withdrawing from the market. New pack 10s standards were firm at \$3.25 per dozen. Quotations on solid pack remained unchanged.

Canned Vegetables—Chicago advisers state that Libby, McNeil & Libby have announced a 60 per cent. delivery on a new pack corn and it is expected that other canners operating plants in the Midwest will follow with notices of short delivery on their new packs. The curtailed deliveries are attributed to drought damage to the growing crops. Probability of short deliveries from some mid-Western areas was seen earlier in the week with the disclosure that a number of canners from that section of the country had come into the market as heavy buyers of new pack Maine corn. Considerable business was reported placed at 95 cents, with several Maine packers withdrawing offerings. Minnesota reports indicate that the acreage yield of canning corn is running above average, however, so it is expected that shortages developing in other midwestern States may be offset in part by a larger pack in Minnesota.

Canned Fish—The chief development this week concerns the break in Puget Sound salmon, which went off to \$1.35 a dozen for fancy halves, hand packed. This is the lowest price for a number of years, and if price appeal means anything, the market for sockeye should expand tremendously. There will be plenty of red salmon this year, following large packs in Alaska and now on the sound, and this naturally creates a new relationship in prices. The effect of the decline in sockeye salmon, coming after the recent break in Alaska reds, certainly will hurt trade sentiment in other grades, but to what extent is not apparent at the moment. The low prices on salmon, coming at a time when everything is away up, ought to bring country-wide attention to this food and build up a larger market which can be capitalized on in future years.

Dried Fruits—Fancy grades of new crop California Calimyrna figs have joined the ranks of "shortage items," according to reports from the Coast, with prices quoted firm and indications of early withdrawals on some grades by packers. More buying interest in new crop prunes was reported in some quarters of the trade during the day, and while new business did not run into heavy totals, sellers were more optimistic regarding the outlook for an early improvement in volume. The trade is fairly well supplied with old crop, bought recently, and since the market on 1933 prunes has advanced in California since these goods were acquired, and the 1934 market did not open as high as expected, the trade is showing a tendency to work out old crop holdings before taking hold of

the market for 1934 pack in a large way. Prices on the spot position are well held throughout the list, reflecting the strong position in primary markets, with a moderate volume of replacement buying reported.

Nuts—New crop large washed Brazil nuts, to arrive, are offered at 10c per pound, but buying has not yet developed to any extent. This year's crop of Brazil nuts is somewhat smaller than that of a year ago, the reduction being principally in the smaller sizes. There was no change in the shelled nut division during the day, although the pecan market was showing more strength, reflecting added production costs due to the strike settlement, under which shellers receive sharp wage increases. Nut importers are having their troubles in lining up supplies for the coming season, inasmuch as they are buying on a 59c dollar this year as contrasted with the 100c gold dollar a year ago.

Pickles—Nothing new is to be said about the pickle situation. Business is light and promises to remain thus for another three or four weeks. After labor day some of the local trade may think of replenishing.

Rice—Spot market conditions showed no important change during the day, and quotations remained unchanged throughout the list. Market interest is centering in the Government buying operations, and the prices which will be quoted on the competitive basis called for in the bids. Clearance of the bulk of carry-over stocks by relief purchasing is expected to react to the market's advantage, as it is felt in trade circles that considerable of this rice will go to consumers not ordinarily users of the product and that potential demand in more normal times will be stimulated by this distribution.

Salt Fish—New American shore mackerel is now on this market. They are still packing this. To date the pack is about equal in quantity to last year. However, the quality is better. Prices on Nos. 2, 4 and 5 are out. No Nos. 1 or 3 are offering here yet. Some improvement marks the demand, and with the coming of cooler weather a fair volume of business is anticipated. It is still to early to have any line on Norway, Irish, or Canadian fat mackerel.

Vinegar—Vinegar remains firm. Supplies of cider vinegar light and in strong hands. No change is reported in the outlook for the coming up-State apple crop, which is very poor.

Review of the Produce Market

Apples—Strawberry, \$1 @ \$1.25; Duchess, 50 @ 60c per bu.

Avocados—\$3 per case from Florida.

Bananas—5c per lb.

Butter—Creamery, 29c for cartons, and 28½c for tubs.

Cabbage—Home grown, 60c per bu. for either white or red.

Cantaloupes—Home grown, \$1 @ \$1.25 per bu.

Carrots—Home grown, 20c per doz. bunches or 75c per bu.

Cauliflower—\$1.25 per crate for flat home grown.

Celery—Home grown 20 @ 35c per dozen bunches.

Cucumbers—Out door grown, 75c per bushel.

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

C. H. P. from farmer.....\$2.75
Light Red Kidney from farmer.. 3.75
Dark Red Kidney from farmer.. 4.50

Eggs—Jobbers pay 15c per lb. for all clean receipts. They sell as follows:
Fancy, fresh white.....23c
Candled, fresh.....22c
Candled, large pullets.....17c
Checks.....16c

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

Garlic—12c per lb.
Grapes—Champions, \$2.25 per doz. for 4 lb. buckets.

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

Green Beans—Home grown, \$1 per bushel.

Green Onions—10c per dozen.

Green Peas—\$2.75 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.....\$3.75
Leaf, out-door..... .04

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 South Haven, \$2 per bu. They are good size and present a good appearance.

Pears—\$1.50 @ \$1.75 for Bartlets.

Plums—\$1.25 per bu. for Bradshaw.

Potatoes—New Jersey, \$1.75 per 100 lb. sack. Home grown, 85c 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—\$1 per bushel for home grown.

Summer Squash—2¼c per lb.

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

Tomatoes—Out door grown, 25-40 per ½ bu.

Turnips—30c per dozen.

Veal Calves—Wilson & Company pay as follows:

Fancy..... 9c
Good..... 7c

Watermelons—25c @ 35c.

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

A low price does not bring high hopes or prosperity.

Forged Checks Are Passed in Cadillac

Two forged checks were passed in Cadillac Tuesday and a third signed by a man with no account at the bank, according to police reports. The checks were written on blank checks stamped with N. R. Torrey and on the Cadillac State Bank. Two were signed as by Mr. Torrey and were made out to James King.

Suspicion was aroused at a Standard Oil filling station, after a man had purchased gasoline and given an \$8 check, endorsed by King, receiving change. The attendant, Arthur Youngdam, had obtained the license—Indiana 665-655, Studebaker roadster with winter top, black. The man was accompanied by a girl of dark complexion, according to the report to police.

A telephone call disclosed that Mr. Torrey was out of town and it was found that a man had ordered a monument from the shop, had asked for a blank check and had written one for \$50 to Mr. Torrey, signing it "James King." Evidently it was at this time that the extra blanks were obtained. King had no account at the bank, it was stated.

A \$12 check was passed at the Kelly Motor Co., being made out in the same way as the one tendered the Standard Oil Co. Police had all three in their possession.

James King had also gone to the cemetery, where he told John Edgell he wanted some work done on a grave and had promised to return at 7:45 p. m. to pay for it, but did not come.

The description of the car and the man who was short and of dark complexion, was telephoned the state police post at Traverse City and put on the radio by the Lansing office.

A warning to be very careful about cashing checks for strangers is offered by Charles A. Benson, acting chief of police, who asks that any suspicious person be reported to police.—Cadillac Evening News.

Novel Jewelry Orders Gaining

Fall buying operations in novel jewelry are beginning to expand with marked interest shown in bracelets, pins and clips and earrings. There is some call for necklaces despite the trend toward high necklines on Fall dresses, leading to the expectation that a revival of interest in these items is in prospect. Gold effects are well in the lead in orders placed. Interest is also being shown in silver items and in color combinations such as brown and gold, blue and silver and green and gold.

Kalamazoo—George E. F. Vennard, 62, a former Grand Rapids druggist, who had been a resident of Kalamazoo since June, died at his home, 3526 Madison avenue, Oakwood, Sunday. He was a member of the Masonic and Odd Fellows lodges of Bellaire. He came to this city from Cedar.

A new motor-truck refrigeration system utilizes a hydro-carbon distillate first to refrigerate the truck, then to drive it. Amount of refrigeration created is in proportion to the quantity of the fuel consumed by the motor.

MUTUAL INSURANCE (Fire and Life)

Selling the Fire Department to the Public

Selling the fire department is a matter of great concern (or should be) to every fireman, no matter what his rank, whether he is a volunteer or paid man. Every fireman, naturally, wants to work with equipment and apparatus that is in good condition, and wants to hold the respect of the citizens in his community. In this article, we shall see how a properly sold department can gain these things for the firemen—and that in addition it is to the benefit of the community as a whole, because it means better fire protection.

Selling the fire department is really a matter of maintaining proper public relations. It is necessary, because if an aggressive effort is not made to attract attention to the work of the department, the citizens are apt to overlook it. There are few citizens who understand the problems of a fire department, or know what it actually accomplishes. Not one ordinary citizen in ten, for example, knows that each separate fire requires a special method of attack.

The men in the department must make it their business to get the citizens behind them—to think about the department oftener, understand its problems, appreciate its good work, and consider its needs. The last item is the most important—it is vital that all the citizens be sold on the department if it is to receive proper financial support from the community.

During the last two or three years, communities have not on the whole been giving fire departments the money needed to work at top efficiency. The loud cries for reduced taxes have led cities and towns to cut fire department appropriations, with the result that apparatus, hose, fire alarm systems, and other equipment in use to-day in hundreds of communities are not fit for real service.

When the fire chief recommends replacement or repair of worn-out equipment, city officials scared by threats of taxpayers, cut down on every amount requested in order to keep the city budget as low as possible. Thoughtful economy is necessary, but in too many cases the economy was and is too strict, and departments are forced to work under conditions that prevent real efficiency. By selling the department to the citizens it is possible to overcome most if not all of the resistance to spending money for fire protection.

The average citizen to-day is getting along with less money than he had a few years back. Yet the demands for him to spend that money are increasing constantly. He is continually under pressure to spend money for motor cars, tooth paste, refrigerators, and a multitude of other products that are advertised constantly and intensely. There are so many places that Mr. Citizen can spend his dollar today that everyone with something to sell must prove beyond any doubt that his product will give dollar-for-dollar value.

That's where selling the fire department comes in; it is really not very difficult to convince the citizens that the money spent on the department will bring real value in return. But if this isn't made clear to the taxpayers, they will insist on a restricted appropriation, and the dollars needed by the department will go to the motor car salesman and the tooth paste manufacturer.

The urge for lower taxes is by no means over. If fire departments are to be properly equipped and firemen are to receive fair wages during the next few years, it will be necessary for firemen to convince taxpayers that the departments are doing good work at low cost. A good department can justify its expenditures by pointing out the services necessary to public safety it renders.

One quickly apparent result of selling the fire department will be a reduction in fire losses. These will follow when the department is getting proper financial support, because fires can be put out more quickly and with less loss when the department is working with adequate equipment than when it is forced to use pumpers and hose that are old and inefficient.

Selling the department to the public will also build up the morale of the department itself. Citizens will regard firemen in a more considerate and friendly light, which will make the firemen proud of their jobs and anxious to do even more for the citizens. The impression sometimes so prevalent that paid firemen sit around playing checkers all day, and that volunteers are men who like to play with axes and hose streams, can be overcome. Three out of four citizens don't know half of the duties connected with the firemen's work, and that is why it is necessary to tell them about fire department services and responsibilities.

No officer or fireman should feel reluctant in the least to make an effort to sell his department. It must be remembered that if the citizens do not pay much attention to the department, its efficiency will suffer. This of course will work a hardship on the community as a whole. In addition, when efficiency does drop off, no matter where the fault lies, in the end the responsibility will be laid at the door of the department. A fire department must sell itself to the community, not only that the community may receive adequate service, but also to protect the department itself.

So far we have seen that selling the department to the public is necessary in order to win financial support from the community, which means a better equipped department with a high morale, and therefore lower fire losses and more respect for the department and its work. At this point the question arises: How can we sell our department to the public—what are some practical ways of showing the public what the department is actually doing to protect life and property, of getting the public interested in the department, and proud of its work?

The first and most important step is to fight fires efficiently. Some firemen believe that if a department gives the community good service in protecting life and property it will automatically

receive proper support. But the drastic cuts that have been handed out to some very modern and efficient departments prove this theory is a fallacy. It is quite plain that citizens do not recognize efficient fire fighting when they see it. The man who finds firemen cutting a hole in his roof when the fire is in the basement does not consider that efficient fire fighting. You cannot expect him to know the benefits of ventilation until he has been told about it. On the contrary, he is apt to remember that hole in the roof (which to him seemed unnecessary) long after he has forgotten that the fire didn't get out of the basement.

Some chiefs, whenever they have fires that bring out points of attack that might seem uselessly damaging to the property owner, go to the local newspaper with stories telling what conditions made the actions necessary, and what dangers were avoided by taking those steps. That is one good way—another would be to go to the owner and explain to him personally. Any method that will remove the bad impression is excellent.

Another very necessary part of selling the department is unfailing courtesy to the public. When a citizen comes into a fire station, he should be treated as the owner of the place, for in the final analysis that is exactly what he is. His money, as taxes, pays the salaries of the men and buys equipment. It should be remembered that the public is the boss of the fire department, and is entitled to civility at all times. This does not mean that all or even a majority of firemen are rude, even unintentionally, but it is important that they go out of their way to be courteous to the public.

Fire department inspections can be made to sell the fire department if they are handled correctly. Always give the citizens the impression that the inspectors are there to help them escape fire, and not to look for signs of carelessness about which they can complain. A little introductory speech might be helpful in making a good impression—something like this: "We have come as members of your fire department to help you find fire hazards that are perhaps endangering your life and property. We know that you wouldn't want your home (or place of business) to burn, and lives to be lost, because of a fire that could have been prevented."

It is important that the citizens real-

ize that fire department inspections are for their welfare, so that they will recognize it is another service rendered by the department.

Public exhibitions of fire fighting drills and evolutions are also very effective in creating public interests in and enthusiasm for the fire department. Once or twice a year, every department should give a show for the public at some location where a crowd can be accommodated, and there is room to raise ladders and throw water. The evolutions shown should be more or less spectacular, and (this is important) someone should be on hand to explain clearly to the crowd how each evolution is used in actual fire fighting. Such exhibitions demonstrate that the department is well trained, and is able to cope with any emergencies that may arise at fires. They also instill public respect for the thoroughness and technicality of fire department training.

Nearly every fire department, large or small, has at least one man who is a good public speaker. These men should be sent around to address the various organizations in the city or town—luncheon clubs, parent-teachers clubs and other groups—and the children in the schools. Each group should be handled according to its class of members, although there is general fire prevention material that is suitable for any group. The ladies should be told about home hazards they are responsible for; tell the men about store and factory hazards, and good and bad practice in the home basement and garage. If the audience is mixed, the hazards discussed should be of both types. The school children as a group are probably most important, because they will remember your message longer, and the seeds you plant in their minds will bear more fruit than those planted in the minds of their parents. When addressing schools talk about the simpler fire hazards, the dangers of playing with fire, and above all what to do if the clothing catches fire.

The various ways of selling the department mentioned in this article—efficient fire fighting, courtesy, inspections, newspaper items, exhibitions, public speakers—are by no means the only possible methods. They are, however, a good foundation for any other methods that firemen can work out for their local use. The main thing to re-

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member is that the department must constantly be kept before the public in a favorable light. A public relations campaign that is carried on intensively for a month, and then dropped for the rest of the year, is of slight value. But with regular monthly newspaper messages, regular inspections, constant courtesy, fire department exhibitions, and firemen speaking at public gatherings, a fire department can keep itself in the minds of the citizens a good deal of the time, and will find its work appreciated more and more as time passes. It is necessary to keep hammering at the public—always remembering that there are thousands of other things that are trying to get public attention and support, but that none of them is more deserving of that attention or essential to public welfare than the fire department.

A. W. Hessel.

Lower Your Fire Bill

Every fire permanently removes material wealth from the economic ledger.

The effects of fire can never be undone.

These two axioms deserve remembering. A good many people think that insurance covers the loss caused by fire. No policy can do that. Insurance simply pays for a part of the direct loss, leaving unpaid the greatest loss of all—the indirect loss.

Indirect loss is measured in unemployment—men thrown out of their jobs because the factory where they worked burned. It can be measured in taxes—whenever a fire removes property from the assessment rolls, the share of the cost of Government it paid must be passed on to other property. It can be measured, over a period of time, in insurance based on the past fire experience of the community. It can be measured in a town's lack of progress—cases are on record where one great fire has literally brought a community's development to an end.

Fire prevention is a civic duty—and it rests on the shoulders of every property owner to do his part to discharge it. You help pay for every fire—and every fire that is prevented actually means money in your pocket. Help make your town "fire-free."

Proceedings of the Grand Rapids Bankruptcy Court

August 13. On this day the schedules, reference, and adjudication in the matter of Teresa Mahoney, bankrupt No. 5803, were received. The bankrupt is unemployed of Kalamazoo. The schedules show total assets of \$2,410 (of which \$100 is claimed exempt), and total liabilities of \$22,500, listing the following creditors:

Central Hanover Bank & Trust Co., New York City, \$22,500.00
In the matter of Ford Blake Fuel Co., bankrupt No. 5761. The first meeting of creditors has been called for August 28, at 10 a. m.

The sale of assets in the Ford Blake Fuel Co., bankrupt No. 5761, has been called for August 30, at 2 p. m. at the premises formerly occupied by the bankrupt at 1461 Madison avenue, Grand Rapids. The assets for sale consist of office furniture and fixtures, machinery and equipment, trucks and fuel, all appraised at \$1899.95. All interested in such sale should be present at the date and time above stated.

In the matter of John I. Bushouse, doing business as Bushouse Hardware Co., bankrupt No. 5801. The first meeting of creditors has been called for August 28, at 2 p. m.

In the matter of Rudolph H. Schuler, bankrupt No. 5776. The first meeting of creditors has been called for August 29, at 11 a. m.

In the matter of Leslie H. Kibbey, bankrupt No. 5789. The first meeting of

creditors has been called for August 30 at 10 a. m.

In the matter of Leon Heiss, bankrupt No. 5788. The first meeting of creditors has been called for August 30, at 10 a. m.
In the matter of Burrell F. Turner, doing business as B. F. Turner Grocery, bankrupt No. 5786. The first meeting of creditors has been called for August 31, at 2 p. m.

In the matter of E. Fred Walter, doing business as Pine Street Grocery, bankrupt No. 5791. The first meeting of creditors has been called for August 31, at 2 p. m.

August 14. On this day the schedules, reference, and adjudication in the matter of Edward Hesse, individually and as Hesse's Market, bankrupt No. 5805, were received. The bankrupt is a food inspector of Muskegon. The schedules show total assets of \$3,389.22 (of which \$850 is claimed exempt), and total liabilities of \$3,417.25, listing the following creditors:

Household Finance Corp. of America, Muskegon	\$ 100.00
Boyd Auto Sales, Muskegon	
Heights	596.75
Money Corporation and Citizens Loan, Muskegon	189.00
Mona Lake Ice Co., Muskegon	
Heights	7.50
Michigan Associated Telephone Co., Muskegon	19.00
Ben Schulte, Muskegon	150.00
Swift & Co., Chicago	176.00
Anderson Packing Co., Muskegon	
Heights	1,150.00
Muskegon Wholesale Grocery Co., Muskegon	500.00
Michigan Tradesman, G. R.	9.00
Peoples State Bank of Savings, Muskegon	20.00
Wit & VanAndel, Muskegon	500.00

August 17. On this day the schedules, reference and adjudication in the matter of Daggett Canning Co., a Michigan corporation, bankrupt No. 5799, were received. The bankrupt is located in Coopersville. The schedules show total assets of \$20,886.01, and total liabilities of \$48,776.96, listing the following creditors:

Village Treasurer, Coopersville, taxes	\$ 126.25
Ottawa County, Grand Haven, taxes	621.54
Old Kent Bank, G. R.	15,000.00
American Corrugating Co., G. R.	215.44
A. K. Ackerman Co., Cleveland	754
G. E. Bursley & Co., Fort Wayne	10.86
Bean & Hurst, Bloomington, Ill.	9.11
Blair Willison Co., Clarksburg, W. Va.	8.03
Biddle Purchasing Co., City Hall Sta., N. Y.	6.40
Booth Brokerage Co., Marshalltown, O.	7.88
Coopersville Lumber Co.	163.92
Coopersville Water Works	866.19
Coopersville Co-Op Elevator Co.	98.95
Continental Can Co., Chicago	294.94
G. R. Caldwell Co., Pittsburgh	104.28
Cadillac Wholesale Grocery, Detroit	1.87
Francis N. Coon Co., Sioux Falls, S. D.	60.04
Dunkley Co., Kalamazoo	100.40
Daniels Co., Muskegon	39.13
R. F. Dun Co., G. R.	1.00
Fisher-Drummond Wall Paper Co., G. R.	9.06
G. R. Growers, Inc.	680.10
Gandy Belting Co., G. R.	47.48
Grand Trunk Western Rd., Detroit	37.50
G. R. Awning & Tent Co.	1.75
Hayden Supply Co., G. R.	21.11
Cornelius Hoffius, G. R.	101.00
Ralph N. Henderson Co., Terre Haute, Ind.	51.00
Independent Grocers Alliance, Chicago	.45
Jobbers Service, Inc., Coldwater	36.95
Jordan Brokerage Co., Burlington, La.	2.03
Kansas City Wholesale Gro., Kansas City	6.10
Samuel Kunin & Sons, Chicago	42.85
Bernie J. Lemmen, Coopersville	19.57
Lawrence Warehouse Co., Chicago	186.48
Michigan Lithographing Co., G. R.	1,200.82
Michigan Paste & Mfg. Co., Detroit	3.60
Mid-West Food & Specialty Co., Detroit	1.20
Michigan Cannery Assn., Fremont	10.00
Muskegon Wholesale Co.	.98
J. J. Miller, Marne	7.00
Allen G. Miller Co., G. R.	25.00
J. P. Michael Co., Indianapolis	1.39
National Cannery Assn., Washington, D. C.	69.35
Pickrell & Craig Co., Louisville, Ky.	2.40
P. Ranville Co., G. R.	39.88
Geo. D. Rosso, Grand Haven	75.00
Reid, Murdoch & Co., Chicago	15.75
H. M. Reed Co., Waterloo, La.	.30
Square Deal Hdwe., Coopersville	43.35
Sprague-Sells Corp., Hoopston, Ill.	3.18
Southern Mich. Grocer Co., Coldwater	2.43
Salinger Brokerage Co., St. Louis, Mo.	.94
Seeger-Schmidt Brokerage Co., Kansas City, Mo.	63.75
H. H. Schlotzhauer, Philadelphia	20.00

Seaton & Co., Peoria, Ill.	13.91
O. W. Stoltz & Co., Ottumwa, Ia.	1.64
Geo. H. Leslie & Co., Chicago	.52
L. A. Talcott Co., Chicago	.23
Tilley-Barnett Brokerage Co., Indianapolis	47.11
United Buyers Corp., Chicago	4.80
Vyn Co., Grand Haven	2.05
West Detroit Wholesale Grocer Co., Detroit	.60
B. Zeigmond, Chicago	1.42
Van Buren Co. Canning Co., Fennville	403.34
George Britton, Spring Lake	28.01
F. Beues, Spring Lake	4.50
Walter Britton, Spring Lake	10.17
Chas. Balcom, Ravenna	25.84
John Bunker, Spring Lake	148.13
John Borchers, Spring Lake	3.98
F. Borchers, Spring Lake	50.38
Hjork Bros., Kent City	121.05
E. A. Chittenden, Spring Lake	49.39
Ira Cross, Spring Lake	96.50
Masley Chittenden, Spring Lake	137.58
Dewey Chittenden, Spring Lake	69.65
George Chittenden, Spring Lake	88.92
G. J. Cargill, G. R.	76.90
H. R. Corbett, Nunica	37.59
E. P. Daggett, deceased	7,283.91
O. W. Downer, Albion	272.56
L. L. Dickinson, G. R.	241.30
J. C. Fredricks, Spring Lake	40.74
Thos. Ferguson, Coopersville	13.18
P. L. Freeman, Spring Lake	14.53
S. Farrer, Spring Lake	13.14
H. Gustafson, Spring Lake	11.84
Vernon Gross, G. R.	812.00
S. Gulis, Spring Lake	115.55
Thos. E. Graham, G. R.	1,169.49
G. Gierman, Spring Lake	13.74
Roy Haas, Conklin	183.52

Frank Hornesek, Ravenna	2.26
C. Hecksel, Nunica	80.84
Carl Huls, Spring Lake	5.38
Floyd Helsel, G. R.	91.30
Mrs. J. H. Johnson, Spring Lake	36.07
J. Jannenga, Spring Lake	93.75
Fred Klintworth, Spring Lake	146.69
W. Koehnke, Spring Lake	45.66
C. Lumsden, Spring Lake	.32
Wm. Lex, Spring Lake	64.21
Henry Muth, G. R.	71.30
J. P. Munson, G. R.	282.90
H. Middlecamp, Spring Lake	3.49
P. J. Machek, Spring Lake	6.86
Chas. J. Machek, Spring Lake	25.48
Wm. Merz, Spring Lake	89.84
Wm. Phillips, G. R.	307.38
H. Renkema, Spring Lake	12.12
R. E. Root, Coopersville	18.10
Art Rickert, Spring Lake	12.10
G. Schweitzer, Spring Lake	97.49
D. Scott, Spring Lake	5.84
A. Sillis, Spring Lake	48.11
J. Schmidt, Spring Lake	101.85
Henry Smith, G. R.	5,824.31
Geo. Tuhy, Spring Lake	44.26
Art Van Hall, Spring Lake	122.62
Frank Veima, G. R.	200.80
John Vink, Spring Lake	7.34
J. Vander Swaag, Spring Lake	104.94
R. Vander Swaag, Spring Lake	9.84
J. Van Hall, Spring Lake	214.17
Oscar Vollmer, Spring Lake	217.75
E. Wagonmaker, Spring Lake	15.25
L. Wachter, Spring Lake	324.66
Gco. Wolford, G. R.	1,695.38
Percy Wilkinson	.86
W. Cleman, Sparta	50.27
Lawrence Warehouse Co.	10.00
Central Bank, G. R.	11,050.88
Continental Can Co., Chicago	370.48
George H. Leslie & Co.	.52

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PREDICT SALES GAIN

Despite the drought, retail sales throughout the country for September, October and November may be expected to show an increase of approximately 10 per cent. over the same months of 1933, according to the results of a survey issued yesterday by the National Retail Dry Goods Association.

Merchants in communities where average conditions prevail at the present time are in an optimistic mood and look forward to fall merchandising with a conservative degree of confidence, Channing E. Sweitzer, managing director of the Association, said in commenting on the survey. He noted that individual stores in the survey expect sales gains as high as 35 per cent. for the three months' period.

Retailers in the drought areas made no effort to minimize the effects of crop failures in their districts, Mr. Sweitzer pointed out. Many of them informed the association that their sales at best will very likely be considerably under the volume of last fall, due to the sharp curtailment of purchasing power of farmers in the affected regions.

The average for the country, however, will be considerably strengthened by prospects in areas unaffected by the drought, where abundant crops will bring higher prices and where farmers will have more to spend than in the depression years.

These areas, Mr. Sweitzer added are by no means small in proportion to those devastated by aridity. Furthermore, the survey revealed, there are numerous bright spots in wide drought areas, where crops have survived through irrigation, rain or other favorable factors.

Many retailers in drought areas were pinning their hopes on government relief appropriations to prevent sales from being too severely diminished. In many other parts of the country merchants are watching the home modernization program of the Government to ascertain its potential benefit upon home items.

The survey also showed a belief among merchants that business will resume a steady pace after the Summer lull in contrast to conditions last year, when heavy public buying in anticipation of price increases preceded a rapid falling off in consumer purchasing in the Fall.

NEW BUSINESS INFLUENCES

In weighing the possibilities of the changed status of agriculture and the new housing program upon the business outlook, there is reason to believe that developments in these two fields may eventually eclipse interest in the NRA. Farm recovery and a forward movement in construction could turn the tide more quickly than perhaps any other factors which might be mentioned.

Figures compiled upon the agricultural situation indicate that the smaller crops this season will yield a larger money return. Burdening surpluses will be removed. Recent rainfall has repaired in large measure the danger of a feed shortage, so that livestock will be supplied over the winter, and it has also prepared many growing

districts adequately for production next year. However, the full story may not be known for another six weeks or so.

On the more cheerful side, then, there is the possibility that the farm regions may enjoy more normal prices for their products even as industry finds ways of reducing costs upon what they buy. Under such favorable circumstances, next year might bring an exceptional upturn in business.

In the case of the billion dollar loan program for home modernization, there are two views set forth. Some bankers feel that the requirements for such borrowing are so strict that few who are able to meet them are really in need of money for the purposes specified. On the other hand, it is felt that a large number of people who have met their obligations will find a use for such funds under the favorable conditions granted.

From the trade standpoint, both higher food prices and repayment of housing loans may be expected to reduce somewhat what families budget for other expenses. Merchandise purchases may be reduced, therefore, but added employment should serve to take up this loss.

NET BASIS PLAN

The decision of one of the large retail department store groups in the week to start the interchange of figures upon a net basis, with the possibility that purchasing in the future may be done that way, was received with great interest in the merchandising field, particularly as there is severe strife just now over the discount question. Possibly this announcement was construed in some quarters as a strategic move in the discount wrangle and an "all or none" ultimatum, but nevertheless there are evident advantages in the plan.

A large mail-order house and some important chain organizations already use the net system with great benefit. Operating upon a centralized buying plan, they have found that it pays to buy merchandise rather than discounts. Buying discounts is admitted to be somewhat too prevalent in the merchandise field to permit always of supplying the best values.

In the past the discount question has often been summed up by retailers who were defending their demands as a needed "buffer" which would preserve profits or cut losses when the less capable buyer operated too close to the edge of costs. And always when this argument was made it seemed to excuse laxity in control methods or cover larger real mark-ups than were warranted.

Under the codes, discount terms are frequently included among the most important provisions. These cannot be tampered with unless anti-trust decisions rule otherwise in the future. Upon the net basis the buyer may bargain for what he wants at the price he thinks it is worth, and only minimum cost or emergency price provisions are to be observed. Value should become more readily apparent through this method.

No real man is happy when in idleness. Constructive work is the elixir of life.

DRY GOODS CONDITIONS

Cooler weather spurred retail trade this week. Local stores report active business, and reports from other centers are more favorable. However, the volume done on staple home furnishings last year under the threat of rising prices is missing in current transactions and will probably result in a decrease for the month. August apparel sales are doing better than was expected.

A country-wide survey made by the National Retail Dry Goods Association indicates that for the following three months department stores should average an increase of about 10 per cent. over sales in the same three months last year. Gains of up to 35 per cent. were predicted. In the drought region, of course, the outlook is very dubious and trade in devastated districts will more or less depend upon Government relief funds.

Chain stores are reporting better results this month than in July. Estimates indicate that some of the leading systems will double last month's increases in spite of the gains recorded a year ago.

For the fourth consecutive month the Fairchild retail price index declined, the July drop amounting to four-tenths of 1 per cent. The spread between current prices and those of a year ago is narrowing, although the margin is still 15.5 per cent. higher. Men's apparel and infant's wear were the two divisions showing small gains on Aug. 1 over the July 1 figures.

Activity in the wholesale merchandise markets is well maintained this week. Confirmations on earlier orders have been received in very satisfactory volume. The primary dry goods market has been rather quiet, with filling-in orders the principal activity despite firming prices and strike talk.

PRICE FIXING CASE

While there is no regulation requiring the Attorney General's department to undertake cases of price-fixing under the Anti-Trust Laws in the order of their importance, moving from the big to the small violators, there seems small excuse for the action started last week against dress manufacturers in New York. The retailers' organization, which is understood to have instigated this action, should take small credit for its part.

On the face of it, one case of price-fixing may look just the same as another before the real conditions are understood. Price-fixing which the Government might well proceed against in the interests of consumers embraces the sort which looks toward exorbitant profits even at the cost of a restricted market.

In the wholesale dress market prices have been "fixed" largely because retailers sought fixed prices to fit into their established price lines. Discounts have been "fixed" because chaos would result otherwise, chaos from which reputable merchants would derive little gain. The same may be said for allowances, rebates, etc. Only the quantity discount appears justified and that when the total is made up of sizeable and not piecemeal orders.

What the dress industry for some time has been concentrating upon is

the greatest values at established prices. The members of the three associations, against which the Government action has been filed, sell at these "fixed" prices but each individual strives to the uttermost to give better value than his competitor. It would be extremely difficult to find a more competitive industry. The Government has surely made a very questionable choice in its move against price-fixing.

DEVELOPMENTS FAVORABLE

Partial relief in the drought regions through rains, inauguration of the Federal housing program and a decision to reorganize the administration of NRA were the developments of interest to business in the week. Speculative markets revised their ideas concerning the imminence of real inflation of silver. The prompt move of the Treasury Department in shipping gold out of the country strengthened the sagging dollar.

On the whole the news of the week was favorable to the business outlook with the exception of a mixed situation in labor relations. The textile workers decided upon a strike early next month if their demands are not met. This was regarded, however, as a strategic move rather than a real threat since the government intervened recently in a similar crisis. Steel workers, on the other hand, seemed to make some headway toward their objectives in the rulings of the new labor board.

For the time being the trend in basic industry does not appear to be definitely in either one direction or the other. The business index has been fluctuating within one point for five weeks. In the latest week there was a slight loss, although only one series, lumber production, moved ahead.

The upturn in commercial loans and the gains being made, though slowly, in the durable goods industries, are undoubtedly in the right direction. Should they continue, then the inflationary gestures made by the administration may prove unnecessary and probably a definite monetary and budget position could be taken with immense benefit.

According to the current report from the Federal Trade Commission, the manufacturer and distributor of one line of cooking ware has agreed not to continue his statements that the use of aluminum cooking utensils causes cancer or other grave maladies and that thousands of people are dying every day from cancer because they use aluminum in which to cook their meals. No longer will he claim that this and other disorders are increasing among users of aluminum pots and pans, and that doctors and hospitals are advising people against aluminum because of its poisonous effect. Nor will wines, glaze fruits and table delicacies put out by a certain corporation be labeled with the names of French wines and towns in order to slip the thought to purchasers that these things are French products when they are not. Two firms selling canned shrimp, oysters and other sea foods will cease to advertise these products as if the distributor owned and controlled a fishing fleet or a packing plant. The Commission's report gives no names.

OUT AROUND

Things Seen and Heard on a Week
End Trip

The thermometer started upward at a rapid pace last Saturday, so we changed our plans to visit Central Michigan towns and headed for the Lake Shore, where a brisk West wind kept people comfortable who were not too active.

At Grandville I was told by the merchants I called on that the wives and sympathizers of the metal plant strikers had held several minor parades in the city of late, but the men who went out on strike at the metal plant have been refused permission to show themselves in the street en masse. Grandville people as a class are law abiding citizens who have no use for the reds of Russia, who constitute most of the membership of the metal working unions. I think the people of Grandville are to be commended for the strong stand they have taken in meeting and combating the attempts of the reds to turn their placid city into chaos and bedlam. Eternal vigilance is the price of liberty. If any of the reds have undertaken to find permanent lodgment in Grandville they should be driven out of town with as little delay as possible. No good can come to any community through the possession of such fiends.

The main street of Zeeland was beautifully decorated in honor of the home coming which will be held in that city Sept. 5, 6 and 7. This is the first time Zeeland has had a home coming week for several years. Large plans are being made for the entertainment of her guests.

At Holland my first call was on William M. Connolly, Manager of the Chamber of Commerce. I think he is about the busiest official of the kind I have ever met. Although my call was made on a hot Saturday afternoon, when every other association official in Michigan was probably fishing, sailing or golfing, Mr. Connolly was apparently glued to his desk, answering the telephone about every other minute on matters of apparently vital interest to the community he is serving so well and faithfully.

My second call was on Mrs. Deborah Veneklassen, 322 River street, Ottawa county manager of the National welfare work. She recently received a carload of flour manufactured in Portland and put up in sacks. The cost was 85 cents per sack, which bore the label of the Kroger Co. She had nothing to do with the purchasing of the flour. The purchase was understood to have been accomplished by some Federal agency, which let the contract to the lowest bidder. Mrs. Veneklassen was instructed to deliver this flour to independent merchants in Ottawa county who were expected to store it gratis until it was called for by those who needed flour. This method of distribution naturally caused such ill feeling on the part of independent merchants, who protested against being made cat's-paws to execute the demand of the

Federal welfare service conceived by the unscrupulous chain store sharpers.

Mrs. Veneklassen holds no brief for the chain stores, whose unfair and unbusinesslike methods she regards with contempt. Her sympathies are wholly with the independent grocers. In authorizing the distribution of orders to the recipients of welfare assistance she does all she can in all the ways she can to work with the independent merchant and curb the machinations of the chains. In distributing the Kroger flour as she did she was acting on the orders of her superior officer, which leads her to believe that she ought not to be blamed for the wretched outcome such unfair methods placed on the independent merchants.

I have received calls from many Ottawa county grocers during the past fortnight concerning this problem. In all cases I have advised them to handle the flour exactly as requested by the Government agent, because by so doing they make it easy to lessen the hunger of families whose heads may not be regularly employed. I have suggested that they write Mrs. Veneklassen that they will cheerfully handle the flour gratis, but if she has occasion to distribute any more flour furnished by Kroger or any other chain store, she insist that it be put up in sacks not bearing the chain store name. I repeated this suggestion to Mrs. Veneklassen when I called on her and she agreed with me that such a change would be entirely agreeable to her and she would undertake to see that the plan was carried into execution.

My next call was on Charles A. French, manager of the Holland Daily Sentinel, which I regard as the best daily paper in Michigan published in a city the size of Holland. Mr. French evidently plans to spend the remainder of his days in Holland. Two or three years ago he erected a very attractive business building for his newspaper and a few days ago he purchased the handsome home of the late A. Steketee, erected only a short time before the death of the latter. Mr. French has recently installed his son-in-law as business manager, in place of his son, who died as the result of heart disease about a month ago. Mr. French will spend next week at his summer home on Crystal Lake, near Frankfort.

Some of these days I hope to pay my respects to another type of newspaper man who has conducted a weekly newspaper in Holland under entirely different conditions than Mr. French has to observe in the publication of his daily. Of course, I refer to Ben Mulder, whose father devoted his life to the newspaper business in the same field and, I am told, on about the same lines that Ben has followed. His brother is Arnold Mulder, the cultured professor of English literature at Kalamazoo, who has written several remarkable books dealing with the Dutch people and who edited the Sentinel before it was taken over by Mr. French. When Ben takes a subscription to his paper he assumes it is a lifetime ar-

range and never sends the subscriber an invoice. I am told he has hundreds of names on his books who have taken the paper a dozen years or more and have never been reminded of their obligation to the publisher. Not long ago one of his old-time patrons died and Ben filed a claim in Probate Court for \$20 for twenty years subscription. The judge allowed the claim without any hesitation, because the word of the Mulder family has been good in the Holland colony for several generations.

The boat which was recently blown up at Grand Haven, owned by the pirates who are undertaking to denude Lake Michigan of white fish by methods contrary to the traditions of the fishing business, has been raised and conveyed to Barret's boat factory at Spring Lake, where it will be repaired. The cause of the explosion was established when fuses were found in the hull of the vessel. I am told the submarine nets of the pirates had been cut on several occasions, clearly disclosing that the persons who violate the rules of the game in any business must face the indignation and resentment of those who are being financially injured by unfair and dishonest practices. The pirates announce that as soon as their boat is put in condition to navigate they will pull up their nets and return to Rogers City, where they have never been molested in their nefarious operations.

I have never been much of a hand to commend illegal phases of business warfare, but when any organization undertakes to destroy the heritage of the people by the employment of force and the use of their ill-gotten gains by illegal means and dishonest methods, there seems to be only one way to treat such pirates and that is by the employment of the same weapons the invaders use in carrying on their careers of unfairness and criminality.

The white fish is the heritage of God to the people of this country. No one has any right, legal or moral, to ruthlessly destroy this God-given gift in such a wasteful manner and anyone who knowingly consents to such destruction is as bad as the person who engages in such wicked work.

The lumbermen of old denuded our country of forests, which is the direct cause of the costly droughts we have since experienced. Public opinion against such wholesale destruction of timber was not then strong enough to precipitate appropriate action, but the minds of men have since undergone a great change and men of wide vision feel no hesitations in resorting to drastic methods to punish the money-grabbing persons who undertake to make themselves quickly rich at the expense of the people—now and for generations to come. I hope to see the men who conduct the fishing business on Lake Michigan for a livelihood continue to demonstrate their ability to handle this outrageous undertaking as it should be handled in the face of the inability of the proper officers of the law to do their duty.

C. Daane, grocery and meat dealer at 924 Hovey street (Grand Rapids) has conducted business at the same location thirty-six years. Besides the owner of the store, three clerks and a delivery man were as busy as bees last Saturday afternoon.

Petoskey, Aug. 9—Last May we paid an agent of the American Automotive Service Association, of Flint, \$2.50 to put our advertisement on some maps. I have written them to see one of the maps and can't hear anything from them. Comstock & Ford.

As the Flint concern paid no attention to letters of enquiry appeal was made to the chief of police of Flint through the superintendent of police of Grand Rapids, who is always very helpful in a matter of this kind. The response was as follows:

Flint, Aug. 14—Referring to your letter of Aug. 12, asking that we get in touch with the American Automobile Service Association, Lapeer Rd., this city, and learn what they intended doing in regard to the broken contract of Comstock & Ford, of Petoskey. I wish to advise that E. A. Taylor, 4209 Lapeer Road, of the American Automobile Service Association, was contacted, and he advised us that he is financially embarrassed at the present time but that he fully intends taking care of his obligations in due time. He assured us that he will write Comstock & Ford and explain the situation to them. James V. Wills, Chief of Police.

If any other merchants were victimized by this apparent swindle, I should be glad to hear from them on the subject.

Speaking of Supt. Carroll, I wish to make due acknowledgment to him for the assistance he has rendered me during the twenty years or more he has occupied his present position, with great satisfaction to all except corrupt politicians, rabid trades unionists and reds. I learned many years ago that it was next to impossible to make an appeal for information to police chiefs in other cities and get any response, no matter how important the matter might be to me and my readers, but I could hand the request over to Chief Carroll and all the information I sought was immediately forthcoming. Because of the long time Mr. Carroll has served the people of this city so conscientiously and well and because of his long official connection with the National organization of public chiefs, a request from him is invariably treated as a mandate, to be given prompt attention and special consideration. It is generally understood that Mr. Carroll will voluntarily retire from the position he has honored for nearly a generation. When the time of retirement comes I expect to see him given the greatest ovation ever accorded any Grand Rapids official by the law abiding people of the city who have been so faithfully protected against frauds, cheats and criminals for so long a period.

"Ike" Moore, general dealer at Freeport, has stood behind the counter of his own store forty-two consecutive years. Prior to 1892 he clerked seven years in the store of his father. Al-

(Continued on page 23)

FINANCIAL

Looks at Situation From Standpoint of Optimist

I was in receipt of a letter the other day from an old friend of mine who is connected with one of the largest corporations in the country. It is such a wonderful letter that I quote below the entire communication.

"Like you, I am laboring under great apprehensions as to the stability of our financial structure and especially as to that part of the structure represented by corporate and government bonds. I have been through about four so-called depressions in the United States, most of them as acute as the present depression except where the present depression has been made more acute by government intervention in aid or so-called aid of distressed people. Such aid, of course, has been of benefit to those directly receiving it. It has not been of benefit but, in my judgment, has been a positive detriment to all others and its benefit to those receiving it is greatly lessened by the chance it will destroy personal initiative and create, if not a desire, a demand for increasing government assistance and result in lessening the efforts of those receiving aid toward their own self-support. It does not require the gift of prophecy, nor does it take any great amount of financial or other acumen to realize that we cannot continue for any great length of time in increasing public expenditures and raising taxes without an utter collapse. This collapse, if the conditions continue, is bound to arrive either in that an attempt to pay obligations and the interest thereon will create such a tax burden that it amounts to confiscation of property or an attempt to evade that result by an inflation of currency, which will be but confiscation by another name. The only other alternative will be actual repudiation and really there is no difference in results between repudiation accomplished by an undisguised act of legislation and repudiation accomplished by such an inflation of currency as renders debts and obligations evidencing debts worthless.

"Just what to do in order to prepare against the impending catastrophe or in what to invest money so as to save a modicum of property from the wreck, I am at a loss either to advise or to come to a determination on my own account. In this condition I regard bonds, government or corporate, as perhaps the least desirable of investments as they can be practically wiped out by payments in currency not worth five cents on the dollar. If we put it in stocks which represent the equities of companies over and above corporate bonds, the tax will be so high that we will be face to face again with confiscation under the name of taxation. Viewing the situation as a whole, it looks to me like about the safest thing a person can do is to get his holdings, or a large part of them, in land. At least that is stable and if the worst comes to the worst a person can move on it and

even though not a farmer would possess sufficient skill to raise sufficient turnips, turnip greens, pees and potatoes to afford him a plentiful and healthful, if not variegated diet. This procedure I am now considering.

"It is difficult for me to believe that the magic mixers at Washington are really trying to bring about recovery from depression. It seems to me that their aim is, under the guise of offering relief, to prolong the depression in the hope of being able to put over certain pet schemes for reorganization of government, business and the social relations of the people, and that these doctors of finance realize a speedy recovery from the depression will deprive them of any chance of indulging their experimentation in so-called social progress. It seems to me that it is evident to anyone having a modicum of common sense and the slightest acquaintance with or knowledge of the fluctuations of business there is as much chance of bringing prosperity out of the welter of proposals now enacted and to be enacted into law as is the expectation of the painted and feathered Indian expecting relief from the incantations, drum beatings, tattooing and exorcisms of the head medicine man. My only hope is that the people, or those in charge of affairs may see light before it is too late. If stopped now the burden is going to be stifling down to and including ones grandchildren and great grandchildren and will be a living illustration of the religious dogma that the sins of the fathers are visited on the children unto the third and fourth generation. I wish both for your sake and mine that I could write in a more cheerful vein. It is true that the witches and cauldron permitted them to see the downfall of Duncan, but it is also true that they did not foretell or perhaps foresee that the downfall of Duncan also ended in the destruction of Macbeth, and my fear is that while the witches now engaged in song, dance and prophecy in Washington may foresee the end and bring about the death of plenty, the result, foreseen or unforeseen, will also be the death of financial honesty and integrity as well as of prosperity."

This expresses the attitude of the mind of a thinker, but one of the old school. Unconsciously, he is thinking in the past and the landmarks which we had to go by up to 1930 are gone and cannot be revived. A good deal of what he said is true, but conditions are far different than they ever were before and a new course must be charted out.

I was in Emporia, Kansas, several weeks ago and that day the thermometer stood at 118. It did not seem as disagreeable as it does here at 90. The air was dry and there was always a breeze.

On returning I received a letter from one of my friends there as follows:

"It is still hot and dry. Conditions can not get much worse than they are unless the supply of stock water should become entirely exhausted. A great many stock men and farmers are

hauling water but there is still water in the rivers and still plenty of water in many wells. I am not very much of a theologian but I have been a church attendant all my life and I have some theories on that subject; it is my honest opinion that it will take a special dispensation of Providence to bring us any rain during the present month. There is no moisture that I can hear of South of the Great Lakes and North of the Gulf of Mexico and between the Alleghany system and the East slope of the Rocky mountains. The Mississippi has a little trickle of water running down its bed; the cat fish are crawling out of the river and attacking the chicken coops for food. There is plenty of water for the fish in the Cottonwood River bed in places but an old farmer came in the other day with the story that the pool on his place was so shallow that the fish put their rear end upon the bank and their head in the water so they could get water in their gills. It is a dry time."

He also advised me he did not think there would be one ear of corn in the whole county and I noticed in traveling that the grain crops seem to be all burned up. It would be terrible for everyone concerned if the Government were not helping out, but I find that everyone in general is disposed to co-operate with our public officials in alleviating conditions.

This week I went out to a neighborhood farmers' gathering with Julius Hersher, an attorney of this city, whose father has one of the best farms in Shiawassee county, near Ovid. It was the third meeting there that I had attended. They meet to discuss current local and National problems.

I was impressed by the fact that no longer are the farmer people lulled by orators who wave flags and talk but say nothing coherent. The radio has brought problems to our doors. Moreover, I was impressed by the earnestness and intelligence of everyone attending these meetings.

The Chairman, Mr. Hubbard, presided at the meeting with as much poise as the chairman of a bankers' convention and the other guests and their wives would compare favorably with gentlemen and ladies in the so-called higher social circles. No longer is it a question of boots with overalls wadded in them, and old shirts; but everyone shows his self-respect by dressing well. And this is true all over our country.

I spent some little time in Western Minnesota where agricultural conditions are terrible. They have not had a crop for three years due to lack of rainfall, although the land is very fertile. Some Norwegian friends of mine whom I visited made me ashamed of myself when I thought of my personal troubles as compared to theirs. Their father had owned 1,000

acres of as fine farm land as there is in Minnesota, absolutely clear. He was interested as director in a bank and felt keenly his responsibility. It was necessary to consolidate with another bank and with a fine sense of integrity, he mortgaged all his land to take out of his bank the frozen assets; worried himself sick and died leaving a devoted wife to take up the struggle, with enormous debts to pay.


If it were not for the aid of the Government, their situation would be one of despair; but with that helping hand, their situation is brighter. And this same example obtains all over the West.

I cannot begin to imagine what would happen if we adopted the old policy of letting things work out for themselves. Our people as a rule are honest and wish to pay their honest debts, but where a situation obtains such as has for the last four years for which they are not to blame and find that their homes and other possessions are to be taken away from them which represented a life time's work, their whole point of view changes. For this reason we are in favor of the New Deal. We must try something and we hope and feel that something better will work out of it all.

Claude T. Hamilton.

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MUSKEGON

Some Outstanding Characteristics of Big Hearted Boyd Pantlind

There were many hotels in Grand Rapids during its history, but the one hotel which was outstanding was the Morton House, due almost entirely to the character of its beloved landlord, J. Boyd Pantlind, who literally grew up in the business. His uncle, A. V. Pantlind, conducted the railroad eating house at Marshall for many years and our beloved Boyd as a small boy kept the cigar stand. Honorable Thomas J. O'Brien, who lived at Marshall at the time, told me he could remember when Boyd's head would barely show over the counter, and when his uncle moved to Grand Rapids he came with him and thereafter the Morton House was synonymous with J. Boyd Pantlind and he, in turn, became well and favorably known all over the United States.

The lumbermen in our North woods who had been marooned for years before the days of railroads and thereafter during the long winters looked forward to coming down to the Morton House for their vacations as much as people now enjoy going to Europe. Besides the immaculate beds which were provided and the good food which was served, the main attractions were the merry laugh, jokes and general geniality of their host. He had one of the kindest and best hearts of any man that ever lived, and this frequently led him into strange mental complexes. He was so loyal to his host of friends that he would rather sacrifice his own interest than be untrue to them. The only other hotel I know of in the country which had the same following was the St. Charles Hotel, in New Orleans; but in that case it was the hotel and not the landlord that attracted. Twice a year from all over the rivers the planters would journey to New Orleans with their families to stay awhile at the St. Charles Hotel, just as our Northern people did at the Morton. The theatrical people and traveling men looked forward to their stay in Grand Rapids with fond anticipation. Pantlind and Rathbone knew them all—all the old timers—such as Sol. Smith Russell, John Drew, Frances Wilson, Ethel Barrymore, Edmund Booth, Lawrence Barrett, Fechter, John McCullough, Edwin M. Adams, E. L. Davenport, John T. Raymond, Joe Jefferson, and others.

His influence was very large among every class of people in the city. His unostentatious charities were enormous. He boarded and roomed several of his oldtime friends for months at a time when he knew that he would never get any pay. He became a director in many of our best institutions among them the Trust Company. I had grown up as a protegee of the incomparable President Lewis H. Withey, but older men never recognize that their younger associates are growing up, but consider them as still boys and endeavor to treat them as such. The President was a martinet and his long term of absolute power made him jealous of any challenge to his judgment which would not yield

to the progress of events and so when it came time that I felt that I should be a director and have some say in the affairs of the concern I had been associated with so long and had helped build up, the fat was in the fire. Pantlind, a director, had been the initial one in telling me that I ought to be a director and that he was going to see to it that I was; that he was going to speak to Lew and insist on it. The matter was coming up before the directors to fill a vacancy. My splendid old President came in to the meeting flushed and angry, knowing what was coming up and after the usual business was over, the matter was spoken of, when up rose my friend, J. Boyd Pantlind, who had suggested and insisted that I should have the position, and said, "I think we ought to stand by the president. We have just passed \$100,000 through to surplus and that shows what our President has been doing." His long friendship with and loyalty to Mr. Withey overtopped the shorter friendship he had with the younger man. However, there were enough votes and I was duly elected and the next day I was called to the phone by our interesting friend, Boyd Pantlind, who remarked, "Now, Claude, you did the old man up yesterday and I want to see you both and talk with you. Can you come down to the hotel now?" I was delighted to go and found that his good heart had again troubled him. He always talked very rapidly and these were the words, "Now, Claude, you did the old man up yesterday and it hurt him very much, but you and he have got to get along together and I am going to see him and tell him so. I voted against you because I felt I ought to stand with Lew and because I want to be fair. Why, Claude, I have resisted the most alluring temptations because I wanted to be fair. What I mean to say is I have been tempted many times and I have resisted because I could not be fair and do so and because if I am not fair I hurt myself more than I hurt anybody else."

This was his dictum with Puritan, Publican or Magdalene, and it ran through his life and when he left us no one was more sincerely mourned and few, if any, will be longer remembered than J. Boyd Pantlind. His passing was a distinct blow to the hotel business in Grand Rapids. There are probably other hotel keepers who know the technique of the business as well as he did, but there will be no one who will live in the minds and hearts of the people to the extent that our friend did.

Boyd was associated in the hotel business for thirty years with his faithful and loyal friend, J. Mortimer Rathbone, familiarly known as "Mort." Rathbone had been in the hotel business all of his life. His people had been the original proprietors of the Rathbun House on Monroe avenue, at the corner of Market street, where the Widdicomb building now stands, which was torn down in 1885. He managed the Tremont House, in Chicago, before coming to

the Morton as Boyd's right hand man and personal representative when Boyd was not in evidence. Mort handled the Ottawa Beach Hotel many summers for his beloved employer. The two men understood each other perfectly and made a team such as few hotels have ever enjoyed. At last they came to the parting of the ways. I do not know the cause of their parting, but I do know that both men cried like children when they shook hands for the last time. Mort took the management of the Livingston Hotel and died in a few months. The doctors said he had Bright's disease, but I know he had a broken heart. I have witnessed many severances of lifelong friendships, but I never knew a more pitiful circumstance than this one. Boyd always avoided discussing the matter, but the mention of Mort's name in his presence always brought tears to his eyes.

Claude T. Hamilton.

Investigates Housing Bank Loans

The Federal Housing Administration will have appraisers located throughout the country who will assist in operations under the home modernization program and investigate loans extended by banks and other financial institutions, it is learned.

Such appraisers will be attached to the regional offices which are being established to carry out and co-ordinate functions of the housing program. Regional offices in many cases will

be the same as the State directors under the national emergency council who have been handling NRA problems.

The Housing Administration's pamphlets and literature make mention of the regional offices with appraisers assigned to them. How much they will have to do with jurisdiction over housing loans made by the banks is not indicated.

Automobile Production Prospects

Prospects are that automobile production in August will be sharply reduced below July's level of activity, despite the fact that retail sales during the past weeks have held up better than anticipated.

Stocks in dealers' hands are still substantial, it is explained, and August is usually the month in which floors are cleared in anticipation of next year's models.

A change in this trend of promotion may become necessary, however, if the new strike movement among the tool and die makers should assume larger proportions. The automobile industry suffered a serious delay in the production of new models last year, because of the die makers' strike. Automobile manufacturers would rather continue production of their present models, it is said, than submit a second time to such an experience.

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INQUIRIES INVITED.

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Rudolf Eckert, Flint.
First Vice-President—Vincent Miklas, Manistee.
Second Vice-President—O. A. Sabrowski, Lansing.

Secretary—Herman Hansen, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.
Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; Paul Gezon, Grand Rapids; Lee Lallie, Coopersville; Martin Block, Charlevoix.

Midsummer Chit-Chat Appropriate to the Season

Something to think over, reflect on and ponder deeply will take you to the file room of your public library, but it will be worth all the effort. I refer to "Planned Economy" and the great editorial on "Feeding the Farmer," both in Saturday Evening Post for July 7. There is not an American citizen to whom every word of both of those items is not of vital import.

As a last, perhaps despairing, word to Gen. Hugh Johnson, Harry W. Walker, sincere and loveable Secretary of the Baltimore grocers, says in words which reflect certain old-time Maryland customs: "General Johnson, Put Up or Shut Up applies to NRA as well as to poker." But in the same issue of the Grocers' Skirmisher, Baltimore, Walker runs fifteen solid columns of Code rulings, regulations and changes and modifications thereof; enough material to occupy—and likewise sadly puzzle—a lawyer from the neighboring state of Pennsylvania, where, it is said, pretty "smart" lawyers are common.

Facing such confusion worse confounded, what chance can any grocer have? Apparently little, since already it was intimated when that issue was printed that anything like enforcement under NRA was not to be thought of. Fact is, the circle is rapidly closing and grocers will come to realize that whatever benefits are to be garnered from NRA and what permanent advancement in trade practices is to be retained must be accomplished by grocers of, by and for themselves.

Whether benefits accrue or utterly fail us, NRA has and will cost plenty. This is shown by the first year budget of the National Code Authority for grocers. That is \$161,466, and the joker here is, as in other matters of government, that this covers only the National Authority.

How "a little nonsense now and then is relished by the wisest men" was indicated by the comments on the election of Charles V. Rainwater as chairman of code authority for the bottled soft drink industry. Somebody says: "Soft water, soft drink, soft snap"—to which might be added that Mr Rainwater hails from Atlanta, the home of Coca-Cola. Truth is, the Southern metropolis has its drink hard, soft and in between.

But seriously again, this from Grocery World: "A useful thing to remember is that not one of your customers has to come to you for goods. Everyone is as free as air to go elsewhere and there are plenty of places." No words could be more pointed. None could be more heavily truth-laden. And the grocers who apparently are unconscious of this condition are legion.

"There is not a grocer anywhere who has not made more profit, through

banned loss leader selling alone, on flour, sugar, butter, etc., in the past five months than he will pay in code assessments for the next five years." Other comments stress the 6 per cent minimum margin in this connection.

Right here is a danger—and a serious one. For grocers now enabled to get 6 per cent. on the most basic staples may be slow to readjust margins on their less staple lines downward to restore the balance; and if they do not, they will be caught napping again while wakeful merchants readjust economically and corral new trade.

No grocer will feel called upon to plead guilty to extortion who takes the minimum margins provided in the code and many will be bewildered when the cry of "greedy" is directed against them. Yet that is what may be expected, just the same. For consumers never were more sensitive to the pressure of advancing costs than they are right now. To be unmindful of this, to fail so to readjust prices as to hold a sound alibi, will be to play into the hands of rivals who carefully clear their skirts in advance.

Fact is—and this the crucial point—6 per cent on sugar is too high a margin, and that applies to many other staples. I shall not discuss that further now. It is simply stated to sink in.

"Create a demand and we'll stock your goods" is an old-time stall formula by the grocer to the would-be introducer of new merchandise. Herein is seen one way in which the grocer passed over to manufacturers his liberty of action; for thus he surrendered his position as selector of goods for his clientele. Every grocer who does this weakens his own community standing, lessens his influence by abdicating his basic function.

The real purveyor is the grocer who keeps his eye open always for new and improved goods; who never is content with what he has so long as he knows of better things, more attractive merchandise or wider ranges of choice.

The Canadian Grocer recently covered this question well, asking whether many grocers did not lose preferred opportunities to be first with new goods and, when their chance was taken by others, to blame the makers because they had "given preference" to bigger merchants, notably chains. A specific instance is thus mentioned:

"A case, not long ago, was where a manufacturer got out a new container and offered the line to chains and wholesale grocers. Some chains and jobbers passed up the offer, but soon it became popular and a splendid seller. Then many retailers buying from wholesalers wrote pointed enquiries as to why certain chains and other stores had been favored.

"What a buyer should do when offered a new product is size it up carefully, investigate its possibilities perhaps among some friends, then decide whether he will or will not stock it. Aggressive merchants do this daily and secure long leads over their competitors. A set policy to turn down everything new is not sound policy, nor does it build prestige for any dealer."

Something more is needful to keep in the front rank of retailing than prices, special discounts and loss-leaders. That something takes brainwork

which most of us dislike to exercise; but those willing to use their heads with thought and judgment are the boys whom competition and "conditions" worry least.

Naborhood Grocer says: "One principal reason why chain have built so heavily on mass display of fruits and vegetables is that their stocks are refrigerated from the fields to their stores—it is all select stock—and, so far as the South is concerned, its principal competition in the hands of independents is job lots gathered at auction, by truckmen who cull fields and orchards for quantities that are left after quality goods have been fed into graded, branded stocks and started on the way to the better markets and stores.

"Grocers will do well to waken to the fact that a substantial fruit and vegetable business can not be built on merchandise from such sources, supplied by men whose interest and investment are all mounted on a ford chassis who can retire from business by driving the investment in a shed or back yard." To which nobody needs to add a word. Paul Findlay.

Blue Light Rays Speed Spoilage of Foods

Rays of light at the blue end of the spectrum are responsible for much of the spoilage of foods commonly termed rancidity, reports Mayne R. Coe, a chemist in the U. S. Department of Agriculture. He arrived at this conclusion while following up investigations started three years ago on the causes of rancidity in foods. He showed that chlorophyll green wrappers retard the development of this kind of spoilage almost as well as does the total exclusion of light.

The original tests were made with the object of finding some kind of container or wrapper that would greatly retard or entirely prevent the development of rancidity in oil-bearing foods. When chlorophyll green and black showed their superiority the next step was to learn how the various light rays behaved in this respect.

Black wrappers exclude all light, but black is not desirable for commercial use so the Department has recommended chlorophyll green, which gives almost as good results. The green used by Coe excluded light rays from both ends of the spectrum, so the identity of the harmful rays remained unknown.

One of the principal tests for rancidity is the development of peroxides in foods indicating the extent to which oxidation has taken place. Using this standard of measurement, a series of tests just completed reveals that light rays in the blue end of the visible spectrum are the most active in causing rancidity. Following is a list of the colors used, in the order of their desirability for protecting foods: black, chlorophyll green, medium red, orange red, red, dark yellow, tinted yellow, blue. At the end of the test, however, rancidity had developed with all wrappers except the chlorophyll green and black.

In the recent tests aluminum foil, which had been used in comparisons with the various colored wrappers, was also found efficient in protecting both animal and vegetable oils and fats

from rancidity. This is natural, as this material excludes all light.

Ban on Artificially Colored Oranges

The question of the coloration of citrus fruit by artificial means has arisen in connection with the enforcement of the Federal Food and Drugs Act. By the terms of that act, if the addition of color to any article of food conceals inferiority or damage the food is adulterated and the adulteration is not corrected by any form of labeling. If the added color does not conceal inferiority the fact of its addition requires a plain and conspicuous label statement. The application of any dye to oranges represents the addition of coloring substance not normal to the orange. The use of a dye process to conceal inferiority or damage constitutes adulteration. The Department holds that where a dye is used to add color without constituting adulteration, a label statement is required on the skin of each orange plainly showing it to be treated with added color. The ethylene process which has been in use for a number of years does not add any color not normal to the orange but constitutes in effect a kind of blanching process causing the disappearance of the green color (chlorophyll) in the superficial layers of the skin, thereby unmasking the natural yellow to red pigmentation already present. In no case by the use of the process is varietal identity concealed; the effect is one ordinarily produced by natural development. It may be compared to the artifice employed in the blanching of celery stalks. The Department, therefore, announces no change in its policy, in effect for a number of years, with respect to ethylene-treated citrus fruit.

Good Fruit-Selling Suggestion

How much profit do you take out of the summer fruit crops? Do you merely stick up some price cards and hope for the best? Or do you really do a merchandising job on fruits and berries and make them a welcome help to your sales volume? There is a limit, you know, to the amount of fruit you can sell for immediate consumption. When the housewife has served the fruit in a few pies or shortcakes—that's about the extent of her purchasing. You'll benefit comparatively little by this. The sure way to make the most of a fruit season—to triple and quadruple your sales—is to promote jam and jelly making! In other words, sell the housewife for her future use.

Wrought beryllium copper is used in a new line of non-sparking, non-magnetic tools, said to be almost as durable as steel.



NRA

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MEAT DEALER

Meat Sold Reaches Impressive Figure

"Meat sold over retail counters in 1933 reached the impressive figure of \$1,175,363,317," declared R. C. Pollock, general manager of the National Live Stock and Meat Board, in an address given here before the annual convention of the National Association of Retail Meat Dealers. "More meat was sold last year in the United States than in any previous year," said Mr. Pollock. "The total of 17 billion, 960 million pounds represented the finished product of more than 78 million cattle, hogs, and sheep produced on more than six million farms. The personnel engaged in the retail meat business would populate a city larger than Rochester, N. Y."

"These statistics concerning the retailing branch of the live stock and meat industry which comes into daily contact with the nation's 125 million food consumers, are evidence of the significant part played by the retail meat dealer in the operations extending from the feed lot to the dinner table," he continued.

Paying tribute to the present-day progressive methods of retailers throughout the country, Mr. Pollock stated that the cooperation of these men of the trade in carrying forward the National Live Stock and Meat Board's meat merchandising program is of marked benefit to the entire live-stock and meat industry.

"New styles in meat cuts designed and demonstrated by the Board are answering the demands of the discriminating food shopper, since they are attractive in appearance, convenient in size and afford wider variety in the daily menu," he said.

Retailers, through the use of these cuts, through attractive displays and the adoption of the modern methods of meat merchandising, are increasing their sales. The Board is also assisting retailers by bringing helpful information about selection and preparation of meat to homemakers, teachers, students and other groups, according to the speaker.

That the step taken by the Board a few years ago in sponsoring cooperative meat studies at leading colleges, universities and the U. S. Department of Agriculture is revealing invaluable information in establishing the factors directly responsible for quality and palatability in meat, was brought out by Mr. Pollock. As examples of the newer facts he pointed to the results showing that heifer and steer beef are equal in palatability, that different strains of meat animals differ in their ability to produce quality meat, that tenderness of cooked meat is largely dependent upon the method of preparation, that searing is out of date and that slow cooking of meat at low temperatures brings better results than more rapid cooking at high temperatures.

"As retailers you may well feel proud of the product you are merchandising," Mr. Pollock asserted. "There was never a time when you have had so many forceful selling

points available as today. In an age when the health value of foods is receiving so much consideration on the part of competitive food interests, meat occupies an enviable position. Nutrition studies have shown that no other food surpasses meat in the amount of protein, iron, phosphorus, and calories, based on average helpings.

"The medical profession recognizes meat as of distinctive value in the prevention and treatment of certain diseases as well as in maintaining good health. The importance of meat in the diet of the child has been definitely shown. Recent studies by the Board have revealed the value of meat in combatting the condition of malnutrition in children. The value of lean meat as the basis of the reducing diet is a new revelation which is attracting wide attention.

"As retail meat dealers you are in a position to capitalize on this and other constructive information about meat. By doing so you will benefit yourselves as well as all other branches of this great industry which is so closely associated with our national welfare."

Cook Roast at Constant Low Temperature

If you sear a roast you're old fashioned. That is the latest word to go out to housewives from authorities on meat cookery.

The fact that searing is taboo if the best results are to be obtained was revealed to-day at a conference of college and government research workers being held at the Stevens Hotel.

"Housewives have always seared roasts; they have been taught to do it since pioneer days," said Alice M. Child, home economics head at the University of Minnesota, who is attending the conference as a member of the research committee on cookery. "But now careful experiments have shown that searing isn't really necessary, in fact it is better not to sear. The custom has been to put the roast in the oven at a high temperature and as soon as it is seared on the outside to reduce the temperature for the remainder of the cooking period. Now we cook at a constant low temperature from the start. The result is that the task will be made easier for the housewife, roasts will be uniformly better, and fuel consumption will be reduced."

Those participating in the conference here represent some twenty state agricultural colleges, the U. S. Department of Agriculture, the National Live Stock and Meat Board and the Institute of American Meat Packers. The purpose of the meeting is to give the colleges and the department an opportunity to assemble results obtained through a study known as Cooperative Meat Investigations in which these institutions are participating.

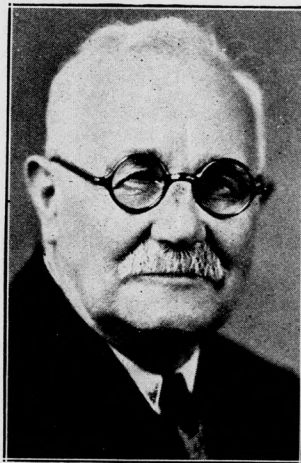
A new gauze bandage need neither be tied nor taped in place. Wrapped about the injured member it sticks to itself, and only to itself, does not adhere to flesh, hair, wound, is said to be unaffected by water or alcohol.

REPRESENTATIVE RETAILERS

A. J. Schuhardt, Jefferson Avenue Meat Dealer

August J. Schuhardt was born in Wittenberg, German, August 17, 1859, which enabled him to celebrate his 75th birthday anniversary last Friday.

His father was a shoemaker, with four sons and one daughter. The father understood that under the laws of Germany his sons would have to serve a certain length of time in military service and rather than do this he decided to come to America, where military service was not required. He accordingly sold his holdings in Germany and came to the United States, locating in Terre Haute in 1868.



August J. Schuhardt

August attended the public schools up to and including the eighth grade and then came to Grand Rapids, where he learned the meat cutting business with his brother, now deceased, who was then located on Jefferson avenue, two or three blocks North of Mr. Schuhardt's present store. After devoting five years to learning the rudiments of the business August erected the two-story brick store building at 743 Jefferson avenue and opened a meat market on his own account. The opening took place on Aug. 26, forty-two years ago. He lived over the store 38½ years. All of his children were born there. At the end of the period stated, he purchased a home at 444 Storrs street, where the family has since lived.

Mr. Schuhardt was married Dec. 12, 1888, to Miss Henrietta Meyers, who was born in Allegan. They have three sons and one daughter. The oldest son is a teller in the Peoples National Bank. The second son is city salesman for Swift & Co. The youngest son is engaged in business with his father and lives over the store with his family. The daughter is married to Ernest Berglund, who is a carpenter foreman for Owen, Ames & Kimball. Altogether Mr. Schuhardt has seven grandchildren—five girls and two boys.

Mr. Schuhardt attends the South Congregational church, where his wife is a member. He takes great delight

in listening to the sermons of Preston Bradley over the radio every Sunday except when Doctor Bradley is on his summer vacation in Minnesota.

Mr. Schuhardt has no fraternal affiliations whatever. He has never been a candidate for any office. He has no hobby except baseball.

Mr. Schuhardt attributes his success to square dealing, treating the people right, charging only fair prices and following the letter and spirit of the Golden Rule.

Solving Some Puzzling Problems in Meat Business

Directing his remarks especially to the farmers of America, as thousands from rural homes flock to Chicago for Farm Week at A Century of Progress, Dean W. C. Coffey of the University of Minnesota, called attention to the practical, everyday value, to the live stock producer of the research problems being studied and solved by the state agricultural colleges and the U. S. Department of Agriculture.

Dean Coffey, who is chairman of the National committee on co-operative meat investigations, delivered the opening address at the annual conference of workers from the colleges and the department which convened for a three day meeting at the Stevens Hotel. Also included among the conferees are representatives of the National Live Stock and Meat Board, originator of the study, and the Institute of American Meat Packers, which is taking an active part.

Dean Coffey stressed to the workers the importance of selecting problems for study, the solution of which will be of distinct benefit to the communities which their particular institutions serve. He also pointed out the necessity for considering special problems which have arisen as a result of present-day economic conditions.

In commenting on the national meat study Dean Coffey said: "This union of effort, as represented by the co-operative meat investigations, has made possible remarkable progress in solving puzzling problems, and is proving of practical value to live stock producers, processors, retailers, and consumers alike. In a very short period the study has accomplished more than could be accomplished by a single research agency in a life time. Authentic fact is replacing indefinite theory, thus making possible a broader and more effective educational effort on behalf of meat."

During the three day meeting reports will be heard from representatives of the various institutions covering the work of the past year. These reports will include a wide range of subjects, it is said. With the recent introduction of work on meat in human nutrition the scope of the study has been completely rounded out to include every possible phase from the production of live stock to the place of meat in the diet.

Recently developed, a small electromagnetic valve permits remote control of oil, gas, air, refrigerant and water lines.

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.

Do the Farmers Like You?

Farming is the background, hobby and outstanding source of trade for the Lewis Brothers, of Fayetteville, Ark. Farm raised, these hardware merchants came to town and have shaped outstandingly successful careers. Their single store yields a good living to the seven families of the members of the firm as well as four or five long-time employees. They enjoy no monopoly of the town's business but they have the major portion of the farm trade of their territory. Fayetteville, a county seat, has a population of 10,000 people and its trade volume is estimated at about \$5,000,000 a year. Of this about \$120,000 goes to hardware lines. Three hardware stores and three chain stores featuring hardware lines, besides general merchandise and furniture stores compete for this business. Yet Lewis Brothers enjoy the farm trade of an area reaching 60 miles east to west and 40 miles north to south.

"Bargain Days" and similar methods have not played a part in the building of this firm's successful record; nor has extravagant credit been the cause of it. They believe that all advertising should be conservative and convincingly in keeping with the conditions of the day.

A major characteristic of the Lewis Brothers is their natural knack of making farmers like them. While they were formerly farmers, it does not necessarily follow that any hardware merchant who sincerely tries cannot acquire the knack. Friendliness; an intelligent knowledge of farming conditions, kept refreshed at all times; fair dealing and conservatism to a reasonable degree are things that appeal to the farmer and make him trust and like a merchant.

The first rule is probably the most important. Friendship is the foundation of all trade, but with farm trade it's practically the whole building. The Lewis brothers are convinced that farm trade is the most personal trade in the world; that by and large the farmer feels personally about practically anything, from a brand of chewing tobacco to the President of the United States.

To-day the farmer is acutely interested in price, and label. Lean years have given him plenty of time to think over what he wants and needs. In many ways he is a better buyer than ever before, and for this reason his hardware demands seem to be shifting slowly from low quality cheap goods to a staple quality.

But his buying remains personal in the sense that he likes to list the seller as a personal friend, one on whom he can rely, with whom he can trade confidences and questions.

To a townsman, a trip to town is nothing more than routine. But to the farmer it is likely to be a rather outstanding event; an occurrence that

happens only once or twice a week, perhaps only twice a month. Therefore, when in town, a farmer naturally appreciates personal attention, a kindly word or two; an intelligent inquiry as to the how of crops, or his family, his livestock. These are his world, his theater of interest.

Backed by personal experience at farming, the Lewis brothers take pains to fulfill these cravings. They make it clear that farmers are always welcome at their store, whether they do or do not buy. They avoid hurrying the customer out. Knowing that farm trade is a great question-asking trade, they take pains to answer the questions conscientiously and straightforwardly, in simple language that is easily understandable.

When they don't know the answer, they try to refer the asker to some tactful citizen qualified to answer. The range of farm questions is assuredly not limited to hardware lines. It embraces innumerable lines and recommendations—investments, finance, real estate transactions, medical, dental and surgical services, veterinarian, advice as to seed, crops, orchards and livestock, plumbing, building, trading. Straightforward, conscientious answers help along with the hardware business and in doing so give the answerer a powerful and perhaps too little appreciated prestige in the business and professional life of his town. Business is largely a matter of questions and answers. Good answers tend to turn away wrath; also to keep the cash register busy.

Next, keep personally informed as to actual farming conditions in your territory. The Lewis brothers do so in several ways. They gather tips and trends from customers and country newspapers. Hardware is as good a barometer to farm trade as steel is to general trade. A newspaper item may tell that the farmers of Blackoak township, let's say, are going in for a home-beautifying contest. Maybe the county agricultural agent is instituting a drive for better barnyard equipment and livestock shelters. Perhaps the home demonstration agent is launching a drive for better kitchen equipment in farm homes of the country. All these are opportunities for the hardware man.

Just now, most of the country is becoming home-garden minded, just as it is tending towards diversified crops. One-crop farming has taken a beating. Over all the land, farm agents and field workers are exhorting subsistence standards for every farm. American farmers and their wives are striving to feed their families from home fields and gardens. They are canning more fruit, vegetables and meat than ever, and because of this they are using better canning equipment.

The Lewis brothers have observed this trend and played to it with profit. They have increased their line of canning equipment and supplies. Their sale of pressure cookers has risen from practically nothing four years ago to a brisk and profitable sale—largely to farm trade. They have approximately tripled their sale of hand sealers, canning tinware, and incidentals. They have doubled their sale of oil stoves

and ranges to farm homes, largely because they kept abreast of the pace towards home-canning and home subsistence generally. For introduction, of these articles, they depend primarily upon open display. They are convinced that open display helps farm trade as much as, possibly more than, it does town trade.

The Lewis brothers play up related selling to the end of increasing the spread of farm trade; to holding a dependable volume month in and month out, rather than centering the traffic in two months and treading a dead calm the other ten. They believe that related selling was never more feasible than it is to-day. We all know that farm machinery and hardware generally are going up. With complete sincerity and service-giving the Lewises remind their customers of this fact; remind the customer that he can save money by anticipating a certain need of the autumn or spring.

Convenience is another great help to related selling. The farmer is easily reminded of the extra trouble and expenses that he will meet in an additional trip to town, and his failure to buy all the goods needed for a given job is frequently due to lack of information which the salesman can diplomatically supply.

Intimate acquaintance with local and seasonal needs of their farm territory, gained at the store and out among the farms, has practically forced the Lewis brothers to increase their stock range from the approximate average of 9,000 different items to about 13,000. But the increase has yielded dividends; it is helping with an apparent volume increase of about 30 per cent. for the current year; it has warded off the encroachment of the chain store; has continually increased the number of farm customers and the frequency of farmer calls.

Related selling, open display, and increase in stock range are all in tempo with the rural times; are all a part of personal acquaintance with actual farm conditions in a given territory. So, for that matter, is a third suggestion in behalf of farm trade-building, offer a dependable quality of goods at a fair profit, which in turn, is another splendid way of making the farmer like you.

Agriculture has been desperately sick. But it is getting better. Economists tell us that the "farm dollar" has climbed from 44 cents to about 71. During the past 15 months the total farm income has increased about a billion and a quarter dollars. The Government continues to pour cash bounties into the farm areas at the rate of about \$4,000,000 a business day. While the country has suffered a widespread and distressing drought this year, the experienced business man, like the experienced farm economist, knows that volume of farm products has very little bearing on volume of farm profits; that a light crop is frequently the most profitable crop; that during recent years no happening other than drought or war has been able to lift crop prices to the level of manufactured goods.

During recent months the Extension Service of the U. S. Department of Agriculture has been compiling a sur-

vey of farm buying power in the United States. While still incomplete, this survey tells first of all that farmers are buying hardware; that farm consumption of light hardware, machinery, plows and tools, household furnishings and utensils and repair materials—lumber, roofing paint, etc., is showing a volume increased during the past year from 15 to 150 per cent., depending upon the section and the principal crops. The cotton states seem to be leading the caravan, with the corn-hog and wheat sections next in line.

As well as this writer can interpret the survey, rural America generally (about 7,000,000 homesteads, 31,000,000 farm folks and 8,000,000 inhabitants of villages of 1,000 or under) as of March 1, 1934, was using between 18 and 20 per cent. more hardware commodities than were consumed during 1932.

In a general way, the Lewis brothers find these trends reflected in their own territory. They find that during the bad years farmers have become better buyers and better business men. By and large they are demanding values and certainly the better grade of farmers are learning that reputable quality involves reputable price. But neither their prevailing mood nor income level allows extravagance. Therefore the Lewis brothers are betting on "standard medium grade" as never before, allowing themselves conservative profit, giving the best they know in price, goods, personal service. And they continue to win.

Beware of radical changes.

Compared to town or city trade, farm trade is definitely conservative. The Lewis brothers feel this to be a general truth deserving specific application. While farm trade does not demand that the dealer be a stick-in-the-mud, it does require that he not be a professional faddist.

Farm trade has lasting ideas in regard to decorum and order. It follows rather than leads. Many an item that is securely established with town trade remains a novelty with country trade. Any form of high pressure salesmanship is absolutely taboo in the Lewis establishment. But the resource of open display, plus the fact of a town trade, helps to educate the latter to the ways of the former. Like any other trade, farm trade buys largely by the eye, and the evolution from what it sees to what it wants is fairly sure, even if slow.

According to the Lewis brothers "Beware of radical changes" also applies to location, building, store front, show windows and display plan. Some 30 years ago they chose what they believe is a good location, built what they know is a good building, and they have stayed with it. "Lewis Brothers" is definitely a landmark of their town and of the countryside around it.

Farm trade appreciates landmarks that have stability. It is highly sensitive to change and to strange faces or features. Although a farm customer is likely to travel six or a dozen blocks out of his way to deal with a personal friend, he is easily thrown off trail by changes in locations, fronts, windows,

(Continued on page 22)

DRY GOODS

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

Quit Loss Leaders and Slow Sellers

Your stock turn: It is generally conceded that you must get from three to four turns per year or the sheriff will get you. Don't keep anything from one to five years to find out that your customer won't have it. What you think about the merchandise in your stock isn't important—it's what the customer thinks that counts, and believe me she knows. The magazines have been coming to all towns and cities in the country, and the women read them, and know styles and fashions—There isn't a man in this audience that can control one woman, let alone a whole town full of them.

Let me suggest that you buy only from a few resources, and re-order your best sellers... push the lines on which your records show have customer acceptance, and on which you can make a profit.

Quit selling loss leaders. Get rid of your slow sellers. David Owens.

President National Retail Dry Goods Association.

Floor Covering Demand Lags

Retail sales of carpets and rugs are not keeping up with the demand for furniture in August promotions, according to reports reaching the wholesale markets from various sections of the country. Furniture departments, especially in stores in the large cities in the East, are showing excellent sales results. Retail stocks of floor covering are low and manufacturers feel that there will be a pick-up in demand after Sept. 1. Small Canadian hooked rugs to retail from \$1.25 to \$3.50 have had an unusually good season, with many of the stores sending in reorders.

Interest Keen in Net Cost Plan

Widespread interest is shown in the experiment being launched by the Associated Merchandising Corporation in the interchange of merchandise statistics of twenty member stores on a net, as well as a gross price basis. Leading department store executives, however, denied there would be any marked swing away from the cash discount system which has prevailed. Opinion in the manufacturing trades was somewhat divided, with some hailing the possibility of purchases being made on a net basis and others seeing some unsettlement accruing.

Work-Shirt Prices Higher

Advances of 25 to 50 cents a dozen were put into effect on work shirts this week by some houses, according to reports in the market. The rise was made in an attempt to bring prices nearer to cost, the trade claiming that on most lines quotations are still 50 cents per dozen below cost. The upward movement in price of materials, such as chambrays, was also a

factor. In addition, manufacturers are anxious to implant in the minds of buyers the idea that the Spring lines, to be ready around Sept. 15, will have to open at higher levels.

Spring Underwear Ready Sept. 1

Although a few large operators have made enquiries for prices and samples and, in one or two instances, have received tentative quotations, most lines of Spring underwear will not be ready before Sept. 1. Until the interest of buyers broadens, it was felt unwise to bring out the new ranges. At the same time, with a definite price rise scheduled, cotton having advanced so much, mills are anxious to have economic conditions clarified before taking a chance on marking up quotations.

Sheeting and Gingham Prices Up

A shortening of discounts on wide sheetings and price advances in gingham are the main features of the cotton goods markets. The discounts on the 46-square sheetings were reduced approximately 5 per cent., while the gingham rises ranged from ¼ to ½ cent. The Amoskeag Manufacturing Co. marked up its 19,000 gingham ranges ½ cent, while Haywood, Mackay & Valentine made advances of ¼ @ ½ cent on several gingham numbers. Various other advances of minor importance were put through on several cotton goods items.

Rules on Infants' Wear Discount

Advises that the NRA has decided that the "secret rebate" clause of the Infants and Children's Wear Code does not prohibit quantity rebates has been sent to the National Retail Dry Goods Association by Irving C. Fox, Washington representative. The ruling is hailed in retail circles as of particular importance, as supporting the retail stand on the quantity rebate question. Maxwell Copelof, director of the Code Authority, withheld comment until the official ruling of the NRA reaches him.

Flat Glass Activity Increasing

Manufacturing activities were better in the flat glass division of the industry during the week. In the general glassware section, production remained practically unchanged from the levels of the previous week. Few large buyers are said to be in the market at the moment and most plants are running on current orders. In the machine-made glassware market the best call has been centering on kitchen and pantry items. The demand for bottles and containers continues steady.

Handbag Orders Show Gain

Handbags are figuring prominently in the accessory orders which retailers are placing at the present time. Volume has been steadily growing, with indications being that the Fall will be a notably active season. The current demand covers both afternoon and evening bags, with suedes receiving marked attention in better grade merchandise and grain leathers doing well in popular-price merchandise. Lines to retail at \$1.95, \$2.95 and \$4.95 are most active.

Shoe Output Still Exceeds 1933

Shoe production for the first seven months of this year ran about 5 per cent. ahead of the corresponding period of 1933, according to estimates in the trade. The July figure was put at about 30,000,000 pairs, as against an estimate of 29,000,000 in the preceding month and a total of 33,749,000 in July of last year. For the January-July period of this year a total of about 217,000,000 was estimated, as against a figure of 206,882,000 pairs for the corresponding months of 1933. The present month's figure will fall substantially below the all-time record of August of last year, when 37,020,000 pairs were turned out.

Sponsoring Foreign Trade

Although approval of the Cuban trade agreement is expected to be the only application of the President's reciprocal tariff powers until after the November elections, preparatory work on trade agreements is being pushed actively at the State Department in co-operation with interested export and import executives.

In order to mitigate opposition to reciprocal tariff concessions, those interested in stimulating foreign trade are trying to work out one or two initial agreements that will do very little damage to vested domestic interests, but will stimulate material expansion of both import and export trade.

If successful, this plan will enable sponsors of foreign trade expansion to convince the public generally that tariff concessions wisely made will benefit and not hurt American business. Having proved their point by one or two practical demonstrations, they are hopeful that more rapid progress toward a general revival of foreign trade can then be effected.

Rail Pension Act Changes Seen

Amendments to the railroad Pension and Retirement Act by Congress next session are foreseen. Experts claim that the act is

so crudely drawn that the Railroad Retirement Board has found it necessary to prepare interpretations of several important provisions of the law. One of these interpretations, it is understood, involves the question whether or not the railroads can work an employee after he has reached sixty-five years of age but not having completed thirty years of continuous service. Another conflict of opinion is presented on the question of the extent to which the board may take over existing pension funds of the carriers.

Clarification of these questions by the board is expected to be issued shortly.

Avoid Difficulty on Delivery of Silver

Administration concern over the task of bringing into Government possession all silver bullion coming within the silver nationalization order of Aug. 9 is indicated by the provision in Treasury regulations allowing holders of silver to make delivery to mints or assay offices by September 1 without filing reports relative to such silver.

The Treasury is hopeful that through this relaxation in reporting requirements the difficulty experienced in rounding up all gold a year ago will be averted. Only after repeated threats of prosecution to hoarders was the Government able to acquire control of the nation's gold.

The interim between now and Sept. 1 during which silver may be turned in without any questions being asked as to its origin, officials believe, will be welcomed by many holders of silver.

A new synthetic contact insecticide for flowers, vegetables, fruits, shrubs is said to be non-toxic to man, effective against thrips, red spider, midge, certain aphids, other insects, to have a pleasant odor, to leave no visible residue.

OUR SILVER ANNIVERSARY

1909 ← AUGUST → 1934

25 YEARS of successful operation

A RECORD of prompt payment of losses

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

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The GRAND RAPIDS Merchants Mutual Fire Insurance Co.

Affiliated with the Michigan Retail Dry Goods Association

320 Houseman Bldg.

Phone 95221

HOTEL DEPARTMENT

Facing the Ogre of the Check-out Hour

Los Angeles, August 18—It looks as though the free tourist camps in various sections of the country are doomed. Communities which supplied them finally discovered they were not attracting the right class of tourists to their midsts, but rather, to the contrary, were becoming the rendezvous of an undesirable class known as motor hobos, many of them with criminal tendencies. While it is true that more people are spending their vacations en route and a very large percentage of them would never patronize regular hotels, on account of their inability to pay the regular hotel rates, most of them realize fully the necessity for moderate priced camping facilities and are willing to pay for them. As a natural result there have been established a great many so-called "camps" by private enterprise, with reasonable conveniences, which are proving remunerative. In my frequent week-end trips out here I have become familiar with a lot of these institutions, in a large degree attractive, and their promoters all seem to be pretty well satisfied with results. They are much to be preferred to the ordinary "farm house" offerings which, at best, are not supplied with sanitary equipment, or under hygienic regulations.

Here is one I heard at the breakfast club the other morning: Bill and Al were having an argument about money. Both agreed that the easiest thing in the world was to spend it. It was on the question of how to spend or how to save that they differed. Finally Bill declared: "You talk of economy and all that sort of thing and I'll bet you don't really even know what economy means." "You bet your darned life, I do! Economy is a way of spending money without getting any fun out of it."

For centuries it has been the custom of the Navajo Indians to burn down a "hogan" (cabin) in which a member of the family has died. Nobody objected until Uncle Sam began to induce these native Americans to abandon their huts and live in the white man's type of abode. But just changing homes doesn't change Navajo nature it seems. Indian agents on the reservations complain that the noble redskins insist on burning down the frame houses provided by the Government, in which a death has occurred. Arson laws? Well, the aborigine wouldn't know about them. Poor Uncle Sam! He goes patiently along trying to change human nature. He seldom succeeds, human nature being one of those elements which is seemingly law proof. But he never quits trying. He is the world long-distance champion at the game of trying to make people do something they don't want to do, and one must certainly admire his perseverance.

California has an egg-grading law whereby the purchaser pays for just what he gets. If you want robin's eggs, they are sold you at a certain market price, or, if your desires run toward ostrich fruit, there is yet another schedule, somewhat advanced. They are practically sold by weight. At least they are by measure, which is a very good thing in its way, as there is a vast difference in the quantity supplied. Of course, when you order them from a bill of fare all legal regulations are off.

The Hotel Men's Mutual Benefit Association, with headquarters at Chicago, but with a membership from everywhere, including foreign countries, recently celebrated its fifty-fifth

anniversary. Unlike many hotel organizations which flourish like the proverbial green bay tree for awhile, and then slip, this particular association keeps on growing and scattering its benefactions among the craft.

Quite frequently I receive letters from Michigan friends who tell me they keep in touch with my activities through the Tradesman, which they find on file in most hotels. Of course, it is gratifying to know of this kindly interest, but it goes far to prove that the journal which very charitably publishes my stuff is read by commercial men very carefully, which ought to make it a valuable means of communication between landlords and their possible patrons. I have noticed that its oldest advertisers among the hotel fraternity are still using it as an advertising medium. As a certain manufacturer of health foods continually asserts, "There's a reason."

California druggists are staging an appeal to the legislature in an effort to prevent the five-and-ten stores from selling pills and plasters. What if restaurant operators should shy their castor into the ring and object to drug stores purveying pancakes and postum?

The ogre of the check-out hour in modern hotels still bobs up occasionally. There isn't the faintest reason for worrying about it. Make a reduction of 10 per cent. from the bill of the guest who checks out at 9 a.m. and there will be as great a rush at the cashier's desk as there was at the rooming desk the night before. It has been worked satisfactorily in France for years and was originally introduced in the old Planters Hotel, St. Louis, successfully. The patrons who loudly call for rooms with bath on their arrival at the hotel will feel that they are earning easy breakfast money by an early check-out.

Some hotel men are inclined to resent suggestions from guests. If they are of the constructive type they should be encouraged. It is a very wise and much-traveled operator who knows everything about the hotel business. A word or two from the commercial traveler may put him in the way of improving his service to his satisfaction and accompanying financial advantage. Of course, there is always in evidence the individual who complains about everything, but I am not taking him into consideration. And yet there is the useful "kicker." I know a Michigan hotel man who is enjoying his declining years in comfort, with the satisfaction of knowing he will not be buried by the county, who for years employed an unknown representative who had no other duty than to mangle with his guests and report to the owner everything offered by his patrons in the way of criticism. The guest was never embarrassed, but if the complaint was reasonable, action was taken, without ostentation, to remove the cause.

The extraordinary safety records given out by the railroads show that the best way to escape sudden death in these perilous times is to ride continuously on a train. Not so bad at that. Some of my most successful entertainers have been railroad employees and Pullman porters.

Otis M. Harrison, who was managing director of the Detroit-Leland after W. J. Chittenden, Jr., severed his connection with that institution, several years ago, has been made manager of the Adolphus Hotel, Dallas, Texas, by Ralph Hitz, president of the National Hotel Management Co. Mr. Harrison, who is still a young man, was born at Waco, Texas, and his early hotel work was in hotels in and around Dallas. In fact, in 1921 he was the youngest clerk at the Adolphus, of which he

is now manager. His record in Michigan was a brilliant one, and he was prominent in fraternity affairs.

J. H. Pichler, resident manager of the Detroit Statler, who has just returned from a month's vacation in Europe, had what might be termed, at least, an interesting experience while on the continent. He was a passenger on the last train to cross the Austrian border, for twenty-four hours after the Dolfuss assassination. Mr. Pichler, who had left Vienna two days previously, was on a train going from Salzburg to Munich when the conductor announced the killing.

Harold A. Sage, well known in Detroit and Michigan at large as a former

Warm Friend Tavern Holland, Mich.

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

JAMES HOEKSEMA, Manager

The MORTON

400 ROOMS EACH
WITH BATH

\$1.50 up

Grand Rapids' Friendly Hotel
Phil Jordan, Manager

An Entire City Block of Hospitality



Have You Seen Our New

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

Pantlind

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750 ROOMS \$2 UP

Hotel and Restaurant Equipment Glassware, China, Silverware

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HOTEL CHIPPEWA

MANISTEE, MICH.

Universally conceded to be one of the best hotels in Michigan. Good rooms, comfortable beds, excellent food, fine cooking, perfect service.

Hot and Cold Running Water and Telephone in every Room.

\$1.50 and up

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

THE ROWE

GRAND RAPIDS

The Most Popular Hotel
in Western Michigan

300 ROOMS — SHOWERS
SERVIDOR

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

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO IONIA AND

THE REED INN

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

Park Place Hotel Traverse City

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

New Hotel Elliott STURGIS, MICH.

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

Occidental Hotel

FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up

EDWARD R. SWETT, Mgr.
Muskegon - - - Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

manager of Hotel Tuller, in that city, but who left there some time ago to take the management of an Eppley institution at Fort Worth, Texas, has just been transferred to the Hotel Seelbach, Louisville, Kentucky.

Mr. and Mrs. R. H. Hawkins have leased Bunbury Inn., a resort hotel at the North end of Gull Lake, from Mrs. A. C. Barley, who has conducted same for the past seven years.

J. M. McEachran and A. U. Senecal have taken over Park Tavern, at Burt Lake, formerly operated by the late Frank Irish, who also owned the New Tavern, at Central Lake.

H. W. Klare, former manager of Hotel Statler, Detroit, now of the general official staff of the Statler organization, heads a committee which is to stage a testimonial banquet for the Detroit Tigers on Sept. 29.

When Ward James, general manager of Hotels Windermere, is not busy with the affairs of the Chicago institution, he goes out and scoops in a golf cup or something like that, and I notice he had made another record on a Chicago course. He was just like that when he was general manager of the Tuiler interests in Detroit.

Portage Point Inn, Onkama, was opened this season with F. W. Brumett, former manager of the Peninsular Club, Grand Rapids, in charge. This property was managed last season by E. G. Foster, Donald Greenway and J. Laraway, jointly. During the days when lake transportation was at its height, the Inn was a most profitable and popular resort, and now with good roads and increased business generally, Mr. Brumett should make a satisfactory record.

Here is the latest and a good one on an operator of a Midwest hotel. A stranger entered the hotel and pleaded poverty and extreme hunger. The hotel man gave him food, and, as the stranger was about to depart, a \$20 bill dropped from his handkerchief, which he seemed casually to have taken from his pocket. The proprietor got sore and deducted the price of the meal, returning change for the difference. The bill was found to be counterfeit, but nothing could be done about it for the reason that the stranger had made no attempt to pass it.

Possibly the eyes of hotel and restaurant men of the country have deceived them and the competition of drug store lunch counters, etc., is more apparent than real, but some of those who are in the business of selling food would be glad to have real figures in support of their contention. However, there can be no doubt that the business of this sort done outside of conventional eating places is steadily increasing, and it is eventually to become a mighty problem for the old timers. Perhaps education will help some, but an improvement in restaurant service and a readjustment of the prices charged, seems to be one way of getting at the root of the thing. A writer in a hotel publication says that the drug store came into the field in the eating game because the hotel man didn't think the sandwich trade was of sufficient importance to even go to the trouble of supplying a tasty article. Consequently the enterprising druggist saw the point and nailed the opportunity. There are still a few "legitimate" caterers who mix up a decoction of veal scraps, chicken skins and mayonnaise, which they foist on the public as chicken sandwiches, but while the drug store offerings may be somewhat more abbreviated, they run truer to form.

Frank S. Verbeck.

Honesty, like death, wins in the end.

WILLIAM H. BARLOW

Tender Tribute to His Career and Memory

I have been asked to write a few words concerning the life of my deceased friend, William H. Barlow. It affords me real satisfaction to do this because his was that type of life, lived day by day before his fellow men, which was clean, honorable, and the very soul of integrity.

William H. Barlow belonged to the firm of Barlow Bros., book binders, which numbered among its members the brothers of William H. Barlow—the late John Barlow and Heman G. Barlow. Both were wonderful men, loved and respected in Grand Rapids business circles. William H. Barlow



William H. Barlow

was the baby of the Barlow family, being the youngest, and thus came into the business much later than the other brothers. But it is not of this I wish to write, but of William H. Barlow himself.

To those of us who shared his confidence, William H. Barlow was a musician, a poet and a writer for years. He was a member of the Grand Rapids Furniture City band, the local symphony orchestra and a member of the Bards. It was in these things that his life found its real expression.

His was a kindly soul. He never spoke evil of anyone. He never fought for money or place, content to enjoy the common things of life and be happy.

Of him it could be said as Christ said of Nathaniel, "Behold a man in whom there is no guile." That fits William H. Barlow's life and the world is better for his having lived in it.

Peter W. Decker.

Manufacturing Matters

(Continued from page 4)

Lapeer—The Lapeer Tool & Manufacturing Co. has been organized to manufacture tools, dies and casts with a capital stock of \$30,000, of which \$18,000 is paid in.

Alma—American National Industries, Inc., of Detroit, has acquired a controlling interest in the stock of the

Alma Manufacturing Co. as the first of a proposed series of acquisitions in Michigan, Ohio, Illinois and New York. The Alma company recently retrofitted its Alma plant for increased production of its four-wheel-drive truck units. It is headed by Frank W. Ruggles, veteran truck manufacturer and former president of Republic Truck Co.

Kalamazoo—To facilitate their service and combine two units of their firm, the Young Rug Co. is moving into new quarters in the Remington Building, 326 West Kalamazoo avenue. This change will bring all the activities of the company—rug-making, rug-cleaning, furniture cleaning, rug-making equipment, manufacturing and retail sales into one shop and office. The rug company has been at 213 East Frank street since 1910, and the retail division has been located at the Clark Furniture Co.

Jackson—The Watts-Morehouse Manufacturing Corp., manufacturer of automotive accessories, has entered the kitchenwares field with a line which will be ready for delivery early in September. The company has announced several representatives to handle the line. H. M. Demarest, New York City, covers the territory embracing New York and New Jersey, excepting New York City. Roy Price is handling the New York City territory. C. Fred Austin, Detroit, is covering Michigan and Ohio. E. A. Vandy, Chicago, has the Chicago and Milwaukee territory and William H. Maxwell, Philadelphia, represents the line in Eastern Pennsylvania. George W. Stallings, secretary of the company, is in charge of engineering and sales.

Pressure on Luxury Spending

Higher prices for necessities will tend to curtail purchasing power available for semi-luxuries and luxuries, marketing experts believe.

This trend is likely to be all the more marked because the outlook for a further expansion of aggregate wage and salary payments over the next six or nine months is regarded as slim. At best, a recovery of the losses registered in pay rolls during the current summer recession is all that most observers anticipate in this regard.

The shifts in consumer purchasing are being watched carefully in some industries, with increased stress being placed upon lower-priced lines in planning manufacturing schedules for the fall and winter trade.

Third Quarter Profits

Now that the third quarter is more than half elapsed, it appears that in many industries profits will be the smallest of any quarter this year.

The decline in industrial activity has been more than seasonal in many industries. The effect of this factor has been intensified by price reductions in the case of a number of manufactured products. On the other hand, prices of raw materials and supplies have

generally tended higher, and labor costs also are higher than a year ago in most instances.

Since the third quarter of last year was fairly satisfactory from the profits viewpoint in many lines, comparisons for the present three months period may prove disappointing.

Burden of Processing Taxes

One of the incidental effects of the current "sellers' market" in farm products is that processing taxes are to an increasing extent being passed on to ultimate consumers.

This is the case especially as regards foodstuffs, where processing taxes in the past have been passed back to the farmers in many instances, or have been borne by the processors.

The cotton processing tax appears to be the only farm adjustment levy which may not be fully passed on to consumers in the coming year, but will largely remain a burden on manufacturers. Pressure for its modification is likely to increase, therefore, particularly in view of the strike issue currently before the industry.

Place in World Wheat Trade

The United States will have little or no trouble in eventually regaining her position in the world wheat market, necessarily weakened this season by the drought, Department of Agriculture officials indicate.

Crop estimates bear out prevalent rumors that this country will practically abandon her export wheat trade in 1935. This shortage is further emphasized by the drastic reduction of wheat brought on by the AAA's crop adjustment programs.

Officials continue to reassure interested industries, however, that the United States will easily resume her dominant position in world trade "as soon as conditions warrant."

Glass Trade Awaits Spurt

Little fluctuation in either supply or demand developed in the glass trade during the week. September, however, is expected to bring an upward climb in both payrolls and production. Competition for the machine-made glass market, comprising glass ware for home, table and kitchen, is particularly keen at the present moment. Salesmen report that buyers in the Eastern market are contracting for a limited amount of such wares to be used chiefly along promotional lines. Little change has developed in plate glass, window glass or other flat-glass lines.

Eight New Readers of the Tradesman

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

John W. Corrigan, Chelsea
C. A. Price, Grand Rapids
C. J. Dutmers, Grand Rapids
J. B. Cleveland, Alma
Nicholas Bardville, Mt. Pleasant
H. Breidenstein, Mt. Pleasant
Gerald Counsellor, Shepard
Hamilton Manufacturing Co., Hamilton.

DRUGS

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

Michigan State Pharmaceutical Association.

President—J. E. Mahar, Pontiac.
 Ex-President—Duncan Weaver, Fennville.
 First Vice President—Ben Peck, Kalamazoo.
 Second Vice President—Joseph Maltas, Sault Ste. Marie.
 Treasurer—Henry Hadley, Benton Harbor.
 Secretary—Clare F. Allan, Wyandotte.
 Executive Committee—M. N. Henry (chairman), Lowell; Benjamin S. Peck, Kalamazoo; A. A. Sprague, Ithaca; Leo J. Lacroix, Detroit; James W. Lyons, Detroit; Ray Jensen, Grand Rapids; Duncan Weaver, Fennville.

Report of the Executive Committee, M. S. P. A.

Seven regular and one special meetings were called this past year. I will give you just the high spots of the activities at these sessions in the order in which they were called.

The first meeting was called June 29, 1933, at Hotel Hayes, Jackson. Full committee was present. J. M. Ciechanowsky was elected chairman. Invitations for the next convention were presented from Owosso, Detroit, Benton Harbor and Pontiac. These were tabled for further consideration. Recommendations made by the Resolutions Committee that necessary steps be taken to change the fiscal year of the M. S. P. A. to June 20 was voted upon and carried unanimously. Duncan Weaver and F. H. Taft were elected as delegates to the N. A. R. D. convention, with R. A. Turrel and Benjamin Peck as alternates. Nord Henry and Clare Allan were elected as delegates to the A. Ph. A. Convention, with Duncan Weaver and Howard Hurd as alternates. A decision was made that until the finances of the M. S. P. A. are in better condition, each delegate was to go at his own expense. The question of Field Secretary was left to future executive meeting.

The next meeting was held at Olds Hotel, Lansing, on July 17 with all members present. H. P. Brown, of the Great Lakes Transient Co., presented his proposal of holding the next convention on one of their Great Lakes cruisers. Thorough consideration to be given to this proposal and decision to be made at next meeting, which was to be called together with the Travelers at Pontiac, July 31.

We next met in Pontiac July 31, at Roosevelt Hotel, all members present except President Weaver. A petition pleading for direct distribution of beer was rejected. It was the consensus of opinion that President Weaver appoint a committee of three to present to the Liquor Control Commission the viewpoint of the druggists relative to rules and regulations under which distilled liquors are to be sold. Decision was made that the 1934 convention be held in Pontiac June 26, 27 and 28. Matter of appointment of non-registered man to Board of Pharmacy was discussed. Unfair advertising of Lee & Cady presented and protest made.

A special meeting was held on August 8 at Detroit in the Masonic Temple. Announcement was made that F. H. Taft, Leo J. LaCroix and Stewart Keller were to act as a committee to confer with the Governor on the liquor matter. The committee later was enlarged by adding Clare Allan, Francis Drolet, Bruce Lambert and James W. Lyons.

The next meeting was held at Hotel Olds, Lansing, January 8. A unanimous decision was made that we recommend to the Legislative Council that the Board of Pharmacy be paid \$10 per diem, plus mileage. It was the opinion of the entire committee that the name of Frank Gillespie be recommended to the Governor of Michigan to succeed himself on the Board of Pharmacy. John Dargavel, Secretary of N. A. R. D., was invited to come to Lansing to address a mass meeting. A resolution was passed against the Tugwell bill. The President, Secretary and chairman of Executive Committee were appointed as a committee to co-ordinate in the establishment of the Code Committee in Congressional Districts.

On March 19 a meeting was held at Roosevelt Hotel, Pontiac. Tentative program was presented by Clare Allan. Francis Drolet was appointed as special representative of the M. S. P. A. to work out the difficulties of the liquor situation and that he be paid for his expenses when funds were available. The following resolution was adopted: That convention rules adopted June 7, 1928, be rescinded and that all monies collected from the year book advertising, display space, registration or from any other source be turned over to the executive or convention committee of the M. S. P. A., who are to pay all bills and after all expenses are paid, all surplus to be turned over to the Treasurer of the M. S. P. A. The sole object of this change is to eliminate the deficit we have had for years."

The next meeting was called at Hotel Olds, Lansing, April 16. All present except Ciechanowsky, who was absent on account of illness. Joseph Burniac was appointed as delegate to the A. Ph. A. meeting, V. C. Plaskowski as alternate. A convention committee composed of J. M. Ciechanowsky, chairman, Leo LaCroix and James W. Lyons were appointed to take complete charge of producing the year book, solicit advertising and raising funds, prizes, etc., for the convention. Clare Allan to take charge of the speakers' program. Registration was set at \$3 for full convention or \$1.50 per day. Secretary R. A. Turrel to act as Secretary-Treasurer of convention committee funds.

The final and last meeting was held at Hotel Roosevelt, Pontiac, May 28. It was decided after the tentative program of the year book was presented that all advertisers who have taken a quarter page or more would be permitted to display merchandise in the lobby or where space was available at a minimum of \$5 per display, said display not to exceed five lineal feet. A proposal from the Liquor Control Commission relative to special distributors presented did not interest the executive committee and no action was taken on the matter. A general dis-

cussion then followed pertaining to the coming convention, all kinks and wrinkles were ironed out.

This, fellow members, covers the high spots of the activities of our executive committee and with your kind indulgence, I want to add just this much more, that the personal contact with the officers and members of the present and past executives and chairmen of the various committees, the Pontiac Drug Club, under the leadership of James E. Mahar, the Program Committee headed by Clare Allan, Deck Look, chairman of the Legislative Committee who for years we have looked up to for keen advice on legislative matters, President Weaver, Secretary Turrel, as well as the druggists, the travelers, and the ladies auxiliaries, as a whole, who have played no small part, has been a potent influence in my seventeen years of more or less active service in the M. S. P. A. and, as a final gesture of appreciation of the faith you men have had in my ability to help serve you, I want to express to you, one and all, my sincere gratitude for your co-operation while serving. It has been an extreme pleasure.

C. M. Ciechanowsky,
 Chairman Executive Committee.

"Subsistence" Manufacturing

The rapid expansion in manufacturing operations under the auspices of the Federal Surplus Relief Corporation and other Government agencies supplying emergency needs is being watched by many business men.

That the Government effects real economies by making its own purchases in the primary markets, instead of buying finished products, is generally doubted. When it comes to manufacturing, however, there can be no question that private industry is better equipped

for economical production than any subsidized emergency system that could be devised. Moreover, Government relief orders at low quantity prices would greatly help industry in overcoming current inertia, it is contended.

If, on the other hand, it is not economy that the authorities want, but an extension of President Roosevelt's yardstick principle to many lines of private industry, the plan is held even more dangerous. The burden of relief outlays on the Treasury is great enough, it is pointed out, without additional and probably costly experimentation at the expense of efficient private industry.

Banks Reassured Against Loss

The Federal Housing Administration is endeavoring to make clear that lending institutions will be insured against 100 per cent. loss on home modernizing loans when such losses do not exceed 20 per cent. of loans outstanding.

Following publication of the Administration's regulations dealing with the modernization credit plan, it had been indicated that there is considerable confusion among banks, corporations and home owners as to just how far the FHA would guarantee loans.

Under the latest interpretation, a lending institution could have loans outstanding, for example, in the amount of \$10,000 and should a default result of \$2,000 representing a single loan the lender would be insured to the full amount of such loss.

A new portable mechanical precooler for refrigerator car and motor-truck shipments operates off present plant refrigerator systems, is said to precool a car in less than five hours.

MONOGRAM BRAND LINE OF PACKAGED DRUGS

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

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

BE SURE TO ORDER MONOGRAM BRAND!

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

Hazeltine & Perkins Drug Co.
 Grand Rapids Michigan

WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER		
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55
Boric, Powd., or Xtal., lb.	07 1/2 @	20	Chamomile		
Carbolic, Xtal., lb.	36 @	43	German, lb.	55 @	60
Citric, lb.	33 @	45	Roman, lb.	@	1 40
Muriatic, Com'l., lb.	03 1/2 @	10	Saffron		
Nitric, lb.	10 @	15	American, lb.	50 @	55
Oxalic, lb.	15 @	25	Spanish, ozs.	@	1 35
Sulphuric, lb.	03 1/2 @	40			
Tartaric, lb.	33 @	10	FORMALDEHYDE, BULK		
ALCOHOL			Pound	09 @	20
Denatured, No. 5, gal.	43 @	55	FULLER'S EARTH		
Train, gal.	4 00 @	5 00	Powder, lb.	05 @	10
V. ood, gal.	50 @	60	GELATIN		
ALUM-POTASH, USP			Pound	55 @	65
Lump, lb.	04 @	13	GLUE		
Powd. or Gran., lb.	04 1/2 @	13	Brok., Bro., lb.	20 @	30
AMMONIA			Gro'd, Dark, lb.	16 @	25
Concentrated, lb.	06 @	18	Whl. Flake, lb.	27 1/2 @	35
4-F, lb.	05 1/2 @	13	White G'd, lb.	25 @	35
3-F, lb.	05 1/2 @	13	White AX light, lb.	@	40
Carbonate, lb.	20 @	25	Ribbon	42 1/2 @	50
Muriate, Lp., lb.	18 @	30	GLYCERINE		
Muriate, Gra., lb.	07 1/2 @	18	Pound	17 1/2 @	45
Muriate, Po., lb.	22 @	35	GUM		
ARSENIC			Aloes, Barbadoes,		
Pound	07 @	20	so called, lb. gours.	@	60
BALSAMS			Powd., lb.	35 @	45
Copaiba, lb.	60 @	1 40	Aloes, Socotrine, lb.	@	75
Fir, Cana., lb.	2 00 @	2 40	Powd., lb.	@	80
Fir, Oreg., lb.	50 @	1 00	Arabic, first, lb.	@	40
Peru, lb.	3 50 @	4 00	Arabic, sec., lb.	@	30
Tolu, lb.	1 50 @	1 80	Arabic, sorts, lb.	15 @	25
BARKS			Arabic, P'd, lb.	25 @	35
Cassia			Asafoetida, lb.	47 @	50
Ordinary, lb.	@	30	Asafoetida, Po., lb.	75 @	82
Ordinary, Po., lb.	25 @	35	Guaiac, lb.	@	60
Saigon, lb.	@	40	Guaiac, powd.	@	65
Saigon, Po., lb.	50 @	60	Kino, lb.	@ 1 00	
Elm, lb.	40 @	50	Kino, powd., lb.	@ 1 25	
Elm, Powd., lb.	38 @	45	Myrrh, lb.	@	60
Elm, G'd, lb.	38 @	45	Myrrh, Pow., lb.	@	75
Sassafras (P'd lb. 50)	38 @	45	Sheila, Orange, lb.	35 @	45
Coaptree, cut, lb.	20 @	30	Ground, lb.	35 @	45
Scutree, Po., lb.	35 @	40	Shellac, white (bone dr'd) lb.	45 @	55
BERRIES			Tragacanth		
Cubeb, lb.	@	65	No. 1, bbls.	1 50 @	1 75
Cubeb, Po., lb.	@	75	No. 2, lbs.	1 35 @	1 50
Juniper, lb.	10 @	20	Pow., lb.	1 25 @	1 50
BLUE VITRIOL			HONEY		
Pound	06 @	15	Pound	25 @	40
BORAX			HOPS		
P'd or Xtal, lb.	06 @	13	1/2s Loose, Pressed, lb.	@	1 00
BRIMSTONE			HYDROGEN PEROXIDE		
Pound	04 @	10	Pound, gross	27 00 @	29 00
CAMPHOR			1/2 lb., gross	17 00 @	18 00
Pound	80 @	1 00	1/4 lb., gross	11 00 @	11 50
CANTHARIDES			INDIGO		
Russian, Powd.	@ 4 50		Madras, lb.	2 00 @	2 25
Chinese, Powd.	@ 2 00		INSECT POWDER		
CHALK			Pure, lb.	31 @	41
Crayons			LEAD ACETATE		
White, dozen	@ 3 60		Xtal, lb.	17 @	25
Dustless, dozen	@ 6 00		Powd. and Gran.	25 @	35
French Powder, Com'l., lb.	03 1/2 @	10	LICORICE		
Precipitated, lb.	12 @	15	Extracts, sticks, per box	1 50 @	2 00
Prepared, lb.	14 @	16	Lozenges, lb.	40 @	50
White, lump, lb.	03 @	10	Wafers, (24s) box	@	1 50
CAPSICUM			LEAVES		
Pods, lb.	60 @	70	Buchu, lb., short	@	60
Powder, lb.	62 @	75	Buchu, lb., long	@	70
CLOVES			Buchu, P'd, lb.	25 @	30
Whole, lb.	30 @	40	Sage, bulk, lb.	@	40
Powdered, lb.	35 @	45	Sage, loose pressed, 1/4s, lb.	@	40
COCAINE			Sage, ounces	@	85
Ounce	14 75 @	15 40	Sage, P'd and Grd.	@	35
COPPERAS			Senna		
Xtal, lb.	03 1/2 @	10	Alexandria, lb.	35 @	40
Powdered, lb.	04 @	15	Tinnevelia, lb.	25 @	40
CREAM TARTAR			Powd., lb.	25 @	35
Pound	25 @	38	Uva Ursi, lb.	@	31
CUTTLEBONE			Uva Ursi, P'd, lb.	@	45
Pound	40 @	50	LIME		
DEXTRINE			Chloride, med., dz.	@	85
Yellow Corn, lb.	06 1/2 @	15	Chloride, large, dz.	@	1 45
White Corn, lb.	07 @	15	LYCOPodium		
EXTRACT			Pound	45 @	60
Witch Hazel, Yellow Lab.,			MAGNESIA		
gal.	1 10 @	1 70	Carb., 1/4s, lb.	@	30
Licorice, P'd, lb.	50 @	60	Carb., 1/2s, 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			POTASSIUM		
Ounces	@ 13 65		Acetate, lb.	60 @	95
1/2s	@ 14 40		Bicarbonate, lb.	30 @	35
MUSTARD			Bichromate, lb.	15 @	25
Bulk, Powd.			Bromide, lb.	59 @	72
Select, lb.	45 @	50	Carbonate, lb.	40 @	68
No. 1, lb.	17 @	25	Chlorate		
NAPHTHALINE			Xtal, lb.	20 @	29
Balls, lb.	08 1/2 @	15	Powd., lb.	19 @	27
Flake, lb.	08 1/2 @	15	Gran., lb.	32 @	40
NUTMEG			Iodide, lb.	2 30 @	2 60
Pound	@	40	Pernanganate, lb.	25 @	40
Powdered, lb.	@	50	Prussiate		
NUX VOMICA			Red, lb.	80 @	90
Pound	@	25	Yellow, lb.	50 @	60
Powdered, lb.	15 @	25	QUASSIA CHIPS		
OIL ESSENTIAL			Pound	25 @	30
Almond			Powd., lb.	35 @	40
Bit., true, ozs.	@	50	QUININE		
Bit., art., ozs.	@	30	5 oz. cans, ozs.	@	77
Sweet, true, lb.	1 40 @	2 00	ROSIN		
Sweet, art., lbs.	75 @	1 20	Pound	04 @	15
Amber, crude, lb.	71 @	1 40	ROOT		
Amber, rect., lb.	1 30 @	2 00	Aconite, Powd., lb.	@	90
Anise, lb.	1 00 @	1 60	Alkanet, lb.	35 @	40
Bay, lb.	4 00 @	4 25	Alkanet, Powd., lb.	@	50
Bergamot, lb.	3 25 @	3 75	Belladonna, Powd., lb.	@	75
Cajeput, lb.	1 50 @	2 00	Blood, Powd., lb.	35 @	45
Caraway S'd, lb.	3 50 @	4 00	Burdock, Powd., lb.	@	60
Cassia, USP, lb.	2 10 @	2 60	Calamus, Bleached, Split and		
Cedar Leaf, lb.	1 70 @	2 20	Feeled, lb.	@	65
Cedar Leaf Com'l., lb.	1 00 @	1 25	Calamus, Ordinary, lb.	@	25
Citronella, lb.	1 00 @	1 40	Calamus, Powd., lb.	@	50
Cloves, lb.	1 75 @	2 25	Elecampene, lb.	25 @	30
Croton, lbs.	4 00 @	4 60	Gentian, Powd., lb.	17 1/2 @	30
Cubeb, lb.	4 25 @	4 80	Ginger, African, Powd., lb.	15 @	25
Eriogon, lb.	2 70 @	3 35	Ginger, Jamaica, Lined, lb.	38 @	55
Eucalytus, lb.	35 @	1 20	Ginger, Jamaica, Powd., lb.	25 @	35
Fennel	2 25 @	2 60	Goldenseal, Powd., lb.	1 75 @	2 00
Hemlock, Pu., lb.	1 70 @	2 20	Helbore, White, Powd., lb.	20 @	30
Hemlock Com., lb.	1 00 @	1 25	Indian Turnip, Powd., lb.	@	50
Juniper Ber., lb.	3 00 @	3 20	Ipecac, Powd., lb.	3 00 @	3 60
Juniper W'd, lb.	1 50 @	1 75	Licorice, lb.	30 @	35
Lav. Flow., lb.	4 50 @	5 00	Licorice, Powd., lb.	15 @	25
Lav. Gard., lb.	1 25 @	1 50	Mandrake, Powd., lb.	@	40
Lemon, lb.	2 00 @	2 40	Marshmallow, Cut, lb.	@	50
Mustard, true, ozs.	@	1 25	Marshmallow, Powd., lb.	@	60
Mustard, art., ozs.	@	30	Orris, lb.	@	35
Orange, Sw., lb.	3 25 @	3 60	Orris, Powd., lb.	40 @	45
Origanum, art., lb.	1 00 @	1 20	Orris, Fingers, lb.	@	1 75
Pennyroyal, lb.	2 75 @	3 20	Phk, Powd., lb.	1 50 @	2 25
Peppermint, lb.	4 75 @	5 25	Poke, Powd., lb.	@	35
Rose, dr.	@	2 50	Rhubarb, lb.	@	80
Rosmary, ozs.	@	75	Rhubarb, Powd., lb.	@	60
Rosemary Flowers, lb.	1 00 @	1 50	Sarsaparilla (Honduras, cut) 1	30 @	1 40
Sandalwood			Sarsaparilla, Med., Cut, lb.	@	50
E. I., lb.	8 00 @	8 60	Squills, Powd., lb.	42 @	50
W. I., lb.	4 50 @	4 75	Tumeric, Powd., lb.	15 @	25
Sassafras			Valerian, Powd., lb.	@	50
True, lb.	1 90 @	2 40	SAL		
Syn., lb.	85 @	1 40	Epsom, lb.	03 1/2 @	10
Spearment, lb.	2 50 @	3 00	Glaubers		
Tansy, lb.	3 50 @	4 00	Lump, lb.	03 @	10
Thyme, Red, lb.	1 75 @	2 40	Gran., lb.	03 1/2 @	10
Thyme, Whl., lb.	2 00 @	2 60	Nitre		
Wintergreen			Xtal. or Powd.	10 @	20
Leaf, true, lb.	5 60 @	6 00	Gran., lb.	09 @	20
Birch, lb.	4 00 @	4 60	Rochelle, lb.	17 @	30
Syn.	75 @	1 20	Soda, lb.	02 1/2 @	08
Wormseed, lb.	3 50 @	4 00	SEED		
Wormwood, lb.	4 50 @	5 00	Anise, lb.	40 @	45
OILS HEAVY			Canary, Recleaned, lb.	10 @	15
Castor, gal.	1 45 @	1 60	Cardamon, Bleached, lb.	@	2 00
Cocanut, lb.	22 1/2 @	35	Caraway, Dutch, lb.	25 @	30
Cod Liver, Norwegian, gal.	1 20 @	1 50	Celery, lb.	90 @	1 00
Cot. Seed, gal.	85 @	1 00	Colchicum, Powd., lb.	@	2 00
Lard, ex., gal.	1 55 @	1 65	Coriander, lb.	15 @	25
Lard, No. 1, gal.	1 25 @	1 40	Fennel, lb.	30 @	40
Lined, raw, gal.	80 @	96	Flax, Whole, lb.	06 1/2 @	15
Lined, boil., gal.	84 @	99	Flax, Ground, lb.	06 1/2 @	15
Neatsfoot, extra, gal.	80 @	1 00	Hemp, Recleaned, lb.	03 @	16
Olive			Lobelia, Powd., lb.	@	85
Malaga, gal.	2 50 @	3 00	Mustard, Black, lb.	17 1/2 @	25
Pure, gal.	3 00 @	5 00	Mustard, White, lb.	15 @	25
Sperm, gal.	1 25 @	1 50	Poppy, Blue, lb.	20 @	25
Tanner, gal.	75 @	90	Quince, lb.	1 00 @	1 25
Tar, gal.	50 @	65	Rape, lb.	10 @	15
Whale, gal.	@	2 00	Sabadilla, Powd., lb.	58 @	75
OPIUM			Snflower, lb.	11 @	20
Gum, ozs., \$1.40; lb.			Worm, Levant, lb.	@	4 50
Powder, ozs., \$1.40; lb.			Worm, Levant, Powd.	@	4 75
Gran., ozs., \$1.40; lb.			SOAP		
PARAFFINE			Castile, Conti, White		
Pound	06 1/2 @	15	Box	@ 15 75	
PEPPER			Bar	@ 1 60	
Black, grd., lb.	25 @	35	Powd.	50 @	55
Red, grd., lb.	45 @	55	SODA		
White, grd., lb.	40 @	45	Ash	03 @	10
PITCH BURGUNDY			Bicarbonate, lb.	03 1/2 @	10
Pound	20 @	25	Caustic, Co'l., lb.	08 @	15
PETROLATUM			Hyposulphite, lb.	05 @	10
Amber, Plain, lb.	12 @	17	Phosphate, lb.	23 @	28
Amber, Carb., lb.	14 @	19	Sulphite		
Cream Whl., lb.	17 @	22	Xtal, lb.	13 @	23
Lily White, lb.	20 @	25	Dry, Powd., lb.	12 1/2 @	20
Snow White, lb.	22 @	27	Silicate, Sol., gal.	40 @	50
PLASTER PARIS DENTAL			SULPHUR		
Barrels	@ 5 75		Light, lb.	04 1/2 @	10
Less, lb.	03 1/2 @	08	SYRUP		
POTASSA			Rock Candy, Gals.	70 @	85
Caustic, st'ks, lb.	55 @	80	TAR		
Liquor, lb.	@	43	1/2 Pints, dozen.	@ 1 00	
POTASSA			Pints, dozen	@ 1 50	
Gallons	@ 58	73	Quarts, dozen	@ 2 75	
TURPENTINE					

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

DECLINED

Pop Corn
Chocolate
Karo Syrup
Brooms

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. 6 10
Scotch Peas, 100 lb. 7 00

BURNERS

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

BOTTLE CAPS

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

BREAKFAST FOODS

Kellogg's Brands
Corn Flakes, No. 136 2 26
Corn Flakes, No. 124 2 26
Pop No. 224 2 20
Pop No. 250 1 05
Krumbs, 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 75
All Bran, 10 oz. 2 26
All Bran, 3/4 oz. 1 10
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
Grape-Nuts, 24s 2 10
Grape-Nuts, 50s 3 90
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Instant Cereal, No. 0 2 25
Post Toasties, 36s 2 26
Post Toasties, 24s 2 26
Post Bran, PBF 24s 3 15
Post Bran, PBF 36s 3 15
Sanka 6-1lb. 2 57

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

BROOMS

Quaker, 5 sewed 7 00
Warehouse 7 25
Winner, 5 sewed 5 50
Top Notch 4 75

BRUSHES

Scrub, dozen 85
New Deal, dozen 85

Stove

Shaker, dozen 90

Shoe

Topcen, dozen 90

BUTTER COLOR

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

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. 12 8
Paraffine, 6s 14 1/2
Paraffine, 12s 14 1/2
Wicking 40
Tudor, 6s. per box 30

CANNED FRUITS

Apples
Imperial, No. 10 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 2 25
Superior, No. 2 2 75
Supreme, No. 2 3 10
Supreme, No. 2 2 25
Quaker, No. 2 2 10
Quaker, No. 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
Supreme, No. 2 in
syrup 2 25
Hart Special, No. 2 1 35

Cherries-Royal Ann

Supreme, No. 2 3 20
Supreme, No. 2 2 25
Gibraltar, No. 10 9 00
Gibraltar, No. 2 2 75

Figs

Beckwith Breakfast,
No. 10 12 00
Carpenter Preserved,
5 oz. glass 1 35
Supreme Kodota, No. 1 1 80

Fruit Salad

Supreme, No. 10 12 00
Quaker, No. 10 11 00
Supreme, No. 2 3 35
Supreme, No. 2 2 50
Supreme, No. 1 1 90
Quaker, No. 2 3 15

Gooseberries

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 oz. 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 2 00
Supreme, sliced No.
2 2 15
Supreme, halves,
No. 2 2 25
Quaker, sliced or
halves, No. 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

Imperial, No. 10 7 50
Honey Dew, No. 2 2 40
Honey Dew, No. 2 1 90
Quaker, No. 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 2 45
Honey Dew, No. 2 2 00
Honey Dew, No. 1 1 10
Ukelele Broken, No. 10 7 90
Ukelele Broken, 2 2 25
Ukelele Broken, No. 2 1 85
Quaker, Tid Bits, No.
10 8 25
Quaker, No. 10 8 25
Quaker, No. 2 2 35
Quaker, No. 2 1 90
Quaker, No. 1 1 05

Plums

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

Prepared Prunes

Supreme, No. 2 2 35
Supreme, No. 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, Steam'd No. 1 2 75
Clams, Minc'd, No. 1/2 2 40
Pinnan Haddie, 10 oz. 3 20
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 55
Coke Oysters, 3 oz. 1 35
Lobster, No. 1/4 2 25
Shrimp, 1 wet 1 45
Sard's, 1/4 Oil, Kless 3 75
Sardines, 1/4 Oil, Kless 3 75
Salmon, Red Alaska 2 20
Salmon, Med. Alaska 1 75
Salmon, Pink, Alaska 1 33
Sardines, Im. 1/4, ea. 6 @ 13 1/2
Sardines, Cal. 1 00
Tuna, 1/2 Van Camps, 1 15
Tuna, 1/4 Van Camps, 1 15
Tuna, 1s. Van Camps, 3 45
Tuna, 1/2s, Chicken Sea, 1 80
Tuna, 1/2 Bonita 1 25

CANNED MEAT

Bacon, med. Beechnut 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., Sil. 1 30
Corn Beef Hash, doz. 1 90
Beefsteak & Onions, s. 2 70
Chili Con Car., is 1 05
Deviled Ham, 1/4s 1 35
Deviled Ham, 1/2s 2 30
Potted Meat, 1/4 Libby 43
Potted Meat, 1/2 Libby 75
Potted Ham, 1/2 Qua. 65
Potted Ham, Gen. 1/4 1 35
Vienna Saus. No. 1/4 90

Baked Beans

Campbells 48s 2 35

CANNED VEGETABLES

Hart Brand
Asparagus
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 1 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 35
Hart Diced, No. 2 90

Carrots

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

Corn

Golden Ban, No. 2 1 35
Golden Ban, No. 10 10 00
Country Gen., No. 2 1 20
Marcellus, No. 2 1 20
Fancy Crosby, No. 2 1 35
Fancy Crosby, No. 10 6 75
Whole Grain, 6 Ban-
tam No. 2 1 15

Peas

Little Dot, No. 2 2 25
Sifted E. June, No. 10 9 50
Sifted E. June, No. 2 1 90
K-way, 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 25
No. 2 92 1/2

Sauerkraut

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

Spinach

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

Squash

Boston, No. 3 1 35

Succotash

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

Tomatoes

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

CATSUP

Naas, 14 oz. doz. 1 40
Sniders, 8 oz. doz. 1 30
Sniders, 14 oz. doz. 1 85
Quaker, 10 oz. doz. 1 23
Quaker, 14 oz. doz. 1 50

CHEESE

Roquefort 70
Wisconsin Daisy 15
Wisconsin Twin 14 1/2
New York June, 1933 22
Sap Sago 48
Michigan Flats 13 1/2
Michigan Daisies 14
Wisconsin Longhorn 15
Imported Leyden 27
1 lb. Limberger 16
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

CHILI SAUCE

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

OYSTER COCKTAIL

Sniders, 11 oz. 2 00

CREAM OF TARTAR

6 lb. boxes 35

DRIED FRUITS

Apricots
Evaporated, Ex Choice
Choice 29
Standard 18 1/2
Ex. Fancy Moorpack
Citron
5 lb. box 27

CHEWING GUM

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

CHOCOLATE

Baker, Prem., 6 lb. 1/2 2 42
Baker, Pre., 6 lb. 3 oz. 2 55
German Sweet, 6 lb. 1/4s 1 85
Little Dot Sweet
6 lb. 1/2s 2 55

CIGARS

Hemt, Champions 38 50
Webster Plaza 75 00
Webster Golden Wed. 75 00
Websterettes 37 50
Cincos 38 50
Garcia Grand Bables 40 00
Bradstreets 38 50
Odins 40 00
R G Dun Boquet 75 00
Perfect Garcia Subl. 95 00
Rancho Coronado 31 50
K-way 20 00
Budwiser 20 00
Isabella 20 00

Cocoanut

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

CLOTHES LINE

Household, 50 ft. 2 09
Couples Cord 2 90

COFFEE ROASTED

Lee & Cady

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

Coffee Extracts

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

CONDENSED MILK

Eagle, 2 oz., per case 4 60

Cough Drops

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

COUPON BOOKS

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

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CRACKERS

Hekman Biscuit Company

Saltine Soda Crackers,
bulk 14
Saltine Soda Crackers,
1 lb. pkgs. 1 86
Saltine Soda Crackers,
2 lb. pkgs. 3 26
Saltine Soda Crackers,
6 1/4 oz. pkgs. 90
Butter Crackers, bulk 13
Butter Crackers, 1 lb. 1 72
Butter Crackers, 2 lb. 3 12
Graham Crackers, bulk 14
Graham C's, 1 lb. 1 90
Graham C's, 2 lb. 3 36
Graham C's, 6 1/4 oz. 1 00
Junior Oyster C's, blk. 12
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 29
Standard 18 1/2
Ex. Fancy Moorpack
Citron
5 lb. box 27

Currents Packages, 11 oz. 14 Dates Imperial, 12s, pitted 1 75 Imperial, 12s, regular 1 35 Imperial, 12s, 2 lb. 1 35 Imperial, 12s, 1 lb. 1 35	JUNKET GOODS Junket Powder 1 20 Junket Tablets 1 35 MARGARINE Wilson & Co.'s Brands Oleo Nut 10 Certified Animal Fat 09 Oleo 09	FRESH MEATS Beef Top Steers & Half 11 Good Steers & Half 10 Med. Steers & Half 08 Com. Steers & Half 07 Veal Top 11 Good 10 Medium 09	HERRING Holland Herring Mixed, kegs 10 Milkers, kegs 10 Lake Herring 1/2 bbl, 100 lbs. 10	SOAP Am. Family, 100 box 4 95 F. B. 60c 2 25 Fels Napha, 100 box 4 55 Flake White, 10 box 3 00 Jap Rose, 100 box 7 40 Fairy, 100 box 3 25 Palm Olive, 144 box 6 20 Lava, 50 box 2 25 Camay, 72 box 3 05 P & G Nap Soap, 100 box 5 70 Sweetheart, 100 box 5 70 Grandpa Tar, 50 am. 2 10 Williams Barber Bar, 9s 50 Williams Mug, per doz. 48 Lux Toilet, 50 3 05	TEA Japan Medium 19 Choice 22@30 Fancy 30@36 No. 1 Nibbs 32 Gunpowder 34 Choice Ceylon Pekoe, medium 63 English Breakfast Congou, medium 28 Congou, choice 35@36 Congou, fancy 42@43
Figs Calif., 24-83, case 1 70 Peaches Evap. Choice 13 1/2 Peel Lemon, Dromedary, 4 oz., doz. 1 10 Orange, Dromedary, 4 oz., dozen 1 10 Citron, Dromedary, 4 oz., dozen 1 10	MATCHES Diamond, No. 5, 144 6 25 Searchlight, 144 box 6 25 Crescent, 144 5 65 Diamond, No. 0 5 00 Safety Matches Red Top, 5 gross case 5 25 Signal Light, 5 gro. cs. 5 25 Standard, 5 gro. cs. 4 00	Lamb Spring Lamb 15 Good 13 Medium 09 Mutton Good 06 Medium 03 Poor 08 Pork Loins 20 Butts 17 Shoulders 14 St. Ribs 10 Neck Bones 04 Trimmings 11	Mackerel Tubs, 60 Count, fy. fat 6 00 Pails, 10 lb. Fancy fat 1 50 White Fish Med. Fancy, 100 lb. 13 00 Milkers, bbls. 18 50 K K K Norway 19 50 8 lb. pails 1 40 Cut Lunch 1 50 Boned, 10 lb. boxes 16	SPICES Whole Spices Allspice Jamaica @24 Cloves, Zanzibar @36 Cassia, Canton @24 Cassia, 5c pkg., doz. @40 Ginger, Africa @19 Mixed, No. 1 @30 Mixed, 10c pkgs., doz. @65 Nutmegs, 70@90 @50 Nutmegs, 105-110 @43 Pepper, Black @23 Pure Ground in Bulk Allspice, Jamaica @18 Cloves, Zanzibar @23 Cassia, Canton @22 Ginger, Corkin @17 Mustard @21 Mace Penang @69 Pepper, Black @20 Nutmegs @25 Pepper, White @30 Pepper, Cayenne @26 Paprika, Spanish @36	Twine Cotton, 3 ply cone 40 Cotton, 3 ply balls 40 VINEGAR F. O. B. Grand Rapids Cider, 40 grain 18 1/2 White Wine, 40 grain 19 1/2 White Wine, 80 grain 24 1/2 WICKING No. 9, per gross 80 No. 1, per gross 1 25 No. 2, per gross 1 50 No. 3, per gross 2 30 Peerless Rolls, per doz. 90 Rochester, No. 2, doz. 50 Rochester, No. 3, doz. 2 40 Rayo, per doz. 75
Raisins Seeded, bulk 7 1/2 Thompson's S'dless blk. 7 1/2 Quaker s'dless blk. 7 1/2 15 oz. 7 1/2 Quaker Seeded, 15 oz. 8 California Prunes 90@100, 25 lb. boxes @07 80@90, 25 lb. boxes @07 1/2 70@80, 25 lb. boxes @08 1/2 60@70, 25 lb. boxes @08 3/4 50@60, 25 lb. boxes @09 1/4 40@50, 25 lb. boxes @10 1/4 30@40, 25 lb. boxes @11 1/4 20@30, 25 lb. boxes @13 18@20, 25 lb. boxes @15 1/2 Hominy Pearl, 100 lb. sacks 3 50	MUELLER'S PRODUCTS Macaroni, 9 oz. 2 10 Spaghetti, 9 oz. 2 10 Elbow Macaroni, 9 oz. 2 10 Egg Noodles, 6 oz. 2 10 Egg Vermicelli, 6 oz. 2 10 Egg Alphabets, 6 oz. 2 10 Cooked Spaghetti, 24c, 17 oz. 2 20 NUTS Whole Almonds, Peerless 15 1/2 Brazil, large 14 1/2 Fancy Mixed 15 Filberts, Naples 20 Peanuts, vir. Roasted 09 1/2 Peanuts, Jumbo 10 1/2 Pecans, 3, star 25 Pecans, Jumbo 40 Pecans, Mammoth 50 Walnuts, Cal. 14@20 Hickory 07 Salted Peanuts Fancy, No. 1 10 1/2 12-1 lb. Cellophane case 1 25 Shelled Almonds 23 Peanuts, Spanish, 12s 7 1/2 lb. bags 7 1/2 Filberts 32 Pecans, salted 52 Walnut, California 52	PROVISIONS Barreled Pork Clear Back 16 00@18 00 Short Cut, Clear 12 00 Dry Salt Meats D S Belles 20-25 10 Lard Pure in tierces 09 1/2 60 lb. tubs 1 1/2 50 lb. tubs 1 1/4 20 lb. pails 1 1/4 10 lb. pails 1 1/4 5 lb. pails 1 1/4 3 lb. pails 1 1/4 Compound, tierces 08 1/2 Compound, tubs 09 Sausages Bologna 11 Liver 15 Frankfort 13 Pork 15 Tongue, Jellied 32 Headcheese 13 Smoked Meats Hams, Cert., 14-16 lb. 21 Hams, Cert., Skinned 16-18 lb. @21 Ham, dried beef 22 Knuckles @22 California Hams @11 Picnic Boiled Hams @16 Boiled Hams @23 Minced Hams @11 Bacon 4/6 Cert. @20	SHOE BLACKENING 2 in 1, Paste, doz. 1 30 E. Z. Combination, doz. 1 30 Dri-Foot, doz. 2 00 Blxbya, doz. 1 30 Shinola, doz. 90 STOVE POLISH Blackne, per doz. 1 30 Black Silk Liquid, doz. 1 30 Black Silk Paste, doz. 1 45 Enameline Paste, doz. 1 30 Enameline Liquid, doz. 1 30 E. Z. Liquid, per doz. 1 30 Radium, per doz. 1 30 Rising Sun, per doz. 1 30 554 Stove Enamel, dz. 2 30 Vulcanol, No. 10, doz. 1 30 Stovoil, per doz. 3 00	Seasoning Chili Powder, 1 1/2 oz. 62 Celery Salt, 1 1/2 oz. 80 Sage, 2 oz. 80 Onion Salt 1 35 Garlic 1 35 Penalty, 3 1/2 oz. 3 25 Kitchen Bouquet 4 25 Laurel Leaves 20 Marjoram, 1 oz. 20 Savory, 1 oz. 65 Thyme, 1 oz. 40 Tumeric, 1 1/2 oz. 35 STARCH Kingsford, 24 lb. 2 35 Powd., bags, per 100 3 95 Argo, 24, 1 lb. pkgs. 1 55 Cream, 24-1 2 20 Gloss Argo, 24, 1 lb. pkgs. 1 55 Argo, 12, 3 lb. pkgs. 2 25 Argo, 8, 5 lb. pkgs. 2 45 Silver Gloss, 48, 1s 11 1/2 Elastic, 16 pkgs. 1 38 Tiger, 50 lbs. 2 82	WOODENWARE Baskets Bushels, Wide Band, wood handles 2 00 Market, drop handle 90 Market, single handle 95 Market, extra 1 60 Splint, large 8 50 Splint, medium 7 50 Splint, small 6 50 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 3 to 6 gal., per gal. 16 Pails 10 qt. Galvanized 2 60 12 qt. Galvanized 2 85 14 qt. Galvanized 3 10 12 qt. Flaring Gal. Jr. 5 00 10 qt. Tin Dairy 4 00 Traps Mouse, wood, 4 holes 60 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 1 00 Rat, spring 1 00 Mouse, spring 20
Bulk Goods Elb. Macaroni, 20 lb. bx. 1 38 Egg Noodle, 10 lb. box 1 25 Pearl Barley 0000 7 00 Barley Grits 5 00 Chester 4 50 Lentils Chili 10 Tapioca Pearl, 100 lb. sacks 7 1/2 Minute, 8 oz., 3 doz. 4 05 Dromedary Instant 3 50 Jiffy Punch 3 doz. Carton 1 25 Assorted flavors.	MINCE MEAT None Such, 4 doz. 6 20 Quaker, 3 doz. case 2 65 Yo Ho, Kegs, wet, lb. 16 1/2 OLIVES-Plain Quaker, 24 3/4 oz. cs. 1 87 Quaker, 24 7/8 oz. cs. 3 55 Quaker, 12, 12 oz. 2 40 High Life, 12 22 oz. cs. 3 45 1 gal. glass, each 1 30 OLIVES-Stuffed Quaker, 24 2 1/4 oz. cs. 1 87 Quaker, 24 4 oz. cs. 2 75 Quaker, 24 5 oz. cs. 3 55 Quaker, 24 7 1/2 oz. cs. 4 55 Quaker, 24 10 oz. cs. 5 95 Quaker, 12 32 oz. cs. 7 88 1 Gallon glass, each 2 10	RICE Fancy Blue Rose 5 00 Fancy Head 6 10 RUSKS Postma Biscuit Co. 18 rolls, per case 2 10 12 rolls, per case 1 39 18 cartons, per case 2 35 12 cartons, per case 1 57 SALERATUS Arm and Hammer 24s. 1 50 SAL SODA Granulated, 50 lbs. cs. 1 35 Granulated, 18-2 1/2 lb. packages 1 10 COD FISH Bob White, 1 lb. pure 25	SALT F. O. B. Grand Rapids Quaker, 24 1 95 Quaker, 36-1 1/2 1 20 Quaker, iodized, 24-2 1 35 Med. No. 1, bbls. 2 90 Med. No. 1, 100 lb. bk. 1 00 Farmer Spec., 10 lb. 1 00 Packers Meat, 50 lb. 65 Crushed Rock for ice cream, 100 lb. each 85 Butter Salt, 280 lb. bbl. 4 00 Block, 50 lb. 40 Baker Salt, 280 lb. bbl. 3 80 6, 10 lb., per bale 53 20, 3 lb., per bale 1 00 25 lb. bags, table 45 BORAX Twenty Mule Team 24, 1 lb. packages 3 35 48, 10 oz. packages 4 40 96, 1/2 lb. packages 4 00 WASHING POWDERS Bon Ami Pd., 18s, box 1 90 Bon Ami Cake, 18s. 1 65 Brillo 85 Big 4 Soap Chips 8 1/2 2 30 Chiefo, large 3 65 Climoline, 4 doz. 3 60 Grandma, 100, sc. 3 50 Grandma, 24 large 3 50 Snowboy, 12 large 1 80 Gold Dust, 12 large 1 80 La France Lau., 4 dz. 3 65 Lux Flakes, 50 small 4 80 Lux Flakes, 20 large 4 55 Old Dutch Clean, 4 dz. 3 40 Octagon, 96s 3 90 Rinsol, 24s 4 80 Rinsol, 40s 2 95 Spotless Cleanser, 48, 20 oz. 3 85 Sani Flush, 1 doz. 2 25 Sapollo, 3 doz. 3 15 Speedee, 3 doz. 7 20 Sunbrite, 50s 2 10 Wyandot, Cleaner, 24s 1 60	Syrup Blue Karo, No. 1, 1 1/2 2 41 Blue Karo, No. 5, 1 dz. 3 37 Blue Karo, No. 10 3 21 Red Karo, No. 1, 1 1/2 2 63 Red Karo, No. 5, 1 dz. 3 66 Red Karo, No. 10 3 53 Imit. Maple Flavor Orange, No. 1, 2 dz. 2 87 Orange, No. 3, 20 cans 4 34 Maple and Cane Kanuck, per gal. 1 10 Kanuck, 5 gal. can 4 75 Grape Juice Welch, 12 quart case 4 40 Welch, 12 pint case 2 25 Welch, 26-4 oz. case 2 30 Cooking Oil Mazola Pints, 2 doz. 4 10 Quarts, 1 doz. 3 60 Half Gallons, 1 doz. 6 00 TABLE SAUCES Lee & Perrin, large 5 75 Lee & Perrin, small 3 35 Pepper 1 60 Royal Min. 2 40 Tobasco, small 3 75 Sho You, 9 oz., doz. 2 00 A-1, large 4 75 A-1, small 2 85 Capet, 2 oz. 3 30	Tubs Large Galvanized 3 75 Medium Galvanized 7 75 Small Galvanized 6 75 Washboards Banner, Globe 5 50 Brass, single 6 25 Glass, single 6 00 Double Peerless 8 50 Single Peerless 7 50 Northern Queen 5 50 Universal 7 25 Wood Bowls 13 in. Butter 5 00 15 in. Butter 5 00 17 in. Butter 18 00 19 in. Butter 25 00 Wrapping Paper Butchers D F 05 1/2 Kraft 05 1/2 Kraft Stripe 05 1/2 Yeast Cake Magic, 3 doz. 2 70 Sunlight, 3 doz. 2 70 Sunlight, 1 1/2 doz. 1 35 Yeast Foam, 3 doz. 2 70 Yeast Foam, 1 1/2 doz. 1 35 Yeast-Compressed Fleischmann, per doz. 20 Red Star, per doz. 20
EVAPORATED MILK Quaker, Tall, 10 1/2 oz. 2 85 Quaker, Baby, 4 doz. 1 43 Quaker, Gallon, 1/2 dz. 2 85 Carnation, Tall, 4 doz. 2 95 Carnation, Baby, 4 dz. 1 43 Oatman's D'dee, Tall 2 95 Oatman's D'dee, Baby 1 48 Pet, Tall 2 95 Pet, Baby, 4 dozen 1 45 Borden's, Tall, 4 doz. 2 95 Borden's, Baby, 4 doz. 1 48 FRUIT CANS Ball Mason F. O. B. Grand Rapids One pint 8 00 One quart 9 30 Half gallon 12 40 Mason Can Tops, gro. 2 55 FRUIT CAN RUBBERS Presto Red Lip, 2 gro. carton 78 Presto White Lip, 2 gro. carton 83 GELATINE Jell-o, 3 doz. 1 90 Minute, 3 doz. 4 05 Knox's, 1 dozen 2 25 Jelsert, 3 doz. 1 40 HONEY Lake Shore 1 lb. doz. 1 90 JELLY AND PRESERVES Pure, 30 lb. pails 2 60 Imitation, 30 lb. pails 1 85 Pure Pres., 16 oz., dz. 1 80 12 oz. Apple Jelly, dz. 1 95 13 oz. Mint Jelly, dz. 1 60 7 oz. Cranberry Jelly, dz 90 JELLY GLASSES 1/2 Pint Tall, per doz. 25	PARIS GREEN 1/2s 34 1s 32 2s and 5s 30 PICKLES Sweet Small L and C, 7 oz., doz. 92 1/2 Paw Paw, quarts, doz. 2 80 Dill Pickles Gal., 40 to Tin, doz. 3 20 32 oz. Glass Thrown 1 50 PIPES Cob, 3 doz. in bx. 1 00@1 20 PLAYING CARDS Blue Ribbon, per doz. 4 50 Bicycle, per doz. 4 70 Caravan, per doz. 2 25 POP CORN Sure Pop, 25 lb. bags 1 45 Yellow, 25 lb. bags 2 40	FRUIT CANS Ball Mason F. O. B. Grand Rapids One pint 8 00 One quart 9 30 Half gallon 12 40 Mason Can Tops, gro. 2 55 FRUIT CAN RUBBERS Presto Red Lip, 2 gro. carton 78 Presto White Lip, 2 gro. carton 83 GELATINE Jell-o, 3 doz. 1 90 Minute, 3 doz. 4 05 Knox's, 1 dozen 2 25 Jelsert, 3 doz. 1 40 HONEY Lake Shore 1 lb. doz. 1 90 JELLY AND PRESERVES Pure, 30 lb. pails 2 60 Imitation, 30 lb. pails 1 85 Pure Pres., 16 oz., dz. 1 80 12 oz. Apple Jelly, dz. 1 95 13 oz. Mint Jelly, dz. 1 60 7 oz. Cranberry Jelly, dz 90 JELLY GLASSES 1/2 Pint Tall, per doz. 25	FRUIT CANS Ball Mason F. O. B. Grand Rapids One pint 8 00 One quart 9 30 Half gallon 12 40 Mason Can Tops, gro. 2 55 FRUIT CAN RUBBERS Presto Red Lip, 2 gro. carton 78 Presto White Lip, 2 gro. carton 83 GELATINE Jell-o, 3 doz. 1 90 Minute, 3 doz. 4 05 Knox's, 1 dozen 2 25 Jelsert, 3 doz. 1 40 HONEY Lake Shore 1 lb. doz. 1 90 JELLY AND PRESERVES Pure, 30 lb. pails 2 60 Imitation, 30 lb. pails 1 85 Pure Pres., 16 oz., dz. 1 80 12 oz. Apple Jelly, dz. 1 95 13 oz. Mint Jelly, dz. 1 60 7 oz. Cranberry Jelly, dz 90 JELLY GLASSES 1/2 Pint Tall, per doz. 25	FRUIT CANS Ball Mason F. O. B. Grand Rapids One pint 8 00 One quart 9 30 Half gallon 12 40 Mason Can Tops, gro. 2 55 FRUIT CAN RUBBERS Presto Red Lip, 2 gro. carton 78 Presto White Lip, 2 gro. carton 83 GELATINE Jell-o, 3 doz. 1 90 Minute, 3 doz. 4 05 Knox's, 1 dozen 2 25 Jelsert, 3 doz. 1 40 HONEY Lake Shore 1 lb. doz. 1 90 JELLY AND PRESERVES Pure, 30 lb. pails 2 60 Imitation, 30 lb. pails 1 85 Pure Pres., 16 oz., dz. 1 80 12 oz. Apple Jelly, dz. 1 95 13 oz. Mint Jelly, dz. 1 60 7 oz. Cranberry Jelly, dz 90 JELLY GLASSES 1/2 Pint Tall, per doz. 25	FRUIT CANS Ball Mason F. O. B. Grand Rapids One pint 8 00 One quart 9 30 Half gallon 12 40 Mason Can Tops, gro. 2 55 FRUIT CAN RUBBERS Presto Red Lip, 2 gro. carton 78 Presto White Lip, 2 gro. carton 83 GELATINE Jell-o, 3 doz. 1 90 Minute, 3 doz. 4 05 Knox's, 1 dozen 2 25 Jelsert, 3 doz. 1 40 HONEY Lake Shore 1 lb. doz. 1 90 JELLY AND PRESERVES Pure, 30 lb. pails 2 60 Imitation, 30 lb. pails 1 85 Pure Pres., 16 oz., dz. 1 80 12 oz. Apple Jelly, dz. 1 95 13 oz. Mint Jelly, dz. 1 60 7 oz. Cranberry Jelly, dz 90 JELLY GLASSES 1/2 Pint Tall, per doz. 25



SHOE MARKET

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

Easy Business Is Gone Forever

Retail shoe business is getting tougher and tougher with every day's passing. Merchants sighing for the "good old days" find out that in the stark reality of modern day merchandising, easy shoe selling is gone forever. Many merchants who have been through the economic battles of the past five years sigh for the peace that comes with prosperity still around the corner. Some mentally exhausted men in business, beaten by the adversities of the depression, hope for a peace of mind but there is no such thing in sight. Life is infinitely more complicated and business is even more complicated than life itself.

This is not a doleful dirge but a glimpse at the very truth that business must command the best of brains plus the constant attention of the man who would succeed.

All these comments are the outcome of a study of men's shoes. A man who had spent a lifetime in women's shoes found the going too fast for his hiking and seriously considered embarking in the men's shoe business because that at least ran at a slower pace. But not today—for a change has come in men's shoes as it had already come in women's shoes and those numbers that were considered staples, good year in and out, are now as seasonal and perishable as women's shoes. Each season's shoes for men cannot rest on the success of last year's pattern, material and price, but must contain new features and possibly new last treatments—but certainly new colors and finishes in leather. No line of shoes stands still, for constant change is demanded by the ultimate customer.

When a store must woo the customer with new style and design each season, it faces the problem of looking at every sale of every pair of shoes as an objective of the best buying, the best planning, the best merchandising and the best shoe fitting possible.

Such alertness in merchandising of men's shoes is perhaps made two-fold in children's shoes and fourfold in women's shoes. The race quickens. Loss of profit, loss of patronage and even the loss of business life itself comes through the spirit of being satisfied with what has been done in the past.

There is even style to-day in work shoes. The introduction of colored stitching on the uppers, plus new shapely foreparts has changed the old "bread and butter" work shoe into something quite as useful for the job and far more attractive. Believe it or

not, some of our work shoes are now so smartly finished that college boys have bought them as knockabout shoes and brag about their stability.

The introduction of suede leathers in men's shoes nearly ten years ago, when a leather merchant in Boston experimented with reverse calf, has progressed to the point where heavy suedes are now the high style possibility of the present and the volume shoe of the future.

All this restless progress puts a premium on alertness. Never has the shoe business had so many interesting sidelights. The problem, of course, is how to harness all this diversity to the practical machinery of turn-over. Quick turn-over is the basis of the new deal in business. Every shoe, in every line, on the shelves must be watched every day. The store that depended upon clearance periods to give it a traffic of customers and volume of business is discovering that two clearance periods a year destroys all possibilities of profit—even though the clearance sale has been sweetened with many new numbers bought especially for "the ballyhoo" season. Clearance must be daily, weekly, monthly, so that the goods on hand will always be fresh, salable and attractive to the public.

We have contributed our part in speeding up the thinking of the trade by putting "the bee or emphasis" on Aug. 15 as the first national showing of Fall shoes to the public. No longer can a merchant wait until he is good and ready for the race. He must be on his toes to run for the money when the public is "in the money." If the early money of the season is the easiest to get, he must fight the public for every unwilling dollar so that he can divert it from something else into the purchase of a pair of shoes.

Many new men are coming into this business of ours who understand that the business isn't a game or a social exchange of pleasantries but a serious battle for a share of the public's purchasing power.

In closing, remember this, in 1929 we had a total business in this country of around 83 billion dollars. To-day the total business represents 34 billion dollars. We have as many stores in business to-day as we had in 1929 but competition alone for the lessened volume of dollars makes every business a hard business and retailing of shoes is no exception to the rule.—Boot and Shoe Recorder.

Do the Farmers Like You?

(Continued from page 14)

etc. He likes to know where he is going before he starts.

Therefore the Lewis brothers cherish their landmark resources, choose what they believe to be a good front and a good display layout and stay with it, even as stocks turn over and as new replaces old. They know that farm trade is vastly easier to scare away than it is to recruit.

The Lewis brothers are proud of their farm trade. They know it to be primarily a loyal trade, a cash trade, a discerning trade, and a friendship trade. It didn't come to them overnight or by miracle. They have spent a generation's span of hard work in building it up.—Hardware Age.

Price Index at New Peak

While the general level of wholesale commodity prices last week reached the highest point since October, 1930, chiefly because of the rise in food prices, mail order houses announced that retail prices in their fall and winter catalogues would be lower than last spring. In some instances they will be even lower than in the fall of 1933.

Since mail order catalogue quotations usually determine retail price levels in many localities, the conflicting price trends thus indicated are likely to continue for some time. They will be reflected in increasing pressure on industry to lower operating costs, and will doubtless react unfavorably on profit margins of manufacturers. Low retail prices, on the other hand, will help to sustain the volume of sales of consumer goods.

Farm Income Above 1933

Current calculations confirm the view that farm income this year will be substantially higher than last year, as a result of higher prices for farm products and Government benefit payments.

Using Government estimates of the quantity production and either recent or average prices, the Standard Statistics Co. arrives at an estimated farm income for 1934 of \$8,250,000,000. This figure includes the bonus, benefit and relief payments already made to the agricultural population and

those in prospect for the rest of the year.

This estimate represents an increase of 29.3 per cent. in farm income as compared with 1933. It is 61 per cent. greater than farm income of 1932, and even exceeds the figure for 1931 by 20 per cent.

Copper Price Differential

While copper producers in this country continue to talk of a further advance in the price of the red metal, its European price dipped to a new low for the year of 7.15c per pound yesterday. The differential between the domestic and the world price is thus almost 2c per pound now.

Further restriction of copper imports by Germany and expansion of output by foreign producers explain the weakness abroad. Stocks of the red metal on hand increased by 5,500 tons outside of North and South America in July, while they declined 16,000 tons during the month in the western hemisphere.

The code and the tariff have thus far effectively protected the American market from the decline in copper prices which has occurred in Europe as a result of dumping of metal there from all over the world.

A combination gasoline pump and display case is now offered. The pump, above the illuminated case, registers the exact amount and cost of gasoline delivered at each sale.

depression proof



OUR FINANCIAL CONDITION

IS EVEN STRONGER THAN

BEFORE THE DEPRESSION

— WE HAVE MAINTAINED

OUR DIVIDEND RATE OF

NOT LESS THAN 25%

**MICHIGAN SHOE DEALERS
MUTUAL FIRE INSURANCE COMPANY**

LANSING MUTUAL BUILDING

GRAND RAPIDS . . .

DETROIT . . .

OUT AROUND

(Continued from page 9)

though he is 72 years old, he is growing old gracefully. He still lives in the same house he erected and furnished before he was married about 55 years ago. Mr. Moore has had the good fortune to raise four children—two sons and two daughters. The elder son is a practicing physician in Grand Rapids, where he is rapidly acquiring a high rating among men of his profession.

Greenville, Aug. 16.—I understand that a special booster campaign is to be put on for Grand Rapids, but I never remember a time when the Michigan Tradesman ceased to boost for that city and Michigan as well. I believe no finer thing could be incorporated into the campaign than an educational feature pointing out to residents of Grand Rapids the tremendous advantages which would accrue from trading with local independent merchants.

I have recently heard of a little city down East which formerly had all of the attributes of a prosperous community as well as favored location in God's country. To-day this little gem of American industry and pride is a wreck. No money can be collected. The suction pump has cleaned the town. The orange has been sucked dry and practically every pathetic dollar which now appears in the impoverished community is promptly whisked away to help enrich strangers who, perhaps, only know the place by some number in a list of far flung investments.

I often think of a valley in France which scientists state was, in prehistoric times, inhabited continuously for some ten thousand years. The vast number of hearths which have been unearthed bear mute testimony to the fact that even in those primitive days life centered around the fire.

The local profits of energy and industry are to-day even more necessary in order to maintain our homes on the American scale of living.

This little city down East which I referred to, has met a more or less common fate. As I visualize the town, it scarcely seems as though anyone could be stony hearted enough to wish that even an unfortunate and condemned human wretch should pass the closing moments of a misspent life in such a mournful place.

I have often wondered why this chain store craze did not start in 1910 instead of 1920. In 1910 we had autos and good roads which were necessary to the chain store, but the splendor of this cataclysmic effulgence was saved to shower its blessings on America at a later date. If it had come in 1910 the injustice of the situation would have been corrected long ago. The ruin of many factories which were subjected to arrogance has had no small influence on the change that is now on the way.

It was about 1920 when the first of the absentee owned units began to appear, apparently spying out the land and shortly after the hordes of chain stores were unleashed and America was shattered as though the gable end of hades had blown out. The ruthless and devastating rush of the chains can well be likened to spectacular dash of land grabbers into the Cherokee strip.

This whole movement, along with plenty of other wrong conditions, gave birth to the New Deal. It would be impossible to correct everything at once and many mistakes will be made, but when these new laws become administrative, the banners of the New Deal will be seen coming over the hills and across the plains bringing to America a new prosperity and a far greater portion of protection and fairness for all.

C. L. Clark.

In his Onaway department last week, Will B. Gregg mentioned a call he had received from William C. Wells, who forty or fifty years ago was on the road for the old wholesale grocery house of W. J. Gould & Co., Detroit. Having an indistinct recollection of having met Mr. Wells in the early days of the Tradesman, I dropped him a line, receiving the following interesting reply:

Spring Lake, Aug. 18.—Thank you for the enjoyable retrospect concerning the old-time grocery firm of W. J. Gould & Co., Detroit. David D. Cady, later of Lee & Cady, and E. Telfer, were our mutual friends and of both memories are most pleasant.

Browsing about through Northern Michigan recently, now and again trying to locate old winding trails through virgin timber, then paved with pine needles, which I used to negotiate in buckboards, powered by a pair of mustang ponies, hired from erstwhile livery stables, I stopped at the Information Bureau at Onaway, meeting Will B. Gregg. We pioneered Onaway all over again as the privilege of patriarchs permits, when he happened to mention Luther, a town I personally discovered back in the tall timber days of the eighties. That broke the ice precipitately. Together with a man named Barney Curtis, merchants of that town who fattened my order books many a trip until the good old concern of Wilson, Luther & Wilson went down under the weight of accommodation endorsements for a Detroit concern.

It was a most enjoyable hour we expended re-living the lumbering era and I would say, "While on the way, see Mr. Gregg, at Onaway," for local information in detail, past and present, is at his tongue's end with frank and gracious courtesy.

In 1900 I established the Iroquois Cigar Co., at Flint, and carried advertising space in the Tradesman throughout my connection with it.

Mrs. Wells and I are now living in summer on the East shore of Spring Lake, a mile North of Welch's crossing, and would be glad indeed to see you at any time. In the winter we live at Maxim Point, St. Petersburg, Florida.

William C. Wells.

Thirty-five years ago A. E. Brooks, the retired candy manufacturer was instrumental in establishing an annual reunion of old settlers at North Orange, Mass. He has missed attending these annual gatherings in the past thirty-five years only four times. This year's affair was held Aug. 8. The Orange Enterprise and Journal thus refers to Mr. Brooks in its report of the re-union:

Conspicuous among the older generation was a venerable gentleman from Grand Rapids, Mich., A. E. Brooks, who will be 92 years old the 16th of this month. These reunions do not seem complete when Mr. Brooks is not present and it is interesting to know that he has missed only four since they were started 35 years ago. It was he who was instrumental in starting these annual affairs and he has done much to provide for their continuation. Illness made it impossible for him to attend last year's affair but he is now in his customary health and was about Goddard park as in the past, shaking hands with old friends and entering into the spirit of the occasion.

A week later the same newspaper published a biography of Mr. Brooks, the first paragraph of which is as follows:

Most people who reach the age of 92 celebrate the event by sitting in a comfortable chair while friends and relatives surround and take charge of proceedings. Not so with A. E. Brooks,

however, who will reach that rather advanced milestone to-day. He will be in the center of admiring friends and relatives but there will be just as much radiation of energy from him as towards him. He came on from his home in Grand Rapids, Mich., last week to be amid the scenes which are dear to him and where each summer for approximately a half century he has returned to be present at the several old home day reunions in this vicinity. At North Orange last week Wednesday where the 35th reunion took place he mingled with old friends as of old and at the Warwick reunion yesterday he was also a conspicuous attendant. He has been called the "grand old man of the reunions" for he has done much to maintain their popularity and in fact was instrumental in organizing the reunion association at North Orange. The ravages of time have dealt lightly with this fine old gentleman as he reaches his 92d milestone and his legion of friends rejoice that he is still able to be a "man about town."

The United States Government having added 95,662 employees in the year ending in June, is now only 30,000 employees short of the kaiser's war peak. The increase adds about \$100,000,000 to the Federal payroll. To these figures have been added in the last month the housing administration, Securities Exchange Commission employees and 500 investigators for the alcohol control unit of the Treasury. Although the total now reaches 661,094 the gigantic plans for social legislation will add thousands more. It has been reliably estimated that there are more than 60,000 employees in the service of the new deal alphabetical set-ups who were put on the payrolls without civil service examinations and the usual requirements of fitness. In the acts setting up such agencies as the Tennessee Vally Authority, Home Owners Loan Corporation, the National Recovery Administration, Reconstruction Finance Corporation and other new deal agencies, a clause has been injected providing for the employment of the necessary personnel "without regard to the provisions of the Civil Service Laws."

A wide observance of constitution day on September 17 is being planned by a coalition committee, including the National Association of Manufacturers and several patriotic organizations. Industrialists everywhere are urged to stimulate local exercises and participate in them. With state associations and other industrial groups participating it is hoped that as never before attention will be directed to the principles of the constitution as the sound basis of our government. Generally, there is to be a central celebration of nation-wide importance. Governors and mayors will be asked to issue proclamations. Civic associations and clubs are to be urged to hold local observances. It has been suggested that a brief period be added to lunch hours in plants during which a patriotic program built around constitutional principles can be presented. Every industrialist should check with the luncheon club to which he belongs, the civic organization in his town, and with the school board and find out what observance there will be of this important day.

Frank Armstrong, President of the Citizens Bank of Alanson, asks all the depositors to call at the bank and get the money they have on deposit there, 100 per cent. The bank was not incorporated, Mr. Armstrong being the principal owner.

Abe Friedman, of Belding, has passed away. He was an old time merchant of many years standing. He was beloved and respected by all who knew him.

Frederick C. Beard, grocer on Wealthy street, celebrated his eighty-third birthday anniversary yesterday in an entirely appropriate manner. He remained behind the counter, being constantly in receipt of telephone messages and telegrams congratulating him on his having reached so long and interesting a period in the history of the world. Mr. Beard is in possession of all his faculties with the single exception of a slight impairment of his hearing and likes a joke or a good story or a good meal or to shake hands with a good friend as much as ever. To know Fred Beard is to recognize a spirit of the finest quality. Refined in manner, gentle in speech, fervent in spirit, broad in sympathy, charitable in judgment and with a rare gift of spiritual insight, this good friend exemplifies in his daily life and conversation the spirit and ideals of Him whose disciple he is and whom he serves. In his relation to the community he stands strongly for all that is uplifting. As a citizen he is an ambassador of cheerfulness, courage and hope.

E. A. Stowe.

Bon Voyage

Come up from the depths, wherever you are
The storm will pass, yon' glistening star
Was set as a lantern in the sky
For men to steer their good ships by.

Swing out of the darkness with a cheer,
Substitute confidence for fear,
Go forward as our sires have done,
With faith each morn' will bring the sun.

Help your good brother over the crest,
Let each hour of living be your best,
And when, at last, this voyage is done,
Have faith to start another one.

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BUSINESS WANTS DEPARTMENT

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

For Sale—Dollar store in town of 1,000 in the new oil district. Reason for selling, other business. Reasonable rent. Address No. 670, c/o Michigan Tradesman. 670

FOR RENT—CAMDEN, MICH. Brick store building 30x120, fully equipped for dry goods, clothing, and shoes. Exceptional location, large drawing area all directions. No close competition. Write for details. B. R. Alward. 672

To EXCHANGE FOR MERCHANDISE Stock—80 acres, clear, five cattle, all tools. Address No. 673, c/o Michigan Tradesman. 673

DETROIT DOINGS

Late Business News From Michigan's Metropolis

Joseph Alexander has opened a wholesale millinery stock house at 206 East Grand River avenue. He will represent several eastern manufacturers.

Louis Beerman, newly appointed Michigan representative for the Rhea Manufacturing Co., Milwaukee, manufacturer of women's wash frocks, has opened an office and sales room at 205 East Grand River avenue.

The National Dry Goods Co. has moved to new and larger quarters at 220 West Jefferson, where they will occupy the entire five store building.

The Michigan Wholesale Apparel Association, collaborating with the Detroit Board of Commerce, will sponsor a women's apparel market week and fashion revue, beginning Sunday, August 26. On Monday evening a style show and entertainment will be given for the benefit of the retailers in the territory served by the Detroit market. The Association has been a powerful factor in the development of the Detroit apparel market, now recognized as one of the most important in the middle west. Participating firms in the market week event and style show will be: Arden Hats; J. Burrows Co.; D. Davidson; Crown Hat Manufacturing Co.; Gold Dress Co.; Louis Hartman Co.; Jacobson & Edelson; D. E. Kellogg & Co.; Philbro Inc.; Al Manchel; Al Mann; San Crest Hat Manufacturing Co.; L. & H. Simon Co., Inc.; and the S. & F. Garment Co.

E. H. Sutherland has opened a stock room and offices at 206 East Grand River avenue, where he will represent the Standard Hat Co., manufacturers of millinery, of Atlanta, Georgia.

Detroit Retail Shoe Dealers Association held a luncheon to discuss and make plans for National shoe opening, Aug. 15. M. A. Mittleman, National president took an active lead in discussions. The Detroit Times is using special article signed by "Joan Dean," fashion expert. Readers are asked to write or call the Times, and are then told where the types of shoes discussed and pictured are for sale. The co-operation of the newspaper with all advertisers is important in securing a successful result here. The two other Detroit newspapers are likewise using special fashion articles. Detroit shoemen are using newspaper advertising, stressing new styles in women's footwear, as well as the more conservative changes in men's. Fashion-right shoes are being stressed. Some radio advertising is being done, and Nathan Hack, of the Hack Shoe Co., is mentioning the shoe opening for all stores in his weekly radio talk as a foot specialist. A resolution supporting and emphasizing the opening was passed and sent to the Michigan Retail Shoe Dealers Association to stimulate activity in towns throughout the state.

Dallas E. Winslow, president, Winslow-Baker-Meyering Corp., Fisher Bldg., announces that his company has acquired the assets of the Trupar Manufacturing Co., Dayton, Ohio,

manufacturers of Mayflower refrigeration and air-conditioning equipment, from the trustee, E. P. Larsh. The Trupar company was operating in trusteeship for several weeks. Trupar distribution will be continued through channels established by the former management. The sale of assets included the electric pump and water softener as well as the air-conditioning divisions of the company. No major change in operating personnel of Trupar Mfg. Co. is contemplated at the present time with the exception that a new general manager will later be appointed. Other subsidiaries of Winslow-Baker-Meyering Corp. in the refrigeration field include: Copeland Refrigeration Corp., Mt. Clemens; and Zerozone Refrigeration Corp., Chicago.

George W. Strelinger, member of an old Detroit family, died Sunday in St. Joseph's Mercy Hospital, Pontiac. Mr. Strelinger was born in Detroit seventy-six years ago, the son of the late Mr. and Mrs. William Strelinger. His father, widely known here, died more than twenty years ago. Mr. Strelinger was educated in Detroit schools and for many years had been associated with the Charles A. Strelinger Co., hardware dealers.

U.S. Plans Aggressive Tactics

The United States is about to wield the big stick in its determination to secure a measure of fair play for American industry and agriculture in the markets of the world.

Subtlety may not accompany these efforts, although the nations upon which it will inflict this "influence" may be spared the ignominy of having their situation publicized.

An indication of what it is all about has come through the apparent determination of this Government to await the outcome of the international wheat conference in London before announcing further details of its plan to admit duty free foreign forage and feed crops.

Argentina is one of the principal countries at interest in the London discussions and has shown a decided inclination to balk at a continuation of the agreement without further benefit to herself.

This is regretted by American officials since Argentina has oats and corn that might be included in the duty free plan.

Further, it is the intention of Government officials to "induce" greater purchases in the United States by countries whose balances with us are in their favor and who are buying from other nations commodities they could obtain here.

Controlling the Dairy Industry

Not satisfied with its control over the dairy industry through local licensing, the Agricultural Adjustment Administration is making preparations for a new extensive Federal control project next year, reliable reports indicate.

In line with previous administration practice, expected opposition from the large dairy distribution companies is to be broken down by the Congressional investigation method, reports say. Investigators from the Federal Trade Commission, in fact, have begun to gather information for a comprehensive report to Congress on monopolistic practices in the industry.

When the administration proposed its dairy control program last spring, it had to be abandoned because of opposition from the dairy farmers themselves. It is not expected, however, that dairy farmers will continue their critical attitude, now that the statistical position in the industry has improved, and the plan seems directed exclusively against the dairy companies.

Union Labor Riots Loom

Although the seasonal recession in many industries is a powerful deterrent to hasty strike action by the venal and unscrupulous leaders of organized labor, the danger of major labor conflicts in basic industry looms ominously once again.

Both employers and labor organizations are again taking a positive stand on many of the controversial issues that only a few short months ago were not "settled," but merely postponed.

The question of majority representation in collective bargaining, now confronting the National steel labor board, is likely to lead to a conflict whether employers or employees win their case.

In the automobile industry the "merit" clause in the automobile code lapses with the temporary code which does not include this protection against union domination, while the A. F. of L. demands just as insistently that the President refuse to renew this one formal exception to Section 7a of the Recovery Act.

Retail Sales Below 1933

A further decline in retail sales volume during the past week has reduced the current dollar volume of retail stores sharply below the level of August, 1933, store executives report.

Retail organizations with outlets all over the country are currently showing losses from 1933 levels ranging from 5 up to 15 per cent., despite the fact that prices have been reduced in many cases to stimulate consumer buying.

Part of this unsatisfactory showing is due to the fact that sales last August were greatly stimulated by fear of higher prices, caused largely by inflation rumors. Merchants point out, however, that the size of the current drop is more serious than can be explained on such grounds. They feel that dollar volume should at least equal last year's, in view of the price increases that have occurred during the past year.

Motion Picture Fall Prospects

Since the break in the summer heat wave, attendance records at motion picture theaters have improved again. They are currently substantially higher than at this time last year, although cash receipts in many instances are not much higher due to further reduction in ticket prices.

This showing is considered satisfactory by executives in the motion picture industry, who now believe that the campaign for raising moral standards in pictures will not retard their business as much as had been feared in the beginning.

Prospects for the fall season, the most important for the amusement industry, are considered very promising. The release of numerous new pictures, many based on popular fiction and well-known juvenile stories with wide appeal, are expected to attract larger than usual audiences.

Expected to Contain Exchange Clause

All reciprocal trade agreements to be negotiated by the United States may be expected to contain in their texts or in separate documents definite agreements in regard to the handling of exchange, it is learned.

Under existing conditions of restricted and "blocked" currencies throughout the world, it is considered by the Roosevelt administration that specific commitments for the release of exchange become altogether vital. Otherwise, a reciprocal trade agreement could be made "a scrap of paper," in fact, if exchange controls were so exercised as to hamper the movement of goods contemplated in the treaty.

To put it bluntly, one job of the export-import banks will be to police these exchange agreements.

Reduced Another 24 Per Cent.

The reduction by another 24 per cent. of this year's corn crop within the month of July, reflected in the Government's estimate, is even more serious in its implications than low yields in the traditional money crops.

Corn is the major feed grain for all farm animals. It serves as an emergency substitute for other types of feeds, such as other feed grains, forage or commercial feeds. It is also used as a substitute cereal food for human consumption.

There is no sizable carryover in corn, furthermore, as in some other farm products.

The shortage of corn will, therefore, greatly intensify the effects of the general crop shortage. The decimation of farm live stock will have to continue at an accelerated speed.

Scissors sharpening is simplified by a new device consisting of a fast cutting stone in a metal holder. Sides of the holder keep blades at the correct angle to the stone.

SLOW BUT SURE STARVATION

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

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

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

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

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

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

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

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

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

Putnam's

FIVE-CENT CANDIES THAT SELL

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

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HERE'S a new item that Royal Gelatin has added to its already popular and fast selling line—Royal Gelatin Aspic. It meets a well-developed demand among your customers for an unsweetened, seasoned gelatin for use in jellied soups, and moulded meats, fish and salads. That means more sales for you not only of gelatin but of many other items that are used with it.



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