

SOVEREIGNS OF ENGLAND

First, William the Norman,
Then William his son;
Henry, Stephen and Henry,
Then Richard and John.
Next Henry the Third,
Edwards, One, Two and Three,
And again after Richard
Three Henrys we see.
Two Edwards, Third Richard,
If rightly I guess,
Two Henrys, Sixth Edward,
Queen Mary, Queen Bess;
Then Jamie the Scotsman,
Then Charles whom they slew,
Yet received after Cromwell
Another Charles, too.
Next Jamie the Second
Ascended the throne;
Then William and Mary
Together came on.
Then Anne, Georges four
And Fourth William all passed.
Then Victoria came,
Whose reign long did last.
Under Edward the Seventh
Old England did thrive,
And now on her throne
Sits George Number Five.

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Handy Pack Assorted Lozenges ..			

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LEE & CADY

MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, AUGUST 29, 1934

Number 2658

MICHIGAN TRADESMAN E. A. Stowe, Editor

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DEVOTED TO the best interests of business men.

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How Things Look Up Houghton Lake Way

Clare is among the best towns of the state. I was told it has no bonded or other debts. Once the center of lumbering operations, it has developed into an important trading center, serving an excellent farming section. One of the finest hotels in this part of the state is located here. Its business section compares favorably with that of cities much larger. Its schools, churches and fine residences are a credit to the thrift and enterprise of its citizens. Merchants report trade better than last year and the home merchants largely receive the patronage of the people, thus chain stores have made little headway here. Clare was once the home of Judge Arthur J. Lacy, now candidate for governor of the state. When he was quite a young man the citizens here elected him mayor, he being the youngest man to hold such an official position. Lacy for Governor, banners indicate that the people here will give him their support. The Vernon oil field is only a few miles South, while to the North and East drillers have found large supplies of natural gas, but thus far no market is in sight. These new-found resources will, no doubt, greatly stimulate interests of this community as the market for oil and gas develops in the future.

Beaverton is a fine country village, located on M18, in Gladwin county. It is the trading point of an excellent farming country. Considerable peppermint is grown a few miles south. Here is located a power dam on the Tibbidawassee river. The substantial brick blocks, fine school building, churches and residences, indicate at once a progressive citizenship. Among the leading merchants is A. A. Zimmerman, who carries a large stock of general merchandise, also Burgess & Demaray, grocers and meat dealers.

Gladwin is the county seat of Gladwin county, which was noted for its vast pine forests, also considerable hardwood. Many well known lumbering firms operated in this section for many years, also a large stove and heading factory. With the forests gone there has developed many fine farms. The city has a fine community building for public gatherings, and at present part of it is being used for canning fruit and vegetables for those on the Welfare. The broad main street of this little city is very attractive, being lined upon each side for several blocks, with excellent stores, an impressive bank and a good hotel. The merchants here carry large stocks, which are well arranged. Among them are H. J. Cuddie, Don Kigar and E. A. Coan, who are leading food merchants, the latter being a candidate for county treasurer in the coming primary. W. E. Woodward, lumber and hardware merchant, is among the oldest merchants here. He recounts with interest the early days in this section when many lumber and shingle mills were busy. J. B. Russell, leading druggist, came here from Belding, and has built up a fine trade here. I was told the one chain store here of the A. & P. gets a large share of the food trade. It is a great mystery as to why people patronize this greedy monopoly, which has no interest in Gladwin but to exploit it. The profits on trade are what built this fine community and if it depended upon this billion dollar corporation to help, it would not get a cent. It sends away daily every dollar except costs of operation. Money spent with home merchants stays in the community and helps everyone.

Grayling merchants feel the general improvement in trade. The annual state encampment near here always brings in an influx of visitors, and helps augment trade volume. A new store is being erected on the corner where M27 crosses main street. When finished, it will be occupied by the A. & P. chain corporation, and it is rumored that another big food corporation will move into the former location. We trust this report is unfounded, as the home food merchants are not faring as well as they should, owing to the blindness of those who forget their home community interests and hand their dollars over to the greedy pirates, who never spend a cent of their profits here. The merchants in all lines here, carry extra good stocks of merchandise and the home community people should not desert them.

Frederic is a good trading point and the two general stores here have large well selected stocks, Ace D. Leng and John J. Higgins, both reporting trade much improved. The former paid \$2 to a so-called agent of the American

Automobile Service Association, exposed in the Tradesman last week. Collections were made from many merchants and others and all they ever received was a receipt and no service whatever.

Midland, no doubt, stands first in the state when it comes to local business activity. There is no other city that came through the depression and held up its volume of trade better than this one. This is due largely to the inventive genius of those in charge of the great plant of the Dow Chemical Co., which is the largest and most important chemical manufacturing company in America. Starting in many years ago to fulfill his dream of becoming a manufacturer of chemicals, young Dow began his first operations and experiments in an old barn located here when Midland was a lumbering town. He had recently completed his course in chemistry at the State University. From the use of salt brine, as a base, he developed many new and useful products, heretofore unknown. The demand multiplied and the small plant grew rapidly and towering chimneys and furnaces were added to the landscape until one could scarcely vision they were located where vast pine forests held sway but a few decades ago. Here was located deep beds of salt, rich in chemical elements for the production of medicinal drugs, dyes, chlorides, etc. Raw material is also imported from the orient and other foreign lands, while large lake vessels unload cargoes of sulphur, which is brought here by large trucks, carrying thirty tons at a load. No one knew that certain kinds of salt brine contain an element from which a new metal was made possible until the chemists of this company made this discovery some years ago—a new metal resembling aluminum, but far lighter and stronger. At first the new metal was very costly, but improved processes have so reduced it that it is coming into practical use. It has been named Dow metal, in honor of the discoverer. It is now used for auto and aeroplane parts and last year the company constructed the famous gondola of the stratosphere, used by Prof. Picard on his noted balloon flight. Dow metal is now produced in considerable quantities, which can be worked much like steel and rolled into sheets and bars. Recently the company opened a branch at Bay City, where large trailers for the delivery of new autos are produced. The company is also erecting a large plant on the shore of the Atlantic ocean, in North Carolina, where it will use seawater for the extraction of the main element which enters into Dow metal. The rapid stride of the use of this new metal points to the growth of a gigantic industry, founded upon the genius

of a man who, during his life, contributed so largely to the welfare of his home city. His name will go down in history along with other men who have added luster to the crowning achievements of American industry. The Dow Chemical Co. is operating to its capacity in most departments. Several new additions to the plant are being erected. All labor here is well employed and many drive in from Saginaw and Bay City. There are no dwellings here empty and a hundred new homes are being erected. Merchants report trade is up to normal and better than last year. Midland is said to be a "one man city," owing to the local chemical company being about the only industry. Some of the merchants feel the wage scale here should be higher than it is and help the employees to a better standard of living. Naturally labor will not be quite as well paid where there is little or no competition, so what is needed here is an active organization to attract other industries. This city is not so badly afflicted by chain stores as many others, but there is a constant drain on the profits on trade here of at least 25 to 35 per cent., which the chains send away daily to headquarters. These greedy monopolies are violators of Federal law and they have most seriously impoverished many towns and cities, not so fortunately situated as this one. Midland could add greatly to her present favored position if its citizens would be loyal to it and refuse to patronize these greedy pirates, who have no interests here except to exploit the community. They come to harvest what others planted.

Houghton Lake is the largest inland body of water in the state and the most picturesque. Upon its surface appear great fields of many acres of wild rice. From the shores these great fields of green present a novel and refreshing view. Here at harvest time great flocks of blackbirds are attracted, while later in the season thousands of wild ducks come here to feed. This attracts hundreds of sportsmen. Three small villages, each having a postoffice, nestle on the West shore and between them summer cottages abound in large numbers. Houghton Heights, near the North end of the lake, has several stores and hotels, also a large golf course. Wm. H. Parks has a fine stock of merchandise and a modern meat market. He is also interested in politics, and is a candidate for County Road Commissioner in the coming primary. Dr. E. M. Snyder has a good stock of drugs and recently entered the grocery trade with an up-to-date stock. J. H. Brown also has a good stock of food products. All of these merchants report trade far ahead of last year. This is also true with the

hotels and restaurants. Houghton Lake village is served by two good general stores, a hardware, studio and modern garage. The Houghton Inn reports many more resorters. C. B. Curtis carries a large stock of selected food products and for many years was local postmaster. Prudenville is at the South end of the lake and is an important junction point of state highways. Homer J. Allen is the leading merchant here and has a modern food shop, including meats, also a lunch room giving employment to several employees. Near here is the Johnson Rustic Tavern and cottages, all erected with logs from the adjoining forests. The manager reports that tourist trade has taxed their capacity during the season. These three villages believe in team work. They have a Chamber of Commerce and this year distributed 10,000 illustrated folders depicting the charms of this attractive region, with its excellent fishing and hunting.

Roscommon is the county seat of Roscommon county. It was once a notable lumbering center. The drive here from Houghton lake is through second growth pine and oak. The land is rather light for farming, but once was covered with tall pines. Among the merchants here are E. M. McCredie and J. T. Loughray, both of whom carry a large stock of food products. Harry McConkey has a large stock of dry goods and furnishings, while Kiely & Gibbons have a well selected stock of general merchandise. Trade is reported much better than a year ago. Large truck loads of pulp wood are being loaded here from camps of the CCC. One cannot but notice the splendid job in forestry being done by the boys from these camps under trained leaders. Back from the paved highways the underbrush is being removed and the young pine and other trees are being trimmed of the lower branches, which will add much to the future commercial value of the timber. The thoughtful observer cannot but approve of the plan of the President to provide healthful jobs for these young men: and the work they are doing to clean up the young forests now coming on will have a most beneficial affect upon climate and rainfall, as well as developing a timber supply for future needs.

Gaylord is the county seat and only banking town in Otsego county. Its merchants report trade some better this year. Among the leading food merchants are A. E. Starks, Frank Noa, Farrand Vincent, A. M. Jameson, and Frank O. Rockwell, the latter being president of the local Chamber of Commerce. Harold Guggisberg and F. H. Sisson carry large, well selected, stocks of clothing, shoes and gents furnishings. The former has long been active in local and county affairs, and now he is candidate for the nomination of State Representative, and there is probably no man here better qualified to represent the people in this district, than he is. The Otsego Co. Co-Op. Association here does a large business with the farmers and reports its trade improved. During the years that harvesting of the great forests in this region, was in progress, large mills here

manufactured millions of hardwood lasts for manufacturers of shoes, also millions of feet of lumber was cut here. These activities enriched the people who built this fine little city. One cannot but be impressed with its wide main street, substantial business blocks, fine schools, churches and residences, which reflect credit upon its citizens. Since the large mills closed, after working up the timber supply, there has come into this community branches of the greedy chain store corporations. They did not come to enrich the community, but only to exploit it. They came to harvest what others had planted. In the days when Gaylord was prosperous, the profits on trade largely remained here. To-day a large part of the profits on trade here is sent away daily by these outside invaders, who have no interests here but to gather in the trade of blind, thoughtless citizens and farmers, who do not realize they are impoverishing their own interests. The big chain food corporations are always driving down the farmers' market, and even now when his markets are higher, owing to drought and short crops, prices would be better were it not for these destroyers of prosperity. Just why the local C. of C. should admit these enemies of the city to membership is a mystery. No one has anything against the employes of these monopolies, as they must work where they can find jobs: but it's the money-sucking institutions, which drain a community of its cash to be piled up in Wall street and other financial centers. A C. of C. is supposed to be 100 per cent. loyal to the community and one of the first duties is to fight for the best welfare of its citizens. Gaylord is not the only city that has thoughtlessly allowed these pirates to come into their organization, where their only purpose is to nip in the bud any move that might be made against them. The National Association of World War Veterans is seeking a site to establish a colony of disabled members and have a committee here which is being assisted by the president of the local C. of C., Frank O. Rockwell, and others, in deciding upon a location. Everything looks favorable for the establishment of the colony near here, as the committee is much impressed with the high altitude here and many fine sites near the beautiful lakes in this region.

Wolverine is a unique village built upon the side of a high bluff, which slopes down to the waters of the Sturgeon river. It is served by M27 and the M. C. Railway. For some distance the highway follows the winding course of this rapid stream, which is noted for trout fishing. Once there was much cedar along this stream and the higher ground was covered with fine hardwood forests. For many years a large mill here produced veneers and lumber. Among the leading merchants here are C. M. Falls, who carries a large stock of general merchandise. A. E. Shier has a good stock of meats and groceries and both report trade improved.

Indian River is a favorite point for resorters. Some months ago several stores here were destroyed by fire.

Those rebuilt are a great improvement and add much to the attractiveness of the village. Martin Bros. are the leading merchants, and report trade much better, owing to the large increase of summer visitors. Leon B. Rilison, grocer, is a new Tradesman reader.

Topinabee is a fascinating resort on Mullett lake. Here is located a high class hotel and many summer homes. E. C. Chamberlain is an old-time merchant here. He has been a constant reader of the Tradesman many years and says traffic through here is the greatest for several years, often two hundred autos pass by in an hour.

Mullett Lake postoffice is in charge of Williams Roberts, the only merchant here. He has a large stock of general merchandise and a fine trade through the summer months. Lining the shores of the lake is a large number of summer homes, also a hotel which cares for passing tourists. Nearby is a fine golf course. While making my call at their store, Mrs. Roberts, who is active in waiting on trade and enjoys a bit of humor, sprung a conundrum on those present: "What was the last word said by Paul Revere, after completing his famous ride?" All racked their brain on history, but none could answer. Then she said that Paul said, whoa to his horse. All joined in a hearty laugh. Judging from what I see here, there must be a near-nudist colony close-by. The appeal is certainly strong with some models of Venus to get close to nature.

E. B. Stebbins.

Items From the Cloverland of Michigan

Sault Ste. Marie, Aug. 27—More log cabins were built in 1933 than in any other year since Abe Lincoln's day, according to the best available information, but that doesn't mean that the standard of living has suffered a setback to the extent that would indicate, which is the conclusion the outside world will jump to if it reads that statement. No doubt, necessity was the builder of a few of these cabins, but the bulk of the 1933 vintage of log cabins are the summer playgrounds of urbanites, who like to return to nature on hot nights, summer week ends and holidays. Nor did many of them hew their logs with their own hands. The log cabin has been a type of construction in wide demand for fishing and hunting camps wherever timber is cheap and available. One of our local lumbermen has built up a profitable business furnishing special sawed lumber into log effect wood, as well as furnishing the real log, thus making work for many that would have been otherwise depending on the public relief.

The fifty-fourth annual fair of the Chippewa County Agricultural Society will be held here Sept. 11 to 13. A large force of workmen are preparing the grounds for the opening, which is expected to be one of the best exhibitions of any previous year. A number of outstanding entertainments have been planned. Special attractions will include horse races, horse pulling contests, harness races, running races, stock parade and novelty automobile races. Attractive prizes for the various attractions and races have been provided. If the weather man can give us a good break, a record breaking crowd will be expected.

You can't judge a book by its cover, we are told, but it must be admitted that a good many boys judge a girl by her make-up.

Robert Vauhkonen, for the past thirteen years with the Soo Co-op. Mer.

Association, has purchased the Godin grocery store on Swinton street. The store has been remodeled and new fixtures added. A delivery system will be maintained. The store will be known as Bob's Food Shop. Mr. Vauhkonen will occupy the second story as a residence. His long connection with the Co-op. has made him popular and his large number of friends wish him every success in his new venture.

Joseph W. Palmer, of Brimley, died at the War memorial hospital Friday morning of acute mesenteric thrombosis, a blood clot in the mesenteric artery, after a short illness. Mr. Palmer had been a resident of the Sault and Brimley for more than forty-five years. He was born in Barrie, Ont., Sept. 21, 1875, and when 10 years of age came to the Sault. A short time later he moved to Brimley, where he resided ever since. He conducted a confectionary and refreshment parlor and was active in community affairs; popular and loved by all who knew him. He was a member of the Methodist church. He leaves to mourn besides his widow one son and two daughters.

John Hengel, cigar dealer in the Sault for many years, is again back in business for himself, having purchased the complete stock and fixtures of Pat Doulan, who has been in the building during the summer. Mr. Hengel will conduct a cigar, magazine and newspaper stand. He has been in the cigar business for more than thirty years. He came to the Sault from Mt. Clemens in 1891, after arriving in Detroit from his home in Germany. He went into the Smoke Shop in 1903, remaining there until 1910, when he sold out to Dan Hines. He later worked with James Ryan, Eugene Haller and another cigar store on Arlington street.

That old saw, "The woman pays," is all wrong, according to business folks, who say she doesn't pay any quicker than a man.

Henry Goodearl, the popular manager of Swift & Co.'s local branch house here, was all smiles last Friday, passing out the best Havanas, the occasion being the arrival of a new son, born at the Memorial hospital. Henry says that this makes three to make life worth living.

Mr. and Mrs. J. G. Lamson, of Miami, Fla., who have been spending several weeks visiting relatives here are leaving next Tuesday for their home in the South. They have been spending the summer here for many years. They say the Sault is the best summer resort section in the country.

William Maxwell, the well-known purchasing agent for the Pittsburg Supply Co., is spending his leisure time at the attractive summer cottage at the shallows. Bill, as he is known by his many friends, is one of the best golfers here. Being a very busy man, he believes all work and no play doesn't pay.

Sault Ste. Marie, Aug. 20—The people who will succeed in the next ten years will be those who give their chief attention to finding better ways to do things, rather than using up time worrying about such matters as how it will affect commodity prices. Here is something to think about. Any attempt to stabilize business in these days is futile. We are moving too fast. We are in an age of youth that imagines amazing things and then proceeds to bring them to realization. What would have been a curve of the automobile business if it had been stabilized by an agreement among manufacturers not to change models for a period of five years? Would it have grown to its present size and efficiency? Would the consumer have been served as well? A stabilized motion picture industry might have delayed the introduction of the talking film for a generation and protected the jobs of thousands of musicians, but do we prefer stabilization or progress? Governments have mortgaged their credits for millions of dollars in a helpless attempt to stab-

ilize the prices of coffee, rubber and other commodities. Meanwhile improved methods of cultivation and wider areas put into cultivation have made a mockery of the experiment.

Our Chamber of Commerce and police department are asking our business and professional men of the Sault not to park their cars in the business section on Ashmun street during office hours, so as to give the tourists an opportunity to park and shop. This is a move in the right direction and we all would appreciate this opportunity when touring the country. The writer recalls an incident the last time in visiting Milwaukee, while stopping there for dinner. After finding a parking space with the many signs of parking time for only one-half hour, and asking a policeman if it was permissible to occupy the space long enough to find a place to eat, he asked where we were from. After telling him that we were from the North country, he said, "Stay as long as you like, as we want you to call again."

Charles Abbajiy, proprietor of the Blue Goose fruit market, on Ashmun street, has opened another fruit and grocery market on the corner of Ashmun street and Portage avenue, opposite the Sault Savings Bank. The opening took place on Saturday, and Mr. Abbajiy was greatly pleased with the business done the first day. The building has not been occupied for over a year previous to the opening on Saturday. It makes one of the finest markets for fruit in the city. It was well stocked with a fine selection of fruit and groceries and should do a thriving business.

The man who has no children knows how to raise children, just as the man without money knows how to invest money.

The farmers' market day opened again on Saturday for the season on Arlington street. Although this year has been bad for hay and pasture, garden products in most sections of the county are of excellent quality, due to the more than the usual amount of sunshine. Poultry as well as garden products and some fruit are being sold this year. The market is of great value to some of the farmers, as it enables them to sell products they would otherwise not be able to sell. Most of the money is spent in the city before the farmers return during the day, thus helping both the city and rural communities.

John Clarke has opened a new grocery at 902 Young street, where he will carry a full line of family groceries and school supplies. As there are no stores for several blocks around, it is considered an excellent location in a thickly populated community.

Young men find that older men, when courtesy is shown, will go out of their way to do them a kindness and help them to business success.

The many friends of G. Hauptli were shocked to hear of his being killed last Thursday. He was struck by an automobile on U.S. 2, about seven miles from the Sault. Mr. Hauptli was well known, having been in the employ of the Wilson Packing Co., as traveling salesman for about thirty years and was one of the best known as well as most popular salesmen in the county. He was born in Switzerland, December 5, 1866. He came to Battle Creek in 1878 and later moved to the Sault in 1903. He was retired several years ago and lived a retired life, visiting his children and relatives. He is survived by one son, Clifford, and a daughter, Mrs. D. J. Mansfield, and three grand children.

R. W. Cowan, of the firm of Cowan & Hunt, left last week for New York on a buying trip. He expects to be away about two weeks.

Pat's smoke shop on Ashmun street changed hands last week. The business was purchased by John Hengel, who returned from a visit to Germany several months ago. When he left for a

visit to his old Fatherland last year, he was undecided as to whether or not he would return to the Sault or remain in Germany, but after due consideration he decided that the Good Old United States was good enough for him. He expects to remain where he has many friends who wish him every success in his last venture. Pat Brady, the former owner, has accepted a position as traveling salesman for the William Wrigley, Jr., Co., Chicago, a position which he held for several years prior to entering in business for himself.

One nice thing about the income tax is that they can't take anything unless you have something coming.

William G. Tapert.

Unfair Price-Breaking Pressure

Certain chain store groups, complains the house organ of the W. E. Long Co., Chicago, are looking for a way to circumvent the no discount clause and find some way to continue chiseling the baker out of some special allowance on price. While they have not yet found a way to do it openly, so far as we know, as early as Aug. 18 a letter was sent to Kresge Co., Fountain Store managers, advising them to change their source of supply if the regular baker would not break his code agreement and give a secret, confidential, preferential price.

This is the time for bakers to stick to their guns—and refuse to again be the victim every time the store wants to put another turn on the screws. For if any baker be weak enough now to give in to the underhanded method of securing price advantage, he is doomed. And if their statement be true, that "regardless of what your suppliers may tell you, we are receiving confidential discounts in many of our stores," than the code enforcement authority in Detroit has something to go to work on, right now.

Here is the letter as it came to us:

Detroit, Aug. 18—We have had numerous letters recently from stores and large baking concerns advising our usual quantity discount would be discontinued on account of some price agreement among the suppliers.

We are very much opposed to any of these price agreement combines and if our bread supplier has given you this excuse for recent rise in price, we suggest you get in touch with him again to see if some confidential arrangement can be worked out whereby we will get the quantity discount you are really entitled to.

We certainly do not feel that we should pay the same price for our supplies that they usually charge the small scattered restaurants and grocers which keep opening and closing and sometimes pay their bills.

We have no desire to be responsible for the bread company losses on this class of accounts.

If your supplier cannot see his way clear to give us what you consider a fair price arrangement considering our requirements, please make a change if you can secure equal merchandise even though

you cannot secure any better prices for the time being.

The best way to break down a price agreement proposition of this kind is to keep changing from one supplier to another until you find someone who appreciates accounts like ours and is willing to be fair and reasonable in regard to the manner of handling the price arrangement.

Regardless of what your suppliers may tell you, we are receiving confidential discounts in many of our stores.

If it is absolutely necessary that the discount be strictly confidential and cannot appear on the invoice at your end, but they will permit our deducting it here when payments are made, we can handle such an arrangement on the strength of a letter from you ad-

vising us in detail just what the understanding is.

We would like each store that has been affected by this price agreement proposition which the bakers call their "code of fair trade and practice" to give this matter prompt attention and keep us advised of the results of your efforts.

Please do not forget that in every instance where prices have been materially raised if you are unable to secure any adjusted basis we are in favor of your changing your source of supply immediately. S. S. Kresge Co.

Felt-covered sheet metal in which felt and metal are joined by an actual metal bond is offered. Felt won't pull loose, it is said, under heat, moisture, distortion, any other condition.



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BONDHOLDERS LIQUIDATION SALE

All of the real estate, woodworking and metal machinery, tools, office furniture, factory equipment, lumber, veneers, supplies, finished doors, and a complete modern power plant.

Inventory Value \$500,000.00
THE COMPOUND & PYRONO DOOR CO.

1104 BROAD ST.
ST. JOSEPH, MICHIGAN

By order of the majority of Bondholders in the matter of The Compound & Pyrono Door Co. of St. Joseph, Mich., I have been ordered to sell and dispose of all of the assets, at private liquidation in parcels to suit individual buyers. The assets consist of all of the real estate and personal property.

MACHINERY

Roll feed sanders, fitted with 3 and 8 motors; belt sanders, jointers, planers and surfacers, shapers, stickers, mortisers, moulders, tenoners, relishers, boring machines, sizers, routers, mitre saws, swing saws, rip saws, band saws, table saws, portable saws, door clamp machines, veneer presses, glue cookers, glue spreaders, glue presses, veneer clippers, veneer indenting machine, veneer jointers, clamp carrier, 1 Merrett steam hot plate veneer dryer, veneer taping machine, electric hand drills, back gear engine lathes, wood turner lathe, automatic band saw sharpener, circular saw grinder. Portable electric driven knife grinder, band resaw stretcher, band saw setter, hack saw machine, automatic knife grinders, sensitive drill presses, bench type grinders.

MOTORS AND GENERATORS

ALL A. C. 60 CYCLES, 220 VOLTS
1-100 H. P. Synchronous Motor 230 Volts 80% P. F. 1,200 RPM direct connect exciter complete with slide rail base and pulley and switchboard complete. 1 G. E. Induction Frequency Charger 7 1/2 H. P. Induction Motor 1,800 RPM Coupled to secondary 10 K. W. Generator 220-440 volt 6-120 cycles complete with magnetic switches. 1 Howell 40 H. P. Motor, 1 A. C. 30 H. P. Motor, 2 G. E. 25 H. P. Motors, 1 20-H. P. Motor, 6 15-H. P. Motors, 1 7 1/2-H. P. Motor, 11 5-H. P. Motors, 2 3-H. P. Motors, 2 2-H. P. Motors, 5 1-H. P. Motors.

FULLY EQUIPPED POWER PLANT

2 Ames Iron Work No. 150 press. Heavy duty side crank, 2 valve Horizontal Uniflow engines, 1 Western Electric 96 K. W. Alternator complete with 9 K. W. belted exciter. 1 Western Electric 48 K. W. Alternator with 7 K. W. belted exciter complete with Westinghouse 4-position sectional switchboard and tubular boilers feed pumps water heater, vacuum pumps, steam traps, etc.

FACTORY EQUIPMENT—LUMBER—VENEERS

Factory equipment of every description, approximately 100,000 ft. Kiln dried lumber, a large quantity of veneer in asst'd woods and thickness.

OFFICE FURNITURE AND FIXTURES

Desks, tables, chairs, files, safe, calculators, dictaphones, typewriters, drawing boards, cabinets, electric fans, multigraph machines, drafting table, blue print room, adding machines, etc. Approximately 500 finished doors, misc. supplies, glues, paints, nails, etc. A descriptive catalogue will be mailed upon request or can be had by calling at the plant at St. Joseph, Mich. or at the office of the Liquidator, Abe Dembinsky, 171 Ottawa ave., N.W., Grand Rapids, Mich. For further information regarding this sale inquire of

In Charge of Liquidation
ABE DEMBINSKY,
1104 Broad St.
St. Joseph, Mich.
Phone 860

Grand Rapids Office
171 Ottawa, N.W.
Phone 9-3881

or

W. R. PAYNE, Receiver
COMMERCIAL NATIONAL BANK & TRUST COMPANY,
ST. JOSEPH, MICHIGAN

MOVEMENTS OF MERCHANTS.

Dowagiac—The Lee State Bank has reduced its capital from \$125,000 to \$104,000.

Detroit—Collyer & Simpson, Inc., has reduced its capital from \$22,500 to \$1,000.

Gladwin—The First State Savings Bank has reduced its capital stock from \$35,000 to \$30,000.

Detroit—Pressure Generators, Inc., has been organized with \$1,000 capital stock, all paid in.

Detroit—The Zephyr Products Co. has been organized with \$1,000 capital stock, all paid in.

Detroit—The General Scrap Iron & Metal Co. has reduced its capital from \$10,000 to \$1,000.

Detroit—Cutting Tools, Inc., has been organized with a capital stock of \$1,000, all paid in.

Buchanan—The Buchanan Co-op., Inc., has been organized with \$185,000, with \$1,200 paid in.

Paw Paw—The John F. Free State Bank has reduced its capitalization from \$50,000 to \$28,300.

Detroit—The Moth Proofing Service, Inc., has reduced its capitalization from \$100,000 to \$10,000.

Marine City—The Quality Feed & Supply Co. has reduced its capital stock from \$5,000 to \$3,500.

Detroit—Max Kirschbaum, Inc., has been organized with \$20,000 capital stock, of which \$2,502 is paid in.

Ironwood—The Northern Logging Co. has been organized with a capital stock of \$1,350,000, of which \$250,000 is paid in.

Detroit—The Mack Avenue Paint Supply Co. has been organized with \$25,000 capital stock, of which \$4,000 is paid in.

Detroit—C. Becker, Inc., haberdasher at 1422 Woodward avenue, has increased its capital stock from \$5,000 to \$50,000.

Detroit—The Karl B. Segall Engineering Co. has been organized with a capital stock of \$10,000 of which \$1,000 is paid in.

Detroit—The Reliable Auction House, Inc., has been organized with a capital stock of \$25,000, of which \$3,000 is paid in.

St. Charles—The St. Charles-Chesaning Coal Co. has been organized with \$30,000 capital stock, of which \$8,200 is paid in.

Greenville—The Commercial State Savings Bank has reduced its common stock from \$50,000 to \$35,000 and added \$75,000 preferred stock.

Dowagiac—The Robinson & Hamilton Funeral Home, Inc., has been organized with a capital stock of \$10,000, of which \$6,000 is paid in.

Detroit—Thom McAn is moving the downtown store on Woodward avenue a few doors North to an enlarged location at 2035 Woodward avenue.

Detroit—Midwest Sales, Inc., has been organized with a capital stock of \$50,000, of which \$5,000 is paid in, to deal in steel products of all kinds.

Ferndale—The Tobian Co., Inc., has been organized to sell equipment for decorating and preserving buildings. The capital stock is \$5,000, all paid in.

Detroit—The Zonolite Corporation

of Michigan has been organized with \$250,000 capital stock, \$1,000 paid in, to deal in machinery and erect plants.

Detroit—The American Asbestos Products Co., Inc., has been organized with a capital stock of \$50,000, of which \$20,000 is paid in, to manufacture asbestos products.

Kalamazoo—Kline's Department store, 213 South Burdick street, has installed a new shoe service department on the main floor rear, where women's and children's shoes can be repaired and remodeled.

Kalamazoo—Clarence L. Hawey, 85 years old, for more than eighty years a resident of this county, died Aug. 27 at his home here. He was for many years an operator of the flour mills in this section. He retired from active business ten years ago.

Lakeview—The George Ferris elevator was destroyed by fire last Friday. Milling equipment, 500 bushels of beans, 150 bushels of wheat, oats and barley were burned. The loss is estimated at \$9,000. Defective wiring is said to have caused the fire.

Kalamazoo—Remodeling operations have been going on during the last week in the store building at 111 West Michigan avenue, recently vacated by Streng & Zinn Co., and it was revealed Saturday that a new Department store will move into this location soon. Alterations are being made throughout the entire store. The new tenant was expected to announce his plans during the present week.

Three Rivers—Arrangements have been completed for purchase of the Stowe Mahrle building here by the Three Rivers Waste Paper Co., newest addition to local business interests. The new company has plants in Kansas City, Des Moines, Menasha, Wis., and Chicago. The local plant will employ from fifty to seventy-five, mostly women and girls. Operations will probably begin in about ten days.

Engadine—The cheese factory, operated by O. A. Walstad, situated five miles from here, was burned to the ground. The fire was first noticed between the roof and ceiling. Volunteer firemen responded to the call for help, but their efforts were futile. A small water tank outside of the factory was soon drained, and a large quantity of milk was also thrown on the flames. The Newberry fire department arrived too late to save the building.

Watervliet—The strike in the paper mills has come to an untimely end. After being idle several weeks each employe was informed by letter that the mill would resume operations on a certain date and that any former employe could return to his position without prejudice at no change in wages or hours and without reference to union affiliation. The men were glad to come back as individuals on the terms stated, having come to the conclusion that no alien union organizer could better their condition. The man who made the trouble was a citizen of Canada.

Detroit—National (Fall Opening) Shoe Week opened in Detroit with excellent cooperation from all local newspapers. Style and society sections carried special notes on shoes, with se-

lected and illustrated samples from various major stores. Practically all stores in the city carried advertisements featuring the new Fall styles, carrying these as an announcement advertisement. This was generally reported as the most successful tieup the local shoemen have ever had, with the remarkable increase of business predicted to continue for the present season by many shoemen.

Detroit—Children's Fall shoes should be advertised the very week school opens, according to Clyde K. Taylor, noted children's shoe expert and stylist. This week is more timely than either before or after, he says, as a result of many years' experience with these lines. Surprisingly, people do not buy shoes for the youngsters the week before they go back to school—they wait till the opening. There is one big week, Taylor finds, and thereafter September is a dead shoe month as far as children's business is concerned. Timing advertisement to appear about a day before the opening of school is best.

Detroit—A Mystery Meeting is planned by the Detroit Retail Shoe Dealers Association for October, according to Nathan Hack, chairman of the publicity committee. Known for years for its unusual entertainments, this affair is to be one of the biggest in the history of the trade. Banquet and floor show will be planned. Every shoeman in Michigan is to be invited, as well as the Detroiters. Speakers of National prominence are expected, including John Holden, manager of the National Retail Shoe Dealers Association. Further plans are being kept secret by Hack and Clyde K. Taylor, who are planning the event.

Munising—Five new business places are now, or shortly will be open to patrons. The Vanity Fair, women's apparel shop, located in the Stevens building on East Superior street, was opened Saturday. Lenhart Miron and Rudolph Korpela, co-proprietors of the Superior Market, in the Tracy building, West Superior street, expect to open their new store about Thursday. They will deal in meats and groceries. Thorlief Holter will open a plumbing shop, complete with a display room. Tuesday in the Simmons building located at Superior and Lynn streets. A new grocery store is being constructed at Hemlock street and Munising avenue by Jesse Wilder. It will be opened in about two weeks. The Blue Moon pavilion, the newest dance hall and restaurant, will open next Saturday in Van Meer.

Muskegon—Patrick Keating, well known Muskegon resident, died this afternoon from a heart attack shortly after he had been removed from the downtown section to his home at 1637 Seventh street, where he also conducted a grocery store. Downtown on business, Mr. Keating complained of not feeling well and was taken to his home by Justin Peterson. He died within a short time as he was sitting in a chair near his sister's bed. Mr. Keating had conducted a grocery store at the Seventh street address for about twelve years. For many years he was employ-

ed by James Coyne, plumber. Mr. Keating was not married and resided with his sister, Bridget. His sister is ill. He was a prominent member of St. Mary's Catholic church and as soon as he was taken ill while downtown he asked that a priest be sent to the home. Originally, Mr. Keating came from Parnell.

Manufacturing Matters

Detroit—The Aetna Gases, Inc., has been organized to manufacture gases and chemicals. The capital stock is \$10,000, all paid in.

Adrian—The Great Lakes Co. has been organized with \$150,000 capital stock, \$1,000 paid in, to manufacture kegs and barrels.

Detroit—The Vitamin Corporation of America has been organized to manufacture drugs and remedies. The capital stock is \$25,000, with \$10,000 paid in.

Detroit—The Detroit Steel & Wire Corporation has been organized to manufacture steel and wire products. The capital stock is \$50,000, with \$1,000 paid in.

Teaching Customers the Meaning of Quality

To show customers the basic reasons for difference in quality of products, a number of retail organizations have recently been engaged in educating the consumer through advertisements, exhibits, and booklets.

A campaign conducted by a St. Louis department store takes for its theme "They look alike but—(followed by an explanation of the ways in which the quality product advertised is superior)". Comparisons are drawn between the merchandise offered and other merchandise that viewed superficially may appear to be comparable in value. In some instances the prices are higher and sometimes lower, but the accent is on quality rather than price.

In a booklet sent to customers a large Chicago department store shows just what goes to make for quality in different lines of merchandise, making consumers conscious of the fact that even though it may cost less in dollars and cents, cheap merchandise cannot compete with quality items in wear and comfort and continued beauty. Among the items covered, are furs, rugs, blankets, silverware and hosiery.

Very satisfactory consumer response is reported, and it is felt by the sponsors that this information is not only of pertinent interest to the customer but it is a means of building business for the future based on the knowledge of what makes quality merchandise more costly and more to be desired.

A versatile new compound, in powder form, mixes with water to form a crack filler, furnace reliner, caulker, etc. For use with wood, metal, plaster or cement, it is said to be non-inflammable, nonshrinking, can be sanded and sawed.

It is better to remove the causes of crime, than to tax ourselves for more jails and prisons.

Essential Features of the Grocery Staples

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

Canned Fruits—Higher prices were noted during the present week in several canned foods, principally California products. The advertised brands and some of the independents advanced 10c a dozen, while some others continue out of the market for the present at least. Shipment date on Hawaiian pineapple was extended to September 30 on account of shipping difficulties, and there have been some reports in the trade that pineapple might work higher in sympathy with peaches, but so far no change in prices has been made.

Canned Vegetables—Southern tomatoes are going into bigger production now, and they will become available in greater quantity. The other major vegetables were strong, with not much offered. Midwest fancy Bantam corn was quoted for shipment again at an advance to \$1.10, factory, while the market in Maine was quiet, with sellers not anxious to book further business at this time. Peas were well maintained in late postings from the Middle West, and string beans continued to rule firm in the South.

Canned Fish—The Puget Sound Sockeye market closed the week considerably firmer, and reports from the Northwest said that most of the packers were withdrawing offerings at \$1.35, Coast, for fancy halves on news that the pack was winding up. There was no particular change in the other varieties of salmon. Demand continued rather routine, with prices unchanged from the previous week.

Dried Fruits—The dried fruit market here continued somewhat more active this week especially in lines affected by very recent advances on the Coast. There was a better feeling in the outlook, as many of the trade both here and in the interior continued to buy for early fall requirements. Stocks in the hands of the trade have been pretty light all summer, and there has been a movement to beat higher replacement costs where possible. Prices here were being well maintained by the jobbing trade and offer some attractive levels in relation to what prices will have to be when recent primary market advances are reflected on the spot list. The Coast market continues in good shape, with figs and Muscats raisins still showing to good advantage. Thompsons are steady and some effort is understood to be under way to help seedless varieties along, but this is still in the formative stage. The new crop prune market has been launched auspiciously under the new marketing agreement, with the pool's holding of old crop goods cleaned up. Apricots are strong, but not particularly active at present prices. First hands are content to hold stocks until fruit still in the course of distribution or held in contract is pretty well moved out. Dried peaches and evaporated apples are strong. Imported lines of fruits show little change here, according to first hands. Costs of importation have been considerably higher, and the question of how such products could be moved in volume at higher prices led

to some restriction in booking requirements. Stocks available here are not large, and only the pressure to crowd goods on the market could result in lowering the prices.

Nuts—With few spot nuts in the shell quoting at all, interest is now turning to new crop goods. Opening prices have been quoted on new crop Brazils. Extra large washed are offered at 11c; large washed at 10½c and large mediums at 9½c, all f.o.b. New York. Distribution of Brazils will be spurred this year by a broad advertising campaign designed to draw consumer attention to this particular variety. The Northwest reports that opening prices on walnuts will probably be announced August 29 by the control board. This would be a month earlier than ordinary. The co-operative advises of an advance in Baby Barcelona filberts from 11½ to 12c. Shelled nuts are moving in a routine way. There is not much business being placed in European nuts for shipment, first hands believing that prices, especially on walnuts, will work lower. Somewhat cheaper prices on almonds are assured from Spain, but filberts seem to be holding firm, especially in Turkey.

Olives—Olives hold firm here. The situation remains the same here and abroad, there being a definite scarcity of goods for shipment. Small and medium sizes of stuffed queens are hard to get. Prices show no change, but sellers anticipate stronger markets before the new crop can alleviate the shortage early next year.

Pickles—Only a routine demand exists for pickles. Indications are that there will be an ample supply of dills and brine pickles forthcoming from the new crop. Pickles show no change.

Rice—The market continues fairly active this week, but the trade continues to defer sizeable commitments, although there has been considerable interest in new crop prices so far named, and some have expressed the belief that they are lower than expectations. There is a fair enquiry for new crop early prolifics, while some of the long grains are in demand in a routine way. As a whole, though, buyers prefer to wait until new rice becomes available in larger quantities. The situation in the South continues steady.

Salt Fish—A better demand is evident for salt fish. New mackerel is now offered on this market, with prices running higher than last year. About the same quantity has been cured in New England to date as the same part of the season last year. Buyers find the fish of good quality. No. 1 has not come onto the market yet, but there is prospect of some, whereas last year the best fish offering around here was about No. 2 a3.

Sauerkraut—Steady prices are being asked for sauerkraut. The demand is still light, but should pick up in the near future. Barrel kraut firm for the old crop make, with new crop goods still in the process of manufacture.

Vinegar—A slight improvement marks the demand for vinegar. This is quite seasonal and should grow from now on. Prices hold firm, especially for cider vinegar, because of the poor apple crop prospects.

Be your own severest boss.

Review of the Produce Market

Apples—Strawberry, \$1 @ \$1.25; Duchess, 75c; No. 1 Wealthy, 85c; Wolf River, 65c.

Avocados—\$3 per case from Florida. Bananas—5c per lb.

Butter—Creamery, 28c for cartons, and 27½c for tubs.

Cabbage—Home grown, 50c per bu. for either white or red.

Cantaloupes—Home grown, 75c @ \$1 per bu.

Carrots—Home grown, 20c per doz. bunches or 60c per bu.

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

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

Celery Cabbage—40c per doz.

Cucumbers—Out door grown, 75c per bushel.

Dill Weed—40c per doz. bunches.

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

C. H. P. from farmer.....\$3.10

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:

Standard fancy select, cartons.....25c

Standard fancy select..... 24c

Fancy, fresh white..... 23c

Candled, large pullets.....19c

Checks.....18c

Egg Plant—\$1 per dozen for home grown.

Garlic—12c per lb.

Grapes—Wordsen, \$1.75 per dozen for 4 lb. buckets.

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

Green Beans—Home grown, 75c per bushel.

Green Onions—10c per dozen.

Green Peas—\$3 per hamper for California and Washington.

Green Peppers—10c per dozen.

Honey Dew Melons—\$2.50 per case.

Lemons—The price is as follows:

360 Sunkist.....\$6.00

300 Sunkist..... 6.00

360 Red Ball..... 5.50

300 Red Ball..... 5.50

Limes—25c per dozen.

Lettuce—In good demand on the following basis:

California, 4s and 5s, crate.....\$3.75

Leaf, out-door..... .06

Onions—Home grown, 90c for yellow and \$1.25 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 4.50

324 4.25

Red Ball, 50c per box less.

Parsley—30c per doz. for hot house.

Peaches—South Havens, \$2.25 @ \$2.75 per bu.

Pears—\$1 @ \$1.25 for Bartlets.

Pickling Stock—Small onions, 75c for 10 lb. bag.

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..... 10c

Ducks 8c

Turkeys 14c

Geese 7c

Radishes—8c per dozen bunches for home grown.

Spinach—\$1 per bushel for home grown.

Summer Squash—2c per lb.

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

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

Turnips—20c per dozen.

Veal Calves—Wilson & Company pay as follows:

Fancy10c

Good 8c

Watermelons—25c @ 35c.

Wax Beans—Home grown, 75c per bushel.

Twenty-Four New Readers of the Tradesman

Home Dairy Co., Pontiac.

Home Dairy Co., Lansing.

Homemade Food Markets, Jackson.

H. V. Laffer, Midland.

C. G. Ovatt, Midland.

Carter & Vancleve, Midland.

Verne F. Beadle, Freeland.

Newberry State Hospital, Newberry.

J. B. Russell, Midland.

E. A. Coan, Gladwin.

F. M. Hall, Gladwin.

Kiely & Gibbons, Roscommon.

Harry McConkey, Roscommon.

Edna Schotte, Waters.

F. H. Sisson, Gaylord.

A. M. Jameson, Gaylord.

C. DenAdel, Kalamazoo.

Wm. Maxwell, Sault Ste. Marie.

A. E. Shier, Wolverine.

Leon B. Rolison, Indian River.

H. G. Spiekhou, Cheboygan.

J. A. Boulanger, Cheboygan.

Duffin & Durant, Cheboygan.

H. H. Hamel, Cheboygan.

Hits Hat Guild Agreement

Millinery manufacturers are urged by the Women's Headwear Group to refuse to accept orders or confirmations bearing the agreement entered into by the Millinery Quality Guild with certain retailers, it is announced by Joseph Helfer, executive director of the group. Producers were also urged to refuse to accept any returns by retailers based on the agreement. The group, comprising 335 manufacturers with 50 per cent. of the local output, contends that the Quality Guild's agreement, designed to curb style piracy, is a violation of the code and is monopolistic, favoring only the fourteen members of the guild. No comment was available at the guild's office.

Await Quantity Rebate Ruling

Attention has now shifted to Washington with respect to action on the quantity discount question, it is reported. While the NRA has decided in the case of several individual codes that their secret rebate provisions do not bar quantity discounts, a general ruling is awaited that will serve to clarify the whole issue. It was said here yesterday that the legal division of the NRA is working on such a ruling, but no intimation has been given as to when announcement will be made.

Where one merchant fails by cash selling credit lands hundreds in bankruptcy.

MUTUAL INSURANCE (Fire and Life)

Deveyop a Consciousness For Fire Prevention

The following is an excerpt from a talk by Dr. David J. Price, an engineer in the U. S. Department of Agriculture, who is a nationally known authority on farm fires and dust explosions, among other things:

Any movement of this kind, to spread fire prevention in rural communities, should have the fire department right up in the front row. Fire fighting is only a part of the fireman's job, if he's a real fireman—fire prevention is every bit as important. Such a fire prevention organization as that outlined by Dr. Price would be a feather in your department's cap.

With the realization that the prevention of farm and rural fire losses lies very largely in the application of known methods of prevention, and recognizing the value of proper educational work, not only among children but in the community at large, it is in order to propose a program of farm fire prevention.

Of course it is to be expected that every rural community fire-prevention program requires proper organization. There should be an active all-year-round fire prevention committee in every rural community in the United States. It might be well perhaps, in many instances, to have one in each township, with representatives from each school district. On these fire prevention committees various rural interests could be included, such as the farmer, the 4-H Clubs, the clergy, rural educators, agricultural organization leaders, rural press, women's groups, and others. The exact personnel and size of the committee will depend upon the actual community conditions in each unit.

Let us assume that rural community activities will be so arranged as to include a project on farm fire prevention. What kind of program should be mapped out? What practical service can be performed? What procedure should be followed?

It will be seen at once that two main functions must be set in motion. The first could well have to do with education, while the second could deal with protection.

Let us consider first the matter of rural community fire prevention education.

1. The purpose of this undertaking would be to educate the entire community in fire prevention. All phases of the subject could well be included—from fire prevention and control, protection from lightning and proper building construction, to the simplest common hazards found on the farm.

2. The local organizations could take an inventory of existing conditions in the community, in order to become thoroughly familiar with them. A ready way of accomplishing this would be by the use of home fire inspection blanks* which are now available and could be distributed to the rural school pupils, filled in by them covering their own

homes, and returned to the school or the club. All buildings not reported in this manner could be inspected through a club agency. These should more especially include rural schools, churches, public halls, and similar meeting places.

It is now more fully recognized than ever before that training for health, safety, and citizenship is a fundamental objective of education. Elaborate courses of study have been developed, especially in city school systems, with public safety and the prevention of accidents as the chief goals. In these courses a place is sometimes given to the problem of fire hazards and their elimination, but the actual instruction too often has been limited to school fire drills, perfunctory class exercises, and the occasional observance of special days.

We are now beginning to recognize that if instruction in the reduction of fires on farms and in rural communities is to become effective, a more intensive program of training will have to be instituted. This program must begin in the lower grades with simple stories and dramatizations having to do with the dangers connected with the use of matches, flammable liquids, kitchen stoves, heating appliances, etc. In the upper grades more advanced studies can be made relative to the causes of farm fires and their prevention; comparisons with respect to fire losses can be made between one community and another, one county and another, and perhaps one State and another; community surveys can be conducted with a view to the discovery of fire hazards in the home and their elimination. This program of studies should provide for all kinds of activities which would enable the farm boy or girl to practice the habit of, and develop a consciousness for fire prevention.

*Suitable fire prevention blanks can be secured from either the National Fire Protection Association, 60 Battery March St., Boston, Mass., the National Fire Waste Council, 1615 H Street, N. W., Washington, D. C., or the Western Actuarial Bureau, 222 West Adams Street, Chicago, Ill.

The End of the Union Racket

Unionism is sounding its own death knell. There was no epidemic of strikes and riots under President Hoover, though his administration went through three years of the depression. There would be no epidemic of strikes and riots now if the recovery act had not encouraged the union bosses and grafters to go to it. The bosses and the roughnecks force the strikes and the decent union men follow in rather than get mauled, or subject their families to annoyance, or lose their jobs.

The social democrats of Washington do not see that. The union politicians probably do, but they don't object to it. We confidently predict that in the not far distant future they will meet the fate of all false prophets. A Detroit latently returned from San Francisco says you can't find a democrat in that city because of the failure of the federal government to use effective means of stopping the riots.

In Chicago the reputable iron and

steel structural workers habitually absent themselves from their union meetings and halls, which are infested with bums and loafers. It is rumored, and widely rumored, that even a good union man in good standing has to put up real money to get a permit to work there. That sort of racket was played in New York and Jersey for years, but Brother Green, the boss-boss of organized labor, has never opened his mouth to protest against it.

In Chicago also a strike was voted against a motor coach company in a meeting of 20 members, though there were over 1,200 employees. Over 1,100 of them signed a petition to the governor of Illinois asking relief from the malign activities of professional agitators from the outside. Any one of them is liable to a slugging for that. And then the nabobs of Washington order an investigation there instead of in Chicago.

In Detroit a chain grocery is ordered to rehire three teamsters or lose the blue eagle. The dismissed teamsters claimed they were fired for union activities as all discharged union men do, and the labor relations board at Washington took them so seriously, as usual, as to side with them.

Union bums and union racketeers cannot always coerce the American worker with a club or a brick, and the government of the United States cannot forever hold the American worker in a position where he is forced to join a union in order to make a living. The handwriting is on the wall, and unionism as it has been known in this coun-

try heretofore is on its way out because of the resentment of the unions themselves, as well as the disgust of the general public.—Detroit Saturday Night.

Never Again

The pretty girl of the party was bantering the genial bachelor on his reasons for remaining single.

"No-oo, I never was exactly disappointed in love," he meditated. "I was more what you might call discouraged. You see, when I was very young I became very much enamored of a young lady of my acquaintance; I was mortally afraid to tell her my feelings, but at last I screwed up my courage to the proposing point. I said, 'Let's get married.'"

"And she said, 'Good Lord! Who'd have us!'"

Baked Beans

Pork and beans—
Pig and pod—
Food for Queens
Priest or plod;
Soak, boil, bake
Night and day
Will it take.
Any way
Serve them—hot
Also cold;
Well—just as sure as fate
With portions to delight
The only thing we ate
Was "beans" on Saturday night.
Charles A. Heath.

A new self-contained automatic chemical sprinkler unit hangs from the ceiling, lays down a fire-smothering fog when set off by heat. The unit is said to need no servicing or upkeep, the chemical to be harmless to man and furnishings.

INSURANCE AT COST (A Non-profit Organization)

It means a saving to you of
25% to 37½%
Below the published board rate

LEGAL RESERVE MICHIGAN COMPANY
18 years of Sound Operation
M. B. & M.

MICHIGAN BANKERS & MERCHANTS
MUTUAL FIRE INS. COMPANY
FREMONT, MICHIGAN
Inquiries Solicited

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

Finnish Mutual Fire Insurance Company
CALUMET MICHIGAN

ACTION ON MANY TOPICS

Board Meeting of State Grocers and Meat Dealers

The Board of Directors of the Retail Grocers and Meat Dealers of Michigan held its meeting at the Pantlind Hotel, Grand Rapids, Aug. 22.

Present: President Eckert, Vice-President Sabrowsky, Treasurer Bailey, Directors Jorgenson, Eberhard, Lillie and Gezon and Secretary Hanson.

Absent: Past President Schmidt and Director Block.

Meeting called to order at 2:30 by President Eckert.

Minutes of meeting held May 17, 1934, following the election of officers in Manistee, were read.

There being no additions or corrections, minutes were approved as read.

Secretary Hanson reported a balance in the treasury, according to his records amounting to \$404.68; advertising accounts receivable, \$193.57; total assets, \$598.25. Accounts payable, \$219.09. Net assets as of date, \$379.16.

Treasurer Bailey reported having on hand in the treasury \$404.68.

Mr. Eberhard moved the financial reports be approved as read. Supported by Mr. Jorgenson. Motion prevailed.

Secretary Hanson then read a communication from Edw. Hesse, of Muskegon, in which he presented a claim amounting to \$28.30, incurred during the former Secretary's administration, for services rendered and of which no information was on file. Mr. Eberhard moved that the Hesse claim be allowed and an order drawn on the Treasurer for same. Supported by Mr. Bailey. Motion prevailed.

A communication was read from Mr. C. Goossen, of Lansing, requesting that the State Association re-imburse him his expense in attending the National convention at Chicago, amounting to \$59, less \$10 paid to him by Past President Schmidt and \$10 paid to him by Secretary Hanson, as pledged by them toward a fund to enable Mr. Goossen to attend the National convention.

The exchange of letters in regard to the matter between Secretary Hanson and Mr. Goossen was read and in explanation thereof, Secretary Hanson advised that Mr. Goossen had been encouraged by several of the members at the Manistee convention to attend the National convention, assuring him that his expenses would be taken care of. The State Association was in no wise obligated to pay this expense, as no action had been taken by the convention.

After considerable discussion, Mr. Bailey moved, inasmuch as Mr. Goossen had been so encouraged and was not in position to bear the expense himself and in recognition of his faithful services covering a long period of years, that the State Association allow the expense of \$59; that Past President Schmidt and Secretary Hanson be re-imbursed \$10 each, the amount paid by them to Mr. Goossen and that the balance be paid to Mr. Goossen.

During the discussion of the motion, Secretary Hanson stated that he did not wish to be re-imbursed and was certain Mr. Schmidt would object to be re-imbursed, as each had made

the contribution voluntarily; that he was in favor of having Mr. Goossen attend the National convention, as a tribute to his loyalty to our Association from its inception, but had not been authorized to encourage Mr. Goossen that the expense would be paid by the State Association, as no official action had been taken in regard thereto, either by the members in convention, nor the Board of Directors. Mr. Lillie supported Mr. Bailey's motion as read. Motion prevailed by unanimous consent.

Motion by Mr. Gezon: This being the first meeting of our Board of Directors since the death of our President, Vincent A. Miklas, the Secretary be instructed to draft a resolution, expressing condolence in behalf of the members of the Board of Directors and that same be published in our Wolverine Retailer and a copy of the resolution mailed to the Michigan Tradesman for publication. Supported by Mr. Jorgenson. Motion prevailed.

President Eckert requested Mr. Gezon to assist Secretary Hanson in the preparation of this resolution.

Secretary Hanson then presented a plan for increasing the membership of the Association, based on arranging for solicitors for new memberships and in the event membership could not be obtained by the solicitors, that the retailers be requested to sign a proxy authorizing our Association to represent them before the legislature, opposing any revision of the present garnishment laws detrimental to the retailers and to sponsor a movement for legislation revising the present method of collecting retail sales tax.

The plan was discussed at some length and Mr. Eberhard moved that the Secretary be authorized to work out details of the plan as proposed by him for the securing of members and proxies. Motion supported by Mr. Lillie. Motion prevailed with no dissenting vote.

President Eckert then requested Secretary Hanson to explain the plan of the Michigan Federation of Retail Merchants, to which he had authorized Secretary Hanson to subscribe, and had appointed Mr. Keasey, of Pontiac, chairman of our Legislative Committee and Secretary Hanson to represent our Association.

President Eckert then asked if there was any objection to action approved by him in subscribing to the Michigan Federation of Retail Merchants. No objection was raised.

Mr. Lillie moved our annual convention dates be set for April 23, 24 and 25, 1935. Supported by Mr. Sabrowsky. Motion prevailed.

Secretary Hanson then raised the question as to registration rates at the convention, inasmuch as same depended upon what the charges would be for banquet. Possibly Mr. Eckert would be in position to inform us what same would cost.

President Eckert stated that his company would enter a bid at \$1 per plate, including rental of banquet hall, and expected that we would have all of 2,000 in attendance at the banquet.

It was upon this assurance that all agreed the registration fee should not exceed \$2 per person, including banquet, and providing there would not be

any radical change in the prices of foods.

Secretary Hanson then presented a proposition submitted to him for merchandising and advertising ideas cleared by a firm in Chicago from trade magazines of all types of business that would be helpful in obtaining material for trade publication, the cost of same being \$6 per month, the contract to continue for one year, with the privilege of cancellation after six months.

President Eckert then showed some samples of the material contained in the service and advised the members that he thought so well of it that he had subscribed for the service for his company.

Mr. Eberhard moved that Secretary Hanson be authorized to subscribe for the service. Supported by Mr. Bailey. Motion prevailed.

There being no further business, President Eckert then declared the meeting adjourned.

Herman Hanson, Sec'y.

Alien Tax Delinquents Reassured

There is no immediate "threat" of attachment of properties of foreigners who, although having made profits from transactions upon American commodity and securities exchanges, have failed to file the customary income tax returns, it is said in official circles here.

Publication of newspaper stories relating the steps that can be taken by the Government for enforcement of income tax laws aroused brokerage houses and their foreign customers through a fear that attachment papers were about to be prepared and served.

In a way, the Government is embarking upon a "fishing" expedition to ferret out tax evaders and those who, through unfamiliarity with our laws, have overlooked the little detail of filing a return. Of course, in aggravated cases, the Government probably would resort to extreme measures, but it is assumed that in a majority of instances where the foreign investor or speculator learns of his tax indebtedness payment will be made.

Collective Bargaining

Despite considerable publicity to the contrary, legal advisers to industry do not expect the various labor relations boards created under authority of the joint Congressional resolution will decide any clear-cut case in favor of exclusive majority representation in collective bargaining.

Rulings by the boards on disputed points raised informally during hearings have convinced industrial lawyers that the board members themselves have come to consider the exclusion of a properly organized minority from collective bargaining as an undisputable violation of the principles of Section 7a of the Recovery Act.

The boards are expected, therefore, to delay final rulings touching on this point as much as possible. This would be in line with the general Administration policy

of delaying final court decisions on fundamental recovery policies until Congress has enacted more permanent legislation.

Expanding Speculative Interest

The outside speculative interest in a number of commodity markets, which has expanded persistently since monetary inflation became a major market factor, has been enlarged further by the drought news and widespread publicity given attendant price advances.

The chief tendency at the moment in this direction is the expansion of outside speculative interest into lesser known commodity markets. The butter and egg market, both in Chicago and New York, has reflected unprecedented outside participation in recent trading.

If regulation of the security markets should tend to reduce the amplitude of price fluctuations markedly, the shift of speculative interest into commodities is likely both to grow and become even broader than it is now the case.

NRA Re-organization

The pending re-organization of NRA may constitute a marked victory for the advocates of generous labor and consumer policies within the Administration, individuals in intimate touch with the situation indicate.

It is not expected, however, that fundamental changes in policy in this direction can be effected quickly. Announcement of the personnel changes, a necessary prerequisite, has been deferred for two weeks.

Following the organization of the new governing board, however, the fair practice and price control provisions of the codes will be curbed further, it is predicted, while labor provisions will be more vigorously enforced than heretofore.

The Cut in the Sugar Tariff

The reduction of the duty on Cuban raw sugar to .9c per pound which became effective yesterday when the reciprocal trade agreement with the island was proclaimed by the President is likely to stimulate further price increases in raw sugar markets.

This new cut reduces the Cuban raw sugar duty .6c from the level of 1.5c that had prevailed since June 8, when the Costigan-Jones Sugar Act cut the duty from its previous 2c level.

Expectations are that the Cuban Government will establish minimum export prices to make sure that the full benefits of the tariff concessions accrue to the benefit of Cuba.

Wide-open hand spaces on all four sides and bottom simplify removal of papers from a new steel desk tray. Corner posts elevate the tray, permit others to be added atop it.

Capital and construction markets are showing signs of life.

INDUSTRY FACES RUIN

Voluntary acceptance of a thirty-six hour week by cotton garment industry to forestall an expected intensive drive for a thirty-two hour period in the forthcoming session of Congress is advocated by several business and association authorities who are in close contact with the Washington situation.

Declaring that the administration will be forced to give broad concessions to union labor after the election, these authorities felt it would be wiser for industry to make a voluntary compromise which will prevent it from having more objectionable legislation jammer through. The election was mentioned specifically because it was felt that union labor would give strong support to the administration in the election and will be able to prove conclusively that it was responsible for any victories accruing to the Roosevelt candidates.

The executive order during the week cutting hours and raising wages in the cotton garment industry brought the question of reduced hours to a head and developed a wide variety of opinion on its significance. A number of executives felt that it presaged a general program on the part of the NRA of curtailment in hours for all industry. Another group held that it meant the following out of the recommendation of the consumer goods industries committee that each industry be given a public hearing on the question of reduced hours and that the NRA take definite action one way or another.

A third body of opinion believed that the cotton garment cut was an individualistic action, without reference to industry in general, and effected merely to bring the trade into line with its competitive industries, such as the dress and men's clothing fields. The latter groups have been protesting strongly against the hour and wage margin enjoyed by the cotton garment plants and the executive order had the effect of "killing two birds with one stone" by appeasing the other apparel trades and at the same time helping labor.

The proposed reduction has aroused some uneasiness in other branches of the cotton goods industries. Aside from the fields covered by the Cotton Garment Code, the only other cotton processing industry of any importance is the underwear one, both knit and woven. Executives in that field yesterday thought it not unlikely that they would be asked or perhaps commanded to cut hours also.

So far as the cotton textile industry itself, that is, the producers of fabrics, is concerned, opposition to a reduction is very strong and there is a possibility that it may be avoided, on the ground that such a cut would give competitive fields, rayon and silk, for instance, an advantage. At the same time, however, the possibility of a general strike in that industry still looms strongly and the administration may feel impelled to put a reduction through to prevent the walk-out.

Those executives who foresee an intensive campaign for a thirty-two hour week in the coming Congress base their predictions on these grounds. The thirty hour bill in the last session was

killed mainly on the promise that industry itself would make every attempt to absorb the unemployed and that by Fall most of those who had been without work would have jobs.

Industry has failed to carry through its promise, mainly because the volume of business necessary to do so has not developed, it was pointed out. While this argument may seem logical to business men. Congressional advocates of the shorter week are not expected to accept it.

It will be their contention that business did not improve because no effort was made to help workers or to increase employment through a shorter week. They will advocate an arbitrary forcing up of purchasing power through an hour cut and wage increase, disregarding the business argument of increased costs and higher prices.

Regarding the thirty-six hour week, several business men said that they would be willing to accept it provided they could be assured that it would not be construed as an act of weakness on their part by the infamous leaders of union labor and that union labor would not continue to press for even lower hours once the thirty-six hour period was adopted. If such a work period definitely meant the end of strikes and agitation for further reductions would be stilled for at least a few years, then industry might be induced to accept it, these executives believed.

SEASON BACK TO NORMAL

Last year the merchandise season, as well as operations in other industries, was about a month ahead of the normal time of expansion. This one experience leads many manufacturers to view the present season as running about a month behind.

A year ago the fear of inflation and the inauguration of codes brought on a heavy buying movement. At retail the stores enjoyed a sales volume in August which ordinarily would not be reached until the following month. Similarly, manufacturers were very busy in July and August, and the re-order business in the latter month was exceptional.

Trade and industry have now returned to the normal season. Preliminary Fall orders have been placed and some re-orders given. Merchandising plans call, however, for second orders this year around the middle of next month, when consumer demand has been tested upon present stocks and assortments.

There is little to be concerned about in this situation, since it is the usual one, with, perhaps, just a little more emphasis upon the testing-out process because of the unfortunate experience of many retailers last Fall when they overrated prospects because of the exceptional late-Summer demand. Price tendencies this year have also tended to cause more cautious buying by the stores, although this influence has become less pronounced in recent weeks.

With the recent upturn in trade conditions can be described as quite healthy. Stores for the most part have inventories in good shape and, when Fall business gets under way after labor day, there should be a smart increase in their purchases.

MONETARY MOVES WATCHED

Currency movements in the international field, highlighting the decline in sterling and additional gold shipments which firmed the dollar, brought monetary policies to the fore again in the week. Announcement of a plan for coordinating the various recovery activities and the move being made to reorganize the NRA shared interest with these developments.

The business situation itself seems to be summed rather neatly by Secretary of Commerce Roper, who says: "Business is better than business sentiment." Briefly, those who are opposed to some necessary restrictions upon the operations which caused the 1929 collapse have managed to create an uncertainty which is not borne out by actual conditions.

According to the statistics coming forward, there continues to be little change in basic operations. The business index records a decline but within the narrow limits previously established. The falling off in steel activity when an increase was expected is not favorable, although it probably arises from the excess buying done toward the close of the first half.

Labor developments pursue their parlous course. The unions appear to be making some headway in obtaining the selfish and criminal advantages promised them under the Recovery Act and yet they continue to have problems within, as well as without, their ranks. The threat that the steel code may be abandoned if the labor board rules against the companies and the prospect of further delays in coming to clear-cut policies are not favorable to the outlook.

RECIPROCAL TARIFF

After letting other nations get away to more than a flying start upon their bargaining treaties, this country has finally concluded its first reciprocal tariff treaty with Cuba under the power recently granted to the Executive. Foreign trade interests were quick to hail this achievement as the start of a New Deal for them. Since strong opposition was overcome in the form of the domestic sugar and allied interests in starting off with Cuba, there is hope that other pacts will be completed quickly and perhaps with even less difficulty.

In the Latin-American countries, particularly, recent policies have revived prestige for the United States, and the friendliness thus engendered should prove of great assistance in working out mutually satisfactory agreements. The remarkable progress achieved in speeding up communication and transportation with these countries counts heavily also in the scale of a natural trade entente.

So far as the general question of reciprocal treaties is concerned, the feeling in trade quarters is that the day of more moderate tariffs is definitely brought nearer through these negotiations. As long as this country was satisfied to let other nations drive their individual bargains there was not much hope that the world would see its way clear toward a general reduction of such barriers.

When all countries adopt the same means of competition then there

seems to be a much better chance that they will see its disadvantages and come together upon a better program.

PRICE INFLUENCES DISCUSSED

In a discussion of the influence of inflation and speculation upon prices in the current bulletin of the National Association of Purchasing Agents, George A. Renard, secretary, makes the following observation:

"We are told that lack of confidence is freezing the credit and financial structure, making these enormous credit resources a liability through idleness, instead of an asset by their use in business activity. We are told the administration must create confidence by reassuring business.

"Well, suppose it does; won't that assurance and the confidence it creates bring inflation through credit expansion, the kind of inflation we had in 1925-29? And suppose it doesn't; won't the result be the same, except for the motive? Won't we find more speculation and investment in commodities, stocks and real estate because of fear of the dollar and the credit of the Government?

"And won't the result of either be higher prices, and are not the real questions 'when' and 'how soon must we get under cover' and 'what should we get covered on'?

This seems to sum the situation up rather aptly. Orthodox credit inflation without adequate attention to the proper distribution of income and purchasing power would pile up another huge debt burden and result in another 1929 within a few years. Credit inflation under necessary controls appears to be the proper course.

DRY GOODS CONDITIONS

Retail sales increased here and from other centers came reports that trade was running better than expected. Apparel and accessories volume was best, with home furnishings suffering through comparison with the small boom that took place last year.

This showing was much better than expected in the light of the large gains made in August, 1933. Special promotional efforts, which have emphasized between-season merchandise, were used in order to hold down anticipated losses. Special apparel sales have also proved better than originally estimated.

While talk of inflation obtains wider discussion, there is little sign that retailers are concerned over the prospect as far as their actual operations go. They have placed orders according to their running requirements and await further improvement in consumer demand before committing themselves more liberally.

Re-orders in the wholesale merchandise markets are reported as good. A firming up of various finished cotton-goods prices has led to some gain in buying by dry-goods wholesalers, but without much excitement.

Water is cooled to 40-50 degrees F., for use in air-conditioning systems or drinking, by a new small, self-contained unit which operates on steam from an ordinary heating boiler. Its only moving parts are two small pumps.

Honesty, like death, wins in the end.

OUT AROUND

Things Seen and Heard on a Week End Trip

Last Saturday was the second perfect Saturday we have had this summer. Our itinerary included all the towns from Ada to Westphalia, inclusive, but we spent so much time with patrons in Ada, Lowell, Saranac and Ionia that we turned back home after a couple of hours in the prison city.

Ada merchants are so happy over the outcome of their recent centennial celebration that they are planning a home coming each year hereafter.

I found Lowell business men so satisfied over their show boat undertaking that they plan to make the event bigger and better than ever next year.

Learning that Dexter Look, the veteran druggist, was very low at his home I sought an interview with him, which was graciously accorded me. I found him in bed very much reduced in flesh, but his mind was as bright and his memory as keen as ever. Mr. Look is 71 years old. He has lived in Lowell fifty-seven years and was behind the counter of a drug store as clerk and owner more than fifty-four years. He has always taken an active interest in every forward movement in town, county, state and Nation. Everything he espoused received the best possible attention at his hands. He seldom failed to make a success of anything he touched.

Mr. Look is evidently near the end, but he is sustained by unflinching faith in the hereafter, based on the belief that he has lived a good life, that he has kept the faith and that when he is called to the other world he will be cheerfully welcomed. He approaches the final summons with the hope of a Christian and the courage of a stoic.

A. B. Clark, the pioneer grocer of Saranac, is enjoying a visit from his sturdy son, who has lived in Oklahoma several years.

Since the death of Phil Adgate, grocer, the store has been in the charge of his son.

The chain store situation at Ionia is unchanged—too many chains for the good of the town and the prosperity of the people.

I think the State License Commission did a wise thing in temporarily suspending operations at a Detroit brewery and imposing a fine of \$2,000, because it violated the rules of the Commission concerning the activities of breweries in the repairs and decorations of Detroit beer gardens. It is well to nip such activities in the bud. Unless this is done we will soon see the appearance of brewery owned saloons, which is only another name for assignment houses. This feature did more than anything else to create prejudice against the brewers which resulted in the enactment of the Volstead law. The same thing will happen again if the brewers insist on coupling prostitution with the sale of beer.

A menace to all breweries looms in the horizon—many counties will undertake to vote on the subject of county local option. Ottawa county has already taken the matter in hand and in Oceana county those who favor local option are planning to put the matter to a vote at the general election in November. I do not think this would have happened so soon if all concerned in the sale of beer had joined hands in seeing to it that the distribution of beer was placed in the hands of safe and sensible people.

The death of John J. Carton, of Flint, reminds me that he was a frequent visitor to Grand Rapids and was associated with local men such as Lewis H. Withey, William H. Anderson and Claude Hamilton in the development of the gas company at Flint. This transfer took place in 1904. The local people purchased the property for \$255,000 and the proceeds received by the Flint people, namely Crapo and Begole estates, was used for the purpose of starting the Buick Automobile Co., which was the genesis of the General Motors Company under the leadership of W. C. Durant, a grandson of Governor Crapo, our chief executive during the latter days of the civil war. Mr. Carton was Mr. Durant's attorney for many years. He was a level headed counsellor and a true friend to all who knew him. He was one of a large family that was raised on a farm in Genesee county. His passing is a distinct loss to the state.

Traverse City, Aug. 27—There is one phase of the present economic situation which, strange though it may seem, few people actually bother to consider. It is an unfortunate division of the population into three more or less distinct groups of which an analogy may be drawn in the form of a geometrical figure—say an inverted triangle.

In particular let us visualize at the vertex of this metaphorical triangle a human being. It is a man. He may be young or old. He is attired in blue denim, as is the factory worker, or in modest serge, shirt and tie, as might be the small merchant, or in patched khaki as might be the case with more than twenty million American farmers.

Have him as you will. Nevertheless, his shoulders are bowed with indecision, discouragement and fear of the future. On his forehead are lines of worry and his mouth is set in a firm line. Still he struggles on, to what end he himself cannot conceive.

Having assumed all this, we may go further and caricature a little man at each end of the inverted base of our triangle. Both are seated and both are kept from tumbling to the ground because of the steadiness and endurance with which the man in blue denim supports their superficial structure. The one on the left is not a badly dressed person, but there is something odd about his face. Of course, closer analysis does the trick. The gentleman is wearing a mask. It represents a sad, despairing face. And back of this camouflage is quite another prospect. A mocking face. Its owner drives a car, keeps a hunting dog and assumes that the world owes him a living. During the winter he accepts the emergency relief dole with grave reluctance. In short he is the man who won't work unless he is made to; the man who gets a kick out of being a liability.

Now the third and last man of our metaphorical triangle is, perhaps, the most important of all in that he represents the concentrated wealth and monopolized resources of the Nation.

He is an effigy composed of several characteristics, of which the most notable are greed, egoism and insouciance. One hand is extended downward as if it might be urging on the man in blue denim, whereas the other seems to be stuffing money of large denominations into an already over-crowded pocket.

Upon closer scrutiny we see that the man is smiling—or is he leering—we cannot be sure. Moreover, we perceive that his eyes are fixed on the pile of money which seems to accumulate faster than he can place it away. But now this strange man turns toward us and those eyes—they send a sudden thrill through our bodies. Oh, God! The man is blind!

So much for metaphor. But briefly, it follows that, the stupendous task of supporting one hundred and twenty million people continues to be dependent on the man in the blue denim, the wage earner, the small home owner and the small merchant.

How long will this lop-sided arrangement last? Just so long as the load-bearer, the man at the vertex of the triangle, tolerates centralized wealth and stupid legislation.

Kenneth W. Darrow.

Among the activities participated in in 1933 by the State Department of Agriculture was the control of white pine blister rust, that menace to our standing pine, including that set out for reforestation purposes by the state and by private individuals.

From the report of the State Department of Agriculture it appears that last year it succeeded in finding employment for the equivalent of 100 men for twenty-six weeks, each man working five days a week. The average amount received by these men was \$3.09 per day, of which the state and private owners of standing pine paid only 51c the remaining \$2.58 coming from the Federal Government. This work was rendered possible by an appropriation of \$5,000 made by the present legislature in 1933, the amount being multiplied five fold, as will be noticed by the foregoing figures.

In addition to the financial benefit directly by the men on the pay roll and indirectly by everyone in the community in which they lived, the eradication of the cultivated black currents and the wild ribes that act as the intermediate host plants for this disease is of great value, both present and future, on account of the preservation of the white pine trees whose existence was threatened. The removal of this menace means that considerable revenue will be derived from part of this timber in days to come, when cut into lumber. Not only that, but these trees are a great contribution to the scenic beauty of our lake resorts, etc. While this species once abounded in the state, it has now become so rare as to be to many an interesting and picturesque curiosity and a reminder of pioneer days in Michigan.

At least 5,000 Michigan men and women are seeking public office and will have their names presented to the voters at the primary, Sept. 11, according to estimates made by the Department of State. Under recent changes in the election law, there will be many candidates, however, whose names will not be on the primary ballots. In cases where a candidate is unopposed for the nomination for the

office he is seeking, the name will not be printed on the ballot. Several county clerks report that this change in the law will result in considerable savings.

Another change in the election law that is of importance to voters is the provision regarding length of residence in the voting precinct. Under the old law, voters were required to live at least 20 days in the ward and precinct in which they voted. The present law requires 20 days residence in the city, village or township and allows for transfer of registration on election day. The state law governing election expenses requires every candidate and every primary campaign committee treasurer to file a report of expenses incurred within 10 days following the primary election. Candidates and campaign treasurers have 20 days in which to file reports after the November election.

Approximately 1,000 state warrants representing weight tax refunds are still held in the unclaimed file of the Department of State. This represents slightly less than \$5,000 which Michigan citizens can secure by sending proper addresses to the department. Each warrant being held in the unclaimed field was mailed to the address given by the automobile owner in securing 1934 plates and has been returned unclaimed because the motorist moved without leaving a proper forwarding address. If motorists who have not received refund warrants send proper addresses to the department, the warrant will be remailed.

Another jolt from the NRA hit the Journal this week in the shape of a demand for \$34.25 additional fees for the support of code administration. Added to a previous assessment of \$12, this levy makes a total of nearly \$50 from this one paper to pay salaries and office expenses of a self-chosen gang of administrators who tell us how to run our own business. Thus far they have curtailed our liberty, reduced our hours of operation, increased the wages we pay, increased the cost of paper, increased the cost of production and sharply decreased our volume of business. Just why anyone in his right mind should pay so large a tax for such results is a mystery, save only for the fact that he must do it or be a law breaker. Should Iowa newspapers rebel against this unwarranted taxation and infringement of their rights under the constitution it is conceivable that General Blusterbuss Johnson might Hitlerize the editors or at least throw them into prison as criminals. Be that as it may, the Journal is about ready for a real revolution—ready to kick the Blue Eagle into kingdom come and take the consequences. — Knoxville Journal.

I think many readers of the Tradesman will enjoy the perusal of Claude Hamilton's contribution this week giving a history of the street railway system of Grand Rapids. It is unfortunate that the company has been forced into bankruptcy and that the assets are of such a nature that neither the stockholders nor bondholders will

(Continued on page 23)

FINANCIAL

Rise and Fall of Street Railway Co.

Our street railway has had rather a hectic career. As a public utility it might be distinguished in this respect from the Grand Rapids Gas Light Co., which has continued on the even tenor of its way from the time it was started, about 1857, up to the present time.

I quote from the record: "The original movement for the establishing of a street railway in Grand Rapids was made by William A. Richmond, John W. Pierce, Henry Grinnell, William H. Withey and others, who, on May 19, 1864, secured the passing of an ordinance by the Common Council which gave them the right to construct a street railway from the Detroit & Milwaukee Railway station down old Canal and up Monroe and Fulton street as far as Jefferson avenue. This charter was repealed, Oct. 11, 1864, and a new one passed, granting similar privileges to George Jerome, of Detroit; Daniel Owen, of New York, and Thomas S. Sprague, of Saginaw. The cars were started, May 10, 1865, and the Monroe avenue line was the only railway until the summer of 1873, when the Division avenue line to the old fair grounds on Hall street at Jefferson avenue, was constructed, and cars began running there early in September of that year. This line was built by Wm. Winegar. In 1875, a line to Reed's Lake was put into operation. From the lake it came down Sherman and East streets, Wealthy avenue, Lagrave, Monroe, Division and Lyon and through Bond street. Within the ensuing ten years lines were built in Scribner, Stocking and West Bridge streets, crossing both the Bridge and Pearl street bridges in their connection. They were all consolidated into a single corporation in August, 1885."

The City Directory of 1876, when we were a town of about 25,000 people, shows the following street railways then in existence:

The Division Street Railway Co.—Offices 3 N. Division st. Samuel A. Brown, Pres.; E. M. Kendall, Sec. Incorporated 1873. Commences junction Monroe and Division, south to Hall street, East to Madison avenue.

The G. R. & Reed's Lake St. Railway Co.—Office 51 Kent. Hiram Knapp, Pres.; J. W. Boynton, Manager. Commences at West end of Bridge street, runs East to Kent street, South to Lyon, East to N. Division, South to Monroe, Southeast to Fulton, East to Lagrave street, South to Wealthy avenue, East to East street, South to Sherman, East to Reed's Lake.

The Street Railway Co. of Grand Rapids.—Office 130 Canal. George S. Frost, Pres.; Allen A. Rabinau, Sec. and Treas. Commences at the Detroit & Milwaukee R. R. depot, runs West to Canal, South to Monroe, East to Jefferson avenue. Incorporated 1868.

The Grand Rapids and Reed's Lake Street Railway was part horse car as were all the others to Eastern and

the remainder of the line from Eastern to Reed's Lake was pulled by a dummy engine. All of the transportation other than this dummy engine was by horses. In winter it would frequently happen that the snow became so deep that the regular cars were discarded and carryalls would be used on sleighs on the lines. If it was very cold, straw or rushes were deposited in the bottom of the cars or sleighs for the sake of warmth. There were no stoves in the cars.

In 1885 an ordinance was passed granting a franchise for the construction of a cable railway, Lyon, Union and Bridge, or Michigan, as we now call it. The first one completed was in Lyon street from where the auditorium now is up the hill to Grand avenue, and horse car lines in connection were constructed from the foot of Lyon to Market and down Grandville avenue to the South city line; also across Fulton street bridge to the West city line, and one North from Lyon on Barclay avenue. The horse car branches were running in October, 1887, and the cable cars up Lyon street hill in 1888.

This cable railway was sponsored largely by D. A. Blodgett and A. J. Bowne. About two years after it was running, electric cars were invented and the operators of the cable railway were concerned about it and sent for an expert on the subject of electric cars. He claimed to be a very important and busy man and came here and spent one day with the expert advice that electric cars could never be operated in the winter time because any snow on the track would cause a short circuit and thus it would be possible for electric cars to run here only part of the year.

He charged \$1,000 for this advice and we can judge how good his advice was and what an expert prophet he was, because a year or two later the cable railway was combined with the electric railway which had been established on all of the horse car lines and the new company became known as the Consolidated Street Railway Company of Grand Rapids. This company was largely owned by Chicago interests headed by Columbus R. Cummings. The abandonment of the cable part of the railway caused a loss of one million dollars, due to obsolescence or progress in the industry. This, however, was carried on the property account of the new company's books.

I have given above a sketch of the growth of the railway lines from their beginning up to that time which is nearly the same system as now, barring the fairgrounds, part of which originally was built by C. C. Comstock. Its motive power was by dummy engine at first.

The most outstanding and colorful character in the early days of the railway was Jerry Boynton, noted above as the Manager of the G. R. & Reed's Lake Street Railway Co. He was our early promoter and did much to establish the various lines. I particularly remember that the line from Bridge street to Scribner and North to Leon-

ard street and beyond was established by him.

The earnings in these early days were not large and steady enough to give large profits and the business called for heavy depreciation.

During the days of the horse drawn cars, there were many strikes, the most serious of which were in 1890 and 1891. In the latter year, the strikers organized competing lines with carryalls which went on for several months. The electric cars had started in 1891 and there had been threats to blow up the power house and, as usual, the politicians doubled and twisted, which called for a meeting of the citizens of the town to denounce them. It was finally settled satisfactorily.

In the first few years of the electric railways the cars were very similar to the old horse cars. The motorman stood in front with no protection. One blustery and snowy morning, one of our prominent citizens, Edward M. Barnard, waiting for his car, saw the motorman all covered with snow and ice. Being a State Senator, he vowed that he would do something to make such work without hardship in bad weather and he introduced a bill in the legislature providing that all electric cars should be protected by vestibules, which was finally carried out and thereafter all cars carried vestibules.

It is impossible to follow through the various consolidations of independent lines the question of capitalization. When the lines outside of the cable railway were consolidated there was a first mortgage bond issue of \$600,000 drawing interest at 6 per cent. Cleveland people were interested in the property at that time and street railway issues had begun to be attractive and these bonds were taken by savings banks in the East, particularly in Maine and Massachusetts.

When the consolidation with the cable railways occurred a second bond issue was placed upon the property. The hard times following the panic of 1893 caused a decrease in earnings and in 1897 interest was defaulted on the underlying \$600,000 of bonds. About that time the writer queried a prominent man familiar with public utility property as to whether the property could be reproduced for that figure and he stated that it could, with a little more added to it.


However, in 1900 the banking firm of E. W. Clark & Co., of Philadelphia, bought out the Cummings interests and the property was re-organized under the name of the G. R. Railway Co. The capitalization was two and one-half million of first mortgage bonds, one and one-half million dollars of preferred stock and two million dollars of common stock. The net earnings at the time of the reorganization were \$214,000, which pro-

vided for interest on the bonds \$125,000, 5 per cent. dividend on the preferred stock, \$75,000, leaving \$14,000, as earnings on the two million dollars of common stock, which it was expected would largely increase, due to the growth of the city, which did increase until by 1910 the net earnings amounted to over \$500,000, making the common stock sell above par. This was the golden age of the street railway in Grand Rapids. Under the leadership of the Clark firm light rails were replaced with heavy rails and clean and attractive cars and good service were maintained. The sale and the re-organization to Messrs. Clark & Company was brought about by Anton G. Hodenpyl and William H. Anderson, who respectively served as President and Treasurer of the new company.

After 1910 the property was taken into the Commonwealth Power system.

No history of the railway company would be complete without mention of the wonderful work done by Benjamin S. Hanchett and his able assistant, Louis J. Delamarter, who is now receiver of the railway lines and succeeded Mr. Hanchett as President. Ben Hanchett had begun work for the old horse car lines as a boy and gradually worked up through all the grades of employment until finally he became President. His name for twenty years was synonymous with the street railway company and he engaged in all the public activities of the town. There were no strikes under his administra-

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tion. He organized various welfare movements among his employees long before this became the practice among large institutions. He was a Grand Rapids boy born and bred and we all loved him. Under his direction and with the ability of Mr. Delamarter, Ramona Resort was developed to be one of the most attractive amusement places in the country.

Management of the street railway business is no sinecure. The jangling of the cars and the impatience of people in waiting for their car and standing up occasionally irritated and the ward alderman, who always found occasion to harrangue against the railway for votes. No matter how good a manager's nerves are he cannot stand it forever. This, taken with the demands of absentee ownership for increasing profits and dividends and more of them, breaks down one's nerves and constitution. Mr. Hanchett wore himself out in the service.

The automobiles began to cut into street railway traffic and gradually busses had to take their place. Lack of earnings to apply on the first mortgage bonds caused the receivership and the time is not far distant when there will be no electric cars running in Grand Rapids. All street railway transportation will be by busses. It is an evolution in that particular industry. In the best days the railway took in about twenty-four million fares per year and it is now decreased to about eight million. This shows what a change has been brought about in the industry.

In writing the above, I am reminded of an interesting incident in connection with the horse car lines which was told by Ebenezer Anderson, one of the early superintendents. One of the barns for the horses was located at the corner of Canal and Leonard streets. Across the road was a blacksmith shop where the mules and horses were shod. One day one of the mules turned up missing from his stall and investigation disclosed the fact that he had loosened his halter and gone by himself across the street to the blacksmith shop because one of his shoes needed attending to.

Among our own citizens interested at various times in the street railway company in addition to those named above were the following: L. H. Withey, M. S. Crosby, I. M. Weston, George W. Thayer, Jacob Kleinhans, C. G. Swensberg, George R. Perry, George C. Pierce, Andrew Bevier, J. W. Blodgett, A. D. Rathbone, H. P. Baker, C. C. Comstock, Julius Houseman, A. J. Bowne, George G. Briggs, James Blair, John E. More, William P. Innis.

An abortive electric line was organized in 1890 by Sybrant Wesselius. It was built from the corner of Eastern avenue and Fulton street to Reeds Lake on the West side of the channel. It was supposed to be a strike proposition to force the regular railway to buy the mout, but this did not eventuate and the road went into the hands of receivers. Portions of the old grade are still visible on our property on Robinson Road. Claude T. Hamilton.

Authority of Collector to Receive Payment

When a retail merchant pays a debt to anyone other than the actual creditor, he should be very sure of the authority of the person paid to receive payment. This is true because any payment to a supposed agent, who is in fact without authority to receive payment, may fall far short of binding the creditor.

At first blush, the above proposition may seem so simple that no misunderstanding could possibly arise thereunder, and yet the law books contain case after case in which shrewd business men have paid unauthorized agents, and thereafter been compelled to pay debts a second time. And, as an illustration of how easily a situation of this kind may arise, let us examine the following case.

In this case, a man borrowed \$1,500 and gave his note, secured by a mortgage upon certain real estate, as security therefor. The note and mortgage were also signed by his wife. The note and mortgage were made payable at the office of S., the lender of the money.

Thereafter S. assigned the note and mortgage to a third party, but the makers continued to pay the interest thereon to S., at his office. Following this, and before the note was due, the makers paid S. \$1,000 upon the principal of the note, and S. gave a receipt for this payment. However, at this time, S. did not produce the note, nor did he have possession of it, nor did the makers demand that the note be produced.

The makers appear to have assumed that since the note was payable at the office of S., and since he had theretofore been receiving the interest payments, that he had authority to receive a payment on the principal. Sometime after this, S. became bankrupt, the real owner of the note never received the \$1,000 that the makers had paid on the principal, so brought suit on the note.

In defense, the makers set up the payment of the \$1,000 on the note, and alleged that S. was the agent of the owner of the note in receiving this money. However, the makers failed entirely to produce proof of the agency. The owner of the note had never held S. out as an agent by word or deed, and all the proof that the makers were able to make was that S. had theretofore received the interest payments. The case reached the higher court on appeal, and here in stating the general rule in situations of this kind the court said:

"The rule is well established in this state that one who pays a note without knowing that the person to whom he pays the same has possession thereof, and without demanding the possession of the note, does it at his peril, unless the payer is able to prove that the person to whom he made payment is the agent of the holder of the note, and with power and authority to receive such payment.

"It is also a rule recognized by this court that an agent who has authority to receive interest accruing on a prom-

issory note does not by virtue of such authority, have authority to receive payment on the principal of such note."

Following the above statement of the general rule, the court directed its attention to its application to the facts of the instant case. And here in reviewing the record, and in holding the payment of the \$1,000 to S. did not bind the holder of the note, the court, among other things, said:

"In this case the burden rested upon the appellees (makers of the note) to establish the fact that S. was the agent of the appellant (owner of the note) with authority from her to receive the \$1,000 payment upon the principal of said note. There is a failure of proof to show that S. had any authority whatever to receive payment of a portion of the principal of said note at any time, and especially is there an entire failure to show authority on the part of S. to receive a partial payment of the principal of said note at a time when neither the principal nor any interest thereon was due."

So ended the case, with the makers of the note being denied credit for the \$1,000 paid to S. upon the note, and liable therefor to the owner of the note. This on the ground that the payment to S., who in fact had no authority to receive same, did not bind the owner of the note. And, as an example of the importance of care in making payment of a debt to a supposed agent, this case is hard to beat.

Leslie Childs.

Isle Royale Overpopulated with Moose

Michigan has a population problem, not of human beings, but among the moose in Isle Royale, the State's "colonial possession" in Lake Superior.

Since 1913, the last time moose were seen crossing on the ice from the mainland, the animals having increased until certain parts of the Island "resemble a well stocked barnyard," while before many years the food problem will reach the starvation point, writes Dr. Adolph Murie, of the University Museum of Zoology, in a published report based on observations made in 1929 and 1930, authorized by the fifty-fifth State Legislature.

Already the moose have seriously interfered with the scenic beauty of the Island by destroying many trees and bushes for food, Dr. Murie finds. In addition, they are over-browsing the water vegetation in the lakes to the extent that water-lily and weed beds are badly reduced in extent. To prevent further scenic damage, to protect lake fishing and to prevent the moose from eventually eating themselves out of food, he recommends a reduction of the population to a point which the Island can support. Isle Royale undoubtedly now has the greatest concentration of moose of any like area in North America.

Moose were probably on Isle Royale in 1905, though no migration from the shore was recorded until the winter of 1912-13. The few that crossed at that time have now increased to a minimum of 1,000 in 1930, with the probability that an actual count would show three times as many. It is estimated that approximately 50 per cent. of all cows

have a calf each year, a rate of population growth which is excessive for the 220 square miles of the Island's area.

The best method of reducing the moose would be the shooting of a definite number each year by state employees, as is usually done in national parks overpopulated with some type of animal life. He also suggests that the cougar might be introduced as a natural check, as this animal is employed in the Kaibab National Forest to keep down the number of deer. If funds were available some of the moose might be rounded up and shipped to other parts of the country. The tolerance of bears, wolves and cougars on the Island would also give a naturalness and variety to the animal life which has made Yellowstone Park attractive, says Dr. Murie.

Open hunting, apparently the simplest solution to the problem, would be inadvisable because of the difficulty of control from year to year, and would be more butchery than sport at present, due to the abundance and tameness of the moose. If the Island eventually becomes a national park, as is predicted, hunting would of course be permanently prohibited.

Economies Involved in Handling Packaged Merchandise

The packaging of such groceries as are ordinarily weighed out accounts for a time saving for clerks of from 30 to 40 per cent., and this is the most important advantage gained from packaging groceries, it is claimed by a Professor of Marketing in the Stockholm (Sweden) School of Business. In a specific instance, it is stated, time studies showed that the selling of certain goods that must be weighed normally took 82 seconds, and the same goods in packages only 56 seconds. The difference is shown to have been due to the weighing itself (in round figures 10 seconds) and the time spent in walking between the scale and the place where the article is kept.

Considered by itself, this writer points out, the packaging of goods in the factory, generally by machinery, is bound to be cheaper and require less time than weighing up the goods in the shop.

Other advantages which are discussed include the elimination or reduction of weighing losses, more hygienic distribution of the goods, reduction in selling costs, reduced handling in transportation costs, and the reduction in some cases of production costs. It is stated that it is hardly conceivable that that reduction of producing costs could be accomplished directly, as packaging in his own plant generally tends to increase the manufacturer's costs. On the other hand, it is shown to be possible that the unit cost of production may be lowered if the demand can be concentrated on a few brands leading to large-scale production on these brands.

A new wired cabinet for storing electrical appliances can be rolled into the dining room, plugged in, and used as a serving table and stand for toaster, percolator, etc.

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Rudolf Eckert, Flint.
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Second Vice-President—O. A. Sabrowski, Lansing.
Secretary—Herman Hansen, Grand Rapids.
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Partial Analysis of So-Called Super-Markets

A time ago I wrote: "Two years ago the super market overshadowed the horizon as if the old order changeth again. But while this apparently was a new plan it was simply another try at the age-old experiment to succeed by selling goods below cost—and it failed accordingly."

Editor Strong, of New West Trade, commented: "Right or wrong, that's a new thought on super-markets."

Thus perhaps further elucidation is in order, and it runs thus: Super markets are built around the department of dry groceries. These are sold—or were sold under the original plan—virtually altogether below market cost; and I mean below anybody's market cost. "How can they do it?" was the universal question after investigation had shown that suppliers were, in the main, playing fair with their former customers and not giving radically unusual discounts to the new kind of distributors.

The answer was not so very long in being forthcoming. It was this: That the projectors of such markets, they who held the leases and controlled the premises, sub-leased all departments other than dry groceries and got tremendous profits from such sub-rentals. The Big Bear, in New Jersey, thus made some \$9,000 monthly, as I recall it.

The set-up then was: The grocery department running below cost. All other departments selling quite closely, but making profits. Difference favoring customers wide enough to attract heavy trade. Projectors making, perhaps, \$5,000, \$6,000 or maybe more than \$6,000, net, per month.

That was surely a neat way to beat the devil around a bush and the originators sat exceedingly pretty—but only for a little while, because, obviously, the scheme was too good to remain anyone's individual property for long. There were too many vast warehouse properties, located outside of retail trading districts, yet not too far outside, all begging for tenants at rental reduced by long eras of non-productivity, for such a snap to endure.

Others rushed in for a share of this fine plunder. The scramble for sub-tenants immediately lowered the level of sub-tenant rentals and plain competition did the rest.

Such was the general course of events on which I based my statement that this was simply another way to try to make money selling at a loss which, inevitably, failed. Fact is, and it would be plain to all humans by now were it not that each new generation prefers to learn by its own

experience, that there is no way to dodge the dictum: "In the sweat of thy face shalt thou eat bread." But regardless of how each generation squirms and twists, it finds that the dictum stands in full force—a wholesome reflection right now that we are taking such a lot of thought on what we shall do with "The New Leisure" we think we see around another corner just ahead.

Charlie von Tagen utters some eminently sound philosophy along this line. Charlie, in case you don't know, is the active, up-and-coming, clear-eyed young secretary of the Pennsylvania Grocers Association. He writes thus:

"The old fight. No matter how much you or I need a pep talk—how strong a grasp spring fever has on us—how downright lazy we are naturally—all have a slight aversion to being told our faults, reminded of our bashfulness along the line of arduous endeavor—hard work.

"Well, in view of the fact that research shows 98 per cent. of our members seated with their feet elevated at a roguish angle, we are forced to pass on to you the startling news that you are going to get going and do some work, or else. Maybe you don't know what 'or else' means—maybe we don't either, but

"Whether you think we are kidding or not, we are convinced since a recent visit to the boss that you can't hold a job longer than we can if you enjoy too much leisure; and if you own your store and aren't smart enough to 'get a wiggle on' someone else will soon own it, and when you are 100 per cent. broke and sell out, the fellow who buys it won't employ you even as an errand boy."

Do they talk turkey to grocers in Pennsylvania? And I think such plain brass tacks admonition far more advantageous to members than anti-chain ballyhoo or other similar alibi for personal exertion. That's why the Keystone state has, and has long had, one of the best grocers' associations there is anywhere.

I further frankly think that our commercial liberties will be preserved by our older states. The original thirteen already had histories running back from Virginia with 170 years and Pennsylvania with about 100 years to Georgia with less than fifty years before the great Declaration was signed, and every year of that history was a time of struggle for increasing liberty which attained full fruition after 1776.

Our newer communities have taken their civic privileges far too lightly, too much for granted, and have valued them proportionately less than those who "bore the burden and heat of the day" of struggle to attain them. It is never wholesome nor strengthening to gain our ends too easily; and von Tagen's little curtain lecture to those who—plentiful among grocers—would make success "easier," and proportionately less worth having, is mighty timely right now.

How the larger view of all this forces itself home to us may be seen in the confirmation by our United

States Supreme Court of the power of the New York Milk Control Board to fix milk prices. Here it is held that private right must yield to public need and that whatever activity is, or may become, "affected with a public interest" is subject to public regulation and control.

Those short sighted enough to welcome that decision because it may, for a time, assure them a wider margin on milk sales, will certainly awaken some day soon to realization that another slice has been taken from their commercial liberty—and no question that political liberty will not remain to us long thereafter.

But that the futility of making such arbitrary, uneconomic rulings is not realized by legislators and courts is one of the perennial puzzles through the ages. Here was—and presumably is now—too much milk. Price is fixed at 10 cents per quart. It is "illegal" to sell it for less. I am not sure that it is illegal for the farmer to give it away—and maybe have the recipient "give" him 9c as a sort of big-hearted favor. But this I am sure of:

That the farmer with surplus milk, for which he cannot get 10c per quart, will find a way to meet the consumer of scant means whose children need the milk, and arrange ways and means

to transfer that milk to his old friends and customer. That's bootlegging, encouraged, as was prohibition bootlegging, by a law not approved by a considerable body of our people.

And who would care to hamper such natural working of Supply and Demand.

Paul Findlay.

Lawn Grass

I sit as in communion
At vespers
Or early dawn
Amidst a silent company
Of tireless busy weavers
Who weave my emerald lawn:
That carpet with a glory
Beyond a scribbled story
Till pen shall hesitate
Its comforts to relate.
For who can tell
How it has fared
When worse, when well;
How ages cared
Or suns have shared
Their warmth
On waiting soil.
All these have passed
But in my yard
At last
Have I
The beauty of a million years
Until a summertime
The more endears
Each tiny blade
Of growing grass
So wonderful
So marvelous!
The patience of the centuries
Still serve in sacred silence
The emerald sword
Whose lowliness
Becomes the crown
Of Nature's richest day.
Charles A. Heath.

The supreme goal: Employment.

A Natural! Kellogg's AND PEACHES



MILLIONS of people have been looking forward all through the year to this delicious summer food-combination. Fresh sliced peaches and crisp Kellogg's Corn Flakes!

That's why it's a natural hook-up for you. Feature Kellogg's and peaches together—as a special. You'll sell more of both. And you'll be tying-in with the powerful nation-wide advertising that keeps Kellogg's Corn Flakes constantly in the public mind.

Carry plenty of Kellogg's in stock. Show baskets of peaches and packages of Kellogg's in your window—on your counter. Crisp, cool, refreshing foods have a special appeal at this season. Let your customers' natural appetite ring up sales on your cash register!



Kellogg's CORN FLAKES

MEAT DEALER

Ohio River Valley Once Our Meat Market

That the Ohio River Valley was once the meat market of North America, although it had to send its live stock trudging over the Pennsylvania mountains to be eaten in the East; that steers were formerly sold in Baltimore by their waist measure; and that the invention of kerosene oil reduced the size of American hogs, were facts recalled by the Institute of American Meat Packers in connection with the anniversary August 20 of the battle of Fallen Timbers.

In this Indian battle near the present side of Toledo, Ohio, in 1794, the famous "Mad Anthony" Wayne, summoned from retirement in Georgia by President Washington to stop the savage frontier wars which had persisted ten years beyond the Revolution, was able to avenge St. Clair's defeat and pursue the Indians almost to the British fort at Detroit. The victory was a milestone in the history of American agriculture because it made the Ohio country safe for farmers and for the mountain-climbing hogs and cattle from the Ohio and Kentucky prairie which were to keep the Eastern seaboard fed for half a century, despite the lack of railroads until 1850 or later to haul them there.

The whole Ohio valley is still great hog-raising country, and the state of Ohio is a great sheep producer also; but the region's pre-eminence as the meat basket of the Nation was to subside with the civil war and the stretching of the railroads to trans-Mississippi corn farms and cattle ranges. Still later was to come the refrigeration era, which made it possible to ship not only live stock, but fresh meat, across many states; and which thus gave American families an abundant choice of meat at any season, as opposed to the hit-or-miss system of winter plenty and summer scarcity which had previously been unavoidable throughout practically all human history.

This half-century era of Ohio valley pre-eminence may be called the second period of American live stock raising. The first or colonial period, which may have begun with Columbus, and which certainly should go back to De Soto, who brought hogs from Cuba to Florida in 1538, was a period of stock production for nearby local markets only. In those days, people usually had meat to eat only when some neighbor slaughtered, which was usually in winter, of course. The growth of towns was constantly pushing the live stock raisers farther West, however; in fact, the very beginnings of Concord and other New England towns are ascribed to the need of more grazing space for cattle.

By the date of the Revolution, farmers were filtering Westward across the Alleghenies to the wider prairies of the Ohio valley. There the Indians retreated sullenly or truck back swiftly without mercy. The war between king and colonies gave the Indians a renewed hope of wiping out the frontier settlements with fire and scalping

knife; and long after England made peace, her unofficial allies kept up cruel pillage. Aged Colonel Crawford, who had crossed the icy Delaware with Washington, was scalped and burned at the stake while the renegade Girty looked on. A new army was driven back and then St. Clair was beaten and most of his men massacred. For once even Washington swore. Then he called for General Wayne.

"Mad Anthony" laboriously drilled his men, especially in forest fighting; and on the march he moved his scouts so warily that he became "the chief who never sleeps." In the same forest where St. Clair had been surprised and routed, Wayne beat the Indians back and, for good measure, built a fort. Finally, on the Maumee river Southwest of the present site of Toledo, he charged the Indians with something of the fury of a tornado that had recently wrecked a part of the forest; and driving them more than two miles through the woods in an hour, he won the battle of "Fallen Timbers" and made Ohio safe for the white man's cows and pigs.

Eleven years were to pass, however, before George and Felix Renick, natives of Virginia, were to drive "the first lot of fat steers" to faraway Baltimore—toiling across the towering Alleghenies, from South central Ohio by practically the same route along which millions of motorists and of Baltimore & Ohio Railway travelers have dined on steaks and sandwiches since. In Baltimore they sold their steers for \$25 apiece, plus a dollar for each inch of their waist-line circumference over a certain minimum—a valuation basis which contrasts strikingly with the modern buyer's careful appraisal of each animal's build and finish. In the next forty years this route became a favorite for live stock transport; in 1828, for example, more than a million dollars worth of stock was recorded as passing through a Cumberland, Maryland, toll gate. The first drove of Ohio cattle to reach New York City was taken from Chillicothe in 1817 by a man named Drenning, probably by the Mohawk valley route. There was also a Pittsburgh-Philadelphia trail—practically to-day's Pennsylvania Railroad route.

The hogs of a hundred years ago were mainly of "razorback" varieties which were so accustomed to working for a living on roots and nuts of the forest that eight or ten miles of more or less vertical travel per day supplied no particular hardship for them. In fact, their New England predecessors of a century earlier had had to fight off the wolves in addition to providing their own meals. Sometimes drivers took along as many as 5,000 hogs.

Ohio valley stockraising also took a great impetus from the settlement of the whisky rebellion in the same year as Mad Anthony's Indian victory. This denial of the farmer's privilege of turning his corn into whisky forced him to consider marketing it as beef and pork. An English traveler who visited Ohio in 1818 therefore describ-

ed the prairies as "filled with herds of cattle for the Philadelphia and Baltimore markets."

Droving was of course a seasonal occupation, existing only in Spring and Summer. Hired drovers were paid \$15 a month and had to walk home—in contrast to the modern cowboy who hates walking worse than rattlesnakes. Their additional allowance of 50c per day for board and lodging was based upon their walking thirty-three miles per day. Fast hikers saved money by making forty miles.

Thirty-three years after the Renick boys from Ohio had made history by delivering Scioto beef in Baltimore, a new generation of Renicks eclipsed the older record by driving cattle all the way to Philadelphia, not from middle Ohio, but from faraway Illinois. And the cattle gained weight on the way.

By that date, however, a great salt pork market had opened up in the plantation South and much of the attention of live stock growers in Ohio to Missouri had been turned to the N. Orleans market. Cincinnati had been nicknamed "Porkopolis," and nearly every other Ohio river town had become a packing town. The business must have seemed a profitable one, too; as early as 1830 an Indiana judge had been suspected of stealing hogs to help supply the New Orleans market.

A gradual improvement in the type of hog took place during this half century, not only because the new pork packers often offered twice as high a price for big hogs as for razorbacks, but also at the end of the period, especially, when railroads began creeping across the Alleghenies, thus making slim, mountain-climbing hogs unnecessary and therefore unfashionable. Twenty years later, however, the trend to fatness was to get a jolt, in turn, when the introduction of kerosene oil destroyed much of the demand for lard oil, which was then used for both lighting and lubrication.

Meat Consumption More This Year Than Last

The meat packing industry of the United States has marketed about eight per cent. more meat so far in 1934 than it did in the corresponding period last year, has paid producers of live stock \$65,000,000 more, or fourteen per cent. more, for their live stock than it was able to pay in the first six months of 1933, and has accomplished these results on a profit of a fraction of a cent per pound of product sold, Wm. Whitfield Woods, president of the Institute of American Meat Packers, Chicago, told the members of the National Association of Retail Meat Dealers in their recent convention.

Mr. Woods said that our consumption per capita of beef this year will surpass the average beef ration of the famous beef eaters of England, although it hardly will approach the high average of seventy-four pounds of beef per person per year set by Americans in the five years ending in 1909. Last year beef consumption had dropped to fifty-four pounds per capita. Pork consumption, on the other

hand, climbed in the last twenty-five years from an average of about sixty-two pounds per person per year in 1905-1909, to seventy-four pounds last year. For the first six months of this year, however, consumption of beef and veal processed under federal inspection (which includes a major part of all meat consumption and represents the only part for which monthly statistics are available) has aggregated nearly three billion pounds, or about half a billion pounds more than it totalled in the corresponding period of 1933, while pork consumption has been held in check by a small decline in production.

Last year the consumption of all meats per capita was about 143 pounds, which is almost exactly the amount eaten per person in 1900, and a little more than the quantity consumed per capita in 1910, although there were several high years preceding 1910 which sent the 1905-1909 average up to 148½ pounds.

For the farmer's cattle, the packer has paid out, in six months of this year, about \$62,000,000 more than in the same period last year, Mr. Woods stated; for calves, \$8,000,000 more; and for sheep and lambs, nearly \$14,000,000 more. A part of these gains has been offset by slightly smaller payments for hogs, partly due to a five per cent. decrease in the number marketed: but the gain in cattle payments alone has been over three times as large as the decline in hog expenditures, Mr. Woods added. In addition, so far as the hog farmers are concerned, he pointed out, there is the \$100,000,000 processing tax already incurred, from which the Government will make benefit payments to farmers who cooperate in the production control campaign. The Government is also using processing tax funds to purchase hogs and pork, and in other ways for the purpose of improving the price of hogs.

Corporations Wound Up

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

Monwardco Retail Stores Co., Detroit.
Wm. H. Rose and Co., Detroit.
Scott & Howe Lumber Co., Ironwood.
Shoe Market of Saginaw, Saginaw.
Protected Savings Plan, Inc., Detroit.
Sterling Oil Corp., Muskegon.
Bell & Carleton, Inc., Montague.
Crittall Casement Window Co., Detroit.
B. & B. Development Co., Blissfield.
Vernor and Park Properties, Inc., Detroit.
Detroit Flower Pot Co., Detroit.
Nu-Glass Drug Co., Inc., Detroit.
Jackson Fence Co., Jackson.
Barber Asphalt Co., Lansing.
James Baird Co., Ann Arbor.
Zea, Inc., Detroit.
McClintick & Co., Tustin.
Lubrigraph Corporation of Detroit, Detroit.
Quality Renovators, Inc., Grand Rapids.

HARDWARE

Michigan Retail Hardware Association.
President — Henry A. Schantz, Grand Rapids.

Secretary—Harold W. Bervig, Lansing.
Treasurer—William Moore, Detroit.
Field Secretary — L. S. Swinehart, Lansing.

Monthly Reminders From Hardware Headquarters

265 candidates for state senator and 574 candidates for state representative have filed for the primary election to be held Sept. 11. It will be no small job for the voter to select proper representation. The type of laws you will get out of the 1934 legislature will be determined by the type of men nominated in the primaries. Rate every candidate for legislative office in your district by character and intelligence. It probably won't take you very long to choose the best man.

I am spending two full weeks attending fall group meetings (my vacation). I have been looking forward to this trip for a long time and hope to meet every dealer in the territory covered.

Henry A. Schantz,
President.

The Fall group meetings—the feature speaker at the Fall Group Meetings will be Mr. L. H. Buisch, connected with the merchants service of National Cash Register Co., who will talk on "How I Can Sell More." He is particularly qualified to talk on retail selling. Salesmen, as well as owners and managers, should attend this series of group meeting and hear Mr. Buisch. Association officers will talk on "Making the Way Straight." This presentation will deal with the Government and legislation; the selection of proper legislators; the battle to secure a fair price structure in hardware; and other topics. The meetings will close with a question box discussion for which plenty of time is provided. The group meeting schedule follows:

Mon. Sept. 10, West Branch, Hotel Ogemaw.
Tue. Sept. 11, Charlevoix, Hallott Hotel.
Wed. Sept. 12, Kalkaska, Masonic Hall.
Thu. Sept. 13, McBain, Presbyterian Church.
Fri. Sept. 14, St. Louis, Park Hotel.
Mon. Sept. 17, Scottville, Scottville Hotel.
Wed. Sept. 19, Rudyard, Presbyterian Church.
Thu. Sept. 20, Marquette, Clifton Hotel.
Fri. Sept. 21, Laurium, Laurium Tea Room.
Mon. Sept. 24, Ewen, Hotel Marcella.
Tue. Sept. 25, Iron River, Iron Inn.
Thu. Sept. 27, Menominee, Goslings Grill.
Fri. Sept. 28, Escanaba, Ludington Hotel.

Hardware men candidates for legislature. I am pleased to note in the list of senators and representatives, six hardware men seeking nomination at the primaries Sept. 11, three in the race for representative and three for state senate. All these men are, of

course, association members. In the 26th district George Cutler of Luther, present senator, is again in the field. Mr. Cutler made an excellent record in the last legislature. Louis E. Anderson of Northport, former representative is up for nomination of senator in the 27th district. Ben Mercer, of Clare, who has always been active in political affairs but not previously candidate for legislature, is running for senator in the 28th district.

Herman H. Dignan, of Owosso, past president of the Michigan Retail Hardware Association and present member of the Advisory Board, is running for the nomination for representative in Shiawassee county. T. H. Howlett, of Gregory, present representative in Livingston county, is seeking the same office. Earl E. Young of East Lansing, threw his hat into the ring for representative in Ingham county.

The Association sales manual. The 1934 sales manual will be distributed about Sept. 1 to all paid members. Every owner and every sales person should study the manual carefully. It contains a tremendous amount of valuable selling information, indexed for easy reference and written in easily understood language. Study the Sales Manual, it is certain to bring improved sales. Use the Association Sales Manual and make the most of your sales opportunities.

Insurance Service. The Executive Board of the Michigan Retail Hardware Association, recognizing the need for closer connection of insurance service with other association services, has given its official endorsement to the United Hardware & Implement Mutuals. This group is composed of the Iowa Hardware Mutual Insurance Co. of Mason City, Iowa, and the Implement Dealers Mutual Fire Insurance Co. of Grand Forks, North Dakota. These companies have been engaged in the fire insurance business for nearly two generations. Their surplus, for each thousand dollars of insurance carried, exceptionally high in comparison with other fire insurance companies, insures prompt payment of losses.

The Association has been especially insistent in forming this connection, that thorough and complete audits be made for members. In some cases as high as \$50 savings have been found through these audits.

There are now three insurance service men covering the whole of the lower peninsula. J. Ray Kutchin whose office is at 1112 Olds Tower, Lansing, is the oldest man in the field and covers the central part of the state. Kutchin is building a solid foundation for successful work through the thorough audit he makes of members' insurance policies.

Arthur N. Borden, 518 Fuller avenue, Grand Rapids, joining the staff last spring, covers the western part of the state. Mr. Borden is favorably known to all dealers in his territory as he has been connected with the wholesale hardware business in Michigan for twenty years.

The most recent addition to the ranks of the Association insurance men is E. J. Cliggett, Seville Apartment Hotel, Detroit. Mr. Cliggett has had legal training, a wide experience as a traveling salesman and sales executive, hence is peculiarly fitted to provide the type of service that the association demands for its members.

Insurance service men will represent the Association as well as the insurance companies. They are part of the Association field force. When these men call on you, give them an audience. They are worthy of your confidence.

Plumbing Code. Every store in the state, having a plumbing department, should return the questionnaire sent earlier in the month, whether or not they are perfectly satisfied with the code as it now stands. The returns express not only dissatisfaction with provisions of the code, but the fear that enforcement of the code will ruin not only plumbing departments in hardware stores but all plumbing shops as well. There seems to be little difference in this opinion with small town or large city dealers. An opinion, commonly expressed, is that people with limited compensation are not likely to pay a week's wage for a day's service by a plumber. Plumbing merchandise and plumbing service would become luxuries for the wealthy rather than necessities for the many.

A tendency is already noted, as shown by the questionnaire and by personal observation in a large number of stores, to plumbing being done by master plumbers, working out of their homes, doing all their own work and charging what they please. Investigation in a number of cities discloses that there are more plumbers working for themselves than there are plumbers employed in shops, either exclusive or departments of stores. In a great many cases plumbing equipment is ordered from mail order house and installed by the individual plumber who is under no necessity to charge any particular price scale.

The Association is compiling all the information possible for presentation at a hearing, in Washington on the plumbing code. If you have a plumbing department and have not already sent in your questionnaire, please mail it at once to the Lansing Office.

Sheet Metal Code. Not radical. Fixes minimum of 40 cents an hour for unskilled labor, but does provide for a forty hour week and eight hour day. Pay no assessment.

Electrical Construction Code. Provides for a forty hour week and eight hour day. Sets minimum wages at 75 cents an hour. This code states "the provision shall not apply to manufacturing or assembling in the manufacturer's plant, nor to serving or rewiring of electrical apparatus, appliances or equipment by a manufacturer or by an electric repair shop, but the provisions shall apply to the installation of all new electrical work on the customer's premises not elsewhere excluded." According to the above, the jurisdiction of the code would be confined to new work or to repair work

on the premises of the customer. More information available later.

NRCA. The National Retail Code Authority have stopped all installment concerns from advertising "no charge for credit" if such stores give a lower price when cash is offered. NRA has decided that "non-drug" departments of drug stores cannot operate on the wage and hour schedule of the drug code. Only those departments doing a drug business may operate under the drug code. The purpose of this ruling is to insure fair competitive conditions among stores selling the same kind of merchandise. NRCA has ruled that "1 cent sales," that is offers of two articles for 1 cent more than the price of one, are contrary to the code. They are, however, still permitted on drugs.

Don't Sign. Dealers are advised to refuse to sign any certificate of compliance under any code. A person who signs such a statement enters into a contract with the government which prevents the dealer from asserting certain constitutional privileges he would have otherwise.

Sales by Lumber Yard. NRA ruled, this month, that lumber dealers are subject to all trade practice provisions of the retail code including the loss limitation provision. This ruling was given because of complaints that some lumber dealers had sold hardware at less than 10 per cent. above net delivered cost.

Stolen Guns. The following guns were stolen from the George B. Ratz hardware store, Brighton, and not yet located. Watch for them. 1 Savage rifle, bolt action, single shot, 22 caliber; 1 Remington, single shot, bolt action, 22 caliber; 1 Winchester, single shot, bolt action, 22 caliber; 1 Stevens bolt action, single shot, 22 caliber; 1 Springfield shot gun, double barrel, 12 gauge, single trigger. Again we suggest to all members that they keep serial numbers on all guns taken into stock. In case of robbery immediately forward the serial numbers to the Association office. Last year, through serial numbers, we were able to assist in tracing several robberies with the result that five people are now "on the inside, looking out."

Housing Act. Copies of the "National Housing Act" are available to members from this office. Every hardware man should thoroughly acquaint himself with this law.

Investigate Before Investing. Write this office before signing contracts with Merchants Sales Syndicate, 549 W. Randolph street, Chicago. This is a premium scheme offered in connection with the sale of dishwashers. Information is available on Royal China, Inc., Sebring, Ohio, and Affiliated Underwriters Loan and Finance Co., Chicago, Illinois.

Farm Equipment (Implement) Code. Many dealers have called on or written the Association concerning the assessment notice of the Central code authority for the retail farm equipment trade. The National Retail Hardware Association, acting through the National Board of Governors, in agreement with the Retail Farm

(Continued on page 22)

DRY GOODS

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

Public's Habits Govern Department Store Business

The buying habits of the public, plus the weather, economic and social conditions makes the job of the department store manager anything but simple, a six-year survey of typical Michigan stores indicates.

The study is reported by Professor Edgar H. Gault in a bulletin of the University of Michigan Bureau of Business Research as a summary of his annual reports on this business.

One thing department stores may depend upon and that is a December sales volume of approximately 179 per cent. of that of the average month of the previous year. This month sees peak sales in men's furnishings, leather goods, gloves, china and glassware, juniors' and girls' wear, toilet goods, hosiery, corsets, brassieres and infants' wear.

Most silks and velvets are bought in March, April and May, wash goods in June, women's coats in April and October and furniture in May, perhaps by prospective June brides and grooms. Spring and fall moving times, May and October, bring peaks in draperies and window shades.

Women invest most heavily in dresses in April, May and June and even the notions counter experiences a rush time in the latter two months. Store management and sales promotion does little to change this seasonal buying except in the cases of August fur and blanket sales and the pushing of sheets and pillow cases in January, Professor Gault finds. In most departments sales volume collapses rapidly after the peak, as the public begins to think of the next seasonal needs.

Keeping the ordinary sales seasons in mind, the department store manager, as "purchasing agent for the consumer," must also try to predict what the economic conditions in his community are likely to be in the near future and purchase high or low priced goods accordingly. In addition, he must also try to be a long range weather prophet, since an unusually cold or warm season will go far toward upsetting all his calculations.

Pepperell Raises Sheet Prices

The Pepperell Manufacturing Co. announces an advance of 2½ per cent. in the price of its Pepperell and Lady Pepperell sheets and pillowcases. The rise was made through a shortening of discounts. The new levels apply to deliveries through October. This is the first advance in the price of branded goods since the government bids on sheetings threatened to take huge quantities out of the market. Various advances ranging up to 5 per cent. have been made on the unbranded lines.

Large Rug Buyers Operating

With more buyers arriving in the market than has been the case in several weeks, a spurt of activity devel-

oped in the wholesale carpet and rug industry this week. The buyers were from various sections of the country and included several large operators from the West and New England. Most of them were covering on their needs for thirty days ahead. Merchandise managers of stores are becoming convinced, it was indicated, that prices will remain firm, and with stocks of goods running low they have started to operate for Fall on a larger scale. Selling agents expressed the opinion yesterday that present prices will be maintained for at least ninety days.

Percake Prices Advanced

Price advances of ½ cent a yard were put through yesterday on several percake constructions by leading corporation printers. The 64-60 construction was moved up to 11 cents and the 68-72s to 12 cents, both on a net basis. No change was made in the key number, 80-squares, which is 13¼ cents net, but it is expected that an advance will be coming through shortly on this style. Rises have been held back on the 80-squares because a few converters are keeping steadily to a 14-cent price and any advance by the corporation printers would bring their price too close to that of the converters.

Extend Deliveries of Silks

Extension of delivery dates on all outstanding contracts in view of the 20 per cent. curtailment which begins in the silk industry this week has been granted by the exemptions committee of the Silk Textile Code Authority. The committee also approved exempting employers who have been shut down or are running on a reduced schedule this month by permitting them to increase operations to one-third of their capacity. Announcement was made that the Code Authority had received eighty applications for full or partial exemption, with the result that the above rulings were made.

Large Gain in Giftware Orders

Orders booked at the New York Gift Show, which opened Monday at the Hotel Pennsylvania, were estimated at approximately 50 per cent. over those at last year's event. More than 2,000 buyers have attended the show, and delivery dates specified by them indicate that retailers are making plans for early showings of holiday lines of giftwares and decorative home furnishings. Subsidiaries of several large organizations, which are showing their lines for the first time at this year's show, have received a very generous response in the way of orders, it was said.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Frank Verburg, bankrupt No. 5773. The first meeting of creditors has been called for Sept. 6, at 10 a. m.
In the matter of Edward Hesse, individually and as Hesse's Market, bankrupt No. 5805. The first meeting of creditors has been called for Sept. 6, at 11 a. m.
In the matter of Howard W. Fuller, bankrupt No. 5777. The first meeting of creditors has been called for Sept. 7, at 11 a. m.
In the matter of Teresa Mahoney, bankrupt No. 5803. The first meeting of creditors has been called for Sept. 7, at 11 a. m.

In the matter of Daggett Canning Co., bankrupt No. 5791. The first meeting of creditors has been called for Sept. 7, at 2 p. m.

In the matter of Frank A. Napieralski, bankrupt No. 5796. The first meeting of creditors has been called for Sept. 8, at 9 a. m.

August 23. On this day the schedules, reference, and adjudication in the matter of Elmer E. Stephenson, bankrupt No. 5818, were received. The bankrupt is a manufacturers' agent of Grand Rapids. The schedules show total assets of \$604.50, (of which \$300 is claimed exempt), and total liabilities of \$5,573, listing the following creditors:

East Grand Rapids, taxes.....	\$ 303.39
Mutual Home & Savings Association, G. R.	3,300.00
American Home Security Bank, G. R.	57.00
Apsey Bros., G. R.	unknown
Mrs. Clayton C. Allen, G. R.	5000
Breen & Halladay Fuel Co., G. R.	150.00
Blodgett Memorial Hospital, G. R.	20.00
N. Bohma, G. R.	15.00
Dr. Joe DeFree, G. R.	500
Grand Rapids National Bank	160.83
Geo. Holst, G. R.	14.00
Houseman & Jones, G. R.	22.00
Dr. Claude P. Hildreth, G. R.	45.00
Maria C. Heisman, G. R.	3.00
Edward Lowe, G. R.	12.00
Merchants Storage & Transfer Co., G. R.	90.00
Hart O'Brien, G. R.	14.38
Irela C. Stephenson, G. R.	915.00
Grace I. Stephenson, G. R.	224.00
Security Storage & Transfer Co., G. R.	14.60
Dr. Paul Willits, G. R.	41.00
J. C. Willits, Muskegon	50.00
Robert C. Winchester, G. R.	57.00
Wilhelm Moss Co. Gowanda, N. Y.	3.50

August 23. On this day the schedules, reference, and adjudication, in the matter of Earl B. Thurston, bankrupt No. 5819, were received. The bankrupt is a pipe line manager of Alma, Michigan. The schedules show total assets of \$4,160.00, (of which \$600 is claimed exempt), and total liabilities of \$22,284 listing the following creditors:

County Treasurer, White Cloud	\$ 100.00
Conklin State Bank, Conklin	3,500.00
Bousman Manufacturing Co., G. R.	1,159.00
Dr. W. B. Matthews, G. R.	5,000.00
Gladys Matthews, G. R.	500.00
Rockford State Bank, Rockford	300.00
V. T. Stark, G. R.	2,500.00
Mrs. Gertrude Skinner, Rockford	75.00
V. T. Thomson, G. R.	2,000.00
Masonic County Club, G. R.	75.00
Hazel M. Thurston, G. R.	1,500.00
Rockford State Bank	150.00
Conklin State Bank	2,400.00
Rockford State Bank	400.00
Cedar Springs State Bank	200.00
G. R. National Bank	2,500.00

In the matter of Ray Small, doing business as Ray's Auto & Radio Supply, bankrupt No. 5536. The final meeting of creditors has been called for Sept. 10, at 10 a. m. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Carl I. Campbell, bankrupt No. 5572. The final meeting of creditors has been called for Sept. 10, at 11 a. m. The trustee's final report will be approved at such meeting. There will be a final dividend for creditors.

In the matter of J. D. Bishop, bankrupt No. 5548. The final meeting of cred-

itors has been called for Sept. 10, at 11 a. m. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Lafayette F. Stout, bankrupt No. 5035, final meeting of creditors was held under date of August 23. Fred G. Timmer, trustee, present and represented by Richard Annis, attorney. Earl Glocheski present as attorney for bankrupt. Trustee's final report and account approved and allowed. Certain attorneys' bills acted upon. Petition of trustee for ratification of arrangement heretofore entered into with Federal Land Bank of St. Paul with respect to accepting Federal Land Bank bonds in lieu of the real estate interest of the estate in bankruptcy, was considered, ratified and approved. Order was made for payment of expenses of administration, secured claims and a first and final dividend to creditors of 39 per cent. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

August 24. On this day the schedules, reference, and adjudication in the matter of John A. Seegmiller and Walter Seegmiller, individually and as copartners, doing business as Seegmiller Brothers, bankrupt No. 5820, were received. The bankrupt is located in Cadillac. The schedules show total assets of \$7,500.19 and total liabilities of \$66,846.70, listing the following creditors:

State of Michigan, Lansing, taxes	\$3,730.52
Cadillac, City Treasurer, taxes	405.27
City Treasurer, Big Rapids, taxes	180.22
Traverse City, City Treasurer, taxes	361.83
City Treasurer, Muskegon, taxes, unknown	53.124
Cadillac Depositors Corp.	565.00
Est. Abbie Seegmiller, Cadillac	565.00
Charles Moulton, Cadillac	338.31
(Interest on above notes)	1,883.59
Chicago Auction House	850.00
B. Kremen & Co., Chicago	732.62
Sam Wineberg & Co., Chicago	504.98
Morley Bros., Saginaw	35.00
McClure-Tritschler-Parrish Co., Columbus	40.00
Western Shoe Co., Toledo	50.00
H. Leonard & Sons, G. R.	51.27
Goodyear Glove & Rubber Co., Chicago	148.90
U. S. Rubber Co., Chicago	188.30
Butler Bros., Chicago	61.44
L. Leibowitz, Chicago	158.74
A. J. Jeff, Chicago	12.25
Michigan Broom Co., Bay City	unknown
Associated Truck Line, Cadillac	unknown
Big Rapids Pioneer	30.00
Traverse City Record Eagle	137.30
Livingston County Republican, Howell	182.95
Michigan Bankers Insurance, Fremont	37.56
Lillian C. and Marion R. Kelly, Cadillac	1,020.00
F. Votruba Leather Goods Co., Traverse City	900.00
Jas. O'Beck, Big Rapids	575.50
Henry Ford Hospital, Detroit	10.00
Card Seed Co., Fredonia, N. Y.	unknown
Consumers Power Co., Cadillac	26.16
Consumers Power Co., G. R.	3.83
Michigan Public Service, Traverse City	unknown

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HOTEL DEPARTMENT

Thyroid Glands Self Starters of Trouble

Los Angeles, Aug. 25.—After all the publicity I had given the forthcoming annual meeting of the Michigan Hotel Association, both as to time and place, particularly the latter, the committee seems to have gotten back at me, by changing the location of the festivities from Wequetonsing to Detroit, with approximately the same dates, Sept. 21 and 22. The meeting scheduled for Hotel Wequetonsing had to be abandoned owing to the seasonal closing of that hotel occurring earlier than was intended. However, there will be a lot of the members who will be glad to make Detroit another visit, and "Pres" Norton can superintend entertaining in his own bailiwick. Now please do not overlook the time and place.

Sherman S. Sears, well-known in Detroit hotel circles, has been appointed manager of the East Shore hotel, at Frankfort, which it is claimed was the only hotel erected in Michigan last year, which seems to be an accepted fact. Mrs. Sears will aid in operating the house, which is situated on the shore of Lake Michigan. Mr. Sears, besides having been associated with the management of the Tuller, Griswold and Belcrest in Detroit; Durant in Flint; Downey in Lansing, was also with the McAlpin, New York, during the Frank Duggan regime.

Ward James, managing director of Hotels Windermere, Chicago, but well-known to Michigan operators because of his managerial connection with Hotel Tuller, Detroit, announces several important improvements in the Windermere properties. I also notice, in perusing Chicago hotel news, he is occasionally stringing a golf "scalp" on his belt.

According to H. L. Lawson, who contributes to the Hotel World-Review from Detroit, that was some testimonial they gave Otis M. Harrison on the occasion of his transplanting from the Book-Cadillac to the management of Hotel Adolphus, Dallas, Texas. The affair was staged in the Italian Gardens ballroom at the Book-Cadillac, and was attended, not only by a full representation of the Detroit brethren, but a goodly number from up-state as well. Ralph T. Lee, owner of Lee Plaza, was toastmaster.

John N. Anhut, proprietor of Hotels Imperial and Stevenson, Detroit, has appointed Creighton W. Holden, former manager of the St. Clair Inn, at St. Clair, catering and business promotion manager of the above mentioned establishments. Mr. Holden opened the St. Clair Inn in 1927, resigning at the close of the 1933 season. He was formerly a vice president of the Michigan Hotel Association.

Luther E. Damron, for a long time operator of hotels in Columbus, Ohio, a former president of the Ohio Hotel Association and a frequent attendant at Michigan hotel gatherings, where he was most popular, was married Aug. 4, to Miss Virginia Martin, of Indianapolis, after which they journeyed to Anderson, Indiana, where Mr. Damron conducts the Hotel Anderson.

Anna E. Stowell, housekeeper at the Detroit Y.W.C.A., has been honored with the election to the presidency of Detroit Chapter of the National Executive Housekeepers Association.

Gordon Wyckoff, of Romeo, has purchased the Hotel Lyon, at South Lyon, from W. Finch, owner of the house for six years, and plans many alterations

and improvements including the installation of a new dining room.

From reports published it seems that a lot of hotel men, who sell vile liquor in bottles, neglect to destroy the bottles, which is an offense against Uncle Sam's laws and the feelings of auto tire manufacturers.

Several years ago one of the major mail-order houses of Chicago came to Los Angeles and established two retail stores at points remote from the business center. They were much talked about as being crazy or something like that, but just recently they announced the establishment of several other stores in equally unfrequented places. Now there is nothing unusual about the establishment of branch stores—Los Angeles is full of them—but this institution, headed by some of the greatest financial minds of the country, backed by an enormous purchasing power, decided that the automobile had come to stay, that most buyers preferred to do their shopping through the automobile route, and that the day was fast approaching when parking restrictions in the accepted retail districts, would eventually result in the abolition of all parking facilities, so they not only secured sites for the erection of their stores, but extensive parking areas also, and they have already demonstrated, to their own satisfaction at least, that they were wise moves. It is true that a limited crossroads stock of merchandise would have received scant attention from shoppers, but in this instance they have all the advantages of the selections offered by the large city stores, which they are. With lower ground rentals, facilities for parking, complete stocks to select from, it seems to me this idea, which has the added virtue of being novel, is a mighty good one, the adoption of which need not be strictly confined to the large cities, but could be utilized in almost any community where shopping districts are becoming congested. Eventually the establishment of such retail department stores will be followed by other lines, and the first thing one knows a veritable city within a city will be the result. It is for this reason I am speaking of this innovation at this time. But it can only be successful with complete stocks and "down town" prices.

Last Sunday we were treated to a genuine rain storm, with all the electrical trimmings, the first summer time shower I have enjoyed in California during a residence of eight years, and some claim it never did happen before. Probably it was because it was not needed, that we were so favored.

Californians are very much put out because of the knowledge that a very large percentage of charity beneficiaries are not even registered as residents of the state. It is represented by statistics which seem to be reliable that 200,000 aliens are on the charity roll, and now it has come to a virtual showdown. Every new arrival is going to be "put through a course of sprouts" as to his financial equipment and henceforth the "tourist" will have to carry proper credentials with him to show that he has means for his support, or he will be turned over to the rock-pile to earn sufficient to subsist for 24 hours, after which he will be urged to skedaddle. This is no joke and I am speaking of it at this time for the reason that the statement contains a warning which means "business." Arizona has gone a bit farther than California, where they adjudge a fine and hold one's automobile as security for a fine. California claims she can take care of her own indigents, but shies at aliens.

Word has been transmitted from San Francisco to the effect that a woman on a rail ferry boat fell and received

injuries affecting her thyroid gland and that as a result her weight increased 50 per cent., for which she was awarded a small fortune by a jury in an action against the railroad company. About everything from patriotism to fat is assigned to the glands in these times. Once the appendix was the extracting power of our body and directed everything from diet to bunions. Then the tonsils became the center of attack, and a person with a pair of these organs in his possession became an object of medical suspicion. Then the teeth were found guilty of most of the rebellion in the body. Just now the glands seem to be the self-starters of trouble. If you are too skinny it is your glands. The same glands seem to function both ways. If you are too

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HENRY M. NELSON, Manager

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

THE ROWE

GRAND RAPIDS

The Most Popular Hotel
in Western Michigan

300 ROOMS — SHOWERS
SERVIDOR

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

An Entire City Block of Hospitality



Have You Seen Our New

● Cocktail lounge — Popular afternoon and evening rendezvous.

● "Pub," our famous Tony at the service bar. Delicious 60c lunches and \$1 dinners.

Pantlind

GRAND RAPIDS

750 ROOMS \$2 UP

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

tall to enter the door, it is your glands, and if you get lost in the crowd it is just the same. The thyroid, located somewhere in the neck, is supposed to control size. That is, an active one will make an elephant out of you or a lazy bones will place you in the pygmy class. Either way you lose. Glands have already been placed on the market—in liquid form—and the first thing we all know there will be another type of bootlegger. However, there will still be the same old-fashioned people who do not believe in scientific attainments and will continue to recommend the same old remedies, with molasses added, and a sprig of mint, if attainable.

A Chinese restaurant in London is featuring a new delicacy in the form of eggs which have been buried underground for twenty years, and do not require any cooking before eating. It is only necessary to scrape of the subsoil before eating. For people who are a trifle finicky about their fresh eggs, this ought to make a decided hit. It is from among this class that the Chinese "joint" secures most of its patronage.

A Los Angeles judge has just decided that an ordinance recently passed making it a misdemeanor for three or more men to meet in a private home and pull down the shades, is unconstitutional. "Any ordinance making such action a crime and permitting policemen and others to snoop around and look in will not be upheld by this court. Our laws are framed so as to give reasonable liberty to the greatest number, and though some of our people may be opposed to card playing, a friendly game among friends, is going to be upheld by me as being within the constitutional rights of the citizen."

An astute hotel man, a particular friend of mine, who takes with a grain of salt some of the general and vague phrased expressions which the orators use when they are expatiating on the glory of things altogether, has resolved for himself a formula which has helped him to avoid false steps while pursuing his program. For instance he realizes when the tide of tourists brings a lot of people to his town, it is not especially for the reason that they want to stop at any particular hotel. If, however, there are those in the party who have stopped with him before and gone away with a favorable impression, then he has the advantage for the time being, but this advantage makes it all the more essential that he follow it up with additional reasons why they should continue to patronize him. While he fully realizes that people stop with him because they like his hotel better than some other, he must at the same time be very sure to not be cock-sure that he can hold them indefinitely. The price of "liberty" seems to hold the same old market value when measured in the terms of "vigilance."

Many resort hotels in Michigan are trying to stretch out the resort period so as to extend it beyond labor day, but without much showing of success. It is particularly true of Michigan, however, that the most agreeable month of the entire resort period, is September, but custom has ordained that the young hopeful must report for school duties soon after September first and this phase is bound to be considered. A few hotels situated in localities which are immune to hay fever, will still continue to operate, but I rather imagine more for the purpose of accommodating their patrons rather for any possibility of profits.

One California railroad recently received \$15 from an individual whose conscience tortured him because he snatched a couple of years from the age of his child when he was paying its fare. If this gets to be "catching" the railroads may be able to operate their trains on this one source of income, for

a lot of the angel children I have seen traveling on half-fare tickets, would be benefitted in appearance by a shave. Frank S. Verbeck.

When on Your Way, See Onaway

Word comes that county road number 489, connecting Atlanta in Montmorency county with Onaway in Presque Isle county, is to become a state trunk line. This is good news. The road at present is fairly good for a county road and is being traveled quite extensively, inasmuch as it is a direct line from Bay City North, connecting with 32 and 33, thence on to 23 through to Cheboygan.

Tourists wishing to see a country "that's different" will be well pleased by traveling this route, as it traverses territory which is varied with beautiful trees, lakes and streams which are charming. Especially is this true during the Autumn, when the colors are rich with tints that no one can describe and do the subject justice.

The thousands who annually visit Black Lake will select this route in preference to others, and probably M 95, now running to the lake, will eventually connect with the Huron Shore road, only a few miles distant, which is now under construction.

A. C. Montieth, of Detroit, the man who successfully promoted the Lost Lake Club near Lincoln, has purchased 12,000 acres of the Black River ranch, just South of Onaway, and is promoting the Canada Creek Club. This is going to be a splendid proposition from the fact that the property takes in miles of Canada Creek, the most famous trout stream of Northern Michigan. Included in the territory are five beautiful lakes well stocked with different species of fish. One of these lakes will be called Lake Geneva. Here will be the home of Care-taker John Sloat and wife.

The land is now being fenced. A big club house will soon be constructed. Roads laid out through pine, spruce, oak and maples. Bridle paths, golf grounds and everything essential to the comfort and pleasure of its members.

A special advertising feature will read "hay-fever patients will find this section an ideal place to escape the malady," a complaint that annually drives patients "Up North" and a safer and better place in Northern Michigan could not be selected.

At a meeting of the Onaway Chamber of Commerce, held in the Clark Hotel Thursday, the topic of hay fever was brought up and one of our members, an M.D., remarked that there were no hay fever sufferers here at all; what a relief that must be for people who suffer from this complaint to immediately get results upon arrival up here.

Ragweed is accused of being the culprit which produced hay fever. While it is true that a certain amount of this noxious weed has found its way to some extent in certain Northern counties, people and associations have made a determined stand to stamp it out and work is rapidly progressing along this line. Civic pride is getting the credit for this and the cause is a worthy one.

Mr. Montieth was in the city again

to-day and stated that he is well pleased with the reception given him by the Chamber of Commerce and the people in general who welcome him in his undertaking as the development of practically a half township of heretofore waste land, making it a place of beauty instead. Squire Signal.

Fruit and Vegetable Code Forbids Price Cutting

A code of fair competition for the wholesale fresh fruit and vegetable industry, affecting approximately 20,000 produce firms throughout the country, has been signed by President Roosevelt. The code, which became effective July 16th, prohibits destructive price cutting, and sets up standards of practice designed to protect the growers of fruits and vegetables, and to improve their returns. The firms coming under the code include shippers, receivers, jobbers, commission merchants and brokers. The code requires that all members of the industry, within thirty days after the code became effective, report to the code authority the name under which the member conducts his business together with his permanent mail address. Only those members of the industry complying with the code and contributing to the expenses of its administration and who have been duly licensed under the Perishable Agricultural Commodities Act will be permitted to use the NRA insignia. During the ten years ending in 1931, carload shipments of fresh fruits and vegetables averaged 1,000,000 cars per year. Because of the low prices, 1932 shipments by rail amounted to 842,508 cars, as compared to 1,023,333 in 1931. The decrease in price has continued in 1933 with the result that thousands of carloads were not harvested or were harvested and not shipped. The code contains a provision against destructive price-cutting to the effect that selling below the current market price shall be prima facie evidence of destructive price-cutting. A member of the industry accused of destructive price-cutting must prove that such selling was not below a fair and reasonable price and not for the purpose and with the effect of unduly discriminating between purchasers or localities, of injuring a competitor, of unduly suppressing competition, or of creating a monopoly. This provision of the code offers a means of preventing disastrous price wars in the industry and is designed to increase returns to the grower.

Sentiment Remains a Retarding Factor

Business activity remains at its low level for the year. The outlook for Fall is not optimistic, being faced with many confusing and uncertain aspects in spite of reassurances from the administration. The conflicting aspects of the NRA and AAA are now coming to the front in view of the proposed reorganization of the NRA. Fundamental factors are in the dispute. Strike threats are numerous and may grow worse in view of the growing high cost of food and living costs in general. This development cannot help but cause demand for higher wages which come at a time when business

is in a period of recession and cannot support higher wages. The silver buying program and gold exports are believed to be of minor immediate importance, but add another uncertain and disturbing factor. Receding business and greater unemployment would create demands for more spending and monetary tinkering when business needs its nerves settled.

Administration spokesmen have recently made definite statements that reasonable profits will be allowed and other confidence inspiring remarks hoping to quiet business fears, thus bringing forth the hope that the administration realizes something other than monetary manipulations will be necessary to bring recovery. Financial comments are skeptical that this is only paving the way for the September financing. Past pronouncements have not always worked out. Accordingly, sentiment remains a retarding factor and will likely continue until acts of the administration show that a change in policy has definitely taken place. The fact that an organization has been formed like the American Liberty League with its announced purpose to protect rights and liberties and the constitution answers the question as to what is the matter with business sentiment and whether or not it is important. J. H. Petter.

Future Price Trends

While prices of agricultural products continue to rise and many industrial raw materials are also tending higher, developments of the past week, particularly indicated changes in NRA policy and the appointment of a consumers' representative to the National Emergency Council, forecast increasing pressure for lower prices of manufactured goods.

Nevertheless, it seems doubtful that official pressure can bring prices down sharply from existing levels, as long as material and labor costs mount. Instead of initiating a rising volume of trade at lower prices, this two-sided pressure is rather likely to force a further curtailment of manufacturing operations, such as that already indicated in the case of the woolen goods industry.

Jobbers Ask 10 Per Cent Differential

Dry goods wholesalers will ask price differentials of not less than 10 per cent., it was made known when a proposed differential agreement was drawn up between representatives of the underwear industry and the Wholesale Dry Goods Institute. Any manufacturer, who sells both wholesalers and retailers, and who wishes to give the former a differential, will submit his own customer classifications, schedule of quantity discounts and differentials. Quantity discounts, however, must be given to both jobbers and retailers. The agreement provides that differentials to the wholesalers must not be less than 10 per cent. Mills, which sell exclusively to jobbers, need not submit differentials. A public hearing on the agreement will be held shortly in New York.

To overcome, keep going.

DRUGS

Michigan Board of Pharmacy
 President—Earl Durham, Corunna.
 Vice-President—M. N. Henry, Lowell.
 Other members of the Board—Norman Weesa, Ewart; Frank T. Gillespie, St. Joseph; Victor C. Paskowski, 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.

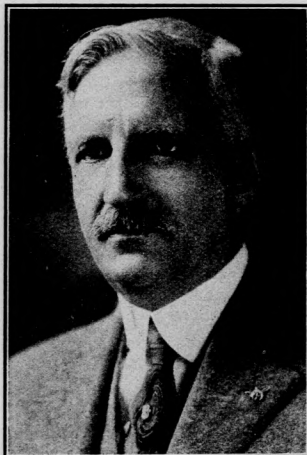
MEN OF MARK

Dexter G. Look, the Well-Known Lowell Druggist

Dexter G. Look was born on a farm at Farmer's Creek, Lapeer county, March 3, 1863. His antecedents were French on his father's side and English on his mother's side, his father's grandfather having been born in France. He attended country school winters and worked on his father's farm summers until he was 14 years of age, when the family removed to Lowell. Here he attended the high school, graduating on the English course in 1880. He started at once to learn the drug business, working the first year without salary in order to get a start in the business he had always wished to follow. He clerked six years in the drug store of his brother, John Q. Look, at the end of which period he purchased on borrowed capital a half interest in the drug business conducted by J. B. Yeiter. At the end of six years he purchased his partners' interest and conducted it alone until he sold it about two years ago. He had an interest in another drug store at Alma several years, known as the Look-Patterson Drug Co. He has always taken an active interest in public affairs and in the progress of Lowell, Kent county and Michigan. He was a member of the village council sixteen years, and six years its President. During these years a municipal lighting plant was installed, many streets were paved and a new city hall was built. He was a member of the school board about fourteen years, five years its President. Besides the two drug stores above named, he was for several years actively interested as director and Vice-President of the City State Bank of Lowell and Treasurer of the Lowell Specialty Co., the largest manufacturer of hand sprayers in the United States. He served on Kent District No. 2 draft board during the kaiser's war and acted as its Secretary. He was chairman of the Legislative Committee of the Michigan State Pharmaceutical Association for the past four sessions of the Legislature and has been actively interested in all meritorious measures for the improvement of the public health that have come before the Legislature during these years. He is an Ex-Presi-

dent of both the Michigan State Rexall Club and the Michigan State Pharmaceutical Association. He is a firm believer in Work and Service. He figures that during his forty-two years in the drug business he has actually put in twelve hours each day for the entire period and if a person needs drugs at 12 o'clock midnight he is entitled to the same service and consideration as he would be at 12 o'clock noon.

Mr. Look is a trustee of the Congregational church of Lowell. He is a member of the Blue Lodge and Chapter (F. & A. M.) at Lowell and the Consistory and Shrine at Grand Rap-



Dexter G. Look

ids. He has held several offices in both of the Lowell organizations. He is also an honored member of the Odd Fellows and the Moose.

It will be noted from the above details connected with the career of Mr. Look that he is first and foremost in every movement for the good of the community or the state in which he lives; the profession which he has pursued; the people he has associated with. He has always been noted for the high standard of honor he has established in connection with every activity of life. Such men reflect credit on themselves, their occupation and the community in which they live.

Encouraging Report From Marquette Meeting

Wyandotte, Aug. 24—I just returned from the convention of the Upper Peninsula branch of the Michigan State Pharmaceutical Association. We had a wonderful convention at Marquette. After telling them of the "twenty point" program of the State Association, they voted unanimously to back the State Association and to get us a 100 per cent. membership in the Upper Peninsula.

The new officers of the Upper Peninsula Association are: A. J. Buckman, of Iron Mountain, President; W. H. Rezin, of Crystal Falls, Vice President; W. J. Knorr, of Escanaba, Treasurer; and W. J. Hebbard, of Ishpeming, Secretary. The Directors are W. H. Rezin, of Crystal Falls, Robert Halls, of Hancock, J. J. Winkel, of Menominee, David Rahm, of Ironwood, and W. J. Knorr, of Escanaba.

There were about 200 in attendance at this convention which I think is a wonderful showing for the druggists of the Upper Peninsula. I am sure if the Lower Peninsula stands behind the M. S. P. A. as well as the Upper

Peninsula, the druggists of Michigan are going to have the largest Association membership we have ever enjoyed.

I enjoyed the meeting at Marquette and after seeing the enthusiasm of the Upper Peninsula Association for our new program, I cannot help but feel that something will be done next year at Lansing for the independent merchant.

Clare F. Allan, Sec'y.

Beautiful Tributes To Mr. Dexter G. Look

President: This morning there is being circulated over the room a piece of paper by Nord Henry, which will be given presently to the Honorable Deck G. Look. Each one registered at the convention will be asked to sign it and I don't think anyone will hesitate and I think your pens and pencils will be in the air when that paper arrives. I think he will never attend another convention. He is a mighty sick man and it is the last thing we can do to send him a kindly word and greeting which can come only from our hearts and our actions that we take here today. I believe Mr. Henry has a word he wants to add.

Mr. Henry: There isn't very much I can say regarding Mr. Look. I presume there isn't anyone in Michigan who knows Mr. Look better than I do. I worked for him for twelve years and have been a competitor of Mr. Look for over twenty-five years and we have always been on very friendly terms. We have gotten along fine and there is no one who feels any worse than I do about Mr. Look's illness and breakdown. He has an outstanding record. He is one of the most successful druggists in the state of Michigan, built up a wonderful business and has been successful in other lines of industry. He has been chairman of the legislative committee for twelve years, which I presume is longer than any other man ever served in that capacity. There has never been anything that could be done

for the druggists of Michigan that Mr. Look didn't give close and painstaking attention. He is a man who looked for service more than profit, for by serving others he helped himself. One of the last things he was instrumental in doing was getting the Board of Pharmacy salaries restored. We served last year without salary and Mr. Look looked after getting our salaries restored and he was father of the bill to get the assistants registered.

I went to see him Monday night. He was very weak. He said, "Remember me to all the boys over at Pontiac, especially the old fellows. Don't forget any of them. Extend my greetings to them. This will be the first convention I have ever missed." He is an ex-president of the Association. He has attended every convention I think during the fifty-two years of the organization. He has been a druggist fifty-four years. He sold his stock to a young man, but he has been going in to relieve him while the young man went to dinner and so on until about a month ago, since which time he has been confined to his home. In speaking of the old friends, even if we didn't get anything more out of the M.S.P.A. than the friendships we have formed, it would be worth the while. For friendship is a breathing rose, with sweets in every fold; fame is a scentless flower with a gaudy crown of gold. I am going to start this paper around for you to sign.

President: A great many persons here were present in 1930 when Mr. Look was celebrating at Lowell his fiftieth year in the retail drug business. About two hundred were there. I was riding home with Jerry Parish. He said, "We may live to be as old as Deck Look, but we will not do for another what the druggists of Michigan have done for Deck Look here." I felt

(Continued on page 22)

MONOGRAM BRAND LINE OF PACKAGED DRUGS

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

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

BE SURE TO ORDER MONOGRAM BRAND!

All put up in convenient sizes: Liquids in metal capped bottles, drys 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.	07½ @	20	Chamomile		
Carbolic, Xtal., lb.	36 @	43	German, lb.	60 @	70
Citric, lb.	33 @	45	Roman, lb.		1 40
Muriatic, Com'l., lb.	03½ @	10	Saffron		
Nitric, lb.	10 @	15	American, lb.	50 @	55
Oxalic, lb.	15 @	25	Spanish, ozs.		1 35
Sulphuric, lb.	03½ @	10			
Tartaric, lb.	33 @	40			
ALCOHOL			FORMALDEHYDE, BULK		
Denatured, No. 5, gal.	43 @	55	Pound	09 @	20
Grain, gal.	4 00 @	5 00			
Wood, gal.	50 @	60			
ALUM-POTASH, USP			FULLER'S EARTH		
Lump, lb.	04 @	13	Powder, lb.	05 @	10
Powd. or Gra., lb.	04½ @	13			
AMMONIA			GELATIN		
Concentrated, lb.	06 @	13	Pound	55 @	65
4-F, lb.	05½ @	18			
3-F, lb.	05½ @	13			
Carbonate, lb.	20 @	25			
Muriate, Lp., lb.	18 @	30			
Muriate, Gra., lb.	07½ @	18			
Muriate, Po., lb.	22 @	35			
ARSENIC			GLUE		
Pound	07 @	20	Brok., Bro., lb.	20 @	30
BALSAMS			Gro'd, Dark, lb.	16 @	25
Copaiba, lb.	60 @	1 40	Whi. Flake, lb.	27½ @	35
Fir, Cana., lb.	2 00 @	2 40	White G'd, lb.	25 @	35
Fir, Oreg., lb.	50 @	1 00	White AXX light, lb.		40
Peru, lb.	3 50 @	4 00	Ribbon	42½ @	50
Tolu, lb.	1 50 @	1 80			
BARKS			GLYCERINE		
Cassia			Pound	17½ @	45
Ordinary, lb.		30			
Ordinary, Po., lb.	25 @	35			
Saigon, lb.		40			
Saigon, Po., lb.	50 @	60			
Elm, lb.	40 @	50			
Elm, Powd., lb.	38 @	45			
Elm, G'd, lb.	38 @	45			
Sassafras (P'd lb. 50)		45			
Sassafras, cut, lb.	20 @	30			
Scaptree, Po., lb.	35 @	40			
BERRIES					
Cubeb, lb.		65			
Cubeb, Po., lb.		75			
Juniper, lb.	10 @	20			
BLUE VITRIOL					
Pound	06 @	15			
BORAX					
P'd or Xtal, lb.	06 @	13			
BRIMSTONE					
Pound	04 @	10			
CAMPHOR					
Pound	70 @	90			
CANTHARIDES					
Russian, Powd.		4 50			
Chinese, Powd.		2 00			
CHALK					
Crayons					
White, dozen		3 60			
Dustless, dozen		6 00			
French Powder, Com'l., lb.	03½ @	10			
Precipitated, lb.	12 @	15			
Prepared, lb.	14 @	16			
White, lump, lb.	03 @	10			
CAPSICUM					
Pods, lb.	60 @	70			
Powder, lb.	62 @	75			
CLOVES					
Whole, lb.	30 @	40			
Powdered, lb.	35 @	45			
COCAINE					
Ounce	14 75 @	15 40			
COPPERAS					
Xtal, lb.	03½ @	10			
Powdered, lb.	04 @	15			
CREAM TARTAR					
Pound	25 @	38			
CUTTLEBONE					
Pound	40 @	50			
DEXTRINE					
Yellow Corn, lb.	06½ @	15			
White Corn, lb.	07 @	15			
EXTRACT					
Witch Hazel, Yellow Lab., gal.	1 10 @	1 70			
Licorice, P'd, lb.	50 @	60			

GUIDE TO MARKET CHANGES

The following list of foods and grocer's sundries is listed upon base prices, not intended as a guide for the buyer. Each week we list items advancing and declining upon the market. By comparing the base price on these items with the base price the week before, it shows the cash advance or decline in the market. This permits the merchant to take advantage of market advances, upon items thus affected, that he has in stock. By so doing he will save much each year. The Michigan Tradesman is read over a broad territory, therefore it would be impossible for it to quote prices to act as a buying guide for everyone. A careful merchant watches the market and takes advantage from it.

ADVANCED

Canned Peaches—30c, 50c
Cocoa Nuts—1c
Roasted Coffee—1/2c, 1c

DECLINED

AMMONIA

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

APPLE BUTTER

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

BAKING POWDERS

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



10 oz., 4 doz. in case 3 40
15 oz., 4 doz. in case 5 00
25 oz., 4 doz. in case 8 40
35 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

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

BREAKFAST FOODS

Kellogg's Brands
Corn Flakes, No. 135 2 26
Corn Flakes, No. 124 2 26
Pep, No. 224 2 26
Pep, 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 20
All Bran, 10 oz. 2 75
All Bran, 1/2 oz. 1 10
Kaffe Hag, 6 1-lb. cans 2 50
Whole Wheat Fla., 24s 2 40
Whole Wheat Bjs., 24s 2 31
Wheat Krispies, 24s 2 40
Post Brands
Grape-Nut Flakes, 24s. 2 10
Grape-Nuts, 24s. 2 90
Grape-Nuts, 50s. 1 50
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Post Toasties, 24s. 2 26
Post Toasties, 24s. 2 26
Post Bran, PBF 24. 3 15
Post Bran, PBF 36. 3 15
Sanka 6-1 lb. 2 57
Amsterdam Brands
Gold Bond Par., No. 5 1/2 7 50
Prize, Parlor, No. 6 8 00
White Swan Par., No. 6 8 50

BROOMS

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

BRUSHES

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
Gibralter, No. 10 9 25
Gibralter, No. 2 1/2 2 25
Superior, No. 2 1/2 2 75
Supreme, No. 2 1/2 3 10
Quaker, No. 2 2 25
Quaker, No. 2 2 10
Quaker, No. 2 1/2 2 80

Blackberries

Premio, No. 10 6 20

Blue Berries

Eagle, No. 10 8 75

Cherries

Hart, No. 10 5 70
Hart, No. 2 in syrup 2 95
Hart Special, 2 1 20

Cherries—Royal Ann

Supreme, No. 2 1/2 3 20
Supreme, No. 2 2 25
Gibralter, No. 10 9 00
Gibralter, No. 2 1/2 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 1/2 3 35
Supreme, No. 2 2 50
Supreme, No. 1 1 90
Quaker, No. 2 1/2 3 15

Goosberries

Michigan, No. 10 5 35

Grape Fruit

Florida Gold, No. 5 5 00
Florida Gold, No. 2 1 45
Quaker, 8 oz. 90
Quaker, 2 1/2 1 45

Grape Fruit Juice

Florida Gold, No. 1 90
Quaker, No. 1 90
Quaker, No. 5 4 50

Loganberries

Premio, No. 10 6 75

Peaches

Forest, solid pack,
No. 10 6 60
Supreme, sliced, No. 10 7 75
Supreme, halves, 7 75
Nile, sliced, No. 10 6 00
Premio, halves, No. 10 6 00
Quaker, sliced or
halves, No. 10 7 75
Gibralter, No. 2 1/2 2 00
Supreme, sliced No.
2 1/2 2 15
No. 2 1/2 2 25
Quaker, sliced or
halves, No. 2 1/2 2 10
Quaker sliced or
halves, No. 2 1 60

Pears

Quaker, No. 10 8 59
Quaker, Bartlett, No.
2 1/2 2 30
Quaker, Bartlett, No.
2 1 95

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 1/2 2 40
Honey Dew, No. 2 1 90
Quaker, No. 2 1/2 2 35
Quaker, No. 2 1 80
Quaker, No. 1 1 10

Pineapple, Sliced

Honey Dew, sliced,
No. 10 9 00
Honey Dew, tid bits,
No. 10 9 00
Honey Dew, No. 2 1/2 2 45
Honey Dew, No. 2 2 00
Honey Dew, No. 1 1 10
Ukelele Broken, No. 10 7 90
Ukelele Broken, 2 1/2 2 25
Ukelele Broken, No. 2 1 85
Quaker, Tid Bits, No.
10 8 25
Quaker, No. 10 8 25
Quaker, No. 2 1/2 2 35
Quaker, No. 2 1 90
Quaker, No. 1 1 05

Plums

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

Prepared Prunes

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

Raspberries, Black

Imperial, No. 10 7 00
Premio, No. 10 8 50
Hart, 8-ounce 80
Raspberries, Red
Premio, No. 10 8 75
Daggett, No. 2 2 20

Strawberries

Hunt, Superior, No. 2 2 35

CANNED FISH

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

CANNED MEAT

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

Baked Beans

Campbells 48s 2 35

CANNED VEGETABLES

Hart Brand

Asparagus
Natural, No. 2 3 00
Tips & Cuts, No. 2 2 10

Baked Beans

1 lb. Sae, 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 1 95
Marcellus, No. 10 6 00

Red Kidney Beans

No. 10 4 25
No. 2 90

String Beans

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

Wax Beans

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

Beets

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

Carrots

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

Corn

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

Peas

Little Dot, No. 2 2 25
Sifted E. June, No. 10 9 50
Sifted E. June, No. 2 1 90
Marcel, Sw. W. No. 2 1 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

Soinack

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 20
Sniders, 14 oz. doz. 1 85
Quaker, 10 oz. doz. 1 25
Quaker, 14 oz. doz. 1 50

CHILI SAUCE

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

OYSTER COCKTAIL

Sniders, 11 oz. 2 00

CHEESE

Roquefort 70
Wisconsin Daisy 15
Wisconsin Twin 14 1/2
New York June, 1935 22
Sap Sago 48
Brick 16
Michigan Flats 13 1/2
Michigan Daisies 14
Wisconsin Longhorn 15
Imported Leyden 27
1 lb. Limberger 56
Imported Swiss 56
Kraft, Pimento Loaf 24
Kraft, Swiss Loaf 23
Kraft, Old End Loaf 31
Kraft, Pimento, 1/2 lb. 1 60
Kraft, American, 1/2 lb. 1 30
Kraft, Brick, 1/2 lb. 1 10
Kraft, Limbur., 1/2 lb. 1 10

CHEWING GUM

Adams Black Jack 61
Adams Dentyne 65
Beeman's Pepsin 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, Prem., 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 Babies 40 00
Bradstreets 38 50
Odins 40 00
R. G. Dun Boquet 75 00
Perfect Garcia Subl. 95 00
Rancho Coronado 31 50
Kewaway 20 00
Budwiser 20 00
Isabella 20 00

Cocoanut

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

CLOTHES LINE

Household, 50 ft. 2 09
Cupples Cord 2 90

COFFEE ROASTED

Lee & Cady

1 lb. Package
Ryco 22
Boston Breakfast 25
Breakfast Cup 24 1/2
Competition 19 1/2
J. V. 22 1/2
Majestic 31
Morton House 33 1/2
Nedrow 28
Quaker, in cartons 25 1/2
Quaker, in glass jars 30

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. Bxs. 1 45
Luden's 1 45
Vick's, 40/100 3 40

COUPON BOOKS

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

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ordered at a time, special-
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CRACKERS

Hekman Biscuit Company

Saltine Soda Crackers,
bulk 14
Saltine Soda Crackers,
1 lb. pkgs. 1 56
Saltine Soda Crackers,
2 lb. pkgs. 3 26
Saltine Soda Crackers,
6 1/2 oz. pkgs. 90
Butter Crackers, bulk 13
Butter Crackers, 1 lb. 1 72
Butter Crackers, 2 lb. 3 12
Graham Crackers, bulk 14
Graham C's, 1 lb. 1 90
Graham C's, 2 lb. 3 36
Graham C's, 6 1/2 oz. 1 00
Junior Oyster C's, blk. 13
Oyster C's, shell, 1 lb. 1 84
Club Crackers 1 86

CREAM OF TARTAR

6 lb. boxes 35

DRIED FRUITS

Apricots
Evaporated, Ex Choice
Choice 20
Standard 18 1/2
Ex. Fancy Moorpack
Citron
5 lb. box 37

Currents		JUNKET GOODS		FRESH MEATS		HERRING		SOAP		TEA	
Packages, 11 oz.----- 14		Junket Powder ----- 1 20		Beef		Holland Herring		Am. Family, 100 box 4 95		Japan ----- 19	
		Junket Tablets ----- 1 35		Top Steers & Heif.----- 12 1/2		Mixed, kegs -----		F. B., 60c.----- 2 25		Choice ----- 22@30	
Dates		MARGARINE		Good Steers & Heif.----- 11 1/2		Milkers, kegs -----		Flake Naphtha, 100 box.----- 4 65		Fancy ----- 30@36	
Imperial, 12s, pltted.----- 1 75		Wilson & Co.'s Brands		Med. Steers & Heif.----- 10				Jap Rose, 100 box.----- 7 40		No. 1 Nibbs.----- 32	
Imperial, 12s, regular.----- 1 35		Oleo		Com. Steers & Heif.----- 09		Lake Herring		Fairly, 100 box.----- 3 25		Gunpowder	
Imperial, 12s, 1 lb.-----		Nut ----- 10 1/2		Veal		1/2 bbl., 100 lbs.-----		Palm Olive, 144 box.----- 6 20		Choice ----- 34	
Figs		Certified Animal Fat		Top ----- 11 1/4		Mackerel		Lava, 50 box.----- 2 25		Ceylon	
Calif., 24-33, case.----- 1 70		Oleo ----- 09 1/2		Good ----- 10 1/2		Tubs, 60 Count, fy. fat 6 00		Camay, 72 box.----- 3 85		Pekoe, medium ----- 63	
Peaches				Medium ----- 09 1/2		Pails, 10 lb. Fancy fat 1 50		P & G Nap Soap, 100@3 00		English Breakfast	
Evap. Choice ----- 13 1/2		MATCHES		Lamb				Sweetheart, 100 box.----- 5 70		Congou, medium ----- 28	
Peel		Diamond, No. 5, 144 ----- 6 25		Spring Lamb ----- 16		White Fish		Grandpa Tar, 50 sm.----- 2 10		Congou, choice ----- 35@36	
Lemon, Dromdary,-----		Searchlight, 144 box.----- 6 25		Good ----- 15		Med. Fancy, 100 lb.----- 13 00		Williams Mug, per doz.----- 48		Congou, fancy ----- 42@43	
4 oz., doz.----- 1 10		Crescent, 144 ----- 6 55		Medium ----- 12		Milkers, bbls.----- 18 50		Lux Toilet, 50 ----- 3 05		Oolong	
Orange, Dromdary,-----		Diamond, No. 0.----- 5 00		Poor ----- 09		K K K Norway ----- 19 50		SPICES		Medium ----- 39	
4 oz., dozen ----- 1 10		Safety Matches		Mutton		8 lb. pails ----- 1 40		Allspice Jamaica ----- @24		Choice ----- 45	
Citron, Dromdary,-----		Red Top, 5 gross case 5 25		Good ----- 05 1/2		Cut Lunch ----- 1 50		Cloves, Zanzibar ----- @36		Fancy ----- 50	
4 oz., dozen ----- 1 10		Signal Light, 5 gro. cs 5 25		Medium ----- 05		Boned, 10 lb. boxes ----- 16		Cassia, Canton ----- @24			
		Standard, 5 gro. cs.----- 4 00		Poor ----- 05				Cassia, 5c pkg., doz.----- @40			
Raisins		MUELLER'S PRODUCTS		Pork		SHOE BLACKENING		Ginger, Africa ----- @19		TWINE	
Seeded, bulk ----- 7 1/2		Macaroni, 9 oz.----- 2 10		Loins ----- 22		2 in 1, Paste, doz.----- 1 30		Mixed, No. 1 ----- @30		Cotton, 3 ply cone ----- 40	
Thompson's S'dless blk. 7 1/2		Spaghetti, 9 oz.----- 2 10		Butts ----- 19		E. Z. Combination, dz.----- 1 40		Mixed, 10c pkgs., doz.----- @65		Cotton, 3 ply balls ----- 40	
Quaker s'dless blk.-----		Elbow Macaroni, 9 oz.----- 2 10		Shoulders ----- 16		Dri-Foot, doz.----- 2 00		Nutmegs, 70@90 ----- @50			
15 oz.----- 7 1/2		Egg Noodles, 6 oz.----- 2 10		Spareribs ----- 12		Bixby's, doz.----- 1 30		Nutmegs, 105-110 ----- @48			
Quaker Seeded, 15 oz.----- 8		Egg Vermicelli, 6 oz.----- 2 10		Neck Bones ----- 06		Shinola, doz.----- 90		Pepper, Black ----- @23			
		Egg Alphabets, 6 oz.----- 2 10		Trimnings ----- 12				Pure Ground in Bulk		VINEGAR	
		Cooked Spaghetti, 24c ----- 2 20						Allspice, Jamaica ----- @18		F. O. B. Grand Rapids	
								Cloves, Zanzibar ----- @28		Cider, 40 grain ----- 18 1/2	
California Prunes								Cassia, Canton ----- @22		White Wine, 40 grain 19 1/2	
90@100, 25 lb. boxes ----- @07		NUTS						Ginger, Corkin ----- @17		White Wine, 80 grain 24 1/2	
80@90, 25 lb. boxes ----- @07 1/2		Whole						Mustard ----- @21			
70@80, 25 lb. boxes ----- @08 1/2		Almonds, Peerless ----- 15 1/2						Mace Penang ----- @60			
60@70, 25 lb. boxes ----- @08 3/4		Brazil, large ----- 14 1/2						Pepper, Black ----- @20			
50@60, 25 lb. boxes ----- @09 1/2		Fancy Mixed ----- 15						Nutmegs ----- @25		WICKING	
40@50, 25 lb. boxes ----- @10 1/4		Filiberts, Naples ----- 20						Pepper, White ----- @30		No. 9, per gross ----- 80	
30@40, 25 lb. boxes ----- @11 1/4		Peanuts, vir. Roasted ----- 09 1/2						Pepper, Cayenne ----- @26		No. 1, per gross ----- 1 25	
20@30, 25 lb. boxes ----- @13		Peanuts, Jumbo ----- 10 1/2						Paprika, Spanish ----- @36		No. 2, per gross ----- 1 50	
18@24, 25 lb. boxes ----- @15 1/4		Pecans, 3, star ----- 25								No. 3, per gross ----- 2 30	
		Pecans, Jumbo ----- 40								Peerless Rolls, per doz.----- 90	
Hominy		Pecans, Mammoth ----- 50								Rochester, No. 2, doz.----- 50	
Pearl, 100 lb. sacks ----- 3 50		Walnuts, Cal. ----- 14@20								Rochester, No. 3, doz.----- 2 00	
		Hickory ----- 07								Rayo, per doz.----- 75	
Bulk Goods		Salted Peanuts									
Elb. Macaroni, 20 lb. bx. 1 38		Fancy, No. 1 ----- 10 1/2									
Egg Noodle, 10 lb. box 1 25		12-1 lb. Cellophane case. 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 ----- 5 50											
Jiffy Punch											
3 doz. Carton ----- 2 25											
Assorted flavors.-----											
EVAPORATED MILK											
Quaker, Tall, 10 1/2 oz.----- 2 85											
Quaker, Baby, 4 doz.----- 1 43											
Quaker, Gallon, 1/2 doz.----- 2 85											
Carnation, Tall, 4 doz.----- 2 95											
Carnation, Baby, 4 doz.----- 2 95											
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											
Knox's, 1 dozen ----- 12 40											
Mason Can Tops, gro. 2 55											
FRUIT CAN RUBBERS											
Presto Red Lip, 2 gro. ----- 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 80											
Pure Pres., 16 oz., dz. 1 80											
12 oz. Apple Jelly, dz. 95											
13 oz. Mint Jelly, dz. 1 60											
1 oz. Cranberry Jelly, dz 90											
JELLY GLASSES											
1/4 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. Olase, Grand Rapids.
Sec'y and Treas.—Joseph Burton, Lansing.
Field Sec'y—O. R. Jenkins, Portland.
Yearly dues \$1 per person.

How Can the Small Merchant Exist?

"In order to prevent unfair competition against local merchants, the use of the so-called 'loss leader' is hereby declared to be an unfair trade practice. These 'loss leaders' are articles often sold below cost to the merchant for the purpose of contracting trade. This practice results, of course, either in efforts by the merchants to make up the loss by charging more than a reasonable profit for other articles or else in driving the small merchant, with little capital, out of legitimate business."

"This declaration against the use of 'loss leaders' by the storekeeper does not prohibit him from selling an article without any profit to himself. But the selling price of articles to the consumer should include an allowance for actual wages of store labor, to be fixed and published from time to time by the trade authority herein established." (Later this allowance on top of the cost price was set at 10 per cent as coverage for labor.)

Most excellent provision of the retail code. Perhaps the "loss leader" has disappeared as a bait item in the majority of stores but what do you think of a practice where a small retail shoe merchant, selling his shoes at regular prices, discovers that identically the same shoe, detail for detail, is sold by a volume distributor at retail at a price below the cost of that shoe to the little retailer. This practice puts the "loss leader"—not in the little merchant's window but in his neighboring volume shop's window.

May we give an example? If you take a live lobster, put it in cold water and then proceed to boil it, the lobster dies without knowing what happened to him. If the small merchant buys shoes—at such terms—identical in style, design and detail to those sold in the volume store and huge department outlet, there can be no other end than a slow unknown death to his business. The end will creep up on him because he is totally unaware of the slow boiling away of his trade. When a small shoe retailer discovers a shoe that he is showing in his window has been made by the same manufacturer for sale at retail in volume at such a difference in price, then he changes from lobster green to violent red and writes to us about it.

A number of merchants have written and one in particular, whose letter is before us, states that it is cheaper for him to go and buy the same shoes at retail from the volume outlet in his town than it is for him to order that

shoe from the factory and pay the express charges. This may be an exceptional spread—greater than the 10 per cent, which is normal in other trades—but let's proceed with the example as we found it.

In other words, precisely the same shoe, by the same manufacturer is sold in his little store and the volume outlet—with a "loss leader" advantage being all in the hands of the other fellow—for certainly the other fellow paid at least 30 per cent. less than the retail price.

The merchant up against that sort of competition is plain dumb if he doesn't change his source of supply. The intelligent shoe retailer who has a small business, realizes that volume outlets are here to stay, and have a place that cannot be denied. The small merchant realizes, also, that there are other men—merchants like himself—who have a mental and capital capacity greater than one store service. Naturally this competitor merchant adds store after store and enjoys some advantage in purchasing power.

It is so obvious that it needs no further explanation.

That small retailer, if he is to live, must increase his abilities for selection. He must give to his public enough extra service to justify his price. He must develop the personality of his selection so that the public will prefer to buy from him than elsewhere. In fact, he has nothing more to offer unless he gives credit.

The ethics of manufacturing distribution that delivers to the small merchant the identical shoe at a wholesale price and at the same time services the huge volume outlet so that it in turn can sell the precise shoe at retail at the same figure needs no amplification. If the manufacturer serves both he should change his patterns and his grades of material so that this conflict cannot take place in the same town. And if he is truly interested in the small merchant, he should not make so wide a spread between the small order and the large order.

This is the most vital subject in shoe retailing to-day.—Boot and Shoe Recorder.

Monthly Reminders From Hardware Headquarters

(Continued from page 14)

Equipment Code Authority, has an understanding that no assessment shall be levied upon hardware stores whose sales of farm implements (including repairs and poultry supplies), unless such sales exceeded \$2,500 in 1933.

According to Article II, Section A of the code, the general definition of items to be covered by the code is as follows: "Retail sales of all equipment and repair parts for the operation, upkeep and development of the farm, including raising, harvesting and storing of crops, dairying, stock and poultry raising, or any other agricultural pursuit." Obviously, this definition covers considerable territory and, depending upon interpretation, might include a large number of items which are and always have been "hardware" rather than "farm equipment." Agreement must necessarily be had between

the farm equipment code authority and other retail groups before the clause, in question, can be correctly interpreted. Such agreement is now being sought.

The rate of assessment, assuming implement sales in a hardware store were in excess of \$2,500 in 1933, is 1/10 of 1 per cent. of such sales. Stating it in another way this would be \$1 for each \$1,000 (or fraction) of implement sales.

Price of Ammunition. Fall mail order prices on shells are about the same as paid by the retailers. It seems probable that other chain outlets will feature private brands made by large ammunition companies to be sold about the same price as mail order goods. The ammunition code apparently prevents the sale, through independent stores, of competitive shells, such as they have sold for the past two years. This is an intolerable situation and one that calls for prompt and effective action. We are making a thorough study of the entire price structure in the arms and ammunition field and will appreciate information any dealer has bearing on the situation. At the same time each dealer in the association is requested to write the manufacturer of the brand of shells he carries, protesting the present price structure and asking relief. Send copy of your letter to this office. If you want relief ask for it. Write the manufacturer.

Condolences. Mrs. Don McGuire, wife of Don McGuire, Fenton, passed away last week. Don's many friends extend their sympathy and regret.

J. C. Ham, of Ham Hardware & Electric Co., Grand Rapids, was killed in an auto accident Sunday, July 29. Mr. Ham's passing is keenly felt by the hardware fraternity.

Fire Arms Act. The National Congress, on June 26 passed Public Act No. 474 known as the National fire arms act, designed to curb the opportunity of criminals in securing guns. It is particularly directed against the procuring of machine guns, sawed-off shot guns and some types of revolvers. It provides a tax of \$200 for retail dealers in such equipment, together with registration of every such article sold. Some newspaper comment on this law is erroneous because of the implication that sporting guns

are included in the items covered by the law. Harold W. Bervig, Secretary.

Beautiful Tribute To Mr. Dexter G. Look

(Continued from page 18)

that way too, that we will never see another gathering that will mean as much as that meeting did to Deck Look when such men as the President of the United Drug contributed \$50 and said, "Go and buy something you want." That is only one instance. I think we gave him a traveling bag. He is one man in a million and I am here to tell you I don't know of anyone that I hold in higher regard than I do my good friend, Deck Look. We can't ask him to give the report, so I will ask Mr. Parr to cover the legislative report in connection with the membership report and we will hear from Dean Parr at this time.

White House Disavows Talk

The furore created by the letter of Secretary of Agriculture Wallace to Chairman Bland of the House Merchant Marine Committee has necessitated reassurances from the White House that there is no intention on the part of the Administration to junk the American merchant marine.

The White House has not lost sight of the repercussions following the suggestion of Secretary Wallace to the effect that the United States might with profit leave to foreigners a trade in which our natural advantages are not as great as in other forms of production. It was quick to point out that Wallace was discussing the situation from an economic point of view, whereas the practical side demanded that ships carrying our flag be continued in operation as a mode of insurance for national defense and the economic welfare of the Nation.

President Roosevelt is represented as of the opinion that the story was not properly presented; that too much stress was placed on the "economic theory" that service operations should be left to foreigners whereby they might accumulate funds in this country to be used in purchasing our products, and not enough said of the need for our ships in time of strife.

SOUNDNESS STABILITY

are symbolized by

MUTUAL INSURANCE

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

OUT AROUND

(Continued from page 9)

receive a penny from the estate. For a time the receiver is replacing street cars with busses in the belief that the latter will serve the community in an acceptable manner. Busses which cost \$8,000 apiece have been purchased of a defunct Detroit company for \$400 apiece. The busses were two-story affairs, but are being changed to one-story vehicles by Grand Rapids mechanics. Tracks are being torn up all over the city and new pavements laid where the tracks formerly existed.

It so happens that the street railway company owes the city \$18,000 back taxes which it is utterly unable to pay. Manager Delamarter has secured authority from Judge Raymond, of the United States Federal Court, to tender the city deeds to North Park and the Grand Rapids Canoe Club property, owned by the street car company, to add to the frontage the city already owns on the East side of Grand River, from Ann street bridge to North Park, for park purposes. If this proposition goes through, as it undoubtedly will, the city will have fully two miles frontage on the river. The tract owned by the Soldiers Home, directly across the street from that land, has been transferred to the city on a ninety-nine year lease. Now if a similar tract could be secured for parkage purposes on the West side of the river from Ann street bridge to the fair grounds, we would have a river frontage which would be a great heritage to the people of future generations. I am told that Geo. M. Ames is working on this accomplishment. I hope he may be as successful in this undertaking as he has been in other attempts to make the world better and the people in the world happier.

Once more Michigan merchants are receiving the attention of solicitors for "suit club" members, who are to pay \$1 per week on the chance that they'll get a suit before they've had to pay for it. If you are approached by a "suit club" membership salesman, bear the following in mind: You are being required to pay in advance for something promised in the future, and where you don't know the salesman or his concern from Adam, this is poor business on your part. You are shown high quality suiting samples and promised fine workmanship, but you have no assurance that the suit you receive—when, as and if you receive it at all—will measure up to your expectations. So far as your being one of the "lucky ones" in an early drawing is concerned, even the most brazen solicitor will refuse to give you anything to that effect in writing—and it wouldn't mean anything if he did. Finally, in "joining" one of these so-called "suit clubs" you are in almost every instance participating in an illegal venture, for they have been consistently held to violate the state lottery law. The something-for-nothing appeal has long taken heavy toll from the careless and shortsighted section of the public. You can help put a stop to current solicitation schemes, calculated to deceive and defraud, by calling them promptly to the attention of the Tradesman.

Reports from Alma are to the effect that the inmates of the Michigan Masonic Home are greatly delighted over the recent change in the management of the institution, which has been brought about by Grand Master Frank E. Gould, of Grand Rapids. Judging by the reports current in Alma, the former manager was not a proper person to handle the duties of so important a position. The new manager installed by Grand Master Gould is Doctor George A. Ferguson, a long-time dentist of Cedar Springs, who immediately preceded Mr. Gould as Grand Master. He undertook to bring about the change subsequently accomplished by Mr. Gould, but the then incumbent was so strongly entrenched that a change appeared to be next to impossible. Mr. Gould grouped the charges, many of them involving moral turpitude, obtained affidavits sustaining the charges and presented the manager with same. This quickly brought about a resignation, to take immediate effect. If any one is entitled to courteous treatment and impartial usage it is old people who have borne the heat and burden of the day. This the former manager appeared unable to maintain and the present incumbent appears to be excellently qualified, both by temperament and self control, to retain the respect and admiration of every inmate.

I had the pleasure of inspecting the Fallasburg county park for the first time last Saturday. It is located three miles North of Lowell on the banks of the Flat river. It is one of the most beautiful park areas I have ever seen. I wish every reader of the Tradesman could visit this development—mostly by the hand of Nature—and see what God and man can accomplish when they work together.

By offering a lakeside resort lot free with each electric refrigerator, a Grand Rapids dealer recently boosted his sales and obtained some well-satisfied customers and at the same time maintained his selling margin. Land values had dropped to such an extent that the dealer was able to purchase the lots—50 by 100 feet—at a cost of only \$3 apiece. Since the same size plots were selling for \$150 in a popular resort nearby the public responded promptly and a large number of lots, all that the dealer had, were gone within fifteen days. The offer is reported to have resulted in many new sales, helped close several sales which had been pending, and prompted to action buyers who had thought they would postpone their purchases until next year.

E. A. Stowe.

Mistakes Will Happen

Judge: This lady says you tried to speak to her at the station.

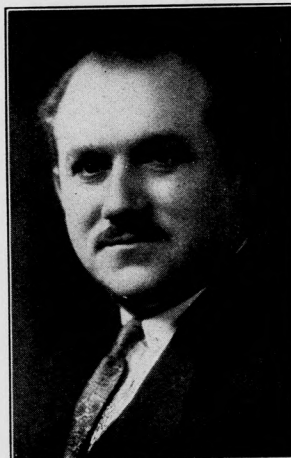
Salesman: It was a mistake. I was looking for my friend's sister, whom I had never seen before, but who's been described to me as a handsome blonde with classic features, fine complexion, perfect figure, beautifully dressed, and—

Witness: I don't care to prosecute the gentleman. Anyone might have made the same mistake.

MEN OF MARK

Rudolf Eckert, Executive Vice-President Home Dairy Co.

Rudolph Eckert was born in Posen, Germany, Sept. 21, 1897. He came to this country with his parents in 1910, locating in Saginaw. He spent eight weeks in public school, completing his education up to the twelfth grade. He then took a position in the general store of Clarence Mead, at Frost. Mr. Mead was an old time merchant and did things as they had been done for several generations, but Mr. Eckert stayed with him seven years, when he took the management of the Pretzer & Fuller general store at Hemlock. Later he purchased a half interest in the Hack Home Dairy Co., at Saginaw. This organization was succeeded by the Home Dairy Co., which was organized in 1918 in Saginaw and Flint, followed by Pontiac in 1927 and Jackson and Lansing in 1930. Beginning in a small way with few commodities, new lines and departments were added in rapid succession until



Rudolf Eckert

the present arrangement compares well with the largest outstanding food markets in the world.

In this short space of time the home kitchen has been brought nearer to the source of food supply in a larger degree than ever before and new methods of food transportation and distribution have revolutionized the old-time customs very materially, so that distances and seasons do not prevent the presence of the world's products in large food centers at any time of the year in the least.

Vast purchasing power and constant contact with the fast changing methods have given this class of organization a big advantage in developing new ideas and creating better sources of supply for the benefit of their patrons and the world at large.

Mr. Eckert was married fifteen years ago to Miss Selma Beier, of Hemlock. They have two children—Ruth June, 14 years old, and Rudolf, Jr., 13 years old. They reside in their own home at 215 Welch Boulevard, Flint.

Mr. Eckert and his wife are members of the St. Paul Evangelical Lutheran

church, of Flint. He has no fraternal relations.

Mr. Eckert is a director of the McDonald Dairy Co., of Flint, the Y.M.C.A. of Flint and the Genesee County Tuberculosis Society of Flint.

He owns up to four hobbies—books and music at home and fishing and hunting in the great out doors.

Mr. Eckert attributes his success to hard work, energetic effort and dealing fairly and generously with every one with who he comes in contact.

When he connected himself with the dairy business in 1918 he had four employees. Three of the original employees are still with him. The fourth one is dead. He now has 408 names on the payrolls of the five plants which he manages in the capacity of Executive Vice-President.

The combined capital of this company is a million and a half dollars. Seventy-five of his employees are stockholders in the corporation and all have a voice in the management of the business.

Mr. Eckert has always encouraged the idea of local organization along that line which has been brought to his attention—locally, statewide and National. He early espoused the activities of the Retail Grocers and Meat Dealers Association of Michigan and was elected a director of that organization several years ago. He was subsequently promoted to the position of second vice-president, then first vice-president, and at the annual convention held at Manistee in June he was elected to the highest office within the gift of the organization. He has entered on the work of increasing the usefulness and influence of the Association with great force and energy, thus inducing his associates to join him in placing the organization on a high plane of action and accomplishment.

It goes without saying that a man who can increase the number of his employees from four to 408 in the short space of sixteen years is a most remarkable organizer and manager who is very likely to become a world renowned operator in the food line in the very near future. His ability has already become a matter of National note and comment. No one who is interested in the handling of food along the most modern ideas should visit any of the five cities in which he operates without calling on and inspecting the creations of his great genius and tremendous energy.

Try It

You'll never know until you try
That's plain as plain can be
Full thirty years in all went by
Before occurred to me
The bed was setting wrong
And where it didn't belong:
Yet the chamber where I slept
Was immaculately kept.

If so be for years I think
That I am really right
And peacefully on pillow sink
A weary head at night
With bed all setting wrong
And where it didn't belong
Then I wonder is this true
Of a thousand things I do.

Shall life become a well-worn lane
That follows one lone trail
Regarding others all as vain
No use and no avail?

The man who tries and tries
Becomes the bird that flies
Try it! Sleeper! Move your bed
P'raps you'll be more comforted.
Charles A. Heath.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Unfair advertising practices banned by the Federal Trade Commission have been discontinued by ten additional respondents signing stipulation agreements. The list includes publishers of three magazines and of two West Coast newspapers, as well as distributors of several well-known medical preparations. Digests of the cases are as follows:

Kurlash Company, Inc., Buffalo, selling a preparation for treating eye lashes, known as "Kurlene," will cease advertising that the product will grow long eye lashes where only pale, stubby lashes grew before, or that by use of it one may have glorious sweeping lashes. The company advertised that use of its product would make possible for the user "the glorious tempting eyes of Spanish beauties." According to medical advice, the preparation, due to its mercury content, would have a tendency to cause the lashes to become dark, the mercury acting as a dye, but would have little if any value in causing the lashes to grow. It has no therapeutic value with reference to granulated lids, according to this advice.

S. S. S. Company, of Atlanta, vendor-Advertiser of a proprietary medicine called "S. S. S.," agrees to cease advertising the preparation as a competent or effective treatment for rheumatism, boils, loss of weight and other ailments. The company did not admit that all its advertising statements were incorrect, exaggerated or misleading, but agreed to desist from publishing any statement that is false or misleading. The stipulation was submitted with the understanding that nothing therein shall prevent the respondent from stating in advertisements that its product is useful and valuable in the treatment of conditions amenable to treatment by an ordinary bitter tonic or stomachic or that the product is useful and valuable in treatment of conditions due to a deficiency in the blood count. The company is reported to be engaged in scientific experiments which it proposes to continue to determine whether broader representations may truthfully be made concerning some of the advertising claims which the respondent agrees in this stipulation to discontinue.

Fawcett Publications, Inc., of Louisville, Ky., publisher of True Confessions magazine, printing alleged false and misleading advertisements for the manufacturer and vendor of a women's hygiene preparation, agrees to abide by action taken by the Commission in the advertiser's case.

Arcady Laboratories, Inc., of Chicago, selling a poultry worm medicine called "Worm-A-Tonic," agrees to cease advertising that its preparation is a competent treatment for poultry infested with parasites or worms other than round worms or with tape worms or is a competent treatment for coccidiosis or other ailments.

Peruna Corporation, of Chicago, advertising as Peruna Tonic Company, both in printed publications and over the radio, agrees to cease making representations which may lead the average reader to believe that Peruna is

more than a tonic to build up bodily resistance, such bodily resistance often preventing and relieving colds, or that Peruna will increase weight except as it acts as a tonic, and stimulant to the appetite.

Opportunity Publishing Co., of Chicago, publisher of Opportunity magazine, agrees to abide by action the Commission may take in the case of the manufacturer and vendor of perfumed business cards advertising in that publication.

The Union Tribune Publishing Co., of San Diego, Calif., publisher of the San Diego Union and San Diego Tribune, daily newspapers, agrees to abide by Commission action in proceedings against the manufacturer and vendor of a compound of dehydrated kelp designated as "Iokelp," advertised in this publication.

W. H. Gannett Pub. Inc., Augusta, Maine, publisher of "Comfort," a home magazine, agrees to abide by Commission action in proceedings concerning the advertisements in that publication by a manufacturer and vendor of yarns, needles and stamp patterns for embroidering, a manufacturer and vendor of "Peptabs" and a manufacturer and vendor of women's hygiene preparations.

New Deal for Social Workers

Social reform as understood by social workers like Mrs. Roosevelt and Secretary Perkins, and involving even stronger support for the American federation of labor, is currently receiving increasing prominence in carrying out various phases of the New Deal business observers feel.

The long range aspects of the program, comprising unemployment and health insurance and old age pensions, will be pushed vigorously this fall and are scheduled to be the major Presidential recommendations to the new Congress. In the meanwhile, however, recovery policies that are not specifically helpful to farmers, workers, and those on relief rolls will be modified, while relief projects, including subsistence settlements, "made-work" plans, and similar undertakings, will be fostered.

Business men, while in sympathy with the aims of the program, are increasingly doubtful of its practicability. The cost of any sizable social program is likely to exceed industry's ability to carry additional burdens, many say. Furthermore, since progress toward State-guaranteed individual security can at best be slow, they are apprehensive lest the inevitable disappointment of the needy masses lead to a further increase in social unrest.

Renewing the Motor Industry Code

Progress made during the past week in negotiations for the renewal of the automobile code is raising hopes that the critical date of Sept. 4 will pass without an open break between motor manufacturers and sponsors of a pro-

gram of complete unionization for the industry.

The American federation of labor, occupied as it is at this time with the textile strike crisis, appears unwilling to risk another decision and disastrous defeat at the hands of the motor industry just before its general convention at San Francisco. The manufacturers, on the other hand, seem less determined on the retention of the so-called "merit clause" than they were last December.

Motor executives are said to feel that the National Automobile Labor Board has in all important respects safeguarded the principles the industry sought to protect by means of the "merit clause." If an agreement is reached assuring the continuation of the recent policies and practices of the board, the major bone of contention would be eliminated, it is held, and the discussion reduced to the simpler problems of working hours and seasonal and overtime employment.

Plan to Tax Breakfast Foods

The question of to tax, or not to tax articles on the breakfast table has arisen again in official circles, it is said coincident with the indicated intention of the Roosevelt Administration to negotiate reciprocal trade agreements with the coffee producing countries of Latin America.

Economists who a year ago were called upon by the House Ways and Means Committee to present a schedule of new taxes estimated to yield something like \$200,000,000 suggested various consumption taxes to operate like the existing taxes on copper, petroleum, etc. They would be in the nature of tariff duties, but when carried in a tax measure would become consumption levies.

It is understood that the schedule proposed a rate of 5c per pound on coffee, to yield about \$70,000,000; 10c per pound on tea, \$9,000,000; 5c on cocoa beans, about \$21,000,000, and 15c or 25c per bunch on bananas, to produce \$9,000,000 to \$15,000,000. Among other levies proposed was one of 25c per pound on raw silk.

The need for revenue is even greater now than a year ago and it is said that in a mild way, consideration of this program has been revived.

Informative Labeling of Canned Foods

While most Government measures bearing on food distribution have tended to strengthen the position of the independent wholesalers and small retailers, the pressure for standardized labeling is more likely to favor the chains.

Carried to extremes, the public under this plan would buy canned foods only according to classifications shown on the label, the assumption being that cans labeled identically would contain

foods of equal merit. This would wipe out the preferential position which national brands have occupied in the public mind as regards quality and reliability, and which, though not lost, was temporarily submerged in the price appeal era in 1931-1932.

Although some of the outstanding canners have expressed their readiness to comply with the labeling policy of the Administration, chief support comes from the chains and other large distributors of private brands. Standardized labeling, they hope, will win for their private brands the same ready consumer acceptance which the sponsors of national brands have built up through the expenditure of millions and years of reliable performance.

A new large-volume automatic gas water heater utilizes an electric pump rather than gravity to circulate water; hence attaches to any tank no matter how located. It is said to operate without condensation, to heat 500 gallons per hour.

A linoleum-type wall covering is now available in a pattern which simulates antique knotty pine.

Undertaking Business For Sale

Established 40 Years

A splendid opportunity. Reason for selling—to close up estate. Address No. 1,000, care Michigan Tradesman, Grand Rapids, Michigan.

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

BUSINESS WANTS DEPARTMENT

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

FOR 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

WANTED — SALESMEN TO SELL CHRISTMAS tree lighting sets and lamps which have new and unusual features. They can be carried as a side line if you have an established trade. State experience and territory covered. O. L. Dewey Co., Dept. M. T., Syracuse, N. Y. 674

For Sale—Grocery and meat business. High class trade. Fresh stock, modern fixtures. Central location in business district. Reason for selling, failure of health. A live opportunity. Address A. E. Starks, Gaylord, Mich. 675

EXCHANGE — Student rooming and boarding house in Ypsilanti for stock of hardware or general merchandise in town about 800. Address Box 14, Carleton, Mich. 676

For Sale—Modern stock general merchandise, with meat market. Two-story frame store building, living rooms above. Warehouse and garage. First-class fixtures. Good trade, established seventeen years. Reason for selling, have other business here. Address Wm. H. Parks, The Heights, Houghton Lake, Mich. 677

For Rent—Fine store building in hustling farm-factory town. Splendid location, heart business district. Opening for dry goods, piece goods, ladies ready-to-wear. Write Ray Stewart, Portland, Mich. 678

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.

New!

NEW!

NEW!



A NEW Royal Gelatin—new opportunities for increased sales. Royal has added Aspic to its already popular line. This new gelatin meets the housewife's demand for an unsweetened, seasoned product for making summer jellied soups, and moulded meats, fish and salads. Women in your neighborhood will buy it frequently.

Here's a really fine chance for you to sell more gelatin and many other items that are used with it. Give Royal Gelatin Aspic your usual good selling, and see how it will help your summer sales. Display it. Recommend it. Mention it in your advertising.

ROYAL
Gelatin
ASPIC

A Product of Standard Brands Incorporated

GRAND RAPIDS PAPER BOX CO.

Manufacturers of SET UP and FOLDING PAPER BOXES
SPECIAL DIE CUTTING AND MOUNTING

GRAND RAPIDS, MICHIGAN

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

**7 GOOD REASONS WHY
YOU SHOULD STOCK**

W. R. Roach & Co., Grand Rapids, maintain seven modern Michigan factories for the canning of products grown by Michigan farmers.

*The brand
you know*



by **HART!**

A complete line of canned vegetables and fruits.

BISCUITS

by

Hekman

MAY BE BOUGHT
WITH CONFIDENCE
AND SOLD
WITH PRIDE