

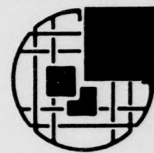
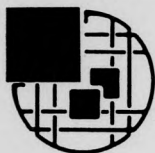
# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 5, 1934

Number 2659



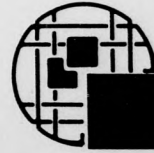
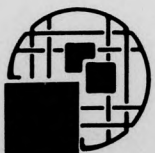
## Whatever Is, Is Best

I know, as my life grows older  
And my eyes have clearer sight,  
That under each rank wrong somewhere  
There lies the root of right;  
That each sorrow has its purpose,  
By the sorrowing oft unguessed;  
That, as sure as the sun brings morning,  
Whatever is, is best.

I know that each sinful action,  
As sure as the night brings shade,  
Is somewhere sometime punished,  
Though the hour be long delayed.  
I know that the soul is aided  
Sometimes by the heart's unrest,  
And to grow means oft to suffer;  
But whatever is, is best.

I know that there are no errors  
In the great eternal plan,  
And that all things work together  
For the final good of man.  
And I know when my soul speeds onward  
In its grand eternal quest,  
I shall say, as I look back earthward,  
Whatever is, is best.

Nannie Deadrick Betts.



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Fifty-second Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 5, 1934

Number 2659

## MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING  
Detroit Representative  
507 Kerr Bldg.

Printed by the Tradesman Company, Under  
NRA Conditions

### Chain's Conflict With Labor Board

The C. F. Smith Co., Detroit grocery chain with 592 stores, discharged three of its 2,400 employees and got up against a combination of the National labor board and the labor unions. The latter said "you discharged these men because they were union men." We did not," said Smith, "discharged them for other reasons sufficient unto ourselves." "All right," said the Labor Board, "you'll take them back, or we'll take away your Blue Eagle." Smith declined to take them back and the Eagle went.

Now just to show to what extent the NRA is depriving employers of control over their own employees, I want you to know what Smith's reason was for firing one of the three men. Smith, by the way, maintains and intends to maintain an open shop. He uses union men or non-union men just as he pleases. His excuse for firing one of the three men was that he persisted in talking to the union to non-union men during working hours. That would appear to be a good and sufficient reason for his discharge, would it not? But wait till I tell you what the National labor board's answer to it was: "That wasn't any excuse," they said, "because you didn't have any rule forbidding conversation between employees during working hours!" It's pretty hard to beat that, I think. The same idea would stop an employer from firing an employee because, in working hours, he said to another, "let's kill the old man some night." That was only conversation.

Well, if I were at the head of the C. F. Smith Co. those three men would not be taken back, nor

would any other man whom I wanted out of my employ rather than in it. If the NRA didn't like it they could pick up their Blue Eagle and go home.—Elton J. Buckley in Grocery World.

### Deny End of Profits Is Goal

Administration leaders are much disturbed over the repeated charges that the New Deal proposed to eliminate the "profit motive" from all business. It has apparently been considered necessary to carry reassurances to those interested that it is not the wish of the Administration that business be carried on without profit.

It has been left to Secretary of Commerce Roper to carry the Administration's message to business. Secretary Roper holds that "the measurement of, and the attainment of profit must be worked out by fair minded business men in the light of experience and in the interest of safe and stable society. It is upon such business that the responsibility for this result definitely rests with such clearing house co-operation on the part of the Federal Government as business and industry may find necessary and request."

In contrast is the threat of other branches of the Government to expose those who seek profit which in their opinion constitutes profiteering. The AAA, for instance, is to be the judge of fair prices "in the interest of safe and stable society."

### More Pledges

Reports in trade circles this week indicate that the food division of NRA is contemplating the advisability of a campaign in which an endeavor is to be made to have retail grocers all over the country sign pledges that they will not advance grocery prices—this, presumably, as a further step in the war on the expected but thus far non-existent profiteering.

Under this plan grocers who "take the pledge" will be given a companion insignia to their Blue Eagle—some irreverent trade members suggest a "cuckoo" as a suitable emblem—for display in their stores.

Sentiment in food trade circles is fairly unanimous in the belief that all of the present profiteer hysteria is tending to create a situation which otherwise might not have developed—a buying panic which will inevitably force prices to artificial levels.

In short, the trade believes, the law of supply and demand is one that can never be successfully "repealed," and can be counted upon to bring the country through

the present food situation with a minimum of disturbance.

### Reducing Working Hours

Despite unanimous opposition from industry, it is reported that the Administration may renew its efforts to effect a general reduction in working hours, with a corresponding rise in wage scales, in the immediate future.

Donald D. Richberg's official forecast that 5,000,000 families will be in need of relief this winter is preparing the ground for some such measure, some observers feel. Reiteration of such demands by union leaders also point in this direction, now that the Administration is once again becoming more largely dominated by labor interests.

Since industry is now clearly not in position to bear resulting higher costs without corresponding increases in selling prices, such a policy would tend further to curtail the volume of trade it is feared. The point is emphasized that such a move would come at a time when prospects for a fall revival are at best uncertain and that it would very probably retard any recovery. Thus, it is argued, it would fail to reduce unemployment.

### Representation in Collective Bargaining

The decision of the National Labor Relations Board that representatives elected by a majority of employees in a plant shall be exclusive spokesmen for all in collective bargaining with employers is not likely to end the controversy over this issue.

A court test seems certain to be sought by industry. This test may also involve the question of the constitutionality of the whole of Section 7-a of the Recovery Act.

In addition to further legal conflicts, the practical application of the decision to specific industries will also be fraught with strife. The automobile industry is not likely to surrender, without a vigorous battle, the President's formula included in the "settlement" of the recent controversy. This contained the principle of minority representation. In other industries, determination of the proper industrial unit for purposes of holding elections will be a bitterly contended issue.

### Descriptive Labeling

Descriptive labeling, as proposed by the canners and wholesale grocers, appears the logical solution to the grading and labeling problem.

This plan contemplates revision of descriptive labeling to the use of specific terms, descriptive of individual characteristics of the contents of the can and other data, all of which, it is felt, would be more significant and informative to consumers than the "A," "B" and "C" markings.

Canners and distributors have a vital stake in the ultimate disposition of the grading and labeling reform move through their huge investment in the industry, and any tendency on the part of the Administration "reformers" to unduly rush this problem to a quick solution, will be strongly combated.

A further conference on proposed plans for grading and labeling changes will be held by canners and distributors with NRA about October 1.

### Pressure on Foreign Trade

Export interests are becoming concerned over the decline in the pound. Some interpret it as a deliberate bid on the part of Great Britain and members of the sterling bloc for a larger share in foreign trade, although this view is scouted in well informed banking circles.

Foreign trade generally tends to shrink further, chiefly under pressure of the German crisis and the spread of clearing arrangements hampering especially the trade of countries not making them, such as the United States.

Germany's loss of export markets is encouraging more active drives for her customers by leading competitors. Any British move to gain new advantages now, exporters say, would be propitiously timed.

### Wholesale Prices at New Peak

Although many food prices declined moderately at the end of last week, prospects are that commodity prices within the immediate future will continue generally higher.

Prices for textiles, which until recently tended lower, are likely to turn strong as a result of the strike. Also, there is little prospect of more than temporary recessions in the long list of commodities directly or indirectly affected by drought. Weakness in some industrial products, such as gasoline and possibly steel, is expected, but will not neutralize the major rising trend.

A self-contained hydroelectric unit, automatic in operation, has been developed for small power sites. Standard capacities range from 1/4 to 5 kw., in voltages of 32, 125 to 150.



## BOTH SIDES OF THE STRAITS

### Interesting Descriptions of Several Most Interesting Towns

Cheboygan has one of the best industrial locations on the Great Lakes, which also applies to its attractiveness to tourists. Being located at the mouth of a splendid river, which bears its name, which provides a good harbor for lake shipping. At one time this city had a population of 14,000, which diminished, when its great lumbering interests ceased, to 6,000 at the present, so I was told. Evidence of its heyday activities is the largest sawdust pile in the U. S., covering over ten acres. This great pile has been sold three or four times to parties intending to work it up into some useful material. The last was a sweeping compound firm, who, like the others, found the expense of recovery would make the project unprofitable. Tourists trade is considerably more than last year, and merchants report business a little better. It was with regret that I found here little if any co-operation among the merchants, especially those selling foods. I was informed that one or two food merchants had taken a cue from the big chain food stores and were even trying to go them one better in the use of low price bait. Conditions like this reduce business to a commercial warfare, in which no one can make a profit. This demoralizes trade and engenders hard feeling where there should be full and complete cooperation. This is the second city I have found afflicted in this way, and what is needed here is a live organization of all the home merchants, and particularly the food merchants. It is bad enough for the city to have to contend with the loss of at least 50 per cent. of the profits on trade, which is constantly being drained from the community and sent away, by the greedy, chain stores, and unless there is full harmony among the home merchants, this further prevents the return of better times. I learned there was a local Boosters Club, which I hope is a 100 per cent. loyal to the home city, by not accepting to its membership representatives of institutions which have no interests here but to exploit the community. A live organization can do much to bring back prosperity to the city. While it is casting about to locate industrial enterprises, it could take time to beautify the banks of its beautiful river, by removing old wrecks of boats and piling. The city is entitled to praise for the fine park it has built on the river bank, near the Federal building. South of the city a few miles is one of the most attractive resort regions in the state, along the shores of Burch and Mullett lakes, of which the Cheboygan river is the outlet. A city is known largely by the enterprise of its people. A most favorable location and a great opportunity are here awaiting development and, no doubt the city has capable leaders who can study out ways and means to restore its former business prestige and make it a beauty spot that will draw additional thousands of summer visitors.

Mackinaw City is a most interesting terminal of tourists traffic. The State highway ferry across the straits reports an increase of 70 per cent. in travel this year. The hour spent in the voyage across is an enjoyable respite to the travelers, and the waters dotted with shipping, sail and motor boats present a marine picture not soon forgotten. The vision of a great bridge across the straits will not materialize. The traffic, even in the summer months, would not make it a profitable investment. Merchants here report business much better than last year. Among them are L. H. Liebeck and Shields Bros., both of whom carry a selected stock of food products and have a large trade with resorters.

St. Ignace is the North terminal of the State Highway ferry, and receives the heavy auto traffic that spreads out over the U.P. The town has a picturesque setting along the shores of the bay, which form a fine harbor. The residence district covers the high bluffs just back of its extended main street. Much historical interest centers here, as it is the site of one of the earliest settlements on the Straits. Here in a little park is the grave of Rev. Father James Marquette, who died here at the age of 38 years, May 18, 1677. He was an active missionary among the Indians. Merchants here report trade much better this year. Mart Fair, James T. Mills and Henry Morneau all carry fine stocks of food products, and Saul's department store has a large stock of clothing, men and women's furnishings.

Detour. There is no more interesting drive in the U.P. than from St. Ignace to this village on the St. Marys river, connecting Lake Superior with the lower lakes. This route is of especial interest to students of geology. Here in many sections are great outcroppings of rocks, showing evidence of the great glacial period when the contour of this region was formed. Most of this rock is limestone, and in the building of the highways much difficulty was experienced in getting a smooth surface. This interesting village receives mail daily by truck from the Soo. It has 600 population, several good stores, among them being that of Goetz & McDonald, Jacob E. Schopp and McGuire & Co., all having large stocks of general merchandise. Across the river is a large quarry, giving employment to over a hundred men. The rock is loaded upon lake vessels and is used in building a new breakwater at Indiana Harbor, on the South shore of Lake Michigan. North and East of here Henry Ford owns several thousand acres of mineral lands, being all underlaid with glacial rocks, some of which resembles lava. From this rock there can be extracted the new metal, better known as Dow metal, now produced only by the Dow Chemical Co., of Midland. The same metallic property found in brine is present in much of this rock and the time is not distant when mining operations will be opened up here.

South of Pickford is a large area of fine farms through which M48 passes. Farmers were busy harvesting oats

and barley, also a late cutting of hay. Some farmers were using the grain binders, while a few made use of the oldtime cradle scythe, swung by hand power. Here in this section is the post-office of Stalwart and the only store here is kept by Chester C. Crawford, who would not get along without the Tradesman. Near his store are the buildings and grounds of the Stalwart Agricultural Society, which has just issued its 28th annual premium list, it being one of the first fairs established in the U.P. It is very stony in this section and many farmers have stone fences. The soil is good, but it must be a stalwart job to hold the plow while working it.

Pickford is one of the best farming towns in the U.P. It is on the county line of Chippewa and Mackinac counties and near the center of a large level region, known as Cloverland. No part of the state grows as much hay, which is now worth \$18 per ton at the farmer's barn. The barley, oats and flax crops are the best here for several years. It looks encouraging for a big trade with the merchants this year. Harvesting the crops is now in full swing. Prior to the glacial period, which formed the present contour of this region, it was covered with water. In drilling wells here in the village, clam shells and pieces of wood have been brought up from a depth of over sixty feet. The Chippewa-Mackinac Agricultural Society has held an annual fair in this village for many years, the dates this year are Sept. 1-3rd. Among the merchants here are the Pickford Grocery Co., and H. I. Best. Both have modern stores and as fine quality of food products as money can buy. Otto J. Watson has a most excellent stock of dry goods, furnishings and shoes. Robert H. Harrison carries a complete stock of drugs, sundries and refreshments. As the village has no hotel, the writer was invited by Mr. Watson, of the Pickford Grocery Co., to stay over night at his fine modern home, presided over by Mrs. Watson, who is a most gracious hostess. The Pickford creamery is now producing ice cream as well as high grade butter and its business is constantly on the increase. No part of the state is better adapted to dairying than this section. Its farmers should go into dairying more, also stock raising, and sell less hay. This is apt to impoverish the land if carried on too long. By plowing under certain crops and feeding plenty of cattle, this fertile region will constantly increase in wealth and good citizenship.

Rudyard is an active trading and shipping point on the Soo Railway. It is located fourteen miles West of Pickford and also in Cloverland. Here is located the Rudyard Co-operative Co., having a large stock of general merchandise. These stores are common in the upper peninsula, the members being largely farmers. The Cloverland Mercantile Co. here carries a good stock of food products, also William Stearns, who recently opened a grocery and market. The Field department store here has a big stock of goods and all report trade much im-

proved. This village also has a large creamery and the best kind of a dairy country to back it up. With proper guidance, this region could be developed into one of the greatest dairy products sections of the state.

Sault Ste. Marie is an international cognomen applied to the two beautiful cities, founded at the site of the swift rapids of the St. Mary's river. Here are located both American and Canadian locks, the former the largest ever constructed by man. Through this "bottle neck" pours the greatest tonnage of traffic of any locks in the world. Both of these picturesque cities, have large industrial plants, producing steel and pulpwood in Canada and carbide and leather on the American side. Here is located the greatest power plant in the U.S., at the time it was built some forty years ago. This great plant was built by Eastern capital and when completed there was so little demand for the electricity generated, it was never a paying investment. However, the manufacture of carbide has so increased that most of the capacity of the plant is being used, judging by the swift current of the waters through the great power canal that was cut through solid lime rock as it passed through the center of the city, requiring several large bridges for public convenience. Employees at the locks report many more vessels passing through this year than last. These great locks and rapids of the river attract thousands of visitors here each year. This year the number is nearly double and all hotels are well filled. The big passenger boats from the lower lakes are bringing in many tourists, who stop while on their cruise to view the locks and attractive government park. It is said the big sidewheel passenger boats cannot enter the locks, owing to the width of beam, so are barred from entering lake Superior. A careful survey of this city shows considerable improvement from the standpoint of the merchants. The hotels are happily reminded of the good old days of prosperity, as long as the visitors remain. The Ojibway is one of the best hotels in the upper peninsula and is a favored home for many who come North for several weeks each summer to escape hay fever. The local chamber of commerce has its office here and supplies exhaustive information to travelers. Tourists travel is already an important industry throughout Northern Michigan. It is most interesting to see to what a large extent business in this Northern region depends upon the summer visitors. Each year this class of trade increases, as times improve. The splendid system of highways maintained by the state and federal government has made this great additional asset possible. The state forestry division and Federal CCC camps are cleaning up the forests along the highways, trimming trees and removing brush, adding much to the delight of the visitors. Chambers of Commerce are a great help in promoting these and other projects to encourage thousands of others to visit this Northland. It is one thing to get trade from visiting tourists, but it is quite another thing to have the benefits of this trade remain to help further develop



local industry and property values, instead of a large part of it being sent away by the greedy chain store corporations, who have no interest in this region, but to exploit it. Soo home merchants estimate they do not receive over one-half of the trade of their city. About every known type of national chain store monopoly has located here. Thoughtless citizens and farmers forget the vital needs of the community, when they hand their money over to these foreign monopolies, which have no interest here, except profit on the trade they can get. If Soo merchants could have the trade that centers here, the profit on trade would remain at home, more money would be in circulation, and times would be back to normal. This is a problem of vital interest to this city, and the C of C should return the membership dues paid by chain corporations, and make the organization 100 per cent. loyal to the home city. No one has anything against employees of chain stores. If home merchants were patronized as they should be, every chain employee would be given a better job and more pay. What this city needs is a campaign of enlightenment to show its citizens they are harming their own personal interests as well as that of the city, when buying from monopolies.

Newberry is a clean little city and one can scarcely realize it was the center of heavy lumbering operations, the byproducts being worked up into wood alcohol and acetate of lime. Charcoal was also produced for operation of the smelting furnaces, which converted iron ore into pig iron bars. The big plant is operating at present only for production of electricity for the city. Merchants here report much improvement in trade, and the Newberry hotel has enjoyed a large patronage. Two large flooring mills are operating here and a few miles Southeast a shingle mill was busy and the large sheds filled with bunches of shingles, reminded one of the days when these mills were scattered over much of the North half of the Lower Peninsula. When this city paved its main business street, it placed a row of boulevard lights at the center of the street. This plan did not prove satisfactory, so last winter the posts were removed to the curb at both sides of the street, and a new sewer was installed along the street in the trench cut in the pavement when removing the lighting conduits. The merchants here all carry large and varied stocks, and the most of the citizens and farmers who come here to trade, give their patronage very largely to the home business men. The one food chain store here is unable to get the business expected. If the people all understood that the profit on trade is the life blood of every community, they would not hand their money over to this gigantic monopoly, which has upward of a hundred thousand stores spread over the U. S. It is a violator of Federal law. It is taking the lead in helping to destroy the opportunities of young men and women to enter commercial life on their own account. Among the leading merchants here are J. H. Rahilly, J. K. Jacobson, Andrew Westin & Co., E. J. Lavender, Thomas P. Burns, W. L.

Wilson, George H. Clark, the latter being at the site of Dollarville, founded by the world famed Robert Dollar, who many years ago owned large tracts of timber here and manufactured it into lumber. Newberry is in the center of a section of splendid farms. Nearby is the State Insane Asylum, with its many beautiful buildings and fine grounds. A people can easily be judged by the appearance of their city, and when one views the substantial business blocks, its beautiful schools, churches, community building and residences, all point to the intelligence of its citizenship.

Brimley survived the lumbering days and is the trade center for a fine farming section. It is on the Soo line and M28. Thompson & Washburn are the leading merchants, having a large general stock.

Strong's is also on the Soo line and a mile North of M28. Once it was a busy mill town. Braun & Whitmarsh have the only store and carry a general stock. There is yet much standing timber near here and, as times improve, the mill may again operate.

McMillan is a nice little burg and has a fine school. H. J. Skinner has the only store, but its a large one and he carries an excellent stock and needs several clerks to wait on trade.

Grand Marais is one of the most fascinating beauty spots along the South shore of Lake Superior. It extends nearly a mile along the curving shore of the bay, it being set on a shelf that backs up against high bluffs. Once it had 3000 population, which went down as the large mills finished. A logging railway then came in here from the South, near Manistique. This was long ago taken up and M77 was built over the route. Staves as well as lumber were produced here on a large scale, one lumber mill cut 125,000 feet each day. Then there were many stores and several hotels. James H. Thompson and I. G. Hill both have large department stores here and the writer was surprised to see the large fine stocks on display, in a community of 700 population. The principal industry here is fishing and large trucks are busy hauling fish to Chicago all through the open season. The citizens here are much interested in a shoreline highway, which is planned to follow the shore from the Soo Westward, touching all of the coast towns to Marquette. Many miles of this wonderful scenic route have already been constructed. This would be a wonderful help to this village and the other small towns along the lake shore. It is said that towns and cities on M28 to the South, do not want this shore route to go through, as it will seriously divert travel from them. On an arm running out into the lake and helping to form the bay harbor are located two lighthouses, some distance apart, and known as range lights. This permits the mariners to better ascertain their position, when passing up and down the lake. A life-saving station is also located there.

If one wishes to hark back to the days before pavements and gravel roads, just take the dirt road ten miles South of Grand Marais, leading West-

ward forty miles to Munising. For much of the way it follows the bed of an old logging railway. It is a one track road, lined much of the way with great forests of virgin hardwood timber. When autos meet, it is often necessary to back up until a place can be found to pass. Deer are said to be very plentiful and are often seen. This whole region was once well covered with great pines, and even in the hardwood tracts, pine stumps are numerous. The trail passes many lakes, one being the Nevin, on which a club house has been erected and is the home of Ex Gov. Green, when on his annual hunting trips. This trail is no place to make fast time in travel. Near the center of this vast region is a wide plain, which once was a solid forest of pines. Nothing remains but the stumps and many shattered trunks blackened by fire. It is easy for one to vision a great battlefield in which cannon shot and shell had wrought destruction. One could not but notice in passing through the dense hardwood sections, many mountain ash trees now laden with brilliant red berries. These appear to be the same trees nurserymen sell for ornamental purposes. As one emerges from this long crooked trail filled with chuck holes and drives out upon the smooth highway, he appreciates the modern road more, but he feels well paid for the inconvenience by being where he can commune closely with nature in all its grandeur.

E. B. Stebbins.

#### Letters of Interest To the Drug Trade

Fennville, Aug. 30—I send you herewith three letters which I think would be of interest to the druggist readers of the Tradesman.

I think they should be held in the files of the M. S. P. A., so I will ask that you send them on to Secretary Allan, at Wyandotte, after you have used them.

I will hope to see you soon in Grand Rapids again and in the meantime if I can help you, I will gladly do it.

Duncan Weaver.

This was written in reply to a letter from me urging Syrup Pepsin to come to a four and eight dollar per dozen price. The reference to John J. Dooley will make the old timers glad:

Monticello, Ill., Aug. 21—Please pardon delay in answering your letter of August 10. I have been away from the office and this is my first opportunity to answer it.

We greatly appreciate the splendid business you have given us in the past years, and I recall the pleasure of meeting you when traveling with our former congenial representative, John Dooley, who, as you know, has passed on.

I agree with you that "cash in the pocket" is responsible for a lot of sales, but I hope you will agree with us that at the present time, with increased prices on everything going into the manufacture of our product and particularly high advertising costs and also in view of low consumer acceptance, it is not advisable at this time to consider reducing the list price. As you will recall, we were one of the last manufacturers to increase his prices, and we sincerely hope that we will be able to head the parade with decreased prices, but the present conditions do not warrant it.

Let us see if we cannot build your business on Syrup Pepsin. Please send us your mailing list, under cover of the enclosed envelope, and we will mail to each of your customers attractive booklets bearing your name. Each booklet will contain a coupon which can be re-

deemed only at your store with a free trial bottle.

When sending us your list, please request a window display, which will help you directly tie-up your store with our newspaper advertising.

Again thanking you for writing us, and with kindest personal regards, we are

Maxwell A. Holt,  
Sales Mgr. Pepsin Syrup Co.

This was written in reply to one from me asking Scholl to sell the ten cent stores no more of their lines. I guess they have quit, judging from this letter:

Chicago, Aug. 22—Answering your communication of Aug. 16, it is true that we have put up a number of our items in ten cent units, and some of these units were not proportionate in size to our regular line of foot remedies.

We want to assure you, however, that these items are all being withdrawn and the manufacture of same discontinued.

We will send you one of our 10c catalogues as soon as the new issue is off the press next week. We want you to know that the 10c line is merely a sampling proposition in which we pack a booklet cataloguing the entire line of merchandise as carried in drug stores.

When you receive our catalogue if you find any items in it you wish to purchase, we will be pleased to ship them direct to you, invoice to your wholesaler.

J. A. Shay,  
Sales Mgr. Scholl Mfg. Co., Inc.

This in reply to a letter from me asking for a price enforcement schedule on drug items. As yet I have not seen Mr. Donnelly, but will on my next visit to Grand Rapids:

Grand Rapids, Aug. 17—It was not my intention, as circumstances would indicate, to disregard your letter of April 24 asking that a statement be issued from this office for publication in regard to enforcement of the drug code. All codes have been in such a process of development and litigation and procedure to enforce them and have undergone so many changes in the last three or four months that I have tried as much as possible to keep an open mind and follow the changes and developments in these matters, so as to be able to lend the greatest possible assistance in securing compliance. However, you, undoubtedly, realize that the whole spirit behind code enforcement has been to secure compliance without resort to criminal prosecutions. Having this in mind, I have carefully avoided making any threats which a failure to carry out might easily hurt development of code compliance generally much more than such a course would assist in securing compliance.

If you are in Grand Rapids at any time I will be very glad to go over the entire situation with you and when I understand the exact situation prevailing in this business I assure you I will be glad to co-operate in any way and if in my judgment a statement can be issued which will assist more than injure the general course of compliance you may rest assured I will be glad to issue such a statement as we might agree would be most effectual.

Joseph M. Donnelly,  
United States Attorney.

A new ready-tied bow tie can be untied, retied by the wearer. Bow and neckband are separate; thus the latter can be slid around so that the hook rests at either side or back.

Another new sharpener, for lawn-mower blades, is simply hooked over the cross bar and the blades spun against it. Two minutes of spinning is said to suffice.

## MOVEMENTS OF MERCHANTS.

Alto—The Farmers State Bank has increased its capital stock from \$20,000 to \$25,000.

Charlotte—The Chester Coal Co. has changed its name to the Eagle Coal Mining Co.

Detroit—The Vendo Cigarette Co. has increased its capital stock from \$18,000 to \$50,000.

Detroit—The Saw & Specialty Corporation has decreased its capital stock from \$25,000 to \$5,000.

Kalamazoo — Building Materials, Inc., has decreased its capital stock from \$150,000 to \$75,000.

Detroit—The Federal Distillers Corporation has increased its capital stock from \$50,000 to \$200,000.

Detroit—The Detroit Vapor Stove Co. has been organized with a paid in capital stock of \$600,000.

Holland—The First State Bank of Holland has reduced its capital stock from \$200,000 to \$100,000.

Detroit—The Wolverine Packing Co. has been organized with a capital of \$25,000, to do business here.

River Rouge—The Peoples Wayne County Bank has changed its name to the River Rouge Savings Bank.

Chesaning—The Bila Oil Corporation has been organized with \$30,000 capital stock, of which \$1,000 is paid in.

Detroit—The Centripetor Co. has been organized with \$1,000 paid in capital stock to manufacture mechanical devices.

Battle Creek—The Sunrich food store on Jackson street has added a modern, completely equipped meat department.

Detroit—The Oklahoma Coal & Oil Co. has been organized with a paid in capital stock of \$4,000 to deal in coal, oil and gasoline.

Detroit—The Rowena Confectionery & Restaurant Co. has increased its preferred capital stock issue from \$10,000 to \$15,000.

Detroit—T. Jagmin, Inc., has been organized with \$1,000 paid in capital stock to engage in the painting and decorating business.

Detroit—Michigan Machinery Sales, Inc., has been organized with \$5,000 capital stock, one-half paid in, to merchandise machinery.

Grand Rapids—Kroger chain is operating more stores in this territory, the latest having just been opened at 2164 Plainfield avenue.

Detroit—The Marchmont Milling Co. has been organized with a paid in capital stock of \$1,000 to engage in the manufacture of cereals.

Kalamazoo—Gilmore Bros., Inc., 143 South Burdick street, is remodeling, redecorating and installing new fixtures in its department store.

Ionia—The Grand Valley Packing Co. recently celebrated the first anniversary of its organization. Fred Fuczek is president and manager.

Battle Creek—The Kellogg Co. is constructing a giant grain elevator which will eliminate the necessity for storing grain in terminal elevators.

Bay City—Singers, Inc., has been organized to handle women's shoes and accessories with an authorized

capital stock of \$5,000, of which \$3,000 is paid in.

Detroit—The Universal Income Corporation has been organized with a capital stock of \$50,000, of which \$1,000 is paid in. It will furnish statistical and other corporation service.

St. Johns—The St. Johns Stockyards Co. structure, erected a year ago, now is not large enough to handle the increasing business. Work has been started on the project to double the floor space.

Detroit—General Creditors Association, Inc., 310 Charlevoix Bldg., has been organized with a capital stock of \$1,000, all subscribed and paid in, to collect claims and accounts in behalf of creditors.

Detroit—The Liquid Sulphur Concentrates Co., with business offices in the Griswold Bldg., has been organized to sell sulphur concentrates for medicinal purposes, with a capital stock of \$25,000, all paid in.

Ann Arbor—James B. Thompson has been named president of Michigan Food Purveying Corporation, with headquarters in this city. The company is capitalized at \$125,000, other officers being Eugene Towner, vice-president, and Ruth Bond secretary-treasurer.

Highland Park—The Highland Sulphur Concentrate Co., 79 Elmhurst, has been organized with a capital stock of \$25,000, all subscribed and paid in. The company will manufacture a sulphur concentrate to be used for curative purposes.

Detroit—Tom Kent-Art Simenton, Inc., 6187 Grand River avenue, has been incorporated to deal in motor trucks, own and conduct a garage. The company has been capitalized at \$50,000, \$1,000 of which has been subscribed and paid in.

Detroit—William H. Langdon, 84, pioneer Detroit meat packer, died at his home, 2475 Glynn Court. Mr. Langdon settled in Detroit in 1873, after coming from England. He was employed in several packing houses before setting up his own firm with lake boats as his chief patrons.

Kalamazoo—The A. W. Johnson Co., dealer in clothing and furnishings for men has removed its stock from 120 West Michigan to its new store at 127 South Rose street. The store building is very attractive and unusual, old English and modern architecture being combined.

Belding—The Belding Hosiery Co., has installed a new general manager in the person of Albert Berger, formerly connected in an official capacity with the Phoenix Hosiery Co., Milwaukee. He and his family will take up their residence at Belding. Business at the factory is gradually gaining in volume.

Grand Rapids—Byron S. Davenport, who has represented Lee & Cady and the Judson Grocer Co. forty years or more in Western Michigan territory, was obliged to pull off the road about four weeks ago on account of a recurrence of his old malady—a faulty ticker. Ralph Rockwell is covering Mr. Davenport's route while he is recovering from the attack at his home in this city.

Detroit—John T. Thompson, former Detroit grocer, died Monday at his home, 1064 W. Lafayette boulevard. Services were held in the home Wednesday at 2 p. m. Burial was in Woodmere Cemetery. Born in Ireland 73 years ago, Mr. Thompson had lived here 60 years. With his two brothers, Alexander and Robert, he operated a retail grocery business until his retirement three years ago. At one time the firm had five stores in Detroit. For many years he was an alderman in the old Sixth Ward.

Gwinn—Bruce Leslie, 60, manager of the Gwinn Hotel, was fatally injured Tuesday night when a truck in which he was riding with two companions overturned on the new Sands road, about ten miles South of Marquette. He died while being taken to a Marquette hospital. Mr. Leslie, who was well known throughout the Upper Peninsula as a horseman, spent the day in Marquette arranging the cards for the horse racing at the county fair and was invited by Ernest and Louise Robers, of Flat Rock, to ride home with them in their truck. It is said that the truck hit a horse on the highway and that this caused it to swerve to one side and overturn. The assistance of several other motorists was required to lift the truck from the injured man.

Saginaw—Seventy-five years of service to the traveling public will be celebrated by the Bancroft Hotel with the observance of its diamond anniversary Friday. In 1858, Jesse Hoyt, a New York capitalist, builder of the Flint & Pere Marquette R. R., now the Pere Marquette, and founder of the city of East Saginaw decided the thriving village, which even then was fast becoming a lumbering capitol, needed a new and modern hotel. Accordingly, he purchased a plot of ground at the corner of Genesee and Washington avenues and started construction. This building was completed on Sept. 7, 1859, and was opened to the public as the Bancroft Hotel, being named after George Bancroft, the historian. G. W. Wesley became the first landlord of the hotel, which continued until 1876, when it was closed for a short period and entirely rebuilt. On Nov. 25, 1876, the remodeled structure opened with a Thanksgiving celebration under the direction of the late Maj. Farnham Lyon, a veteran of the civil war. To Maj. Lyon has been given the credit for establishing the reputation the Bancroft achieved. It was especially famous for its "Bancroft corned beef hash"—which can still be found featured by many hotels. Here were located the offices of the Saginaw Board of Trade, and here came lumbermen from all sections of the country to close deals for timber and logs. Many famous personages visited the hotel during this period, including Presidents William Howard Taft and Theodore Roosevelt, and James G. Blaine. Following Maj. Lyon's death, his steward, William F. Schultz, took over the management of the establishment, continuing until Aug. 28, 1915, when the building, then a landmark of fifty-seven years, was razed and replaced by a modern structure.

## Manufacturing Matters

Detroit—McBryde-Templar, Inc., has been organized to manufacture shoes with a capital stock of \$25,000, of which \$10,000 is paid in.

Detroit—The Mobile Auto Radio Corporation has been organized with a paid in capital stock of \$2,500 to manufacture automobile radios.

Detroit—General Heat Appliances, Inc., has been organized with \$1,000 capital stock to manufacture oil burners, stokers and other heating devices.

## Business Prospects Not Encouraging For Weak Bonds

Although criticisms of and statements in defense of the present policies of the administration must be scrutinized carefully in view of the coming elections, the fact remains that sentiment in business and financial districts is not improving and that criticism is becoming more loud and specific. No longer are internal differences and inconsistencies in administration policies the only factors contributing to uncertainties. The strike situation is again serious, particularly in view of the pro-labor attitude of the administration and the fact that the higher cost of living gives increased basis for additional labor demands. Moreover, no answer has been given to the question that if the national recovery act is what it is claimed to be, why has the co-operation phase of the act brought about a strike of better than 500,000 textile workers. It is difficult for advocates of the spending and "pump priming" policy to explain why steel production is at the present rate and unemployment rising, according to the American Federation of Labor, after the national debt having been increased by six billion dollars in 18 months. These results thus far, along with no uncertainty as to the direction of the policies of the administration, explains the failure of private enterprise to take hold.

Conclusion as to the trend of monetary policy cannot be made with any degree of certainty. Although Secretary of Treasury Morganthau's speech indicated that the government would pursue orthodox methods of financing at present, it failed to be convincing to those financial interests fearing inflation. The decline in Sterling may disrupt the foreign exchange status so that no certainty exists as to monetary policy this fall. The resignation of Director of Budgetary Douglas, removes another member inclined towards conservatism in fiscal matters. Accordingly, prime grade bonds may face a test period this fall. Bonds adequately protected by earnings and offering some appreciation possibilities in case of inflation should fare best. Business prospects are not encouraging for weak bonds in general. Holders of bonds in this group must consider the prospects of inflation and its effect upon the industry represented by their holdings, however.

J. H. Petter.

The flash principle is used in a new quick-heating, slow-cooling boiler for oil burners in steam or hot-water systems. It also provides summer domestic water heating if desired.

Religion inspires courage.



### Essential Features of the Grocery Staples

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

**Tea**—The demand for tea from first hands during the week has been dull and prices have shown a little further weakness. This was due to lower prices in primary markets. Consumptive demand for tea is still pretty good, but will decline from now on.

**Coffee**—In spite of news from Brazil that crop conditions are not very good down there, future Rio and Santos, green and in a large way, has shown some declines during the week. Demand has been poor. The market about the middle of the week recovered some of its declines, but the undertone is still rather soft. Spot Rio and Santos green and in a large way, has also gone off slightly since the last report. Mild coffees are about unchanged, although some grades are a trifle higher. The jobbing market on roasted coffee shows no general change. Consumptive demand for coffee about normal.

**Canned Fruits**—California fruits have worked into the strongest position possible in such a short space of time. The trade is pretty well booked up on fruits now, and present prices will not get much of a test until there is more of a demand, but the indications are that sellers are pretty much in the saddle.

**Canned Vegetables**—Prices are steady on what goods are offered, but offerings continue scarce. Southern tomatoes were higher, going up to 70c, factory. New York state sauerkraut is somewhat uncertain, but large packings are generally holding at least on the basis of 95c, factory for No. 2½s. Beans and peas continued firm during the week.

**Canned Fish**—Salmon, some varieties of which have been uncertain, have snapped back to a higher price basis. Alaska pinks and chums advanced 10c per dozen each, and fancy Puget Sound sockeye halves were up 15c a dozen. The run on the Sound terminated very quietly, and is now believed to be over, as far as this fast closing season is concerned. Shrimp is somewhat higher for the week, with a noticeable upward tendency. The code is responsible. Other tinned fish unchanged.

**Dried Fruits**—The dried fruit market made a little further headway on the Coast during the present week. There is a stronger price trend in the large sizes of new crop Santa Clara prunes, 30s and 40s both reflecting the change. Grading of 30s in the new crop will be short and 40s will not be a whole lot better it was reported. Figs are also reacting to crop conditions, Calimyrna figs being quite hard hit. This has led to withdrawals of firm prices by packers, and booking of business subject to developments. Raisins have shown a stronger tone also during the week. Apricots are unchanged. The spot market has been letting up somewhat in the past few days, owing to the labor day layoff. This has been anticipated of course, and the trade both here and in the interior booked

sufficient business for the period. Sellers here look for a resumption of business soon after the holiday, and possibly a good seasonal increase of orders. The cool weather which prevailed in the past week did much to stimulate activity.

**Beans and Peas**—The market for dried beans has shown more strength during the week, but the undertone at the present writing is firm. Demand, however, is still poor. Red and white kidneys are a trifle higher. No change in dried peas.

**Nuts**—There is a fairly routine demand for shelled varieties, but the labor day lay-off affected business to some extent in the closing days of the week. Prices on the different varieties are being well maintained here. Cables from Europe show little change in the situation abroad, and first hands have been anticipating lower offerings later.

**Rice**—The market has worked itself into good position, with inquiry proceeding along more active lines here and larger orders being received from the trade. Interest for the present centers in Beaumont where the millers are meeting. It has been reported that the matter of the conversion charge will be discussed at this meeting, but advices to at least one seller here today from the South said that any decrease in the conversion charge, if one is made, which is not certain, will be followed by a proportionate increase in the parity price, so that the scales will be about balanced. Anyway, the best thing to do is to await definite news from Beaumont.

**Salt Fish**—Demand for mackerel and other salt fish is improving. New catch mackerel is now offered in Eastern markets with prices above last year's opening. The fish seem to be a pretty good quality and the trade are taking some of it.

**Syrup and Molasses**—Sugar syrup continues unchanged and in very fair demand. Production still limited. Compound syrup shows no additional change for the week. Demand fair. Better grades of molasses are selling quietly without change.

### 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**—6c per lb.

**Butter**—Creamery, 27½ for cartons, and 27c for tubs.

**Cabbage**—Home grown, 50c per bu. for white, 75c for red.

**Cantaloupes**—Home grown, 50@75c per bushel.

**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**—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.....\$3.15  
Light Red Kidney from farmer... 3.75  
Dark Red Kidney from farmer... 4.50

**Eggs**—Jobbers pay 14c per lb. for all clean receipts. They sell as follows:  
Large white, extra fancy.....26c  
Standard fancy select, cartons.....25c  
Standard fancy select.....24c  
Fancy, fresh white.....23s  
Candled, large pullets.....19c  
Checks.....18c

Storage eggs are being offered as follows:

XX April.....23c  
X April.....20c

Checks.....18c  
Egg Plant—\$1 per dozen for home grown.

**Garlic**—12c per lb.

**Grapes**—Wardens, \$1.75 per dozen for 4 lb. baskets.

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

**Green Beans**—Home grown, 75c per bushel.

**Green Onions**—10c per dozen.

**Green Peas**—\$2.50 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.....\$4.00

Leaf, out-door......08  
**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**—Elbertas from Southern Michigan and Northern Illinois, \$2.25 @ \$2.75 per bu.

**Pears**—\$1 @ \$1.25 for Bartlets.

**Pickling Stock**—Small onions, 75c for 10 lb. bag. Small cukes, 75c @ \$1.25 per bu.

**Potatoes**—New Jersey, \$1.75 per 100 lb. sack. Home grown, 85c per bu.

**Poultry**—Wilson & Company pay as follows:

Heavy Fowls.....14c  
Light Fowls.....11c

Ducks.....10c  
Turkeys.....18c

Geese.....8c

**Radishes**—8c per dozen bunches for home grown.

**Spinach**—\$1 per bushel for home grown.

**Summer Squash**—2c per lb.

**Sweet Potatoes**—Virginia Jerseys, \$4.50 per bbl.

**Tomatoes**—Out door grown, 40@50c per ½ bu.

**Turnips**—20c per dozen.

**Veal Calves**—Wilson & Company pay as follows:

Fancy.....10c  
Good.....8c

**Watermelons**—25c @ 35c.

**Wax Beans**—Home grown, 75c per bushel.

### New Foreign Policy Seen

The Roosevelt Administration is seen embarking on a new type of foreign diplomacy in dealing with Latin American neighbors, the objective being to build up their national economy to permit them to buy our goods and service their obligations in this country.

While all of this is not to be carried out in black and white in reciprocal pacts, it is learned on good authority that it will be something in the nature of a gentlemen's agreement.

For instance, in the case of coffee producing countries we can promise that during the lifetime of any applicable reciprocal trade pact the United States will refrain from imposing any sort of an excise tax on the commodity in question. Those countries would have to maintain debt service and refrain from engaging in blocked exchange tactics.

### Twelve New Readers of the Tradesman

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

Goetz & McDonald, Detour  
Jacob E. Schopp, Detour  
H. I. Best, Pickford  
Rudyard Co-Operative Co., Rudyard  
William Stearns, Rudyard  
Everett York, Sault Ste. Marie  
R. E. Gines, Sault Ste. Marie  
Chamber of Commerce, Holland  
G. R. Macmaster, Sault Ste. Marie  
W. L. Wilson, Newberry  
J. K. Jacobson, Newberry  
W. F. Jenkins, Big Rapids.

Science has helped to produce great wealth. Let us use it to banish poverty.

Evolution was at work a million years before man learned about it.

## Bond Printing

*Is a Business in Itself*

It requires not only the proper Bond Blanks but a knowledge of Bonds coupled with skill and painstaking care.

**We Have the Blanks  
We Have the Skill  
We Use the Care**

## BOND PRINTING IS OUR BUSINESS

We undoubtedly print more Bonds and Certificates of Stock than any other printers in Michigan

**TRADESMAN COMPANY**

## MUTUAL INSURANCE (Fire and Life)

### Burnt Offerings to Moloch

(Suggested Fire Prevention Speech)

If I were to pass the hat asking every head of a family here to drop in \$4 for each member of his household as a tribute to the pagan god Moloch; if, further, I were to ask you to join me in going over a list of citizens of our community to select two adults and one child for each 39,000 population, to be burned alive as a sacrifice, you would in your wrath ride me out of town on a rail. And yet, each year for many years past, the people of America, with the greatest complacency have been sacrificing to this pagan god ten thousand human lives and an average of half a billion dollars in property.

I am telling you nothing new. You will recognize those figures at once as America's annual tribute to Fire, the greatest per capita toll of any nation on earth. I am telling you nothing new when I remind you that a large percentage of fires are preventable. In fact, I propose to say not a syllable today to add to your knowledge: of knowledge there is plenty; application of that knowledge is scanty. Rather, let us for a few minutes with a white-hot branding iron sear into our consciousness some well-known facts and their significance, that the impression may remain in our minds for at least 365 days to come.

All of us know what neighborliness means and most of us enjoy its practice in the little things of everyday life. Yet many people by neglecting to guard their own property against fire cause the destruction of the property of their neighbors. The annual cost of these "exposure" fires averages more than \$30,000,000.

Everybody knows matches, cigarette butts and hot ashes from pipes are dangerous; yet, so little do we apply that knowledge, that our annual "matches and smoking" fire loss is another \$30,000,000.

"Take no thought for the morrow," is a Scriptural injunction we Americans are all too prone to follow to the neglect of the admonition about "a house built upon a rock." We are a young nation, very young as nations go, and like all very young things we want what we want when we want it—homes that are comfortable, business structures that are profitable, public buildings that are imposing—with all too little thought of permanence, or ability to withstand the ravages of the elements. Consider just one construction item. Chimneys and flues; in many homes and business houses, slender terra cotta stems are used for flues, stove and furnace pipes are passed around through floors and wood partitions, possibly with the so-called protection of a ventilated metal cuff. The saving may be a few dollars but the cost amounts to \$25,000,000 annually.

Much has been written of the blessings of electricity in our modern civilization. You very readily know, if you pause to think, that practically none of the products of our "Machine Age," not even electricity, would be possible without the Promethean gift of friendly fire. Friendly is a particularly happy adjective to apply to fire with reference to its use in stoves and furnaces, connoting as it does gathering around the family hearthstone, whether this hearthstone be a rusty wood stove in a hovel, or the radiator of the most modern heating plant. Yet in these same styles and furnaces carelessness, like an evil genie, converts the friendly fire into a fiendish fire, devouring eighteen to twenty million dollars' worth of property every year.

An official of the Society for the Prevention of Cruelty to Animals was placing a diseased cat in a lethal chamber for a painless end to its miseries when an electric spark from the cat's fur ignited the flammable gas. The official's eyebrows were burned off and the cat escaped to live out its miseries, but that was only a reminder of the misuse of electricity, often in seemingly trifling details, which costs us annually in the neighborhood of \$15,000,000.

There was a time when spontaneous combustion seemed to be more or less of a myth. To-day we know it as an actuality and you don't have to have a coal yard or a grain elevator to find it. Another case of spontaneous combustion may show up in a pile of oily rags in the corner of your garage, in that pair of greasy overalls hung on the wall, or in an oily dust mop in the pantry to add its share to the spontaneous combustion loss of twelve or thirteen million dollars every year.

We have heard that a flaming match can be extinguished by plunging it suddenly in a bucket of gasoline, but one man who tried it did not survive to learn how much his particular fire contributed toward the total loss that year from petroleum and its products. Usually it costs American property owners between ten and fifteen millions.

### Deliberate Destruction

Insurance is often criticized because the honest have to pay for the fires of the dishonest but that is not the fault of the insurance companies. Fire insurance companies, through the National Board of Fire Underwriters, are spending thousands of dollars annually for the apprehension and punishment of fire-bugs. Yet much remains to be done, because our bill for incendiarism still is said to run over \$100,000,000 a year.

Hardly a day passes that the newspapers do not report a fire which started "in some undetermined manner." I venture the assertion that there is not an adult in the United States who has not at some time or other committed some little careless act which created a potential fire-breeder. The law of averages is inexorable; a certain proportion of these potential fire-breeders come to full fruition in disaster. "Cause Unknown," the largest single classification, taxes us two hundred million dollars a year.

Everyone has seen the picture of the pagan fire god, Moloch: head of a bull, squat body of a man, a fire roaring through the hollow metal figure, making the whole body red-hot, his stubby arms extended rigidly from the elbows, and on those red-hot arms a little, naked baby—a human sacrifice to the fire god. We can almost see the smoke and smell the burning flesh!

Too horrible to mention? Perhaps.

But that was only a picture of what was reported to have happened in far-off pagan times. More horrible is the actuality in our twentieth century America—a burnt offering of hundreds of millions of dollars in property and thousands of human lives each year, sacrificed to this pagan god of fire—Moloch!

When will it cease? Who knows.

How? Who can tell.

Not, I believe, by any big, spectacular event, flaring across the headlines of the papers. When a still, small voice whispers into your consciousness and into mine that needless waste is particularly wanton in times of woeful want; that a human body burned to ashes is as strong an indictment against our civilization as a human body riddled with machine gun bullets; then, I believe, we shall all begin in the little things of our daily life to do our part to help turn America from its leadership in Fire Waste to leadership in Fire Prevention.

### Opportunity for Agents

Local representatives of mutual fire insurance companies have a wide field for service to their clients and to the public generally. Agents who avail themselves of this opportunity are in a strong position to hold the business already on their books and to gain new business.

Fire prevention affords one of the best chances for service. For the agent it will provide favorable publicity and contacts with clients and prospects, which may lead to increased business.

Agents are the logical ones to plan and start programs in their communities for Fire Prevention Week, if some other organization or individual has not already done so. If the local chamber of commerce or some other civic body initiates a fire prevention campaign, it will be to the agent's advantage

to co-operate fully and offer his services in the program. Aside from this there are definite things he can do of his own accord:

He should make fire prevention speeches before local clubs and in schools.

He will gain desirable publicity by running an essay or poster contest for the school children.

He will place his name before the public in a favorable light if he will advertise in the newspapers, using a fire prevention theme. By doing this he encourages the editors to co-operate with him to the extent of using signed articles on the subject.

If he has window space it will be to his advantage to use it for a fire prevention window display.

He should distribute fire prevention folders, which he can obtain from the National Board of Fire Underwriters and possibly from the Companies he represents.

Then he should make every effort to interest other individuals and organizations in the fire prevention movement and to gain their co-operation.

Year after year, agents who have taken advantage of this opportunity report that it has benefited them as well as those they served.

### Coal Production Rising

In line with seasonal requirements, coal production has begun to rise again, although current output of about 6,000,000 tons weekly is still approximately 20 per cent. below 1933.

While prospects for industrial coal consumption remain clouded, advance weather estimates indicate that heating requirements this fall may be slightly above those of last year. In addition, the number of vacancies, both in apartments and individual homes, has been slightly reduced. This will effect some increase in demand.

In view of these conditions, the industry is confident that current price increases, particularly in domestic sizes, will not interfere with a fair volume of business. While bituminous coal prices have been advanced several times, anthracite prices are also being raised. An increase of 25 cents per ton in the wholesale markets will take effect to-day.

### 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



## TWENTY POINT PROGRAM

### Agreed To By Michigan Druggists At Lansing Meeting

The druggists of Michigan want a "live power" organization. They have indicated this desire so plainly to the new officers of M. S. P. A., that a special meeting was called in Lansing on Tuesday, August 14, for the purpose of mapping out a comprehensive program and membership campaign.

Dinner was served at the Olds Hotel at noon. About sixty druggists from all sections of the state were present. Every Congressional district was represented by druggists whose work in organized Pharmacy projects is well known.

The druggists in attendance demonstrated promptly that they had come for the purpose of assisting in the establishment of a militant program and that they, and the druggists in their districts, would "follow through." From the moment the meeting started there was an air of studious seriousness that proved that Michigan druggists realize the necessity of organization and are ready to do their part in cooperative activity.

Perhaps the most dominant subject under discussion was the proposed new pharmacy law. The present law has been amended and patched up to such an extent that reconstruction is practically impossible. It is a recognized fact that it is much easier to get legislation in the form of amendments to laws than by repealing old laws and passing new ones. However, the necessity of a complete new law to replace the irreparable old one is positively apparent in the interest of the public of this state.

The proposed new law will be printed in the near future. Every druggist in Michigan should get a copy and read it through carefully. Certain regulatory measures will instantly be recognized as beneficial to the public and the druggist. The new law defines a drug store and the equipment needed by a store to permit it to be called a drug store. It contains provisions concerning the sale of hypnotics, depressants, prophylactics, contraceptives, poisons in bulk, etc., that must be attended to at once from a regulatory standpoint before their indiscriminate sale results in prohibitory stipulations.

The importance of the Federation of Retail Merchants and the Michigan Merchants Council is realized by the committee. These organizations, comprised of retail merchant organizations in every retail line, will cooperate with druggists' organizations from a standpoint of counsel, effort, and legislation. Every druggist in the state who belongs to the M. S. P. A. and D. R. D. A. is automatically a participant in one of the two groups above named.

The sales tax, price stabilization, the proposed fair trade bill, monopolistic tendencies in distribution, and many other subjects were taken up and included in the "twenty-point program" resulting from the meeting. The "twenty-point program" is a plan that can be successfully carried through if all of the druggists in the state are willing to do their share in its completion.

Since the first of July the present officers and committeemen of the M. S.

P. A. have given consideration to every matter coming to their attention and you can depend that they will follow through on the work coming within their jurisdiction. Naturally these men will give much of their time freely to their association duties. All they ask is that the intelligent pharmacists of Michigan will assist them when requested. The duty of every druggist in the state is to remit his dues to the Secretary promptly in order that time which would otherwise be spent in membership solicitation may be used for constructive work on the program.

The program as outlined by the committee is as follows:

1. Pharmacy law. A new law to replace the present patched up pharmacy law. The new law will contain definitions, regulatory measures and stipulations in accord with present day conditions.

2. Fair trade law. A proposed law to be based on a code of fair merchandising. Aimed particularly at cut throat competition and "chiseling" practices. To be drawn up in cooperation with the Federation of Retail Merchants and the Michigan Merchants Council.

3. The Michigan sales tax. An attempt to formulate a plan whereby Michigan merchants can get some relief from payment of sales tax which they are unable to receive from purchasers.

4. Organized pharmacy. To support the A. Ph. A., the Drug Institute, and the N. A. R. D., in their battles to get a square deal from the United States Congress.

5. Merchandise in 10c sizes. To demand fairness from manufacturers who produce a ten-cent size of their products, sometimes the ten-cent "sampler" size being out of proportion to the amount in the drug store packages. When this campaign gets under way, a list of products will be printed showing those manufacturers who are unfair. Such manufacturers are now being contacted with a request to make their ten-cent size consistent with their larger sizes.

6. Manufacturers' price stabilization. To support manufacturers who are making a sincere effort toward price stabilization. Lists of manufacturers who establish minimum resale prices will be published in the Journal.

7. Retail trade groups. To support the Federation of Retail Merchants and the Michigan Merchants Council. Both the M. S. P. A. and the D. R. D. A. are represented in these trade groups and are co-operating with the retail industry, generally, to promote legislation favorable to the public and the retail industry.

8. The drug code. To support the drug code authorities throughout the state and to assist in the enforcement of the code.

9. Local drug groups. To assist city and county drug groups to pass local ordinances regulating peddling, and other conditions unfair to the drug trade.

10. Political contacts. To contact candidates for political positions prior to election to ascertain the position of such candidates on retail problems.

11. Local retail groups. To assist and support local boards of commerce and kindred organizations.

12. Membership. To set a goal, and attain it, of 2,000 M. S. P. A. members so that the strength of the organization will be evident when applying for legislative relief.

13. Individual activity. To request that every druggist become a member and enlist his neighbor druggist into membership, and to post every druggist member promptly on association projects.

14. Travelers' group. To support the Michigan State Pharmaceutical Travelers' Association. To help them as they have helped us in forming a large active association. All salesmen calling on Michigan druggists should be requested to produce their M.S.P.T.A. card.

15. The Journal. To carefully read, support, and promote the D. R. D. A. and M. S. P. A. Journal and its active, brilliant campaign for better conditions in the drug business. To give Journal advertisers purchasing preference.

16. The Michigan Tradesman. To support this important publication and its policy. For more than fifty years the Michigan Tradesman has championed the cause of independent retailing.

17. M. S. P. A. Secretary. To assist the Secretary by promptly remitting \$3 State dues so that the strength of the organization may be quoted by him in requesting concessions.

18. Individual Activity. To inform and instruct druggists of the state as to the importance of their response and co-operation in associate programs.

19. Merchandise distribution. To prevent monopolistic tendencies in distribution. To notify Michigan druggists of manufacturers who favor such monopolistic tendencies and to urge them to discourage the sale of products of manufacturers who choose to disregard independent retailers.

20. Higher plane for pharmacy. To work shoulder to shoulder with each other to elevate the profession of Pharmacy to the place it deserves in the general scheme of things.—M. S. P. A. Journal.

### Mercantile Problems Discussed By Clare F. Allan

Kiwanians were very much interested in an address by their fellow townsman, Clare F. Allan, when he told them of the problems of the independent merchant, and explained what was desired by those of the drug profession and others.

"The underprivileged business man" was taken for his topic as he explained that 80,000 retailers of the state were faced with one new tax after another, and that the burden was forcing many to close their doors.

"My own business has to pay from 20 to 30 different tax levies," he declared and outlined the program of the merchants as he saw it.

"These business men have been the builders of the community. They want to support schools, churches, good roads, and all civic improvements. They want to back all worthy local projects. They want to aid in charity and community betterment," he said.

"But we do not want any more new taxes, or commissions and we do not want the government in any business that can be handled by private individ-

uals. Business enterprise is not the proper function of the state.

"We want to see chiseling and cut-throat methods eliminated. The practice of this type of store—the store that resorts to cut throat methods, results in lower wages for clerks and salespeople, to misrepresentation of merchandise, lowering of business standards and ethics; and ultimate destruction of the business fabric," he continued.

He then explained that officers of 9 retail groups had united their efforts and had formed a "Merchants Council," for the purpose of securing justice for the merchant, and the public.

This organization, he explained is making a study of the sales tax in an endeavor to devise suitable ways to ease the burden for the merchant and consumer. It will ask the next legislature for a "Fair Trade Practice bill," allowing the manufacturer to regulate the minimum re-sale price of his merchandise. The retail merchants council has worked out a very careful 20 point program, he said.

Mr. Allan had explained the purpose of the merchants council to newspaper men of the sixteenth congressional district at a meeting held at the office of the Chronicle Monday evening.—Wyandotte Chronicle.

### Pressure Process Improves Pineapple

A pressure process to make slices of canned pineapple more uniform in color and texture has been invented by Robert Brooks Taylor of Kapaa, Kauai, Territory of Hawaii. The pressure method takes the place of the old vacuumizing machine, in which the slices of pineapple were subjected to a partial vacuum, followed almost immediately by exposure to normal atmospheric pressure. This exposure to vacuum and then to the atmospheric pressure causes a disruption of the cells in the slices, a puffing effect which has a tendency to make the slices more uniform in color. The inventor claims that the efficiency of the vacuumizing machine was necessarily limited by the difference between the greatest vacuum obtainable and normal atmospheric pressure. By reversing this procedure, the inventor is able to subject the pineapple slices to a much greater difference in pressure, namely by applying a very high initial pressure and then allowing the slices to revert to natural pressure. Applying the new principle to the canning operations, the can containing the sliced fruit is passed through a high pressure exhaust box by means of suitable valves. Immediately upon release of the pineapple slices into the open air, the pressure again readjusts itself, after which the fruit undergoes the usual canning operations. The new method has been praised by numerous canning experts who have seen it employed in the laboratory.

A new, easily cleaned auto floor mat is surfaced with ribs running vertically at front, horizontally at rear. Thus sweeping is always "with the grain"—first down, then out.

The ancients worshipped the golden calf. Many moderns worship the gold standard.

### FALL PRICE RISE CHECKED

Coming on top of the other uncertainties now besetting business, the strike in the textile industry will set back the normal Fall upturn several weeks, depending on its duration, according to opinions expressed by business executives.

In addition to the strike, many factories in various lines of business will close down during the strike period for a longer time than usual, because of the current lack of business. However, the reduction in output, combined with the current low state of stocks in most manufacturers' and distributors' hands, is expected to bring about a sharp rebound in activity late this month, when buyers are compelled to replenish supplies.

Nevertheless, the feeling of confidence about the Fall outlook, so prevalent a month ago, has diminished steadily since that time, business men declare. Continued reports of NRA reorganization, rumors of inflation, possibilities of forced reductions in hours have all caused a great deal of uncertainty among business men, with the result that they are reluctant to plan ahead. The steady falling off in the demand for goods in the various wholesale markets has also given rise to considerable pessimism.

On the other hand, favorable developments have not been entirely overlooked. These include the increase in public works activity, some rise in private construction, and the fact that farmers' income will exceed that of last year.

The prospects of renewed buying activity upon termination of the strike were weighed here carefully last week by executives in the various textile fields. The conclusion was that wool goods stocks are low, cotton stocks in mills have been reduced sharply by the rush to obtain shipments, while rayon and silk fabric inventories are still high.

With the wool fabric demand at a practical standstill for the last few months, mills have steadily cut down operations to keep production in balance. The widespread shut-downs promised for this month are coming at the end of a poor Fall season, but at the beginning of October renewed activity is looked for on tropical worsteds and regular Spring cloths.

Going through the clothing industry, inventories of Fall styles are normal, with scattered quantities of Spring goods left over. A revival of demand for clothing will develop at the close of this month, manufacturers felt.

Despite the 25 per cent. curtailment in the cotton goods industry, stocks continued to accumulate during the Summer. Entering the strike period mills have three to five weeks' supplies on hand, the previous large volume having been reduced sharply last week, when the rush for deliveries taxed the shipping facilities of most manufacturers. Any prolongation of the strike will have the effect of further reducing supplies, but since most buyers are now covered until Oct. 1, no immediate effect on the market will be felt.

While stocks of rayon yarn are reported to be in good condition, fabric inventories are quite heavy, in a few instances being double normal quantities.

Silk supplies are also large and neither of these industries looks for any immediate improvement, although they expect a substantial expansion in demand in another month.

Dry goods wholesalers, who have been purchasing eagerly for the last three months, admit that their stocks are well depleted on most items, as they have been moving goods freely to retailers at a rate exceeding that of last year. The termination of the strike will bring them back into the market for substantial quantities.

One favorable factor, it is agreed, is the strengthening of prices, which will result in most textile lines from the strike. Not that either mills or distributors want to see quotations go too high, but they feel that firm price lines will give confidence to buyers, as inventory losses will be minimized.

### TEXTILE STRIKE VIEW

For a strike of the proportions promised, the textile crisis has thus far been treated in the industry and trades with a surprising amount of indifference. The reason for this is, of course, that business has not been good on the whole, and the trouble may aid rather than hurt the mills. Buyers have also shown the same lack of concern, even though, as in the case of wholesalers, they profess having active demand and none too plentiful stocks.

The general view of strike possibilities is that they are apt to be quite spotty. By this it is meant that some districts and some mills will have serious trouble, while others will probably emerge free from disturbance. Where labor grievances are extreme the companies will bear of the brunt of such dissatisfaction, whereas the concerns which have tried to maintain good working conditions should suffer little effect.

Unless a last-minute move prevents this strike, it is considered likely, however, that the union will concentrate upon organization work, since this is, in effect, an "organization" strike. Membership in the union probably falls far short of official claims, but it is hoped to run it up once the workers leave the mills.

To the manufacturer who has been striving to fulfill his code obligations in spirit as well as letter, it might not prove any catastrophe to have a strong union in the field. He is aware that there have been violations of the code and other devices used to create the competition from which he suffers. Some of these practices he may be able to stop when he has the necessary information to put before the code officials, but the labor check-up would offer much better protection.

### NRA STRIFE BREAKS OUT

Dissension in the high quarters of NRA has broken forth at a critical stage of the recovery program, and from an outside viewpoint appears to be quite unnecessary, unless caused by the strain of overwork, and that is quite possible. The leaders, lately, have been giving themselves all the airs of a prima donna, with dramatic "exits," ultimatums and resignations.

Such antics are bound to discourage what confidence remains among business interests in the recovery effort. If there are differences, it would seem

that they might be adjusted in private discussions. Should these disputes be irreconcilable and rooted in basic principles, then a decision should be reached by majority vote or through the good offices of the executive.

What appears to be happening is that industry was given too free a hand in the preparation of codes and has written in numerous provisions which violate sound economic doctrines. At the same time, consumers and labor, who were to be equal partners in the enterprise, have received only little recognition. The interests which gained for industry its new privileges are now objecting to the removal of those privileges even though it is quite apparent that they have not worked out in the way expected.

A cue to the new course that the recovery movement may take was supplied last week by the decision of the boot and shoe manufacturers to ask for the dropping of all code provisions except those dealing with labor. More industries may sooner or later find that the wage and hour regulations are the one sure avenue to fair competition and follow this example.

### RECESSION CONTINUES

Continued recession was the report from industry during the past week, with a strike involving more than a million workers in the textile and allied lines an influence upon the side of depressing operations still further. However, this is the traditional period of a slackness before the Fall upturn and, unless the textile disturbance is prolonged, business interests were not inclined to be too pessimistic over the outlook.

Some reassurance was had from the report of the Secretary of the Treasury in which he pointed out that the recovery program so far has not cost untold sums. His statement placed the net expenditure at little more than half a billion dollars. Similarly, the new set-up for the NRA codes promised a simplifying of administration which has long been regarded as necessary and helpful.

As far as actual operations in industry were concerned, there was little change from the recent trends. The business index has dropped close to the year's record low, made last January. Electric power output disclosed the heaviest loss as a series when a small decline took place against what is usually an increase. The previous week's gain was reduced quite sharply in the Middle Atlantic and New England areas.

While steel production showed a further slackening, there is a rather widespread opinion in the industry that operations may recover after the holiday. Automobile manufacture has taken a sharp drop on the eve of the holiday, but sales are still reported easing off less than expected.

### DECISION OF INTEREST

Another decision upon the quantity discount question is of prime interest to trade interests. This time the ruling is made upon the Knitted Outerwear Code and such rebates are prohibited. Previously, permission was given to the bias tape industry to allow discounts upon a quantity basis. A decision upon the same question in the

Infants and Children's Wear Code has yet to be handed down.

Retailers, who have been giving battle upon this point, do not think that the knitted outerwear ruling hurts their case, because discount terms are specifically limited in this code. These terms are 3 per cent. to wholesalers and 8 per cent. to retailers, with all other rebates prohibited.

When the terms are not actually written into the code the retail interests believe they have a good chance of obtaining concessions upon quantity orders. However, it is likely that, in view of the knitted outerwear ruling, other manufacturing groups will hasten to seek amendments banning the rebate.

While the discount controversy will probably be pressed with undiminished vigor, the thought occurs that, discount or no discount, the customer who places quantity business will get the benefit in one way or another. Perhaps he "close-out" or he will receive better materials and workmanship in what he buys. No code stops that, and the retailer may find such "extras" have better profit-making results than what he might pick up in the way of rebates.

### DRY GOODS CONDITIONS

Cool weather has stimulated retail trade and brought sales volume for August to a satisfactory close. Instead of the sizable decline which was at first expected because of the exceptional business of a year ago, it is likely that August this year will run about even here or show only a small loss. Promotions of furs, cloth coats and furniture brought larger sales than anticipated.

Reports from other parts of the country were also encouraging with respect to August sales. Chain store sales are counted upon to disclose better gains than in July.

Fall fashion promotions will now take the center of the retail stage. While the unsettled sentiment caused by strike disturbances may have some effect upon buying, and particularly in the areas affected, the retail view is that the policy of moderate prices this year should have a wide appeal. Last year price lines were moved too high after the August trade spurt, and consumer demand languished.

In the wholesale merchandise markets re-orders on school wear and supplies were a feature. Women's dresses in the better grades were also quite active. Toward the close of the week a heavy buying movement in cotton took place, in contrast to the apathy which prevailed formerly, despite the proximity of a labor tie-up.

Attic fans which draw air up through the house, exhaust it to the exterior are now offered. They are said to insure air circulation, prevent attic heat leakage to rooms below.

One sees what one's sipping with a new drinking "straw" made of transparent cellulose. It's made without use of paste or paraffine, is said to be durable, unaffected by alcohol.

Wealth is blind. So was Belshazzar; neither could see the "handwriting on the wall."



## OUT AROUND

Things Seen and Heard on a Week  
End Trip

Last Saturday was the first rainy Saturday we have had for nearly six months.

I found in the front windows of Zeeland merchants many displays reminding one of how things were done in the Netherlands from 100 to 300 years ago. Of course, the most interesting articles on display are the Holland bibles, some in German text before the English text was adopted. Many of the bibles bear unmistakable indications of long usage.

I was told at Grand Haven that the owner of the fish boat which was blown up while lying at the dock one night about a month ago had taken up his nets and returned to Harbor Beach. Jack Howard, who is one of the greatest offenders against fairness in the whitefish industry, asserts he will pull up his nets and return to Harbor Beach when the whitefish season closes about a month hence. The fishing industry on Lake Michigan will make a determined effort to put these outlanders out of business, so far as the use of submarine nets is concerned, by the enactment of a prohibitory law by the next Legislature, but when I think of the swads of money these men have accumulated by their nefarious acts, I doubt the regular fisherman being able to accomplish much in the face of the bribery crusade which has heretofore confronted them.

A recent mercantile failure in Grand Rapids certainly surprised me. The man carried a good stock in a thickly settled community. He was a leading member of a large church located only a few blocks from the store and naturally enjoyed the trade of most of the members. It so happened that another member of the same church called on me last week. I asked him why his church brother had failed. He replied, apparently without any reservation whatever: "He was a good merchant and always carried a good stock, his prices were fair, his treatment of grownups was superb, but when a child was sent to the store he invariably came home with a poor steak, or whatever the purchase might be, and also with short change. This was frequently discussed by the members of our church and we finally decided to withdraw our patronage from the store in hopes the merchant would capitulate, in which case we would again become his customers. He evidently assumed our action was intended to be permanent and sought the protection of the bankruptcy court." I do not vouch for the accuracy of this statement, but pass it on to my readers in the same language it came to me.

One of the most popular and successful merchants I know is one who eliminates the odd cent if the amount of the transaction is in excess of \$1. A purchase of \$1.11 is always settled on the basis of \$1.10. The merchant who

pursues this policy assures me the elimination of the extra cent is the best advertising he has ever done; that it gives him the reputation of being generous when, as a matter of fact, he is simply far sighted.

I have always found it a good idea to beware of the man who prates of his honesty. I happen to know a man whose wife has been trained to boast of the honesty of her husband, yet he is one of the most dishonest men I ever met. He is a back stabber to the nth degree, always knifing in the back someone who has happened to incur his displeasure.

We have had a Secretary of War ever since our Government was established. I think it equally important that we now have a Secretary of Peace. We have a Secretary of Labor, who has always functioned as though union labor, which represents only 5 per cent. of our laboring population, is all that needed assistance. As an offset to this great National disgrace and injustice, we should also have a Secretary of Honest Labor. Union labor is not and never has been honest labor, because it stands for short hours, high wages, wretched workmanship, restriction of output, treason to employer, the torch of the incendiary, the dagger of the assassin, open violation of all the laws of God and man.

During the nearly forty years the Fifth district has been represented in the House of Representatives by two Republicans—the late William Alden Smith and Carl Mapes—I do not recall that the Democratic party has ever undertaken to present a worthwhile candidate for that office until this year, when it offers an outstanding man in the person of Thomas F. McAllister. Born in Grand Rapids and educated in the schools of the city, he rounded out his educational career at Ann Arbor and has always stood for the best traditions of his city and state. Enlisting in the French army before the United States entered the great contest planned and started by the kaiser, he won distinction as an officer and hero and bears many medals, testifying to his skill and courage. Returning home after the war, he plunged into the intricacies of the law and has won high standing at the bar as a conscientious and hardworking attorney. If nominated and elected he will serve the district with ability and fidelity and soon come to be regarded as an ideal statesman—from the Democratic standpoint.

On the other side of the political fence, the members of the Republican party can heartily support the present incumbent of the office in question with confidence and satisfaction. With nearly a quarter of a century in official office to his credit, he knows the game as few other congressmen do and is universally conceded to be the best posted presiding officer in the House of Representatives. He has never failed to turn a willing ear to any constituent, regardless of race, religion,

political affiliation or social standing, and has secured for his district a vast number of concessions which have been of great benefit to the people. The single Republican candidate against him in the primaries will cut little figure, because he is the avowed spokesman of the beer interests, which are not behaving very well these days and must be restrained from their present activities by drastic measures or we will find ourselves back in the depths of depravity which prevailed in the old open saloon era. Republicans certainly have no cause to withhold their support from Congressman Mapes.

After I had published the Tradesman a couple of years, I was induced by a personal friend—who was then president of the typographical union—to join hands with the union, with a written agreement that if I was not satisfied at the end of the year I could withdraw without prejudice and without the nasty boycott which unions undertake to put into action in the event of a severance of relations. My employes protested against joining the union. They insisted they were entirely happy in their relations with me and that they could make better use of their Sundays than attending union meetings. I then saw I had made a mistake, but as I have always made it a point to live up to my agreements I asked them to give the new arrangement a trial. The morning after the first meeting they attended they came to me and said: "Mr. Stowe, we ask you to permit us to resign from the union. All the talk we heard at the meeting yesterday was that employers of labor were tyrants, bent on cheating their customers and robbing their employes. So far as you are concerned, we know that is not true. When we said as much at the meeting we were told to refrain from expressing an opinion until we knew more about the matters under discussion. We cannot listen to this kind of talk Sunday after Sunday without being affected by it. We want to think of you as a liberal minded employer, who treats his employes fairly and generously and who never takes advantage of either customer or employee."

Seeing that no possible good could come from union affiliation, I welcomed an opportunity to sever the relations, which came soon by the arbitrary methods of the officers of the union in undertaking to enforce dishonorable methods of procedure. I was a younger man fifty years ago than I am now, but I could not help seeing that the sort of talk union men were continuing to indulge in would ultimately result in the growth and practice of communism, socialism and anarchy. I could see as plain as day that the dissemination of that sort of propaganda would make converts of the young men they were inviting into their organizations and that two or three generations hence America would have a large percentage of communists, who would then undertake to wreck the country on the altar of anarchy. Whenever I discussed this matter with

my friends most of them would laugh at my fears. Some of them insisted that I was an alarmist, but here we are face to face with one of the greatest problems which ever confronted any civilized nation. We have but two elements to thank for this condition—the trades unionists of the United States and the communists of Russia, who started some years ago to follow the example set by trade unionists of this country.

As between these combinations to destroy the peace and tranquility of America and the politicians who slobber over the trade unionists and encourage them in their work of destruction in order to further their own selfish interests I see little difference. If anything, our politicians are the worst.

A well-known Grand Rapids merchant recently accompanied a friend to Detroit, where he was requested to appear before the code authority of one of the bodies which is now supreme in handling the transactions of this country. On his return to Grand Rapids he told his friends:

"I never expected to live long enough to see this country governed the same as Russia is governed—as a communistic nation. We have not yet reached a point where we fully realize the unfortunate position we are in. Things are being handled so adroitly that the cloven foot will not be in evidence until after the fall elections. Then look out for trouble. Our jails and prisons will be crowded to capacity with merchants who have violated some insignificant feature of the NRA and the other codes which make mountains out of mole hills. The man whom I accompanied to Detroit had committed an insignificant offense. After he was given a hearing he was told very bluntly that his violation of the code called for a \$5,000 fine and five years at Fort Leavenworth, but that he would be placed on probation if he would agree to sin no more, with the warning that the next time he was summoned before the code authority the full penalty of the law would be inflicted on him."

A man recently called at the Tradesman office and said he wished to subscribe for the Tradesman. The subscription clerk handed him an order for the paper which he signed John Corrigan, R.R. 2, Box 26, Chelsea, Mich. The man tried to get together \$3 in currency, but not having it he tendered in payment a \$24 cashier's check. The clerk refused to cash the check because she did not know the maker of the check. The man then said that he would pay for two years in advance if that would make it any easier to cash the remainder of the check, but the clerk still demurred. He then said he would mail a check when he got home, and went out. His name was placed on our subscription list under Chelsea and two papers were sent to the name and address the man had written on the signed order. The postmaster at Chelsea wrote that such a man was never known at Chelsea. The

(Continued on page 23)

## FINANCIAL

### Sidelights on the Life of John J. Carton

The death of John J. Carton, of Flint, last week removes from the state one of the most outstanding citizens. He was born in Genesee county in 1856 and was one of a family of thirteen children. His father and mother came from Ireland before the civil war.

He worked in a drug store and taught district schools in the early '70s, in the meantime studying law with books which he borrowed from friends. He was admitted to the bar in 1884 and formed a partnership with Judge George H. Durand, which partnership lasted for twenty years, until the death of the latter. He finally represented his district in the legislature and served as speaker in the legislature for four years. He was a member of and president of the constitutional convention of 1907. He was very prominent in fraternal circles, particularly the Masons, having become Grand Master of the Michigan Grand Lodge F. and A. M., serving on the committee of jurisprudence of the Grand Lodge. His services were esteemed by corporations. He was attorney for the Durant-Dort Carriage Co., which was the genesis of the motor business in Flint, under the leadership of W. C. Durant, whose attorney he was, as well as Mr. Dort. He also was attorney for the Eastern Michigan railroads and the Consumers Power Co. In spite of his corporate connections he was progressive and up to date and not of the reactionary type. Eminently fair, he always saw both sides of the question.

Flint had from a very early date many outstanding lawyers and with Mr. Carton's remarkable memory he frequently told me interesting stories of the old time lawyers like Summer Howard, Judge Newton and others. Sumner Howard was a brother of J. E. Howard, formerly a resident of this city, connected with the Pere Marquette Railroad. He served as District Attorney in Utah at the prosecution of John D. Lee for the murder of about 200 emigrants passing through Utah on their way to California during 1857 at a place known as the Mountain Meadows and known in history as the Mountain Meadows Massacre. Lee was convicted and shot.

Carton by birth was a sterling sturdy Irishman of the same class which has given so many brilliant examples in all professions. They seem to have a mysticism in their natures and among the various talks I had with Mr. Carton in my long association and friendship with him, he told me this story in regard to his parents, which I think is inexplicable. His mother came with her parents to New York as a young girl and she was working in New York with another little Irish colleen when on Hallowe'en night the other girl proposed that they eat something and walk upstairs to bed backwards. Following an old Irish legend they would dream of the man they were going to marry. They carried out the program and the next morning the other girl who was engaged had dreamed of no

one but her fiance, of course. Miss McGuire, afterwards Mrs. Carton, had a very remarkable dream. She was in a house with glass sides and a man walked around the outside peering at her through the window. She remembered the face, but had no knowledge of what or whom it could refer to. A year or two afterwards her parents moved to Michigan near Fenton and finally moved to a farm near Flint.

As good Catholics the church was one evening having what they call a mission or what Protestants call a revival and just before the services, while she and some young ladies were chatting, one of them looked up and said, "Why here come the Carton boys," who were introduced to them. Miss McGuire was so struck by the face of one of them that she seemed to remember and it came over her that it was the man in her dream that looked through the window of the house she was in. Shortly afterward they were married and she told her husband the story and he figured out that at the time she had the dream he and his father were working near Batavia, New York, cutting wood for the New York Central for their wood burning engines in those days at 50c per cord. This was one of the most mystical stories I have ever heard and it may be accepted as such as the absolute truth.

The result of this union was thirteen children, of which ten grew to manhood and womanhood, six of them being sons. These sons acted as pallbearers when their mother and father passed away. The only son surviving is Augustus C. Carton, connected with the Conservation Commission in Lansing.

The funeral was held under Masonic auspices at Flint on Wednesday, August 29, in the Masonic Temple. Grand Master Frank S. Gould, of this city, presided and Lou B. Windsor, Grand Secretary, gave an inspiring talk on his association with John Carton and other Grand Masters who had passed away. Judge Louis H. Fead, of the State Supreme Court, made a most touching talk on the character of John Carton and afterwards, this ceremony was completed under Masonic auspices in the new cemetery on Flushing Road.

One of the most impressive parts of the proceedings at the Masonic Temple was the presentation of Mr. Carton's most treasured possession, his thirty-third degree Masonry ring to his nephew and namesake, John J. Carton, son of Augustus Carton, by Lou B. Windsor, Grand Secretary.

Claude T. Hamilton.

### How Inflation During the Civil War Helped

In every life or lives there is a story and among the stories told me by old residents, the most interesting one that I remember was recounted by Mrs. Thomas Byrne one day when I was visiting her son at their old farm in Grattan township.

The old Detroit, Grand Haven & Milwaukee Railroad, now the Grand Trunk, was completed as far as Lowell in the fall of 1856. The workmen, largely Irish, were paid off at that

point, and I have been told that the large settlement of Irish in Grattan township was due to the fact that they found very wonderful land comparatively cheap and stayed there and built up their homes.

Mr. Byrne was not one of these, but he and Mrs. Byrne came into that part of the country in the spring of 1864. Someone had a 160 acre farm for sale and he offered to sell it to them if they would move in and pay for it with proceeds from the crops. It was the same farm which Mrs. Byrne still owned up to the time of her death and where I was visiting the day she told me the story. Mrs. Byrne stated, "We have no money, Tom, but our brains and work and we cannot do better than stay here and take a chance," so they started on the farm. It had already been planted to wheat that year and they had a large crop. They had no threshing machines those days, but wheat was drawn into the barn and flailed out on the barn floor and afterwards run through the fanning mill and she said that she herself would turn the fanning mill while her husband poured in the wheat. He would get up at 3 o'clock in the morning with the wheat that they had cleaned up the day before and start for the so-called Bear River mill, which is a little up the river from Plainfield. With that crop of wheat they paid for the farm within a year.

In those days in the winter the up-and-doing men on the farms would start for the lumber woods with their teams for hire, as especially did all good Irishmen in the Northern part of Kent county, and Mr. Byrne among the rest: but he was an outstanding personality and it was not long before he was foreman and finally he became a partner of D. A. Blodgett. The firm of Blodgett & Byrne was known all over Northern Michigan.

This sterling young man, who had accomplished such wonderful results, died about 1880 when he was only 40 years old, but the partnership was carried on by his partner, D. A. Blodgett, so that when his lumber operations came into fruition, the estate of Thomas Byrne amounted to about a million dollars, which was carefully invested by his wonderful wife and passed on to her children. She passed away only a few years ago and the writer had the sad honor of being a pall bearer with John Blodgett and John Murray, old partners and friends of Mr. Byrne's. Many of the old timers came to the cemetery in Parnell where Thomas Byrne had been interred fifty years before and Mr. Blodgett looked around and said he could call the roll of his camps on the tombstones in that Catholic cemetery at Parnell.

Such was the record of a couple who started out without anything but their brains and work. In this connection it will be noted that they received for

their wheat that year, 1864, \$3 in greenbacks, but it was legal tender for debts and by that inflation they were able to make the start of the fortune which came as a result of two brilliant partners, husband and wife.

Claude T. Hamilton.

### Bean Flour Betters Bread Quality

The structure, quality and color of bread can be improved by the addition of a bean flour, according to a method divulged in United States Patent 1,956,913, assigned by Diego Veron, to J. R. Short Milling Company, Chicago, Ill. The inventor prepares a green malt infusion and adds this to the beans, together with a small percentage of ammonium phosphate or calcium phosphate. The beans so treated are kept at 60° F. for eight to twelve hours until they absorb the solution, after which they are ground and bolted. The resulting flour is said to constitute a superior food which stimulates fermentation. This property is credited to the activation of the latent enzymes of the beans by the malt infusion. The patented bread improver is also said to have the effect of improving the color of bread crumb made from unbleached or lightly bleached flour to which it has been added. This bleaching effect is thought to be due to the presence of carotin-removing enzymes in some vegetable matter, such as beans. In addition to navy beans, other legumes may be used, including Mexican beans, chick peas, green peas and lima beans.


One word of wisdom penetrates deeper than many fired at random.

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## IN THE REALM OF RASCALITY

## Questionable Schemes Which Are Under Suspicion

After a formal complaint has been tried, the Federal Trade Commission considers all facts in the case and decides whether to order the respondent to cease and desist from the practices charged or dismiss the complaint. Orders to cease and desist were made public in the following six cases in July:

Ironized Yeast Co., Atlanta, engaged in the sale of tablets designated "Ironized Yeast," directed to discontinue misrepresenting therapeutic value of tablets.

C. J. Moffett Medicine Co., Columbus, Ga., engaged in the sale of "Dr. Moffett's Teethina Powder" directed to discontinue misrepresenting its therapeutic value and to discontinue representing that the formula was prepared by a baby specialist, has been in use for three generations, and is endorsed by doctors and nurses.

Eugene Munk, New York City, engaged in compounding toilet preparations, directed to discontinue representing that "Reta-Rea Cream," "Joan Hall Cream," "Lanola Cream," or any other cream of essentially the same composition, are efficacious as reducing creams except as they serve as a lubricant to facilitate massage.

Jean Jordeau, Inc., South Orange, N. J., engaged in the manufacture of depilatories, directed to discontinue representing that "Zip" epilator is pleasant to use and will remove hair permanently, or that "Zip Depilatory Cream" will remove hair permanently, is harmless, and will not irritate the skin.

Civil Service Training Bureau, Inc., Cleveland, engaged in furnishing correspondence courses of instruction to prepare students for civil service examinations, directed to discontinue use of the words "Civil Service" and "Bureau" in corporate name or in any other manner that would imply or suggest any connection with the Civil Service Commission or the United States Government; to discontinue designating any course by any term other than would correspond to a classification of the Civil Service Commission in which examinations are given; to discontinue misrepresenting the number of Civil Service employees, the number of appointments made or to be made, the number or time of Civil Service examination, or the duration of time of Civil Service positions; to discontinue representing that respondent can assist students in getting government positions other than by assisting them in preparing for examinations; and to discontinue the use of any contract that implies the guarantee of a government position and of any advertisements that imply insertion by the United States Government or an agent thereof or that imply the offering of government positions.

Lincoln Extension University, Inc., Cleveland, engaged in furnishing correspondence courses of training in factory management, directed to discontinue use of the words, "University" or "Extension University" in

corporate name, or in any other manner that would imply university status; to discontinue misrepresenting monetary value of the course, and to discontinue representing that the employment or promotion of prospective students depends upon their purchasing the course of instruction and making good grades.

Ten agreements by firms or individuals to discontinue unfair advertising practices banned by the Federal Trade Commission have been made public. The list includes publishers of three magazines, namely, Comfort, Opportunity and Breezy Stories, who agree to abide by Commission action in cases against advertisers. Details of the stipulations are as follows:

W. H. Gannett Pub. Inc., Augusta, Maine, publisher of Comfort, a home magazine, agrees to abide by the Commission's action in proceedings concerning the advertisements in that publication of a manufacturer and vendor of a hair dye called "Gray Go" and of a manufacturer and vendor of a hair tonic.

American Products Co., of Cincinnati, advertising as Zanol Products Co., and selling through agents, a window and mirror cleaner called "No Frost," agrees to cease making unmodified representations of salespersons' earnings in excess of the average earnings of its active, full-time salespersons achieved under normal conditions.

Georgen-Mackwirth Co., Inc., of Buffalo, selling through agents a roller celluloid adjustable windshield shade designated "Auto Eyes," agrees not to hold out as an opportunity for salespersons any proposition to earn an amount in excess of what has been actually accomplished by the respondents' salespersons under normal business conditions.

Frances E. Kahn, Hollywood, Calif., trading as Frances Fagan, proprietor, and Arch C. Riddell, sole distributor, both of whom are engaged in selling a treatment for the hair called "Frances Fagan Tonic for Gray Hair," agree to cease advertising that the preparation is either safe or innocuous or that its use will stimulate dormant color glands, recondition the hair and scalp, or "put life and verve back into the old tresses."

Opportunity Publishing Co., of Chicago, publisher of Opportunity magazine, agrees to abide by such action as the Commission may take in the case of a manufacturer and vendor of personal cards and stationery sold through agents, and of a manufacturer and vendor of an account collecting system of forms, etc., both of which respondents advertised in "Opportunity."

Tacit Products, Inc., St. Louis, advertising as M. Harvard, vendor of a chewing gum called "Tacit Chew," announces that it has discontinued certain advertising matter found objectionable and does not intend to resume it. In the event it does resume such advertising, the copy will be made to conform to rulings and precedents established by the Federal Trade Commission. The advertising in question concerned sales methods and repre-

sentations as to the therapeutic value of the gum, which were considered exaggerated and misleading.

C. H. Young Publishing Co., of New York City, publisher of Breezy Stories magazine, printing alleged false and misleading statements for the manufacturer and vendor of an electrical device for treating prostate gland with heat, agrees to abide by action taken by the Commission in the advertiser's case.

Golden Peacock, Inc., of Paris, Tenn., selling Golden Peacock Bleach Cream to be applied to the skin, agrees to discontinue advertising that generally its bleach cream is an effective treatment for discolorations, blotches and other skin blemishes, unless the assertions are specifically limited to those disorders due to outward causes. The respondent will also stop advertising that its bleach cream will restore or change the complexion to child-like whiteness and will cease publishing fictitious entries purporting to have been copied from the notebook of a physician. The respondent had advertised that its cream "whitens the most roughened, muddy complexion one shade a night \* \* \*," and that its formula was discovered by a North Carolina physician prior to the Civil War.

Charging the use of unfair methods of competition in the sale of shoes in interstate commerce, the Federal Trade Commission has issued an additional complaint charging misrepresentation of standard-built shoes as being designed especially by a physician and containing scientific features for promoting the health of the feet. The respondents in this case are A. Schwartz & Sons, 20 North Fourth Street, Philadelphia. Recently, the Commission issued complaints against five other shoe companies charging similar misrepresentations.

Selling shoes at wholesale, the respondents designated them as "Dr. Allen's Golden Eagle Foot Fitters Scientifically Designed For Growing Feet," but the Commission's complaint charges them with false and misleading representations. It is alleged that their shoes are not made in accordance with the design of, or under the supervision of a doctor, and that they do not contain scientific or orthopedic features which are the result of medical advice or services, as represented. These shoes, according to the complaint, are not designed to correct or alleviate any form of foot trouble or weakness of the foot.

The complaint also charges that "the use by respondents of the words 'manufacturing wholesaler' on their stationery, when in truth and in fact said respondents are not manufacturers, has unfairly diverted trade from and otherwise injured and prejudiced respondents' competitors in interstate commerce."

The respondents are given until September 21, 1934, to file answer showing cause why there should not be issued an order requiring them to cease and desist from the practices complained of.

Honesty, like death, wins in the end.

## Detroit Retailers Eliminate Chiselers

That the members of the Detroit Retail Merchants Association are determined to eliminate the chiseling efforts of various organizations which are always looking for contributions of various kinds and of unscrupulous advertising promoters, is seen in the following agreement to which they have subscribed:

1. A committee of three shall administer this agreement. The president of the Retail Merchants Association shall appoint these members, two at least of whom shall be department store representatives.

2. Each party to the agreement will not advertise in or through any medium except the regular daily, weekly or monthly newspapers or publications, street cars, omnibuses, billboards, theatrical programs, or any other medium approved by the committee. (The agreement does not apply to the sending out of letters, circulars, or announcements, or the giving away of souvenirs or other gifts, providing that such advertising relates exclusively to his business and is issued at his expense.)

3. Space in any store will not be given, loaned, or donated for the placing of posters, for the establishment of booths, or for any other purpose unless the plan is approved by the committee.

4. Each party hereto will refer all solicitors representing individuals or organizations of any character not approved to the committee for investigation.

5. It is understood by the signers of this agreement that the issuing of credentials to any solicitor does not bind or compel any party hereto to recognize the proposition or contribute to it.

6. Three or more signers of this agreement may refer any decision of the committee to the Board of Directors of the Detroit Retail Merchants Association for revision.

7. Any party to this agreement may withdraw from the same two weeks after written notice of his intention to do so has been given to the secretary of the Retail Merchants Association.

## Converts Stale Bread into Crackers

Stale bread, enormous quantities of which are returned daily to the bread bakers throughout the United States, and which is now largely a waste product involving enormous losses, can be transformed into delightful crackers or wafers under a process patented by Raymond McKee of Brentwood Heights, Calif. According to the process, the bread is sliced and cut into the forms or shapes desired, following which the slices are subjected to the action of heat and pressure. A crisp, thin wafer is so formed which is further cooked so as to eliminate the interstices between air pockets. The sliced and cut bread is placed between a pair of hot plates at from 250 to 400° F. Pressure is applied upon the upper plate, which is provided with a number of holes to permit the escape of accumulated steam.

A price is always made for two. It should be fair to both.

## RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Rudolf Bokert, Flint.  
Vice-President—O. A. Sabrowski, Lansing.

Secretary—Herman Hansen, Grand Rapids.

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

### It Is Not Only the Grocer Who Pays

About this date Friend Paul is due back home from his first real vacation in over two years. We hope he and his are so rejuvenated that we shall have some really snappy stories of what and whom he saw.

"It's the grocer who pays and pays," wails Southern California Grocers Journal, and it proceeds for an entire page to set forth the details. But why wonder at that or expect other results? Any time we get political "assistance" for anything or from any direction we can count on one thing with certainty—and only one thing: That we shall pay plenty. Whether we get any return for our money is something else again.

Last outlined activities I have for a monthly meeting of grocers stands thus: Legislation; Sales Tax; Inspection Fee; Hours of Store Operation; Code Regulations.

Thus has it gone on virtually forever: Such meetings concerned always with things extraneous to the real business of running a grocery store. Why? How come that seldom if ever any such occasion is devoted to brass tacks consideration and discussion of advanced business practice? Until grocers get down to earth on the fact that their principal business is to do a better job of retailing, association activities will continue to run in circles similar to what is reflected in the "Important Resolutions" reported from the last National convention: things which get nobody anywhere.

Grocers in my state are pretty much sot against the sales tax, to my mind the one beneficent tax there is. That tax is "not popular" with grocer customers and local politicians, sensing how the winds of popularity lie, are all but universally "opposed" to taxing "the necessities of life." And that goes wonderfully from any stump.

But now almost everybody is so accustomed to paying and handling that tax that opposition is limited; and except for the slight trouble of accounting, there is no burden on the grocer; and from the standpoint of public benefit, no tax could be more salutary because this one tax brings home to everybody that everybody actually pays taxes. Let that truth become duly impressed on every man and woman among us and voters will not be apt so readily to vote for bond issues. Government extravagance—fostered by citizen ignorance and indifference—may be curtailed.

And if none of those considerations serves to offset the little work and slight opposition entailed, maybe this will get across: That every grocer who owns a store or a home or pays cent, for either or both will have to pay whatever may be remitted to their customers if that tax be replaced or

made not to apply to necessities of life.

And what, by the way, are necessities? The English Parliament a time ago ruled that women's rayon hosiery was a present-day necessity. Believe me, we tread on dangerous ground these days when we work on the plan tax anybody but me. To me, frankly, this grocer contention seems simply childish.

Meanwhile, Little Rock goes back to a plan of really constructive work by its grocers association. The scheme is called visiting nights. These occur every Tuesday evening during the summer, grocers gathering each time at one of the finer stores of the city. There they have a moderate entertainment, followed by inspection of the store, discussion of its fixtures, conveniences and system, and such other strictly down-to-earth educational work.

Perhaps Little Rock has to thank its woman president for this beneficial departure from the usual deadly routine, Mrs. J. M. Stewart being a practical grocer herself. It is like a woman's common, practical hard sense to work up such a scheme. But it takes me back to the latter days of Frank Connolly who, when San Francisco grocers seemed to be losing interest, worked up a long series of similar meetings with great effectiveness.

Anyway, the Little Rock men (and women) are doing something distinctly constructive. Others might well follow suit.

I see among other present day menaces renewed reference to the private brand. That's another circular argument—as this writer shows without realizing it. He says the seller of such goods tells the customer they are "just as good"—and cheaper. The customer buys until she discovers the deception—for she is bound to make that discovery sooner or later.

Yes, provided the just as good is what that usually is—"seldom good and never just." Then where is the eventual harm to anybody except the cheating grocer? He's out then, and good riddance. On the other hand, assume that he knows what he is talking about and sells the private brand—or no brand at all—on the basis of his own examination and trained knowledge—what then? Why, then he has strengthened himself, improved his business, enhanced the confidence of his trade and otherwise proved himself worthy of his calling—true purveyor to his segment of the public.

Such discussions are about to become purely academic, for we are about to have strictly defined standards set in the near future. Then we shall find what has always been true: That there are private brands and "private brands"—just as there are merchants and "merchants." This is coming because consumers are now pretty well represented and making themselves felt. The day of the real merchant is just ahead of us. National advertisers will have to think up something other than the boggy of the private brand to make merchants prefer their goods. Maybe they will have to make their goods really as superior as they say they are. It may be as simple (?) as that.

Such condition will demand exact, detailed, up-to-date knowledge in grocers, and no real grocer will regret the coming of such condition. But once again that will be hard on the misfits and wishful storekeepers. They will be apt to hone for the good old days of loss-leaders.

New York chain grocers are now saddled with \$50 per store annual special taxes. That is one dollar per store per week. No worthwhile unit will be much bothered by such an impost; but those men know that any such taxes grow as politicians sense new revenue. And will they be quick to scent this? I think they sure will.

For this present record is for the eight leading chains in the city with 3,394 units, and the total tax is \$169,600 a year. That is not even small change in New York—hardly worth bothering with, in fact. But if a similar tax could be laid on all grocers—say, that would be something. So let New York grocers watch out lest the Tammany boys find "ways and means" in that direction.

But that is not the end. For if the impost on those chains be increased much; we are apt to see a re-organization which will operate to remove the tax on each store without removing the store nor robbing it of any of its former advantages. The competition will remain, though in another form. Make no mistake: There is no substitute for individual efficiency in this business and attempts to find substitutes through taxing the other fellow will certainly prove to be boomerangs. Paul Findlay.

### Drought Will Force Food Prices Upward

Any hope of averting a sharp rise in prices for foodstuffs this Fall was blasted last week by drought developments in various sections of the country, Gordon C. Corbaley, president of the American Institute of Food Distribution, Inc., stated. Completing a hurried survey of food markets and crop conditions Mr. Corbaley said surplus stocks of foodstuffs have been cleared from the markets by heavy buying of recent months. There has been marked activity in the local market by retailers buying ahead for their requirements on the strengthening belief that prices are due to move to higher levels.

While it was said production is off, there is no indication of a shortage. The output of canned fruits is running below last season due to short crops. Canned vegetables from the North and South also have been affected in this respect. The production of cereals, plus the carry-over from last season, is expected to be of sufficient quantity to fully supply the country's requirements, but from the present outlook there will be no carry-over into 1935.

The production of canned peas for the season, estimated at 15,000,000 cases, is approximately the country's average consumption.

Prices will be higher for many months, Mr. Corbaley said, the increase depending to a great extent on production activities and business conditions in general.

Not only has the serious drought situation in the mid-West caused seri-

ous curtailment of purchases of foodstuffs by consumers in the sections directly affected by the drought, but it has also sharply reduced buying in the surrounding territory, it was said. People living outside the drought areas are fearful of what might happen if the drought spreads, and as a result they are acting with caution in their expenditures.

Private brand producers are especially concerned about the situation generally it was said, as a rising market destroys the price advantages they held in recent years over manufacturers of nationally advertised brands.

The big canners, with their more diversified production facilities, are better able to cope with the present situation, it was pointed out, as they are in a position to swing their activities to different territories, whereas the local canner are limited in their movements.

Prints, etchings, drawings, etc., can now be reproduced on ceramic tile without use of engravings or plates. Designs can be enlarged to any size, are permanently fired on the tile.

"Bleeding," the discoloration of light paints and enamels when applied over certain dyes, stains, asphalt, etc., is said to be permanently prevented by a single coat of a new sealer.

Through a new remote-control device, welding current can be regulated simply by tapping the electrode on the work. It involves no extra cables or portable rheostat.




- ✓ Fine in Flavor
- ✓ Creamy-Light in Color
- ✓ Smooth in Consistency
- ✓ Irradiated for "Sunshine" Vitamin D



Get more milk business! Feature the Improved Carnation Milk—the irradiated milk, now enriched with "sunshine" vitamin D. Your customers are learning that this

milk is better for babies, better for cooking and creaming. Take advantage of Carnation's big radio and magazine advertising campaigns! Ask our sales representative—or write us for helpful merchandising ideas that help sell more milk and other groceries to your customers.

"From contented cows"   
CARNATION COMPANY, Milwaukee, Wis.



## MEAT DEALER

### C. H. Swift Discusses Present Prices of Beef

The factors affecting beef prices were discussed recently in a radio talk delivered by Charles H. Swift, Chairman of the Board of Swift and Company, as a part of the Live Stock and Meat Forum series.

"The presently relatively low beef prices are caused by two facts," he said. "The first is that consumer purchasing power is low—only about two-thirds of what it was in 1929. The second reason is that production of beef has been increasing during the same period when purchasing power has been declining. In 1933, we produced more beef than for a good many years—an increase of 10 per cent. over 1929."

Mr. Swift pointed out that thirty years ago the United States produced a great surplus of beef, which was exported principally to England. The beef exports during the period 1900 to 1909, inclusive, averaged 617,000,000 pounds a year. In 1933, the United States exported 16,000,000 pounds of fresh, pickled and canned beef and about 50,000,000 pounds of oleo oil, tallow and other beef products.

Mr. Charles E. Snyder, editor of the Chicago Daily Drovers Journal, one of the Corn Belt Farm Dailies, appeared on the program with Mr. Swift. Mr. Snyder submitted questions to Mr. Swift which had been sent in by listeners to the Live Stock and Meat Forum.

A part of the dialogue between Mr. Swift and Mr. Snyder follows:

Mr. Snyder: Now, can you tell us about the export situation in beef?

Mr. Swift: Thirty years ago the United States produced a great surplus of beef, which was exported principally to England. Our beef exports during the period 1900 to 1909 inclusive averaged 617,000,000 pounds a year.

We no longer export fresh beef to any extent—only two or three million pounds a year. We do, however, export some cured and pickled beef and a number of beef products such as oleo oil and beef tallow. In 1933, we exported 16,000,000 pounds of fresh, pickled, and canned beef and about 50,000,000 pounds of oleo oil, tallow, and other beef products.

We still are the world's largest exporter of pork products, principally lard, but our beef export business has dwindled to insignificance compared with our situation thirty years ago.

Mr. Snyder: Has the volume of our exports of pork and lard fallen off?

Mr. Swift: Yes, primarily because of the difficulties which have arisen in trying to maintain international trade. Countries to which we have shipped great quantities of pork and lard in former years are buying less from us now or are producing it at home. The matter of tariffs enters the picture, also quotas, and war debts, and the money exchange rate, and many other factors. But last year we sent out of the country over one hundred and seventy-five million pounds of pork and over six hundred million pounds of lard.

Now I have one more question which I should like to ask. I know that the packing industry made a profit in 1933, and I have heard one of the

speakers on the Live Stock and Meat Forum mention the fact that the profit amounted to only about a seventh of a cent per pound of live stock handled. But in 1931 and in 1932 I know that the industry lost money. Will you tell me, Mr. Swift, what, in your estimation, was the reason the industry was able to operate at a profit in 1933 when it lost money in 1931 and 1932?

Mr. Swift: In 1931 and 1932 the prices of meat and by-products were falling—almost continuously. This made it impossible for the packing industry to operate at a profit. Packers usually found when they had taken their hams and bacon out of cure, smoked them and sold them, that they were worth less than when they were put into the curing cellars. The same was true of by-products. Wool and hides, for example, have to be put into marketable shape before they can be sold, and when the packer finally got them ready for the market they were worth less than they cost him. These are the important reasons for the fact that virtually the whole packing industry lost money in 1931 and 1932.

In 1933, the packing industry was able to make a profit principally because the decline in prices had been arrested. The index of meat prices, as reported by the U.S. Bureau of Labor Statistics, was fairly stable throughout the year, and efficient packers are generally able to make a little profit in periods of stable prices.

A number of by-products scored substantial price advances during the year. For example, heavy native steer hides rose from 5.38 cents a pound in January to 10.30 cents in November, and packers were able to make an inventory profit on the hides that were being prepared for market. In addition to hides, pulled wool (scoured basis) rose from 36 cents a pound in January to 71.5 cents in November. All along the line there was an improvement in the prices of by-products which helped the industry to make an inventory profit over and above the small profits derived from meat.

Those are the reasons, I believe, why the industry was able to show a profit in 1933.

Mr. Snyder: Did the fact that you bought livestock at lower prices in 1933 than you did in 1932 have anything to do with it, Mr. Swift?

Mr. Swift: As a matter of fact, we paid about the same average price for live stock in 1933 as we paid in the preceding year. But the price of livestock was not a factor. The price of livestock is not determined by the profit or loss of the packing industry. It is, of course, determined by the value of the products of the live stock.

### Greatest Meat Research Project Ever Conducted

Research workers from state agricultural colleges and the U.S. Department of Agriculture, who are engaged in an exhaustive study of meat which is of vital concern to the entire livestock and meat industry, assembled in conference in Chicago recently to review the results of the past year's work and plan the program for the future.

This study, known as the Co-operative Meat Investigations, was introduced by the National Live Stock and

Meat Board in 1924. To-day it is looked upon as the greatest co-operative research project ever conducted in any field.

The Chicago conference had as presiding officer Dean W. C. Coffey, of the University of Minnesota, chairman of the project. Dr. E. W. Sheets, of the Bureau of Animal Industry, was secretary. In addition to the workers from the colleges and the department there were present representatives of the National Live Stock and Meat Board and the Institute of American Meat Packers.

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

The work to be reviewed is of wide range and already has brought out a number of results of marked significance. Facts have been unearthed as to how the breed of the animal, its sex, and the rations it is fed are reflected in the meat produced. Information is being gathered in regard to slaughtering methods. The meat from the experimental animals is being subjected to thorough tests for color, tenderness, flavor, etc., to determine how the various methods of production effect the finished product. Exhaustive cooking experiments are being conducted and standard methods established to determine what effect cooking has on the palatability of the product.

A number of time-worn ideas concerning meat cookery have been completely upset by the findings of the national investigations, it is said. As a result of the carefully controlled experiments in meat cookery carried on by the various co-operators in this project, the American housewife has been given knowledge of the methods which will assure her of uniform results in the roast, steak, or stew that she puts on the table. No doubt a number of new revelations that will win the gratitude of housewives may be expected as a result of the Chicago conference.

For the past two years the subject of lard has gained steadily in importance as a part of the national investigations. The section of the conference devoted to lard will be presided over by Prof. H. J. Gramlich of the University of Nebraska, chairman of the National Lard Investigations Committee.

"In the past lard has not been given the attention it deserved," Professor Gramlich said. "The fact that the average hog marketed produces approximately 40 pounds of lard indicates its importance to the live-stock and meat industry."

Lard studies being conducted at a number of colleges will be reported upon at the conference. These involve such subjects as the value of lard for deep fat frying, its use in cake baking,

its creaming and shortening value, and others.

### Corporations Wound Up

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

Schouten-Johnson Investment Corporation, Grand Rapids.

Automatic Fuel Supply Company, Detroit.

Charles K. Stone Company, Detroit. Kurth and Knapp Mfg. Company, Detroit.

Mid-East Chevrolet Company, Detroit.

Tung-Sol Lamp Works, Inc., Detroit.

Comstock Home Mining Company of Michigan, Detroit.

Crosstown Centre, Inc., Detroit.

Ehrlich's, River Rouge.

Mundus Products Company, Ltd., Detroit.

Tam O'Shanter Country Club, Orchard Lake.

Alphah Distributors, Inc., Lansing.

C. T. Electric Co., Inc., Jackson.

Diabet Laboratories Incorporated, Detroit.

Econo Shoe Manufacturing Co., Houghton.

Hastings Co-operative Elevator Association, Hastings.

Carr & Co., Grand Rapids.

Midland Corp., Detroit.

Sibley Oil Co., Dowagiac.

Quaker Distributing Co., Detroit.

### Cone Separates Cream From Milk

A device which may be inserted in milk bottles before they are capped and which causes the cream, in rising, to be largely segregated from the milk has been invented by Webster D. Grassmuck of Lincoln, Nebraska. When the device is used, the inventor claims, the cream can be withdrawn from the bottle without the use of special utensils. The device is removable from the milk bottle and is said to be of such low cost that it can be applied to nearly all milk bottles without material modification. The device consists of a cone, the broad end of which ends in a round flange designed to fit over the neck of the bottle. At the top of the cone an annular seat is provided, which may be closed by an ordinary milk bottle cap.

### Concentrated Frozen Milk Keeps Flavor

Milk, when concentrated to one-third of its volume, and then frozen and kept frozen for periods up to eight weeks, may be easily reconstituted by the addition of the water extracted, according to Byron H. Webb of Washington, D.C. The flavor of the milk and the appearance of the cream layer upon standing is entirely similar to that of normal milk, the inventor claims. Mr. Webb in his patent application has waived all royalties for the use of his invention. Application of this invention, according to Mr. Webb, will greatly reduce the cost of milk in large cities and make it possible for fresh milk to be carried on board ships at sea, or in isolated communities where cows are not kept.

Remove the cap of a new automatic pencil and you find a small screw driver instead of the usual rubber eraser.

## 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.

### Hints for the Hardware Dealer in September

In September the hardware dealer finds more scope for his selling efforts than in the hot midsummer months. Householders are back from summer resorts, farmers are selling their crops, the sportsman is getting interested in shooting equipment, and the Fall paint and stove campaigns are getting under way.

With county fairs, harvest festivals and similar events in September, the hardware dealer is offered an opportunity to advertise his business. Fall fair advertising, properly handled, is quite often excellent advertising; and a booth at the Fall fair, nicely arranged and placed in charge of a competent salesman will provide a contact worth while with both city and country customers and prospects.

Your Fall fair booth gives the best results where everything is carefully and intelligently planned. Ranges, heaters and labor saving household devices (particularly such as can be used in farm homes) can be shown and in some cases demonstrated. Have plenty of advertising matter and see that it is intelligently distributed—not to eager children, but to real prospects. Select and coach the salespeople to take charge of the booth. If you can take charge yourself, so much the better.

Use your Fall fair exhibit as a means of getting the names and addresses of stove, washing machine, paint and other prospects. A tactful salesman can compile some pretty good mailing lists out of people contacted in the few days of the Fall fair.

September is a good month to hold demonstrations in the hardware store. Ranges, vacuum cleaners, paints and paint specialties, washing machines, electrical goods, can all be sold as a result of simply showing the intending customer what an article can do.

A bit of unoccupied space at the back of the store, or even upstairs, can be converted into a demonstration department. Invite folks to call and see what the new range, vacuum cleaner or washing machine can do. Put a good salesman in charge, see that he understands how to operate the devices, set them to work and keep the door open and the signs pointing that way.

Strictly summer lines should have been pretty well cleared out in August. As a rule it's better to sell odds and ends of stock at reduced prices than to carry them over to another season. With these odds and ends cleared out, the dealer in September should be pushing new and seasonable lines.

With summer goods out of the way, the stove department can be enlarged by using the space formerly devoted to such bulky lines as refrigerators, lawn mowers and screen doors.

The stove department is a big feature of Fall trade. Ranges and heaters require adequate and suitable display space. If possible, sufficient space should be allowed to show each stove to good advantage and to demonstrate it to customers.

In many communities Fall is "moving time." People are hurrying the completion of their homes in order to get settled for the Thanksgiving and Christmas holidays. Others are moving into houses thus vacated. All this means an active demand for household utensils, kitchen wares, paints, etc. There will also be some demand for builders' hardware.

Outside canvassing is helpful in the sale of builders' hardware. Some dealers find it worth while to closely systematize this outside work. In one small city store, a junior partner handles this outside work personally. He makes it his business to find out just what building is going on. As soon as a new structure is started, or even earlier, he finds out the names of owner and contractor and interviews both. He keeps in regular touch with local architects and contractors. In many cases sales of tar paper, prepared roofing and builders hardware result from his canvass.

Outside salesmanship pays in the case of builders hardware more perhaps than with most lines; but it paves the way to future business in other lines through providing a helpful personal contact with a great many prospects. The average man, and even more the average woman, prefers to deal with the merchant he—or she—knows and likes.

Furnaces and, if you handle them, hot water and steam heating systems, also justify outside canvassing. These lines run into a lot of money and can be very conveniently handled in connection with your canvass for builders hardware.

In most communities, and especially after the neglect of the last few years, the older residences, store and factory buildings offer opportunities to develop business. In almost every building are defective locks, window catches and door bells, broken panes, and woodwork (both exterior and interior) in sad need of paint. Get a list of such buildings and go after the business, by personal canvass or circular letter.

The Fall paint campaign should be a big factor in Fall trade. Under normal conditions, though, only a few of the houses that need paint will get it. With aggressive business-getting methods it should be possible to materially increase paint sales in almost any community.

In almost any city block, out of ten houses, nine will probably be found fairly screaming for paint. Painting has, in recent years, been neglected and postponed. With conditions improving, the demand for paint should pick up. Anyway, the business is there, and the merchant who goes after it energetically and persistently will get the biggest share of it.

Paint selling is largely a matter of persistence. Very few customers are brought to the buying point without a

lot of urging. Hence the need of a systematic direct-by-mail follow-up campaign with your list of paint prospects. But don't rely on printed matter alone. To get sales under present day conditions, you must go after the business, and keep after it.

There is lots of business to be done in practically all hardware lines. Your prospects need the things you have to sell. Even the essential needs of the last few years have been neglected and the essential buying postponed. Now is the time to go after the business. You won't sell everything you should sell right away; but you will be paving the way to a lot of future business in addition to the immediate sales you make.

Victor Lauriston.

### To the Food Merchants of Michigan

As a representative of the Michigan Tradesman it has been my privilege and pleasure to meet many of you and to discuss the importance of our price change service. I am surprised at the large number of merchants who have given little thought to the effect market changes have upon their success. It is plainly evident that a school of merchandising is needed to properly fit young men and women to enter the mercantile field. Having been in close contact with hundreds of food merchants and their problems, many of whom were finding it difficult to stay in business, I have become interested in their welfare by making a careful study of market conditions and have given largely of my time to instruct those who have not understood the weekly price change service brought by the Tradesman and which is now being used profitably by hundreds of food merchants.

There was a time when profits of food merchants were more than they are now. To-day chain store and other competition make pennies important. It is necessary to watch them and save every one. Often it decides success or failure. Frequently I meet with merchants who have been years in business and yet do not understand the importance of rising markets and how easy it is to lose profits under these conditions. After explaining the Tradesman system of price changes, they have acknowledged the loss of many dollars, caused by lack of knowledge of the science of merchandising, and they have thanked me for the information, which they will hereafter apply to their business.

Instead of writing this article, I would much prefer the privilege of addressing you personally as a group. I would like to have a large blackboard so I could show you by simple diagrams how easy it is to lose your profits on a rising market, such as we have had for the past sixteen months and which will probably continue for the next two years. I meet many merchants who are doing a good volume of business, but not making any profits. The chief reason why is that a rising market is constantly pulling their profits down, just because they fail to watch the market rise and step up their selling price with it. They sell out goods they have in stock under the market, and when they replenish their

stock they must pay more, and the advance always comes out of their profits. As an illustration, let us take a simple example. Supposing you started in business with one dollar capital, which you invested in merchandise for resale. In selling out this merchandise you made a profit of twenty-five cents. In the meantime the market for merchandise had gone up, and when you go to replace your stock it takes all of your original capital and you must use part of your twenty-five cents profit, in order to get the same amount of goods back on your shelves. This is true, whether your capital is one dollar or ten thousand.

In a conversation with a merchant recently, who had been in business many years, he stated that when he received an invoice of goods, he set the selling price to net him 25 to 30 per cent., in which was included costs of operation. When he bought these goods again, if the market had gone up, he then raised his selling price so he got the same profit as before. He was like the merchant who advertised that he could undersell competitors because he bought his goods when the market was down. This was a serious mistake on his part, for when he goes into the higher market it will take all of his original investment and he will have to add a good part of the profit he supposed he made to replace the goods back in stock. Why these merchants lost their profit was because they did not keep posted on market changes and promptly raise their selling price on a level with the market and sell out the goods they had on hand at the advanced retail price. No merchant can go up against a rising market without taking a loss, unless he advances his retail price to offset the rise. The arguments I hear against this would be amusing, were it not for the serious affect it brings to the merchant. With chain store competition, through their low priced bait, some merchants think it impossible to raise their selling prices. This situation plays into the hands of the big monopolies, who have no other purpose of baiting the people on by a few low prices, but to put the home merchant out of business. The merchant who is not afraid to follow the rising market, and run his own business, regardless of price cutters, will be far ahead in the long run.

E. B. Stebbins.

### Spurt in Kitchen Wares Buying

Buyers are active in the wholesale kitchen wares market this week completing purchases for promotions to be opened late this month and continued through October. Low-end kitchen tools and utensils of all types are included in the orders placed. Outstanding among the items ordered are paring knives, strainers, egg beaters and other tools to sell at 10 to 25 cents, and cooking utensils of all varieties to retail in ranges of 25 cents to \$1. In addition to the purchasing done by merchants, a limited amount of kitchen tools are being ordered by food manufacturers for use as premiums.

Credit is often like a two-edged sword. It cuts both the giver and the taker.



## DRY GOODS

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

### Sweaters May Go Higher

As a result of the wage increases in sweater mills following settlement of the recent strike, the knitted outerwear industry is reported to be seeking an increase in the price ranges of mills selling to the retail trade.

A meeting of the executive committee of the National Knitted Outerwear Association, scheduled for this week to discuss the question, had to be postponed because of the absence of several members, but another date will be set shortly. The industry feels, however, that in order to present the best possible qualities of women's sweaters slightly higher wholesale ranges will have to be put into effect.

For instance, the present price ranges of \$15.75 and \$22.50 represent reductions made at the beginning of the year from the previous respective levels of \$16.50 and \$24. The retail brackets for the former are around \$1.95 to \$2.25 and for the latter \$2.95 to \$3.50. The opinion is growing that a return to the former ranges of \$16.50 and \$24 is inadvisable, inasmuch as costs have increased and mills do not wish to reduce quality.

H. I. Kleinhaus, secretary of the Association of Buying Offices, said his group would object to any higher price ranges on sweaters, advocating instead that increased costs be taken out of the goods.

### Import Trade Volume Limited

A general tendency on the part of buyers to postpone commitments for Fall merchandise worried those in the import trade this week. The active interest in seasonal goods usual at this time of year has failed to develop and some import jobbers say that stores will probably delay purchases until well into September. Uncertainty in this market is affecting the importers themselves, who are showing a general tendency to delay shipments on goods ordered abroad. The situation is especially noticeable in the chinaware trade, where present imports are being held to a minimum. A general pick-up in sales of foreign goods is looked for about Oct. 1.

### Retailers Delaying Toy Orders

While a sharp increase in activity is expected this month, the large retail buying organizations have thus far maintained a hand-to-mouth policy on toy purchases. Concentration of holiday orders within the next two to three months, will make for higher prices through added production costs. In one division of the industry 65 per cent. of its total annual volume will have to be produced in the next fifty-five days because of the delay in placing orders.

### Approval of Food Code Delayed

Due to the reluctance of several of the smaller branches of the food industry, which have codes of their own now pending in Washington, to agree on a consolidation of their interests under the proposed Food Industries Master

Code, there has been a further delay in final approval of the code by the NRA administration. Some of the smaller subdivisions with codes pending are the baking powder, pickle packing, gelatine, food desserts, potato chips, cereals, tea, dried fruit, and biscuit and cracker baking. The largest of these industries is the biscuit and cracker-baking branch, with approximately 200,000 employees.

### Cautious on Swim Suit Lines

While buyers have already queried swim suit mills as to when the 1934 lines will be ready, selling agents say that the unsettled yarn situation and general conditions are delaying preparation of the new ranges. Ever since the reduction in wool prices, yarns have been somewhat unsteady, and until they are definitely stabilized bathing suit mills are not anxious to attempt pricing the 1934 goods, agents said. At present such mills are fairly busy on Fall sweaters, and reported a fair amount of business coming in at this time.

### Slight Lull in Garment Buying

The comparative lull which has developed in major women's apparel and accessory lines this week is likely to prove of short duration, comment here indicated. The let-down was regarded as usual at this time, prefacing the active launching of the Fall season directly after labor day. The view is quite general in the manufacturing trades that because of cautious early buying by stores, re-orders will come in steadily through the early Fall. In the meanwhile, garment prices continue firm and stocks in producers' hands are being held down.

### Appliance Sales Up Sharply

Sales of electrical household appliances in the wholesale market this month will run from 7 to 10 per cent. above July figures and about 11 per cent. more than the June total, manufacturers say. The market, stimulated by the homewares show held early this month, has been exceptionally active in all branches of the appliance fields, it was said. The demand for small items continues heavy, but there has been a decline in the call for large appliances, such as refrigerators, washing machines and vacuum cleaners.

### Millinery Orders Increasing

Excellent buying activity continues in millinery, with both orders and re-orders swelling the backlog upon which manufacturers are working. Retail volume has been steadily expanding in many sections, with indications being that September trade will compare well with last year in this merchandise. Felts are leading, both in medium and low end merchandise. The call for velvet styles is expanding and promises to be strong.

### Chinaware Call Up Slightly

Demand for chinaware and kitchen pottery shows a slight improvement as buyers send in last-minute orders for merchandise for use in Fall housewares sales. The volume of business is above last week's average but considerably under the levels expected by sales agents and manufacturers. Importers of chinaware complained that buying

for Winter delivery has dropped to an exceptionally low point for this season of the year. Some of the representatives for foreign producers also report that orders placed with them last

spring for September and October delivery are now being canceled by buyers on the ground that business prospects do not justify taking the merchandise.

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## HOTEL DEPARTMENT

### Farmer Has Been Compelled To Hold the Sack

Los Angeles, Sept. 1.—There is, nowadays a lot of bunk being broadcast concerning the farmer, and just recently a speaker of National renown has gone on record with the statement that the farmer should sink or swim on his own merits; that he is a poor business man, but if you must help him, provide him with labor-saving machinery. Evidently he is not very well posted or he would readily understand that labor-saving machinery is one of the elements to which the farmer owes, in a large measure, his ill success. I can well remember when I was a lad upon the farm, that labor-saving machinery was the bane of the farmer's existence. His farm was used as a field for experimentation and he, the farmer, footed the bill. They came along in an order like this: A binder attachment was offered for the old-fashioned reaper to take the place of half a dozen laborers. It was what was known as a wire binder, held sway for a short time, when it was superseded by the twine binder. But the farmer had held the sack and submitted to the loss. Then came the Marsh harvester which toted around a quartette of hand binders. This was also expensive and soon went into the discard. There was the hay-loader, the spud harvesting machine and many other contrivances, all of which looked good to the agriculturalist, but many of which were impractical. Of course, conditions have greatly changed and the experimental stage has passed. Most manufacturers are selling on their reputation and the user takes no chances on the qualifications of the machine, but he occasionally—in fact, very frequently—misjudges his ability to utilize same to his advantage, for they do not always fit the wide variations of farm needs. The temptation to buy and the temptation to sell have marketed many a machine where it was not adapted to the work required of it. It is pretty hard to teach an old dog new tricks and there are still a great number of agriculturalists who resent the suggestions of "book farmers," but this number is decreasing as our agricultural colleges thrive; but the politician has nothing to do with this reform and it is doubtful if he can help the rural contingent. However, the farmer has a larger vision of the situation than he used to have. When he looks into the question of organization for the purpose of marketing his crops advantageously, he is on the high track. It is a case where the nearer the producer gets to the consumer, the more prosperity he discovers. California, under the most strenuous circumstances, has been able to adhere more closely to the lines of prosperity, because the producers have stuck together, marketed their product en masse and have saved much of the outgo for middlemen's profits. There is still one, and the greatest cost of marketing, which will bear greater scrutiny, and that is the expense of delivering goods to the consumer. The transportation companies, in the past—or until the recent failures of about everything—have been the chief beneficiaries of all the farmers' efforts. In fact, in recent years, their freight earnings have been chiefly from this source. Protective tariff can do nothing in this complex. What the farmer really needs is lower transportation costs, a nominal tariff, and good, growing weather at the proper season. I should say it is not the lack of labor-saving machinery which handicaps the farmer, but a lack of that organization which would encourage greater co-operation, which could develop in greater economies in producing crops, by using less machinery more of the time and then

going to the Congressional representative and insisting that something be done concerning transportation costs. Recently I had occasion to spend much time in research which covered many volumes of the Congressional Record and covering several sessions and not once did I find where a congressman or senator, even from the interested districts, thought enough of his constituents to offer any form of remedial legislation, such as regulating the "regulators" of the railroads—the Interstate Commerce Commission—and yet during the campaign they will be frothing at the mouth in testifying to their undying love for the poor, down-trodden farmer. And the next thing to one's lifting himself up by his own bootstraps is the crazy idea of regulating farm costs. There is no such critter. It would be just as simple to regulate the quantity of production as to attempt the former. Lower transportation costs occupies the center of the stage while the politicians are trying to fool the public with their comedy, from the wings.

The other day I went to Santa Barbara to help the old settlers celebrate a centennial 'fiesta,' or, as we Michiganders call it—a "homecoming." The main street, a very wide one, was gorgeous with pageantry. The celebration had been going on several days, but we were there in time to see countless thousands participating in the event. In this pageant was unfolded the vivid, soul-stirring history of California from its discovery by Juan Rodriguez, down through the ages of horse cars and buckboard buggies, to the automobile and airplane. Nothing, after all, is so impressive as pageantry if done well—and this one was in the best traditions and up to the highest standards of what I would call a much-abused art. There was a deep thrill in it at the early start as an old, gray man of battle appeared with wavering step, carrying Old Glory, with its silvery stars and stripes of flame, in his deathlessly loyal hands, a veteran of the long ago civil war, his hair white with the snows of eighty winters. Flanking him on either side were a graying soldier of the Spanish war and a young, stalwart service man of the last great war tragedy, all evidences of that spirit of our own countrymen which never grows old. It was nothing less than fascinating to watch California's glamorous story unfold. Down the street came the Indians, who were the first "native" sons and daughters. Then Partola and his Catalan leather jackets accompanying the Franciscan mission padres. Space provisions do not allow me to go into greater details concerning this most wonderful event. It is one of those occurrences which make up my weekly round-up. Santa Barbara is still the stronghold of the old Spanish California traditions. The descendants of the descendants of the Dons still live and have their being there. It is a pretty and instructive custom which encourages patriotism, and I am glad the Santa Barbarans have the good taste to occasionally forget current affairs and go back to the days "when men were men."

In the social columns of the local dailies I note that Perle Young, president of the National Greeters, and manager of Hotel Mayfair, here, gave a dinner to Eugene Walling, of Detroit, and among the guests were Mr. and Mrs. Walter Leitzen, former operators of Hotel Frontenac, Detroit, and now residents of Los Angeles. Mr. Walling, advisory counsel for the Detroit Greeters, was formerly in hotel service there, but is now a prominent attorney in the Motor City.

C. L. Corpening, for some time connected with Post Tavern, Battle Creek, in a managerial capacity, and more latterly occupying a similar position with the Palmer House, Chicago, has as-

sumed the management of Hotel Abraham Lincoln, a 300-room enterprise just opened at Springfield, Illinois.

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Data at hand indicates that the forthcoming annual convention of the Michigan Hotel Association, to be held at Detroit, Sept. 20-22, will be an outstanding affair. One could hardly expect anything else from an institution being handled by its ever active president, Preston D. Norton, manager of Hotel Norton, Detroit.

At Onaway they have organized the Black Lake Tourist Association, consisting of hotel and resort operators on and around Black Lake, with a substantial backing of the business men of that city. Starting with a charter membership of twenty-five the mark has been set for 200 within the coming year.

From reports published in hotel journals, it looks as though the Imperial Management Company, of Detroit, presided over by John N. Anhut, is to become a factor in the hotel affairs of that city. Starting in with Hotel Imperial, they have now acquired Hotel Stevenson, a 200-room proposition and acquired the stock of the Blake Hotels Company. The Stevenson was erected some years ago by Charles H. Stevenson, a prominent attorney, afterward president of the Michigan Hotel Association, and was a pronounced success under his management. A number of improvements are under way at the Stevenson since the change in control. The house is being decorated throughout, the laundry has been reconditioned, and the steam plant is in process of rehabilitation.

H. R. Welch, one of the former owners of Hotel Northern, St. Ignace, has purchased the property from O. P. Welch, and renamed it the Mackinac. Prior to a receiver's sale in 1932, the house was owned and operated by Welch & McIntyre. Donald Fritz is the new manager of same. The house is being stuccoed and other improvements are in contemplation.

Ward James, managing director of Hotels Windermere, Chicago, whom we all remember as a former manager of Hotel Tuller, Detroit, has appointed Robert J. Riley as assistant manager of the Chicago institution.

L. E. Howard, a very good friend of mine in former years, and for a long time manager of the old Transit House, at the Union Stock Yards, Chicago, passed on last week, at the advanced age of 90. Despite his age, for a long time after his retirement he was prominent in association affairs, and had a wide acquaintance among Michigan operators.

The Hotel World-Review rightly predicts that unless liquor vendors, especially among the hoteliers, watch their step, there will be a reversal of present day sentiment and a repeal of the repeal of the eighteenth amendment will be forthcoming. The liquor industry is, in reality, on trial. Before prohibition came, it had all the earmarks of illegitimacy, and its evils were not so different from the activities of the bootleggers of to-day, in that it was conducted with an utter disregard for law and order. A license to sell liquor was regarded by most dispensers of same, as a permit to commit and abet murder, robbery, and everything else unlawful and indecent. There has not been a grand rush on the part of the public to assist in re-establishing the industry, and it will not require a great effort to create another uprising in favor of temperance.

The convention guest is undoubtedly a good thing to have at your hotel occasionally, but so much more valuable is the fellow who comes along several times every year and leaves a few dollars in your collection plate. You can crowd him out at convention time, but he is gritty enough to come back for

more punishment, especially if you give him the glad hand as if you really meant it.

The recent primary in California created quite an upturn in political affairs. Upton Sinclair, utterly without experience in public affairs, an author whose works have not advanced the cause of humanity in the least, and possessed of a deluge of theories, has received the Democratic nomination for governor of the Golden State, through the votes of Socialists, Communists and the unemployed, upon the representation that he will "end poverty in California." His promises are as vague as those sponsored by a recent presidential candidate who assured us that "prosperity is just around the corner" and the promise of a "chicken in every pot." Frank S. Verbeck.

#### Questions of Interest to Grocers and Clerks

Question: For what is peanut oil used?

Answer: The most important use of peanut oil is that as salad oil. It is also used for seasoning and shortening. The very best use, however, of refined peanut oil is in the manufacture of oleomargarine and similar compounds.

Question: How many pieces of fruit, such as pineapple slices, peach halves, pear halves, etc. are usually found in a No. 2½ size can?

Answer: There are eight pieces of pineapple in a No. 2½ can, as pineapple is cut in uniform slices of even weight. There are usually from six to twelve peach or pear halves in a No. 2½ can, depending on the original size of the fruit and the grade.

Question: Should a high-class service store price-tag its merchandise?

Answer: Expert merchandisers are agreed that all merchandise in any food store should be price-tagged. This anticipates and answers many questions for shoppers, increases their confidence and actually makes more sales.

Question: Of what is chili sauce composed?

Answer: Chili sauce is the clean sound product made from chopped, peeled, ripe tomatoes, chopped peppers, salt, sugar, spices and/or other aromatic flavors, with a vinegar, with or without onions and ¼ of garlic, and contains not less than 12 per cent. of tomato solids and is free from any added color.

Question: What is the difference between frozen meats and prepackaged fresh meats?

Answer: Frozen meats are first cut and trimmed, ready for cooking. They are subjected for a short time to intense cold, usually 20 to 50 degrees below zero which quickly freezes the outside of the meat, which is then gradually frozen through at a temperature around zero. It is then packaged ready for sale, and kept at zero temperature until sold.

Question: What is the technical definition of dried prunes?

Answer: Dried prunes are the dried fruit obtained by the evaporation of the greater portion of the water from whole, ripe, prune plums. The finished product contains, in the fleshy portion, not more than 20 per cent moisture.

Question: How should unwrapped bakery goods be displayed?

Answer: Unwrapped bakery goods should be displayed under glass since that is more sanitary. Cakes and pies should be placed on paper doilies to help the customer visualize just how they will look on her table. If the baker's pans are used in display windows or cases, paper doilies should be placed around the edges of the pans before placing the bakery goods in them. This hides the unsightly pans.

Question: What are the ingredients of peanut butter?

Answer: Peanut butter is made of ground peanuts to which only salt is added.

Question: From what is the White Distilled vinegar made?

Answer: From diluted distilled alcohol.

Question: What is tumeric?

Answer: Tumeric is the yellow root of a plant similar to the ginger plant. The yellow color extracted from the root is used in coloring some prepared mustards and other condiments and is also used as dyestuff.—Kentucky Grocer.

#### Tempering Improves Shortening Fats

The creaming quality of shortening is said to be improved by a tempering process recently patented by the Procter & Gamble Company of Cincinnati, Ohio. The invention comprises taking the fat after it has been rapidly chilled to a semi-solid condition and heating it to a temperature at which it slightly softens, but does not become fluid, and then holding it at substantially the same temperature for a sufficient period of time to permit a change in crystalline structure. The fat so treated, when mixed with other ingredients in the usual bakery operations for making cake and other products, is claimed to cause a larger volume of air to be incorporated in such a mixture. This is important for the baker, in order to produce a cake or other product of the largest volume for a given weight, and of the most desirable texture. In carrying out the treatment, the fat is first prepared for packing by mixing and melting the various necessary ingredients and then rapidly congealing them to a semi-solid condition. While the material is still in a semi-solid condition, it is passed through a heating device in which it is heated to the desired temperature before entering the packages; and it is maintained at the same temperature without agitation for a suitable period of time until it acquires the improved "creaming quality."

#### Shoe Prices May Be Cut

Unless consumer purchasing power picks up sharply in the Fall, widespread reductions in the retail price of shoes in the next few months are predicted by store executives. Three chains, operating mainly in the East, have lowered prices in the last two weeks as much as 15 per cent. and other groups will probably have to follow suit, if demand does not improve, it was held.

The last two months have been particularly poor for some organizations, reports indicate. In July, one chain, which has added almost fifty stores in the last year, showed a dollar gain of

only 5 per cent. with prices approximately 13 per cent. higher, indicating a sharp drop in unit volume. Other stores showed similar results, with the result that price cuts appear to be a necessary resort, even though shoe retailers may be forced to sell at a loss for a period. Despite pressure from buyers, manufacturers have been holding prices fairly steady.

#### Administration Perturbed

While openly discounting the extent of the influence that may be wielded by the Liberty League, officials here, especially those characterized as members of the "brain trust," are somewhat perturbed over the matter.

This anxiety is multiplied, it is said, by the fact that the American Bar Association also is about to train the spotlight on the New Deal activities to see how far the Nation has strayed from the Constitution.

Those who are responsible for the creation and administration of the New Deal policies are fearful that the league may exert much influence in the appearance of its members before committees of Congress, resulting in the defeat of such measures as the proposal to broaden the language of the Agricultural Adjustment Act, fought last Congress by millers and other processors.

It is seen that in anticipation of these and other onslaughts the Administration has been sending its minute men into the field all summer to impress the people with the success of the New Deal policies.

#### Hope Johnson Will Get Out

The controversy raging around National Recovery Administrator Johnson—whether he is to resign, or whether he is to remain in the saddle—is a most involved one.

Back in the dark recesses of the picture is the hope of certain industrialists that he will be dispatched by the Perkin-Richberg group before he cracks down on the trades with a 10 per cent. reduction in hours and a 10 per cent. increase in wages.

They figure that a new man would hardly have time to devise such a plan and put it through before the present emergency faced by the manufacturers and producers passes. At least Johnson's successor would not know as much of the intimate affairs of business as the present Administrator and they could make a better case for a continuation of the present wage and hours agreements.

Evolution is a process that reveals the unfolding of nature in man, animals and plants.

Science reveals God in truth and reason. It places Him upon a higher pedestal.

Emotional feelings and judgment are often mistaken for truth.

He who is rich in friends is happier than he who is rich in dollars.

## DRUGS

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

### Michigan State Pharmaceutical Association.

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

### Work of the Director of Drugs and Druggists

Mr. Parr: Just when did you ask me to touch on that Legislative Report, was it just now? Well gentlemen, a number of years ago my survey of drug stores and their condition in Michigan and the trend of conditions in Michigan, led me to believe that unless some drastic means were taken to save the drug stores and their business there wasn't going to be any business—that is drug business—and I haven't changed my mind any yet. In talking with a National character this morning, who travels all over the United States, who is going to appear on your program, he confirmed what I had to say. His judgment in every state that he has visited is that the next four or five years is going to mean more to druggists in one way or another than any previous period in their history because of the rapid growth in department stores in drug store merchandise. You heard the Bauer & Black man yesterday as to the percentage of surgical dressings sold in department stores as compared with a few years ago.

When I took the office at Lansing I took it with the firm conviction in my own mind to do what little I could to secure further legislation that would protect pharmacy and enlarge pharmacy's field. So far, of course, we have put all our efforts upon House bill No. 531 which we reported on last year and we were defeated. The bill to license the assistants was passed and I gave you yesterday a resume of the law. I am not going to say any more about legislation because we practically touched everything that we should have, with the exception of the junior Capper-Kelly bill, which, I believe, is what this Lansing gathering, included in the Michigan Retail Dry Goods Association, etc., are discussing to-day. Jason Hammond, the secretary of the Michigan State Retail Dry Goods Association, has been in to see me two or three times the past year. Every time one of our inspectors jumps on the dry goods store for selling tincture of iodine it reports to Jason Hammond to see what right we have to keep the department store out of the drug business. He is a fine gentleman, a former

member of the Michigan Department of State Education under the Superintendent of Public Instruction. He is well educated, but his job is working for the Michigan Retail Dry Goods Association. They have a full time paid secretary. That is his business and probably will get results. In any legislation we try to foster we have organized effort against us. We are going to have a department stores and chain stores list. We were successful in having the retail grocery stores with us. We had the wholesalers against us. The wholesalers have promised the next time they will be with us, but the future legislation will have to be decided upon by the legislative committee of this body. I didn't know I was to speak on the legislative end of it until I was called to the floor.

I just want to briefly state the activities in membership. The main reason I took active interest in membership was to further legislation, to protect the druggist and to enlarge his field and to protect him against the outside chislers, because I believe once we have an organization and a fighting organization, almost one hundred per cent., we are assured of success before we start. While it was not a part of my duty, it was a duty I assumed and for which I have been very highly criticised. It wasn't a part of the Director of Drugs and Drug Stores business to help organize M. S. P. A. membership. They can all take a jump in the lake so far as I am concerned. I took that upon myself and so long as I am here I shall use every legitimate, honorable effort to help increase the membership of the M. S. P. A. and if they don't like it they can go rub sand in their eyes, I have been put over the jumps. I have been accused of trying to foster my own personal interests and they can go to Hell. So far as membership committee work, I didn't keep any record. I just simply can say this, that I have made twenty-four talks in different cities, two or three sometimes in the same city last year. That is since the first of July, 1933, during the fiscal year. September 1 I turned in my old car which was worn out and bought a new one and to-day the speedometer has 20,000 miles on it. I presume by September it will be 30,000 miles, and not very much of that mileage was put on between 8 o'clock in the morning and 6 o'clock at night. A large part of it was driving nights and I have been glad to do it. I want to tell you gentlemen that the out state is eager to be organized, eager to become members of the M. S. P. A. Pontiac has shown that they are almost 100 per cent., if not quite, and I am sure that Detroit will be there. You have to give Detroit time. You fellows up in the country do not realize what Detroit has been through, financially, so don't kick them around too hard because \$5 bills have been scarce around Detroit the last year, but Detroit will come through. We will have an M. S. P. A. before we get through which includes Detroit and the remainder of the state of Michigan too. I say Detroit and Wayne county, because over one-third

of the drug stores are there. The remainder of the state cannot function successfully without Wayne county and Detroit and Wayne county cannot function without the remainder of the state. What we want is a united group.

I think three of the very best meetings we had last year were the ones at Traverse City—they aren't very thickly populated. I was there three or four weeks ago, May 18, to be exact, and there were 96 at the Traverse meeting. These weren't all druggists. Some of the wives came with them. And we had at Three Rivers a very nice meeting. That was an organization meeting. At St. Johns that five-county group had a very large meeting. I think the largest meetings I have attended were at St. Johns and Traverse City. I haven't been able to get around as much as I would like. So far as the number of members, I can't tell you anything about it. Bob Turrel read his report yesterday and told you how many members we have and in running that over briefly I think it totalled somewhere between five and six hundred, but we should have, with twenty-three hundred drug stores, two thousand members in the M. S. P. A. I shall always be very happy to do what I can to foster the M. S. P. A. and if we can't get any legislation to protect the bona fide druggist from the outside interests which are trying to take his business away from him, then I am frank to tell you I shall go into another kind of business and probably run a meat market drug store, all of it combined, and I am not so sure that isn't what is going to be unless we can get some kind of protection for our business. You gentlemen in Detroit are fully aware of the efforts being made by the J. L. Hudson Co. to go after and secure the prescription business

in Detroit. The J. L. Hudson Co. has two drug store licenses, one in the basement and one in the prescription department. It occupies an enviable position to go out and get the business because of the wife of the business man in Detroit who has a charge account and the prescription can go on the charge account. That is a decided danger and the druggist, of course, doesn't have the other merchandise as Hudson has. He doesn't have a pair of silk hose that he buys for 19c that he can sell for 62c or a fur coat that he can sell at a good profit. Hudson can take a loss upon certain items and make it up on something else. In my opinion, that is a source of danger for the druggist and I would like to leave this word with this committee on membership drive, that you men are responsible for this Association. You are responsible for how many members we have and in the final analysis you are responsible for the legislation that is enacted in Lansing. No one, two, three or four men can take the job and if we get legislation you men will have the credit for it. If we don't get it you will have the blame for it. It is up to you and not to the officers. You have been very fortunate in the officers of your Association. If Dexter Look passes out of the picture you will lose a great power and strength of your legislative body. We should have some druggists in the Legislature. You will agree with me the druggists do not want any unfair legislation. We want legislation that will protect the public health first, but, incidentally, by protecting the public health it protects us. Legislation that is proposed by an organized group of this kind is looked upon with great suspicion in the Legislature. It will be a question of legislation and I suggest to the Legislative

(Continued on page 22)

## MONOGRAM BRAND LINE OF PACKAGED DRUGS

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

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

**BE SURE TO ORDER MONOGRAM BRAND!**

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

**Hazeltine & Perkins Drug Co.**  
 Grand Rapids Michigan



## WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER			No. 1, lb.			17 @ 25			Xtal, lb.			Powd., lb.			Gran., lb.			Iodine, lb.			Permanganate, lb.			Prussiate			Red, lb.			Yellow, lb.			QUASSIA CHIPS			ROBIN			ROOT			Aconite, Powd., lb.			Alkanet, lb.			Alkanet, Powd., lb.			Belladonna, Powd., lb.			Blood, Powd., lb.			Burdock, Powd., lb.			Calamus, Bleached, Split and Peeled, lb.			Calamus, Ordinary, lb.			Calamus, Powd., lb.			Elecampane, lb.			Gentian, Powd., lb.			Ginger, African, Powd., lb.			Ginger, Jamaica, Lined, lb.			Ginger, Jamaica, Powd., lb.			Goldenseal, Powd., lb.			Hellebore, White, Powd., lb.			Indian Turnip, Powd., lb.			Ipecac, Powd., lb.			Licorice, lb.			Licorice, Powd., lb.			Mandrake, Powd., lb.			Marshmallow, Cut, lb.			Marshmallow, Powd., lb.			Orris, lb.			Orris, Powd., lb.			Orris, Fingers, lb.			Pink, Powd., lb.			Poke, Powd., lb.			Rhubarb, lb.			Rhubarb, Powd., lb.			Sarsaparilla (Honduras, cut)			Sarsaparilla, Med., Cut, lb.			Squills, Powd., lb.			Turmeric, Powd., lb.			Valerian, Powd., lb.			SAL			Epsom, lb.			Glaucous			Lump, lb.			Gran., lb.			Nitre			Xtal. or Powd.			Gran., lb.			Rochelle, lb.			Soda, lb.			SEED			Anise, lb.			Canary, Recleaned, lb.			Cardamon, Bleached, lb.			Caraway, Dutch, lb.			Celery, lb.			Chelidonium, Powd., lb.			Coriander, lb.			Fennel, lb.			Flax, Whole, lb.			Flax, Ground, lb.			Hemp, Recleaned, lb.			Lobelia, Powd., lb.			Mustard, Black, lb.			Mustard, White, lb.			Poppy, Blue, lb.			Quince, lb.			Rape, lb.			Sabilla, Powd., lb.			Sunflower, lb.			Worm, Levant, lb.			Worm, Levant, Powd., lb.			SOAP			Castile, Conti, White			Box			Powd.			SODA			Ash			Bicarbonate, lb.			Caustic, Co'l., lb.			Hyposulphite, lb.			Phosphate, lb.			Sulphate			Xtal, lb.			Dry, Powd., lb.			Silicate, Sol., gal.			SULPHUR			Light, lb.			SYRUP			Rock Candy, Gals.			TAR			1/2 Pints, dozen			Pints, dozen			Quarts, dozen			TURPENTINE			Gallons																																																																																																																																																																																																																																																																																																																																																																	
Acetic, No. 8, lb.	06	@	10	Arnica, lb.	50	@	55	Balls, lb.	08 1/2	@	15	Flake, lb.	08 1/2	@	15	Pound	@	40	Powdered, lb.	@	50	Almond			Bit, true, ozs.	@	50	Bit, art., ozs.	@	30	Sweet, true, lb.	1 40	@	2 00	Sweet, art., lbs.	75	@	1 20	Amber, crude, lb.	71	@	1 40	Amber, rect., lb.	1 30	@	2 00	Anise, lb.	1 00	@	1 60	Bay, lb.	4 00	@	4 25	Bergamot, lb.	2 75	@	3 20	Cajeput, lb.	1 50	@	2 00	Caraway S'd, lb.	2 50	@	3 00	Cassia, USP, lb.	2 10	@	2 60	Cedar Leaf, lb.	1 70	@	2 20	Cedar Leaf, Com'l., lb.	1 00	@	1 25	Citronella, lb.	1 00	@	1 40	Cloves, lb.	1 75	@	2 25	Croton, lbs.	4 00	@	4 60	Cubeb, lb.	2 25	@	4 00	Erigeron, lb.	2 70	@	3 35	Eucalyptus, lb.	85	@	1 20	Fennel	2 25	@	2 60	Hemlock, Pu., lb.	1 70	@	2 20	Hemlock Com'l., lb.	1 00	@	1 25	Juniper Ber., lb.	3 00	@	3 20	Juniper W'd, lb.	4 00	@	4 50	Lav. Flow., lb.	4 50	@	5 00	Lav. Gard., lb.	1 25	@	1 50	Lemon, lb.	2 00	@	2 40	Mustard, true, ozs.	@	1 25	Mustard, art., ozs.	@	30	Orange, Sw., lb.	3 25	@	3 60	Orange, art., lb.	1 00	@	1 20	Pennyroyal, lb.	2 75	@	3 20	Peppermint, lb.	5 50	@	6 00	Rose, dr.	@	2 50	Rose, Geran., ozs.	@	75	Rosemary Flowers, lb.	1 00	@	1 50	Sandalwood			E. I., lb.	8 00	@	8 60	W. I., lb.	4 50	@	4 75	Sassafras			True, lb.	1 90	@	2 40	Syn., lb.	85	@	1 40	Spearment, lb.	2 50	@	3 00	Tansy, lb.	3 50	@	4 00	Thyme, Red, lb.	1 75	@	2 40	Thyme, Whl., lb.	2 00	@	2 60	Wintergreen			Leaf, true, lb.	5 60	@	6 00	Birch, lb.	4 00	@	4 60	Syn.	75	@	1 20	Wormseed, lb.	3 50	@	4 00	Wormwood, lb.	4 50	@	5 00	Castor, gal.	1 45	@	1 60	Cocanut, lb.	22 1/2	@	35	Cod Liver, Norwegian, gal.	1 20	@	1 50	Cot. Seed, gal.	85	@	1 00	Lard, ex., gal.	1 55	@	1 65	Lard, No. 1, gal.	1 25	@	1 40	Linseed, raw, gal.	79	@	94	Linseed, boil., gal.	82	@	97	Nutsfoot, extra, gal.	80	@	1 00	Olive			Malaga, gal.	2 50	@	3 00	Pure, gal.	3 00	@	3 00	Sperm, gal.	1 25	@	1 50	Tanner, gal.	75	@	90	Tar, gal.	50	@	65	Whale, gal.	0	@	2 00	Gum, ozs., \$1.40; lb.			Powder, ozs., \$1.40; lb.			Gran., ozs., \$1.40; lb.			Pound	06 1/2	@	15	Black, grd., lb.	25	@	35	Red, grd., lb.	45	@	55	White, grd., lb.	40	@	45	Pound	20	@	25	Amber, Plain, lb.	12	@	17	Amber, Carb., lb.	14	@	19	Cream Whl., lb.	17	@	22	Lily White, lb.	20	@	25	Snow White, lb.	22	@	27	Barrels	@	5 75	Less, lb.	03 1/2	@	08	Caustic, st'ks, lb.	55	@	88	Liquor, lb.	@	40	Pound	25	@	30	Powd., lb.	35	@	40	5 oz. cans, ozs.	@	77	Pound	04	@	15	Aconite, Powd., lb.	@	90	Alkanet, lb.	35	@	40	Alkanet, Powd., lb.	@	50	Belladonna, Powd., lb.	@	75	Blood, Powd., lb.	35	@	45	Burdock, Powd., lb.	@	60	Calamus, Bleached, Split and Peeled, lb.	@	65	Calamus, Ordinary, lb.	@	25	Calamus, Powd., lb.	@	50	Elecampane, lb.	25	@	30	Gentian, Powd., lb.	17 1/2	@	30	Ginger, African, Powd., lb.	15	@	25	Ginger, Jamaica, Lined, lb.	38	@	55	Ginger, Jamaica, Powd., lb.	25	@	35	Goldenseal, Powd., lb.	1 75	@	2 00	Hellebore, White, Powd., lb.	20	@	30	Indian Turnip, Powd., lb.	@	50	Ipecac, Powd., lb.	3 00	@	3 60	Licorice, lb.	30	@	35	Licorice, Powd., lb.	15	@	25	Mandrake, Powd., lb.	@	40	Marshmallow, Cut, lb.	@	50	Marshmallow, Powd., lb.	@	60	Orris, lb.	40	@	45	Orris, Powd., lb.	40	@	45	Orris, Fingers, lb.	1 50	@	2 25	Pink, Powd., lb.	@	30	Poke, Powd., lb.	@	30	Rhubarb, lb.	@	80	Rhubarb, Powd., lb.	@	80	Sarsaparilla (Honduras, cut)	1 30	@	1 40	Sarsaparilla, Med., Cut, lb.	@	50	Squills, Powd., lb.	42	@	80	Turmeric, Powd., lb.	15	@	25	Valerian, Powd., lb.	@	50	Epsom, lb.	03 1/2	@	10	Glaucous			Lump, lb.	03	@	10	Gran., lb.	03 1/2	@	10	Nitre			Xtal. or Powd.	10	@	20	Gran., lb.	09	@	20	Rochelle, lb.	17	@	30	Soda, lb.	02 1/2	@	08	Anise, lb.	40	@	45	Canary, Recleaned, lb.	10	@	15	Cardamon, Bleached, lb.	@	2 00	Caraway, Dutch, lb.	25	@	30	Celery, lb.	@	1 10	Chelidonium, Powd., lb.	@	2 00	Coriander, lb.	15	@	25	Fennel, lb.	30	@	40	Flax, Whole, lb.	07 1/2	@	15	Flax, Ground, lb.	07 1/2	@	15	Hemp, Recleaned, lb.	08	@	16	Lobelia, Powd., lb.	17 1/2	@	25	Mustard, Black, lb.	15	@	25	Mustard, White, lb.	20	@	25	Poppy, Blue, lb.	@	25	Quince, lb.	1 00	@	1 25	Rape, lb.	10	@	15	Sabilla, Powd., lb.	58	@	60	Sunflower, lb.	11	@	20	Worm, Levant, lb.	@	4 50	Worm, Levant, Powd., lb.	@	4 75	Castile, Conti, White			Box	@	15 75	Powd.	50	@	55	Ash			Bicarbonate, lb.	03 1/2	@	10	Caustic, Co'l., lb.	08	@	15	Hyposulphite, lb.	05	@	10	Phosphate, lb.	23	@	28	Sulphate			Xtal, lb.	13	@	23	Dry, Powd., lb.	12 1/2	@	20	Silicate, Sol., gal.	40	@	50	Light, lb.	04 1/2	@	10	Rock Candy, Gals.	70	@	85	1/2 Pints, dozen	@	1 00	Pints, dozen	@	1 50	Quarts, dozen	@	2 75	Gallons	56	@	70

## These Quotations Are Used as a Base to Show the Rise and Fall of Foods Quoted on This and the Following Page.

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

ADVANCED	DECLINED
Canned Apricots—5c, \$1	Beef
Fruit Salad—20c, 40c	Barreled Pork
Chips—15c	Dry Salt Meat
Americal Family Soap—15c	California Hams
Brooms—25c	Boiled Hams
Pop Beans—75c	Bacon
Pop Corn—10c	

AMMONIA	BREAKFAST FOODS	Blackberries
Little Bo Peep, med... 1 35	Kellogg's Brands	Premio, No. 10... 6 20
Little Bo Peep, lge... 2 25	Corn Flakes, No. 136... 2 25	Blue Berries
Quaker, 32 oz... 2 10	Corn Flakes, No. 124... 2 25	Eagle, No. 10... 8 75

APPLE BUTTER	Blackberries
Table Belle, 12-31 oz... 1 75	Premio, No. 10... 6 20

BAKING POWDERS	Blackberries
Royal, 2 oz., doz... 80	Premio, No. 10... 6 20
Royal, 6 oz., doz... 2 00	Blue Berries
Royal, 12 oz., doz... 3 35	Eagle, No. 10... 8 75
Royal, 5 lbs., doz... 20 00	



BRUSHES	Blackberries
10 oz., 4 doz. in case... 3 40	Premio, No. 10... 6 20
15 oz., 4 doz. in case... 5 00	Blue Berries
25 oz., 4 doz. in case... 8 40	Eagle, No. 10... 8 75
50 oz., 2 doz. in case... 6 50	
5 lb., 1 doz. in case... 5 00	
10 lb., 1/2 doz. in case... 5 75	

BLEACHER CLEANSER	Blackberries
Lizzie, 16 oz., 12s... 2 15	Premio, No. 10... 6 20
Linc Wash, 32 oz. 12s 2 00	Blue Berries

BLUING	Blackberries
Am. Ball, 36-1 oz., cart. 1 00	Premio, No. 10... 6 20
Boy Blue, 18s, per cs. 1 35	Blue Berries

BEANS and PEAS	Blackberries
100 lb. bag	Premio, No. 10... 6 20
Dry Lima Beans, 100 lb. 8 25	Blue Berries
White H'd P. Beans... 4 50	Eagle, No. 10... 8 75
Split Peas, yell., 60 lb. 2 10	
Split Peas, gr'n, 60 lb. 6 10	
Scotch Peas, 100 lb... 7 00	

BURNERS	Blackberries
Queen Ann, No. 1... 1 15	Premio, No. 10... 6 20
Queen Ann, No. 2... 1 25	Blue Berries
White Flame, No. 1 and 2, doz... 2 25	Eagle, No. 10... 8 75

BOTTLE CAPS	Blackberries
Single Lacquer, 24 gross case, per case... 4 10	Premio, No. 10... 6 20

Pineapple, Sliced	String Beans	CHEWING GUM
Honey Dew, sliced, No. 10... 9 00	Choice, Whole, No. 2... 1 70	Adams Black Jack... 61
Honey Dew, tid bits, No. 10... 9 00	Cut, No. 10... 7 25	Adams Dentyne... 65
Honey Dew, No. 2 1/2... 2 45	Cut, No. 2... 1 35	Beeman's Pepsin... 65
Honey Dew, No. 2... 2 00	Marcellus Cut, No. 10... 6 00	Bee-hunt Peppermint... 65
Honey Dew, No. 1... 1 10		Doublemint... 65
Ukelele Broken, No. 10... 7 90		Peppermint, Wrigleys... 65
Ukelele Broken, No. 2 1 35		Spearmint, Wrigleys... 65
Quaker, Tid Bits, No. 10... 8 25		Juicy Fruit... 65
Quaker, No. 10... 8 25		Wrigley's P-K... 65
Quaker, No. 2 1/2... 2 35		Teaberry... 65
Quaker, No. 2... 1 90		
Quaker, No. 1... 1 05		

Plums	Beets	CHOCOLATE
Ulihit, No. 10, 30% syrup... 6 50	Extra Small, No. 2... 2 00	Baker, Prem., 6 lb. 1/2... 2 42
Supreme Egg, No. 2 1/2... 2 30	Hart Cut, No. 10... 4 50	Baker, Prem., 6 lb. 3 oz. 2 55
Supreme Egg, No. 2... 1 70	Hart Cut, No. 2... 1 00	German Sweet, 6 lb. 1/4... 1 85
Primo, No. 2, 40% syrup... 1 00	Marcel Whole, No. 2 1/2... 1 35	Little Dot Sweet 6 lb. 2 55
	Hart Diced, No. 2... 90	

Prepared Prunes	Carrots	CIGARS
Supreme, No. 2 1/2... 2 35	Diced, No. 2... 95	Hemt. Champions... 38 50
Supreme, No. 2... 2 00	Diced, No. 10... 4 20	Webster Plaza... 75 00
Italian... 2 00		Webster Golden Wed... 75 00

Raspberries, Black	Corn	CIGARS
Imperial, No. 10... 7 00	Golden Ban., No. 2... 1 35	Websterettes... 37 50
Premio, No. 10... 8 50	Golden Ban., No. 10... 10 00	Cincos... 38 50
Hart, 8-ounce... 80	Country Gen., No. 2... 1 20	Garcia Grand Babies... 40 00
	Marcellus, No. 2... 1 20	Bradstreet... 38 50
	Fancy Crosby, No. 2... 1 35	Odins... 40 00
	Fancy Crosby, No. 10... 6 75	A. G. Durr Boquet... 75 00
	Whole Grain, 6 Ban... 1 45	Porter Garcia Subl... 55 00

Raspberries, Red	Peas	CIGARS
Premio, No. 10... 8 75	Little Dot, No. 2... 2 25	Banner, 25 lb. tins... 20 1/2
Daggett, No. 2... 2 20	Sifted E. June, No. 10... 9 50	Snowdrift, 20 lb. tins... 20

Strawberries	CLOTHES LINE
Hunt, Superior, No. 2 2 35	Household, 50 ft... 2 09

CANNED FISH	CLOTHES LINE
Clam Ch'dr, 10 1/2 oz... 1 35	Cupples Cord... 2 91
Clam Chowder, No. 2... 2 75	
Clams, Steamed, No. 1... 1 75	
Clams, Mince, No. 1/2... 2 40	
Finnan Haddie, 10 oz... 3 30	
Clam Bouillon, 7 oz... 2 50	
Chicken Haddie, No. 1... 2 75	
Fish Flakes, small... 1 35	
Cod Fish Cake, 10 oz... 1 55	
Cove Oysters, 5 oz... 1 35	
Lobster, No. 1/4... 2 25	
Shrimp, 1, wet... 1 45	
Sard's, 1/4 Oil, k'less... 3 75	
Sardines, 1/4 Oil, k'less... 3 35	
Salmon, Red Alaska... 2 20	
Salmon, Med. Alaska... 1 75	
Salmon, Pink, Alaska... 1 35	
Sardines, Im. 1/4, ea. 6 1/2... 1 35	
Sardines, Cal... 1 00	
Tuna, 1/2 Van Camps... 1 75	
Tuna, 1/4s, Van Camps... 1 15	
Tuna, 1s, Van Camps... 3 45	
Tuna, 1/2s, Chicken Sea... 1 80	
Tuna, 1/2 Bonita... 1 25	

CANNED MEAT	COFFEE ROASTED
Bacon, med. Beechnut... 2 05	Lee & Cady
Bacon, lge. Beechnut... 2 95	1 lb. Package
Beef, lge., Beechnut... 3 30	Ryco... 22
Beef, med., Beechnut... 2 00	Boston Breakfast... 25
Beef, No. 1, Corned... 1 80	Breakfast Cup... 24 1/2
Beef, No. 1, Roast... 1 95	Competition... 19 1/2
Beef, 2 1/2 oz. Qua., Sil... 1 30	J. V... 22 1/2
Corn Beef Hash, doz... 1 90	Majestic... 31
Beefsteak & Onions, s... 2 70	Morton House... 33 1/2
Chili Con Car., 1s... 1 05	Nedrow... 28
Deviled Ham, 1/4s... 1 35	Quaker, in cartons... 25 1/2
Deviled Ham, 1/2s... 2 20	Quaker, in glass jars... 30
Potted Meat, 1/4 Libby... 75	
Potted Meat, 1/2 Qua... 65	
Potted Ham, Gen. 1/4... 1 35	
Vienna Saus., No. 1/2... 90	

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Campbells 48s	-----	2 35	Sniders, 8 oz.	-----	1 65	bulk	-----	14
			Sniders, 14 oz.	-----	2 25	Saltine Soda Crackers,		
						1 lb. pkgs.	-----	1 86
						Saltine Soda Crackers,		
						2 lb. pkgs.	-----	2 26
CANNED VEGETABLES								



<b>Currents</b> Packages, 11 oz. 14	<b>JUNKET GOODS</b> Junket Powder 1 20 Junket Tablets 1 35	<b>FRESH MEATS</b> <b>Beef</b> Top Steers & Heif. 14 Good Steers & Heif. 12 1/2 Med. Steers & Heif. 10 1/2 Com. Steers & Heif. 09 <b>Veal</b> Top 11 1/2 Good 10 1/2 Medium 09 1/2 <b>Lamb</b> Spring Lamb 16 Good 15 Medium 12 Poor 09 <b>Mutton</b> Good 05 1/2 Medium 05 Poor 05	<b>HERRING</b> <b>Holland Herring</b> Mixed, kegs 18 50 Milk, kegs 18 50 <b>Lake Herring</b> 1/2 bbl., 100 lbs. 1 50 <b>Mackerel</b> Tubs, 60 Count, fy. fat 6 00 Pails, 10 lb. Fancy fat 1 50 <b>White Fish</b> Med. Fancy, 100 lb. 13 00 Milk, bbls. 18 50 K K K K Norway 19 50 8 lb. pails 1 40 Cut Lunch 1 50 Boned, 10 lb. boxes 16	<b>SOAP</b> Am. Family, 100 box 5 05 F. B. 60c 2 30 Fels Naptha, 100 box 4 55 Flake White, 10 box 3 00 Ivory, 100 box 4 95 Fairy, 100 box 3 25 Palm Olive, 144 box 6 20 Lava, 50 box 2 25 Camay, 72 box 3 95 P & G Nap Soap, 100 3 00 Sweetheart, 100 box 5 70 Grandpa Tar, 50 sm. 2 10 Williams Barber Bar, 9s 50 Williams Mug, per doz. 48 Lux Toilet, 50 3 05	<b>TEA</b> <b>Japan</b> Medium 19 Choice 22@30 Fancy 30@36 No. 1 Nibbs 32 <b>Gunpowder</b> Choice 34 <b>Ceylon</b> Pekoe, medium 63 <b>English Breakfast</b> Congou, medium 28 Congou, choice 35@36 Congou, fancy 42@43 <b>Oolong</b> Medium 39 Choice 45 Fancy 50
<b>Dates</b> Imperial, 12s, pitted 1 75 Imperial, 12s, regular 1 35 Imperial, 12s, 2 lb. 1 00 Imperial, 12s, 1 lb. 1 00	<b>MARGARINE</b> Wilson & Co.'s Brands <b>Oleo</b> Nut 10 1/2 Certified Animal Fat 09 1/2 Oleo 09 1/2 <b>MATCHES</b> Diamond, No. 5, 144 6 25 Searchlight, 144 box 6 25 Crescent, 144 5 65 Diamond, No. 0 5 00 <b>Safety Matches</b> Red Top, 5 gross case 5 25 Signal Light, 5 gro. cs. 5 25 Standard, 5 gro. cs. 4 00	<b>Loins</b> 22 <b>Shoulders</b> 16 <b>Spareribs</b> 12 <b>Neck Bones</b> 06 <b>Trimnings</b> 12	<b>SHOE BLACKENING</b> 2 in. 1, Paste, doz. 1 30 E. Z. Combination, doz. 1 30 Bri-Foot, doz. 2 00 Dixhys, doz. 1 30 Shinola, doz. 90	<b>SPICES</b> <b>Whole Spices</b> Allspice, Jamaica @24 Cloves, Zanzibar @36 Cassia, Canton @24 Cassia, 5c pkgs., doz. @40 Ginger, Africa @19 Mixed, No. 1 @30 Mixed, 10c pkgs., doz. @65 Nutmegs, 70@90 @50 Nutmegs, 105-110 @45 Pepper, Black @23 <b>Pure Ground in Bulk</b> Allspice, Jamaica @18 Cloves, Zanzibar @23 Cassia, Canton @22 Ginger, Corkin @15 Mustard @21 Mace Penang @60 Pepper, Black @20 Nutmegs @25 Pepper, White @30 Pepper, Cayenne @26 Paprika, Spanish @36	<b>Twine</b> Cotton, 3 ply cone 40 Cotton, 3 ply balls 40
<b>Figs</b> Calif., 24-83, case 1 70 <b>Peaches</b> Evap. Choice 13 1/2 <b>Peel</b> Lemon, Dromedary, 4 oz., doz. 1 10 Orange, Dromedary, 4 oz., dozen 1 10 Citron, Dromedary, 4 oz., dozen 1 10 <b>Raisins</b> Seeded, bulk 7 1/2 Thompson's S'less blk. 7 1/2 Quaker s'less blk. 7 1/2 15 oz., dozen 7 1/2 Quaker Seeded, 15 oz. 8 <b>California Prunes</b> 90@100, 25 lb. boxes @ 7 00 80@90, 25 lb. boxes @ 6 00 70@80, 25 lb. boxes @ 5 00 60@70, 25 lb. boxes @ 4 00 50@60, 25 lb. boxes @ 3 00 40@50, 25 lb. boxes @ 2 00 30@40, 25 lb. boxes @ 1 10 20@30, 25 lb. boxes @ 0 50 18@24, 25 lb. boxes @ 0 40 <b>Hominy</b> Pearl, 100 lb. sacks 3 50 <b>Bulk Goods</b> Elb. Macaroni, 20 lb. bx. 1 38 Egg Noodle, 10 lb. box 1 22 <b>Pearl Barley</b> 0000 7 00 Barley Grits 5 00 Chester 4 50 <b>Lentils</b> Chili 10 <b>Tapioa</b> Pearl, 100 lb. sacks 7 1/2 Minute, 8 oz., 3 doz. 4 05 Dromedary Instant 3 30 <b>Jiffy Punch</b> 3 doz. Carton 2 25 Assorted flavors	<b>MUELLER'S PRODUCTS</b> Macaroni, 9 oz. 2 10 Spaghetti, 9 oz. 2 10 Elbow Macaroni, 9 oz. 2 10 Egg Noodles, 6 oz. 2 10 Egg Vermicelli, 6 oz. 2 10 Egg Alphabets, 6 oz. 2 10 Cooked Spaghetti, 24c, 17 oz. 2 26 <b>NUTS</b> <b>Whole</b> Almonds, Peerless 15 1/2 Brazil, large 14 1/2 Fancy Mixed 15 Filberts, Naples 20 Peanuts, vir. Roasted 09 1/2 Peanuts, Jumbo 10 1/2 Pecans, 3, star 25 Pecans, Jumbo 19 Pecans, Mammoth 10 Walnuts, Cal. 14@20 Hickory 07 <b>Salted Peanuts</b> Fancy, No. 1 10 1/2 12-1 lb. Cellophane case 1 25 <b>Shelled</b> Almonds 39 Pecans, Spanish, 12s 1 1/2 lb. bags 1 1/2 Filberts 1 1/2 Pecans, salted 52 Walnut, California 52 <b>MINCE MEAT</b> None Such, 4 doz. 6 20 Quaker, 3 doz. case 2 50 Yo Ho, Kegs, wet, lb. 16 1/2 <b>OLIVES—Plain</b> Quaker, 24 3 1/2 oz. cs. 1 87 Quaker, 24 7 1/2 oz. cs. 3 55 Quaker, 12, 12 oz. cs. 2 40 High Life, 12 22 oz. cs. 3 45 1 gal. glass, each 1 35 <b>OLIVES—Stuffed</b> Quaker, 24 2 1/2 oz. cs. 1 87 Quaker, 24 4 oz. cs. 2 75 Quaker, 24 5 oz. cs. 3 55 Quaker, 24 7 1/2 oz. cs. 4 55 Quaker, 24 10 oz. cs. 5 95 Quaker, 12 32 oz. cs. 7 88 1 Gallon glass, each 2 10 <b>PARIS GREEN</b> 1/8 34 1/4 32 2s and 5s 30 <b>PICKLES</b> <b>Sweet Small</b> L and C, 7 oz., doz. 92 1/2 Paw Paw, quarts, doz 2 50 <b>Dill Pickles</b> Gal, 40 to Tin, doz. 8 20 32 oz. Glass Thrown 1 50 <b>PIPES</b> Cob, 3 doz. in bx. 1 00@1 20 <b>PLAYING CARDS</b> Blue Ribbon, per doz. 4 50 Bicycle, per doz. 4 70 Caravan, per doz. 2 25 <b>POP CORN</b> Sure Pop, 25 lb. bags 1 50 Yellow, 25 lb. bags 2 40 <b>COD FISH</b> Bob White, 1 lb. pure 25	<b>PROVISIONS</b> <b>Barreled Pork</b> Clear Back 24 00@26 00 Short Cut, Clear 24 00 <b>Dry Salt Meats</b> D S Belles 20-25 17 <b>Lard</b> Pure in tierces 11 50 lb. tubs 1 1/2 20 lb. tubs 1 1/2 20 lb. pails 1 1/2 10 lb. pails 1 1/2 5 lb. pails 1 1/2 Compound, tierces 09 1/2 Compound, tubs 10 <b>Sausages</b> Bologna 12 Liver 16 Frankfort 14 Pork 16 Tongue, Jellied 35 Headcheese 15 <b>Smoked Meats</b> Hams, Cert., 14-16 lb. 22 Hams, Cert., Skinned 16-18 lb. 22 Ham, dried beef 23 Knuckles 23 California Hams 23 Boiled Hams 23 Minced Hams 23 Bacon 4/6 Cert. 25 <b>Beef</b> Boneless, rump 24 00 <b>Liver</b> Beef 35 Calf 08 Pork 08	<b>STOVE POLISH</b> Black, per doz. 1 30 Black Silk Liquid, doz. 1 50 Black Silk Paste, doz. 1 25 Enameline Paste, doz. 1 30 Enameline Liquid, doz. 1 30 E. Z. Liquid, per doz. 1 30 Radium, per doz. 1 30 Rising Sun, per doz. 1 30 654 Stove Enamel, dz. 2 80 Vulcanol, No. 10, doz. 1 30 Stovoll, per doz. 3 00 <b>SALT</b> F. O. B. Grand Rapids Quaker, 24, 2 lb. 95 Quaker, 36-1 1/2 1 20 Quaker, Iodized, 24-2 1 35 Med. No. 1, bbls. 2 50 Med. No. 1, 100 lb. bbl. 1 00 Farmer Spec., 20 lb. 65 Packers Meat, 50 lb. 65 Crushed Rock for ice, cream, 100 lb., each 85 Butter Salt, 280 lb. bbl. 4 00 Block, 50 lb. 40 Baker Salt, 280 lb. bbl. 3 80 6, 10 lb., per bale 93 20, 3 lb., per bale 1 00 28 lb. bogs, table 45	<b>Seasoning</b> Chili Powder, 1 1/2 oz. 62 Celery Salt, 1 1/2 oz. 80 Sage, 2 oz. 80 Onion Salt 1 35 Garlic 1 35 Penalty, 3 1/2 oz. 3 25 Kitchen Bouquet 4 25 Laurel Leaves 26 Marjoram, 1 oz. 26 Savory, 1 oz. 65 Thyme, 1 oz. 50 Turmeric, 1 1/2 oz. 75 <b>STARCH</b> <b>Corn</b> Kingsford, 24/1 2 35 Powd., bags, per 100 3 95 Argo, 24, 1 lb. pkgs. 1 55 Cream, 24-1 2 20 <b>Gloss</b> Argo, 24, 1 lb. pkgs. 1 55 Argo, 12, 3 lb. pkgs. 2 26 Argo, 8, 5 lb. pkgs. 2 46 Silver Gloss, 48, 18 1 1/2 Elastic, 16 pkgs. 1 38 Tiger, 50 lbs. 2 82 <b>SYRUP</b> <b>Corn</b> Blue Karo, No. 1 1/2 2 41 Blue Karo, No. 5, 1 dz. 3 37 Blue Karo, No. 10 3 21 Red Karo, No. 1 1/2 2 63 Red Karo, No. 5, 1 dz. 3 66 Red Karo, No. 10 3 53 <b>Imit. Maple Flavor</b> Orange, No. 1 1/2, 2 dz. 2 87 Orange, No. 3, 20 cans 4 34 <b>Maple and Cane</b> Kanuck, per gal. 1 10 Kanuck, 5 gal. can. 4 75 <b>Grape Juice</b> Welch, 12 quart case 4 40 Welch, 12 pint case 2 25 Welch, 26-4 oz. case 2 30 <b>COOKING OIL</b> <b>Mazola</b> Pints, 2 doz. 4 10 Quarts, 1 doz. 3 60 Half Gallons, 1 doz. 6 00 <b>TABLE SAUCES</b> Lee & Perrin, large 5 75 Lee & Perrin, small 3 35 Pepper 1 60 Royal Mint 2 40 Tobasco, small 3 75 Sho You, 9 oz., doz. 2 00 A-1, large 4 75 A-1, small 2 85 Wyandot, Cleaner, 24s 1 60	<b>WICKING</b> No. 9, per gross 80 No. 1, per gross 1 25 No. 2, per gross 1 50 No. 3, per gross 2 30 Peerless Rolls, per doz. 90 Rochester, No. 2, doz. 50 Rochester, No. 3, doz. 2 00 Rayo, per doz. 75 <b>WOODENWARE</b> <b>Baskets</b> Bushels, Wide Band, wood handles 2 00 Market, drop handle 90 Market, single handle 95 Market, extra 1 60 Splint, large 8 50 Splint, medium 7 50 Splint, small 6 50 <b>Churns</b> Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 3 to 6 gal., per gal. 16 <b>Pails</b> 10 qt. Galvanized 2 60 12 qt. Galvanized 2 85 14 qt. Galvanized 3 10 12 qt. Flaring Gal. Jr. 5 00 10 qt. Tin Dairy 4 00 <b>Traps</b> Mouse, wood, 4 holes 60 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 1 00 Rat, spring 1 00 Mouse, spring 20 <b>Tubs</b> Large Galvanized 8 75 Medium Galvanized 7 75 Small Galvanized 6 75 <b>Washboards</b> Banner, Globe 5 50 Brass, single 6 25 Glass, single 6 00 Double Peerless 8 50 Single Peerless 7 50 Northern Queen 5 50 Universal 7 25 <b>Wood Bowls</b> 13 in. Butter 5 00 15 in. Butter 9 00 17 in. Butter 18 00 19 in. Butter 25 00 <b>WRAPPING PAPER</b> Butchers D F 05 1/2 Kraft 05 1/2 Kraft Stripe 09 1/2 <b>YEAST CAKE</b> Magic, 3 doz. 2 70 Sunlight, 3 doz. 2 70 Sunlight, 1 1/2 doz. 1 35 Yeast Foam, 3 doz. 2 70 Yeast Foam, 1 1/2 doz. 1 35 <b>YEAST—COMPRESSED</b> Fleischmann, per doz. 20 Red Star, per doz. 20



## SHOE MARKET

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

### When Is Suede—Leather?

The plight of the tanner is of real concern to every shoe man. The tanner has had so much to face in the last two years that it is truly marvelous to note the spirit of his service in the face of overwhelming difficulties. The most recent brutal blow was the effect of the drought on his inventories of raw hides and skins and leather in the process of tanning.

The drought has seared all possibilities of profit in part of the field of tanning, and yet, withal, the tanner faces the future resolute in his desire to give the maximum of service in selection and delivery. Another group of tanners have been hit by the reduction in the value of the dollar as a raw stock purchasing unit in India, China and Europe. All these major problems are faced by the tanner in the light of acts beyond control.

But the tanner is being affected by a more insidious danger that is not revealed on the surface. He is subject to a form of misrepresentation that has its base in the misuse of terms for his product. The untruth of terminology is sinister competition for it often masquerades a substitute. The tanner is thereby denied a market—which he did so much to make. We have in mind an early showing of fall shoes blazoned in advertising in the window and in the store as "suede shoes for \$1.39," when the truth of the matter was discovered by us to be a "suede-like" material, not leather, in the uppers of the shoes. As values go at \$1.39, it was all that could be expected at that retail price, but if the customer thought that she was getting suede leather, then truth in advertising was violated. When another lot of shoes sold at even a lower price contained the words "kid-finish" an injury was done to the tanner and the public was being "kidded" into the belief that the uppers were leather, which they certainly were not. Another line of shoes bore the label "rough-calf texture" for uppers that had never been mothered by a cow.

We have a wholesome respect for all types of materials to be put to foot-wear usage. Many fabrics have been so improved as to make them admirable and most economic substances for foot-wear. They should, however, stand on their own merits and should be so advertised. They should not be permitted to lean upon traditional trade terminology that has been used for hundreds of years.

Individual words used in a business way should be carefully chosen, not only with respect to one or more of

their definitions in standard dictionaries, but also with respect to their meaning as commonly and generally understood by the public. In addition to truthfulness of terminology used in trade or to the public, the sequence in which they are employed (example—kid-finish) or the emphasis, comparison or contrast involved should not build up any untruthful implication contrary to that of the normally accepted use of the words in trade and to the public.

We believe the time has come for the Federal Trade Commission to establish the true meaning of certain words used in the shoe and leather trade.

The commission may find it difficult to give to an industry a proprietary use of those words; but never before in America have we had an NRA machinery set-up that gives precise definitions to trade practices and permits associations to write the laws of their industry as they feel will best benefit that industry. It is not impossible to contemplate true definitions and some policing power back of the use of those terms.

Later the commission can go still further to determine what is "hand-made," "custom-made," "bench-made," and the more technical phrases used to distinguish types of shoes from one another. But this latter study can well wait upon the success of the venture to clarify the use of such fundamental words as suede, kid, calf, and the all-covering term, leather, itself. We find articles termed leather that are not.

A step in the direction of ethical practices might be the organization of a trade terminology committee, not for the purpose of making rigid decisions, but for the purpose of establishing uniform application of these terms to be later enforced through a court, commission or other government bureau empowered by law. The code set-up is not quite adequate for the water-tight compartments of each industry are too limited in their scope to cover the necessary broad usage of the terms right to the public's eye and ear. It might be the purpose of the committee to form sound, practical and reasonable opinions regarding specific terms as to their truth and intent, and general fairness with respect to all the rights and interests of the competitor, the trade and the consumer public.—Boot and Shoe Recorder.

### Work of the Director of Drugs and Druggists

(Continued from page 18)

Committee that they appoint men in different parts of the state to talk to the women's clubs and present the druggist's campaign, what they actually stand for. You might be received with open arms—that's not technically speaking, understand—but I talked with a member of the legislative committee of the Federation of Women's Clubs, who was in my office about three months ago and I outlined to her a little bit of our program. She said she was sure they would be interested, she was sure they would want to hear us. I talked to her on the prophylactic situation and she was absolutely unaware of what was happening in Michigan with regard to that angle.

When I told her of common conditions in Michigan she was horror stricken. She happens to be a very high type of woman, probably sixty years old, who takes a great interest in legislative affairs—anything for the benefit of the community—and I will tell you I believe the time is about right for a state wide measure on contraceptives. They are being peddled from house to house and door to door all over Michigan. The medical profession would like to see that killed. Any young girl or any young boy can buy medical appliances anywhere. A few of the cities have local ordinances, but if we present a clean, well-organized program, showing our first interest is in the interest of the public health, that is the first point we have to make.

You are going to get the co-operation of the better class of people and I say incidentally what is good for the public health is good for you in a great number of cases.

I do not have any written report. There is nothing to go into the records particularly because I didn't keep any record of where I went or what I did. I went back over my calendar the other day to see where I had been during the past year and I happen to know about how many miles I have driven because I buy the gasoline. I don't want to take any more of your time and I thank you for this opportunity.

Business is a game where you play for keeps. Don't use trick cards or loaded dice.

### Memorial to Vincent A. Miklas

Whereas—It has pleased Almighty God to take from our midst our dear friend and First Vice-President, Vincent A. Miklas; therefore be it

Resolved—That the Retail Grocers and Meat Dealers' Association of Michigan, by its Board of Directors, in meeting assembled Aug. 22, 1934, in the city of Grand Rapids, express its most heartfelt sympathy to the bereaved family and that a copy hereof be spread on the minutes of our Association, published in our Wolverine Retailer and that a copy be sent to the Michigan Tradesman for publication. Herman Hanson,

Sec'y Retail Grocers and Meat Dealers' Association.

### Why Do Women Buy?

There is usually one reason why a man buys, but with a woman, according to an exchange, it might be any one of the ten:

1. Because her husband says she can't have it.
2. Because it will make her look thin.
3. Because it's on sale.
4. Because it comes from Paris.
5. Because her neighbors can't afford it.
6. Because she can't afford it.
7. Because nobody has one.
8. Because everybody has one.
9. Because it's different.
10. Because.

Wanted: An automatic labor-saving machine which will make jobs for the idle.

## depression proof



OUR FINANCIAL CONDITION

IS EVEN STRONGER THAN

BEFORE THE DEPRESSION

— WE HAVE MAINTAINED

OUR DIVIDEND RATE OF

NOT LESS THAN **25%**

## MICHIGAN SHOE DEALERS

## MUTUAL FIRE INSURANCE COMPANY

LANSING MUTUAL BUILDING

GRAND RAPIDS . . .

DETROIT . . .



## OUT AROUND

(Continued from page 9)

subscription clerk smiles as she thinks how near she came to being victimized by a rather attractive looking man.

Cadillac, Sept. 1—Received this from Traverse City. Will you please explain what it is all about and return? I have not signed anything regarding the food and grocery code, so do not know what this means.

Segort Mattison.

The enclosure above referred to is as follows:

Local Food and Grocery Distributors' Code Authority

Michigan Trading Area, No. 3

Traverse City, Aug. 24—Before including your name with a list of delinquents to be sent to the NRA State Compliance Director, for failure to pay your assessment within thirty days, according to the provisions of the Retail Food and Grocery Distributors' Approved Code, I am extending the courtesy of calling same to your attention and an additional ten days, in which to remit your assessment on the basis of one dollar for each employee and including proprietors.

The President's executive order of April 14, 1934, makes it a violation of the code for any merchant in the food and grocery business covered by this code, if he fails to pay his code administration assessment.

The National Industrial Recovery Act provides that when a code of fair competition has been approved by the President, a violation of any provision of the code shall be a misdemeanor and upon conviction thereof, an offender may be:

1. Find not more than five hundred dollars (\$500) for each offense and each day such violation continues shall be a separate offense.
2. Enjoined in a United States District Court and the violation restrained.
3. Subjected to such action by the Federal Trade Commission as is within its powers. A. A. Gardner, Sec'y.

My reply to Mr. Mattison's letter was as follows:

Grand Rapids, Sept. 4—I dislike to write you in regard to the matter you enquire about, but I think the safe way is the best way, so I would think your best course would be to pay \$1 for yourself and each clerk in your employ, because by so doing you will be able to sleep nights.

Uncle Sam is strenuously prosecuting good merchants, like yourself, for any small violation of the code. The fines have been as high as \$5,000 (usually \$50 to \$500) and five years at Leavenworth. I am prevented from publishing these cases in the Tradesman, because the code prohibits the publication, but take it from me—you cannot afford to trifle with the hard hearted men who are administering the code.

So pay the price of being a good citizen in a socialistic government in the full realization that by so doing you may possibly keep out of jail.

E. A. Stowe.

Orlo McGeath, Allegan, named for county clerk at the pre-primary Democratic county convention, has resigned. The reason for this action is that he holds the post of Farm Loan representative for Uncle Sam and was notified he would not be kept on the payroll if he also ran for clerk. This notification carried with it the instruction that his resignation had to be published in one issue of a county paper and it appeared in the last issue of the Fennville Herald. This leaves the way clear for Aart De Jongh, Burnips

Corners merchant, to go after the plum without opposition. There is no better man in Allegan county than this same Aart De Jongh and should he be elected he will give the people an honest and capable administration.

"Big Bill" Jenkins, who has been landlord of his own hotel in the Western, at Big Rapids, since May 1, put in a day at the Second City yesterday. Mr. Jenkins says that business is gradually coming back to the Western and he hopes to be playing to capacity business before the end of the year.

E. A. Stowe.

## Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Don S. Smith, bankrupt No. 5520, final meeting of creditors was held under date of June 11. M. N. Kennedy, trustee, was present. R. J. Wade, attorney for bankrupt, was present. Trustee's final report and account was approved and allowed. Balance bills, notes and accounts receivable, together with one Ford Tudor Sedan, Model A, were offered for sale, and there being either no bids or insufficient bids, both items were abandoned as worthless and burdensome. Order was made for the payment of expenses of administration as far as funds on hand would permit. No dividend to creditors. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

In the matter of Charles H. Weisner, individually and as the Service Plumbing & Heating Co., bankrupt No. 5645, final meeting of creditors was held July 17. Fred G. Timmer, trustee, was present. The bankrupt was present and represented by Willard McIntyre, attorney, on behalf of Arthur F. Shaw. One creditor and account bidders present. Trustee's final report and account was approved and allowed. Bill of attorney for bankrupt approved. An order was made for payment of administration expenses and a first and final dividend of 30 per cent. on preferred labor claims. No objections to bankrupt's discharge. Meeting adjourned without date and files will be returned to U. S. District Court.

In the matter of Earl B. Thurston, bankrupt No. 5819. The first meeting of creditors has been called for Sept. 18.

In the matter of Elmer E. Stephenson, bankrupt No. 5818. The first meeting of creditors has been called for Sept. 18.

In the matter of John A. Seegmiller and Walter Seegmiller, individually and as copartners doing business as Seegmiller Bros., bankrupt No. 5820. The first meeting of creditors has been called for Sept. 17.

In the matter of John I. Bushouse, bankrupt No. 5801. The sale of assets has been called for Sept. 14, at the premises formerly occupied by the bankrupt at 1813 South Burdick St., Kalamazoo. The assets for sale consists of hardware and notions together with fixtures and equipment appraised at \$590.93. All interested in such sale should be present at the date and time above stated.

In the matter of John I. Bushouse, doing business as Bushouse Hardware Co., bankrupt No. 5801, first meeting of creditors was held August 28. Bankrupt was present in person and represented by Fred G. Stanley, attorney. Bankrupt was sworn and examined before a reporter. M. N. Kennedy, Kalamazoo, appointed trustee; bond \$100. The meeting then adjourned without date.

In the matter of Ford-Blake Fuel Co., bankrupt No. 5761, first meeting of creditors was held Aug. 28. William J. Blake, Russell Blake and Gerald Ford, officers of bankrupt corporation, were present and represented by Arthur F. Shaw, attorney. Certain creditors present and represented by George B. Kingston, Lindsey, Shivel & Phelps and Fred P. Geib, attorneys. William J. Blake was sworn and examined before a reporter. Fred G. Timmer, Grand Rapids, was elected trustee and bond fixed at \$1,000. Claims were filed only. The meeting then adjourned without date.

In the matter of M. A. Guest Co., bankrupt No. 5648, adjourned first meeting of creditors and return of hearing on composition was held Aug. 27. The bankrupt was present by M. A. Guest and Ernest E. Frost and represented by Travis, Merrick, Johnson & McCobb, attorneys. George LaBour, Trustee, present and represented by Cleland & Snyder, attorneys. Joseph R. Bennett, State Court Receiver, was present. Certain creditors were present and represented by A. J. Butler, Hilding & Baker, Smith, Searl & Strawhecker and Benn M. Corwin, attorneys. Counsel for the bankrupt on composition offer appeared and stated offer of composition was withdrawn. Ernest E. Frost and M. A. Guest, previously sworn, were each further examined before a reporter.

The meeting then adjourned to Sept. 12. In the matter of Anthony Miller, doing business as the Hartford Creamery, final meeting of creditors was held under date of July 17. M. N. Kennedy, trustee, was present and represented by Jackson, Fitzgerald & Dalm, attorneys. Certain creditors were present in person and represented by Hilding & Baker, attorneys. One account bidder was present in person. Bankrupt was present in person and represented by Willard J. Banyon, attorney. Trustee's final report and account was approved and allowed. Bill of Jackson, Fitzgerald & Dalm, as attorneys for trustee, approved and allowed. Balance bills, notes and accounts receivable sold to Richard Miller for sum of \$35. Equity of the bankrupt in parcel of real property in which his business was conducted was offered for sale, and there being no bids, was abandoned as worthless and burdensome. Order was made for the payment of expenses of administration and for the declaration and payment of first and final dividend to creditors of 13.2 per cent. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

## Most Obstinate Element in Human Nature

No man or woman would intentionally harm their own business and lower the value of their property if they knew it. Almost everyone would be loyal to the place they call home if they found they were doing it harm. Even our health may be injured through thoughtless habits. If you would approach those in the professions—doctors, dentists, lawyers, ministers, school teachers, also merchants and manufacturers, in many towns and cities and tell them their action and example are doing much to prevent a return of prosperity to the community, they would deny the charge. Let us go a step further and include the farmers and remaining citizens. None would plead guilty of preventing a return to normal times, but let us analyze the situation and see how the citizens of every community hold their destiny largely in their own hands.

The health of every community depends upon the condition of its body politic. Like the human body it must have plenty of food. Trade and commerce are the food upon which communities thrive, but the life-giving blood is the profit on trade. No business can be in a state of health, unless it has a profit. A prosperous merchant or manufacturer is worth far more to a town or city than one doing business with little or no profit. It is a well-known principle of economic law, that no community can remain in a healthful business condition unless it can have the profit on its own trade. It is regrettable that so many good citizens do not realize this, so they give their patronage to foreign corporations, many of them national monopolies, which have no interest in their home city, except to exploit it. A careful survey shows that a majority of towns and cities of this state are trying to get along upon less than one-half of the normal profit on its trade, while the greedy chain stores are gathering in the bulk of the trade and sending all of the profits daily to the large financial centers. We cannot blame the chain stores for accepting the trade of its patrons, but what excuse is there for those who undermine their own business and property values through ignorance of what they are doing? There is not a town or city but has the power to remove these destroyers of local prosperity. If they would be loyal to their own interests and that of their community, they would soon

see the return of better times. This can be done by loyal citizens. It is not necessary to assemble Congress or legislatures.

No economic problem can be considered fully unless we take in the human side of it, which often touches greed. This is one of the most obstinate elements in human nature and to properly control it is the greatest problem of mankind. Greed is often mistaken for an incentive to higher ideals. Often it is classified under the label of efficiency, which leads on to private monopoly. Human welfare is often forgotten or is obscured by the glamour of wealth. It is made secondary to special privileges to acquire wealth, thus private monopolies are born, making it possible to centralize great wealth and on the other hand poverty becomes a burden upon society, as it is to-day. Thus has great wealth come into power through the thoughtless action of those who forget to guard the interests of their homes and families. So great is the power of wealth that it recognizes no political party, state or nation. It has secured largely the control of the press and pulpits—even institutions of the people. It invades cities, towns and villages, where under its boasted buying power and its low priced bait, it lures thoughtless people to its support, even as the flame lures the moths. E. B. Stebbins.

## Makes Syrup From Apple Cider

A new table syrup made from apple cider and ordinary sugar has been patented by Charles William Haines of Masonville, N.J. The resulting syrup which tastes of apples and has a slightly tart reaction is preferably made by mixing 100 pounds of cider and 100 pounds of sugar. After mixing, the batch is heated to between 212 and 220 deg. F., until a test shows a concentration of 72 per cent of solids. The inventor determined by experimentation that a temperature below 212 deg. F. is ineffective in bringing about the inversion of sugar to dextrose and levulose, while a temperature over 220 deg. spoils the syrup.

Phone 89674  
**John L. Lynch Sales Co.**  
SPECIAL SALE EXPERTS  
Expert Advertising  
Expert Merchandising  
209-210-211 Murray Bldg.  
Grand Rapids, Michigan

## BUSINESS WANTS DEPARTMENT

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

For Sale—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 Sale—Hardware, located in small town. Free and clear from all encumbrances. No bankrupt stock buyers wanted. Address No. 679, c/o Michigan Tradesman. 679

For Sale—Complete woodwork shop, gate business. Territory of 4 counties. Eight-room modern house. Also 20 acres of timber. Write Box 66, Stockbridge, Michigan. 680

## SOME TRENDS IN TRADE

## Sidelights on the General Business Situation

President Roosevelt has said: "It is by laying a foundation of confidence in the present and faith in the future that the upturn which we have so far seen will become cumulative." His recent "triumphal tour" and other straws in the wind indicate that he still has the confidence of the masses of people. On the other hand, the business elements are less sanguine about his policies and his associates—and for the first time since his inauguration he is being attacked personally.

His problem—and the Nation's problem—is again to implant confidence in business and financial leaders without at the same time losing the confidence and faith of the masses. The problem calls for all of the skill and dexterity for which he is famous.

Surveys made by the Government and the Ross Federal Service show countless opportunities to repair, modernize, replace or expand existing structures or equipment so that they may administer more efficiently to the population's wants and prepare for future growth. Right now the production of durable goods (those made from the lasting materials, such as iron, steel, and other metal, lumber, cement, stone, and glass) is at a level below normal, about equal to that reached at the extreme lows of the 1921 depression.

Unless the President can find a way to assure business, and at the same time make it plain to the public that we are not going back to the days of Insullism and exploitation of labor, the alternative will be extending relief emergency measures until they become a permanent condition—which in turn would most probably lead to the inflation spiral which other countries have learned to fear as "uncontrolled inflation."

An Englishman has written a book which American business men should read. It is by Major L. L. B. Angas, and is called, "The Coming American Boom," published in this country. Quite a number of French, Dutch and English business men and economists have been more successful than we Americans in forecasting developments here. Their getting out of securities in the early Fall of 1929 had a lot to do with the bringing on of panic conditions. Major Angas is one of several who were the first to foretell improved conditions after the Roosevelt nomination.

In this book he picks out from the seemingly disjointed and makeshift acts of the Administration the underlying theme which, in his belief, is clear, consistent and fundamentally sound. He thinks that inflation in this country has barely started, but that it will be a credit inflation and not a currency inflation. He says, "The experiment may be compared to the boiling of a liquid. For some time the observer can detect no change as he gazes upon the surface of the water. Just as he is beginning to discredit the efficacy of the fire, the pot begins to bubble and

boil. This is what I venture to forecast is about to happen with credit expansion in America. At a guess, I should say that such a rise will begin before the end of the Summer of 1934."

Major Angas further says, "Keep a curve of demand-deposits. Its increase can spell only one thing—a boom." After reading this we checked deposit figures and find that the total deposits of the reporting member banks of the Federal Reserve System have increased nearly 20 per cent. since the first of the year, and that the twelve Federal Reserve Banks, at the close of business August 22, have total deposits 63 per cent. greater than at the close of business on August 23, 1933.

Home modernization under the Housing Act is proceeding carefully under the guidance of James A. Moffett. The lack of haste in getting it under way may make for a better speed in the future. From this point on, industry should not be long in feeling the effects of the program. It differs from the PWA priming the pump theory in that it forces, through Government guarantees, the employment of private capital at no public expense.

Both the Secretary of Commerce and the Assistant Secretary of Commerce took steps last week to reassure business and industry that private profit and individual initiative are the essentials of recovery, and backbones of the Roosevelt plan. Just how much weight they carry in Administration councils is undetermined, but many consider it important that there is still a right wing in the Administration.

Washington observers are agreed that the Government can check any bad slump because it has plenty of stimulants ready to apply if the situation appears to be getting out of hand on the down slide—and partners of Economics Statistics, Inc., who have an enviable record for "calling the turn," think that August marked the low of industrial production. They point out that the current decline of automobile production is not as great as seasonal, that car loadings continue to show stability, and that retail reports are favorable. Thus the supply-demand situation shows continued correction.

Business as mirrored by bank debits improved seasonally in August as compared with July. Most of the weekly reports showed gains of about 10 per cent. over the same month last year, whereas in July decreases were recorded.

Newspaper advertising activity continues to exceed that of a year ago, although the rate of increase in volume has lessened slightly. According to compilations made by Media Records, Inc., total July newspaper lineage gained 6.4 per cent. over last year, with every classification gaining except financial.

Hotels continue to report greatly increased business in both room and restaurant sales—indicating more intensive efforts on the part of sales organizations. Most cities report gains in room sales of from 10 to 22 per cent. with the exception of Chicago and Washington, where a greater

World's Fair attendance, and hectic NRA matters, gave them booms last year.

Production of automobiles in July was 16.2 per cent. above 1933, and R. L. Polk & Co. figures of July registrations from the first twenty-eight states to report indicate a total of at least 230,000 units, which will be a new record for 1934, and a gain of 7,000 cars over the June figure.

Sales of life insurance are running 17 per cent. above the last year figure, and, believe it or not, the greatest increases are coming from the states in the so-called drought belt.

Construction awards, through July, continue above the corresponding total last year, according to F. W. Dodge Corporation, the July volume of \$119,698,000 for the thirty-seven Eastern states contrasting favorably with \$82,554,000 for July, 1933, and \$117,000,000 for June of this year.

It is likely that the August gain will be even better, for the lumber code authority in the first half of the month reported that lumber orders were the highest in nine weeks, and for the week of August 17 lumber shipments were the heaviest of any week since July, 1933.

Business failures last week totaled 197, and were the lowest in fourteen years, so Dun & Bradstreet say.

If we may again quote from the English—here is an interesting excerpt from an editorial in the London Times. "Roosevelt's controlled capitalism is not socialism, and those who first hailed it as a step to socialism have invited their own disappointment. The capitalism will remain; but so will the control!"

The Hearn Department Store in New York has announced that it will forego all profits and dividends for one year, beginning Sept. 1, with a view to "helping people with limited incomes and aiding and speeding recovery through the stimulation of trade." Many companies have been able to forego profits without consciously trying to do so.

The control of Government over industry was further strengthened during the fortnight by the decision of the Federal Court for Northern Illinois in ordering the Joseph Schlitz Brewing Co. to dismantle hundreds of \$400 electric signs which they had furnished to Chicago retailers. It seems that the Schlitz Co. interpreted the code provisions to mean that they could not spend more than \$400 in making the sign, but the Government and the court interpreted the code to mean the \$400 must include all costs, including rentals and erection.

Again there is talk of a big merger in the automobile trade. Among the companies mentioned as being involved are Auburn, Reo, Hudson, Pierce-Arrow, Nash, Studebaker, Franklin, Graham-Paige, Hupmobile and Continental. Even if a merger should go through it is doubtful that more than four of these companies would be involved.

Buying power is the dynamo that turns the wheels of business.

## Typewriter Sales as Business Index

Following a seasonal decline in July, manufacturers of typewriters and other office machines report a substantial improvement in sales during the past three weeks.

In view of the widespread use of office machines in offices and business concerns of every size, executives in the industry believe this showing reflects a more favorable general appraisal of business prospects. The current decline in activity, they feel, is more pronounced in the major industries, statistics from which make up most business indices, than in the wide variety of miscellaneous industrial and commercial activities.

Part of the current increase demand is for labor saving devices in bookkeeping and statistical departments. Prospects in this line are regarded as favorable. Sales of such machines alone are not large enough, however, to account for the increase reported from district offices all over the country, it is said.

## Effects of Political Radicalism

Victory in the primaries for radical tickets, especially in California, will undoubtedly exercise some effect on business prospects, close observers indicate.

For one thing, it will act as a depressing factor on the Government bond market, both psychologically and as a further threat to budgetary balance. Secondly, it promises new burdens on business in the areas affected, and until the results of the November elections are known, at least, forward commitments involving such areas are discouraged.

On the other hand, these radical victories are held likely to have a favorable effect through solidifying moderate and conservative elements in the community. However, this effect will not be known definitely until the election period. Defeats for radical candidates generally would favor prospects of a late fall and early winter business revival.

## Fear Shortage of Fall Apparel

Having delayed to place orders for fall merchandise, except for minimum requirements, many retail merchants are currently facing the possibility of a shortage in some lines of seasonal merchandise.

Instead of a late beginning of the fall season, as had been anticipated in view of consumer resistance to higher prices and increased unemployment, the cool weather in the last two weeks brought forth an unexpected early demand for fall merchandise particularly heavier clothing.

Since the cutting up trade has for some time been operating on low stocks, prospects are that merchants will have difficulty getting quick deliveries and may also have to accept substitutes in patterns and designs of materials, whenever mill stocks run out.





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