

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 12, 1934

Number 2660

LIVE AND LET LIVE.

"Live and let live," was the cry of old,
The cry of the world when the world was cold,
The cry of men when men pulled apart,
The cry of the race with a chill on the heart.

But "Live and help live" is the call of the new,
The call of the earth with the dream shining thru',
The call of a brother-world rising to birth,
The call of a Christ for a comrade-like earth.

EDWIN MARKHAM.

HOW OLD ARE YOU?

Age is a quality of mind.
If you have left your dreams behind,
If hope is lost,
If you no longer look ahead,
If your ambitions' fires are dead
Then you are old.

But if from life you take the best,
And if in life you keep the jest,
If love you hold—
No matter how the years go by,
No matter how the birthdays fly,
You are not old!



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Orchard Jellies	24/5c	Malty Milkies	24/5c
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MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 12, 1934

Number 2660

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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

Glances at Five Cities and Two Towns

Munising is the "city beautiful" of the upper peninsula. It is built upon a sloping circular shelf that runs back from the bay, to the foot of high wooded bluffs, now decked in green, which later turns to all of the variegated colors of the maples, beech, birch and other hardwoods. This snug little city of 3,000 people has not felt the distress of the times, as much as many others. Its chief industries are the Munising Paper Co., the Munising Woodenware Co. and one or two lumber mills. The latter have been doing little this season. The paper company employs 425 people at present, and produces a high grade of bond and book papers. Judging from samples of woodenware on display by local merchants, there is no higher grade produced. Merchants report trade better this year and credit much of it to the three CCC camps in this region. Among the leading food merchants are Walter's Cash Grocery, T. N. Belfry, J. P. Meyer and Miron & Korpels, the latter having recently entered trade with a fine new stock and fixtures. Bjornstad Bros. and Conrad Denman, carry large stocks of clothing, furnishing and shoes. Albert G. Schneider conducts a first-class bakery and recently added a new stock of groceries. Bert Carr, recently from Grand Rapids, has purchased the Beach Inn and is making extensive repairs. Mr. Carr is an experienced chef and travelers and tourists will here find the best of accommodations. The Beach Inn has one of the most picturesque settings of any hostelry in the upper peninsula with a fascinating view across the bay to Grand Island. Another good hotel, located more in the business section, is that of Mrs. S. Cummins, a genial hostess, who reports an increase in travelers and tourists. What is needed here is an active organization of the local merchants to build up the spirit

of co-operation. It is plain to see that the community would benefit, if they would do this. The matter of price cutting to where it takes away a reasonable profit, impoverishes those who start it, as well as those who join in. The active market also robs the merchant of a profit, unless he steps up his selling price with it. A peculiar case came to light here, in which a baker decided to add a stock of groceries, owing to not being able to place his goods with the local food merchants, except at a price he could not accept and live. The wholesalers in this region refused his order, although he had the cash to pay for his stock of groceries, so he buys outside the state and stocks up. A good local organization and proper diplomacy could have ironed out this matter to the advantage of all. It is just too bad to have these things happen, for even when working to the best advantage, there is not the profit on trade that is needed. The city has one national chain store, which is one too many. These greedy institutions foment trouble among home merchants so as to profit by it. This city has a fine class of merchants and the citizens should be loyal to them and not hand their cash over to this Nation-wide organization, which sends away—never to return—every dollar of profit on the trade given to it.

Chatham is the location of a branch of the M.S.C. farm. The grain crop is reported good this year and the manager expects to thresh 5000 bushels of grain. Here is a fine farming section, and the farmers and citizens hold an annual fair, in which the state assists. There are two large general stores here, one owned by Isaac Tunteri and the other belongs to the members of the Rock Co-Operative Co. Everything about the little village is kept in excellent order and all buildings are well painted. This is true of the farm buildings and everything indicates a high class citizenship.

Skandia is another prosperous community on M 27. The one general store here is owned by D. E. Fredrickson, who carries a large and varied stock. He is also postmaster. Near his store is his home and he has made the grounds a beauty spot, which attracts the passing travelers.

Marquette is the leading port on the Great Lakes, for the shipment of iron ore. It is the outlet for the great mines at Negaunee and Ishpeming and its ore deck one of the largest of its kind, it attracts the attention of all visitors, being located near the business district. This city is the county seat of Marquette county and its imposing public buildings all reflect the wealth that mining and lumbering have brought to it. Here is also located one of the normal schools of the state.

A chemical works and iron smelter are in operation, giving employment to a considerable number, working upon a short week schedule. Ore shipments by water continue moderately and probably will the rest of the season. Merchants here report business has shown little if any improvement over a year ago. There has been an increase in summer tourists and hotels and restaurants have fared better, according to the secretary of the local Chamber of Commerce. This city, like hundreds of others, is afflicted with a colony of greedy National chain stores, which are bleeding it white. A survey among the home business people shows that over half of the business that centers here goes to the big chain stores. Merchants who formerly were the business pillars of the city, having stock in its industries and banks, are now finding it difficult to make a living profit. The strife to stay in business often sets up a ruinous competition that diverts into a commercial warfare. The home business people here should stand together as one, and not enter into a price war, out of which only harm can come. It's bad enough to have these greedy outside pirates, taking away one-half or more of the profits on trade, without making it worse by cutting prices to where there is no profit. It is said a local bank owns the stores rented to two of the largest chain corporations; that the banking staff, as well as many in the local professions, buy their needs principally from the great monopolies. They set the pace, so that many in the lower walks of life follow their example. There is no surer way than this to undermine local prosperity. If the profits on the trade that centers here could remain, as it once did, good times would soon return. This is a beautiful city of homes. It is a college city. It is backed by a great industry. It should not be stricken with business stagnation. May its good citizens get together and study this problem, so vital to its welfare. Question: Can we reasonably expect a return of prosperity as long as we hand over one-half of the volume of trade to monopolies, which take away every dollar of their profits on trade here? Among the older merchants here is Fred Bureau, who has been in the food trade for thirty-two years. He came here a young man and worked for other grocers several years before opening his own store. One of the oldest merchants here, also in the upper peninsula, is P. J. Delf, who was born at Houghton, and came here and opened his first grocery store in 1880. Both of these oldtime merchants have excellent stores and carry high grade stocks.

Negaunee is a quaint little city partly walled in with great stock piles of iron ore. It has an imposing city hall,

which would be a credit to a much larger community. Its business blocks, schools, churches and homes are a credit to its citizens, being much above that of the usual mining town. Merchants here report trade about as a year ago. Recently the time has been cut at the mines to two days a week, which is regretted by both the merchants and miners. Among the leading merchants here are T. L. Collins, S. Mattson and Thomas Bros., who all carry excellent stocks of foods. One of the great National food chain stores is here after a big share of the food trade, which makes it hard for the home merchants. It matters not how hard times are for a community, these gigantic monopolies are on hand to make conditions worse. Not for the merchants alone, but for every citizen.

Ishpeming is a picturesque city of 10,500 population, located in between high rocky bluffs and all underlaid with heavy deposits of iron ore. Mine tipples are located on the side of these bluffs, where ore can be easily loaded into cars or upon stock piles. In many parts of the mines ore pockets are among quartz or granite rock, which form supporting bearings to sustain the enormous weight above. In other parts columns of ore are left for the same purpose. In some localities, but not here, these supports have been inadequate and the surface has caved into the mine. Near here are mines producing a soft ore, in which it is necessary to use supporting timbers. About five miles West, near M 28, is an abandoned mine which was once a profitable producer. The steel tippie is located on a ridge of high land near a swamp, in the center of which is a small lake. The workings of this mine extended into this swamp and under the lake. On Nov. 3, 1926, fifty-two men entered the mine for work, and within a few hours a miner rushed to the shaft and gave the alarm that the bottom of the lake had fallen into the mine, and the water and mud had buried the workmen. Seven bodies were recovered and as it was impossible to reach the rest mining operations were abandoned. Each Memorial Day relatives of the lost miners hang wreaths of flowers upon the shaft tippie. About 2 miles North of here are the shafthouse and reduction works of the Michigan Gold Mining Corporation. Considerable gold has been washed out of the quartz rock during the past several years, a local bank sending it in to the U. S. Assay office. It is reported that the owners have succeeded in procuring the necessary capital to purchase modern quartz stamps, also to install the cyanide process, which will recover more of the gold. A few miles Northeast of here is the Roper

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IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Job seekers, and others desirous of finding something that pays better than their current employment, are falling easy prey to an insidious brand of civil service school propaganda. Prospective students are being led to believe that government jobs are plentiful and easy to get, and that, unlike other fields of livelihood, there are no "rainy days"—no hard times—for those who work for Uncle Sam.

The advertising of such civil service coaching schools has featured pictures of Uncle Sam; played up the words "Government Jobs"; listed an assortment of apparently available civil service positions; stressed the security and permanence of such positions; and exhorted prospects to rush in their inquiries on how to get these jobs.

In sharp contrast to this colorful picture of government job possibilities, James Hess, United States Civil Service representative at Detroit, with whom the Better Business Bureau has closely co-operated, advises that the need for new employes has been so curtailed in his District that comparatively few examinations have had to be held in recent years. The last applications for Statistical Clerk's examination were accepted in July, 1931, and for Prison Guard in November of that year. The last examination for Post Office Clerk was held in February, 1930; for Customs Inspector, in October, 1929; for Immigration Patrol, in December, 1928; and for Railway Mail Clerk, in April, 1927.

So far as the "no hard times" propaganda is concerned, adverse conditions have not only occasioned indefinite postponement of many examinations, but drastic lay-off of thousands of government employes, and the actual elimination of entire departments.

Recent government bulletins have carried warnings and urged investigation. One says: "There is reason to believe that agents of some coaching schools encourage clients to pay for training for examinations which are not likely to be held for a long time. Authentic information regarding pending examinations may be obtained, without cost, from the Civil Service Commission, Washington, D.C., or from any of its authorized representatives." Similar warnings have been given wide publicity by the Bureau, through its radio broadcasts, newspaper advertising in a score of publications, and through the news columns.

Complaints received by the Bureau disclose high-pressure tactics and deception upon the part of coaching school salesmen. Complainants advise that they were led to believe that the coaching school was either connected in some way with the government, or enjoyed such close contact and "inside information" that it knew of coming examinations before they were officially announced. They were told that such and such an examination would be held within ninety days, or upon a definite date. The specified time had passed; promised examinations had not been held, nor even announced; and

their complaints to the school had been ignored or disparaged.

The widespread use of so-called "Refund Agreements" has fostered more misrepresentation. Students have been assured that in paying for one of these coaching courses, they simply couldn't lose. They thought they were going to get jobs within a year, or their money back. They found that the "Refund Agreement" had a catch in it, and the catch is that the student is invariably required to try the first examination covering the training for which he has paid. In other words, if no government examination is held for a period of years, the job seeker in the meantime can expect no refund, regardless of how dissatisfied he may become with his training or treatment.

The most prolific sources of complaint during recent months have been the Franklin Institute of Rochester, N.Y., the Federal Service Training Bureau of Detroit, and the Civil Service Training Bureau of Cleveland, Ohio.

The Franklin Institute copy was so flamboyantly misleading that the Bureau recommended that Detroit newspapers refuse to accept it. Numerous complaints have been received from students of this coaching school, charging flagrant misrepresentation by salesmen. The Federal Service Training Bureau has attempted to run no recent local advertising, and complaints against this comparatively young school have come from out of state students. A Federal Trade Commission release, dated July 29, 1934, advises that the Civil Service Training Bureau, Inc., of Cleveland, has been ordered to eliminate from its corporate name the words "Civil Service" and "Bureau," so as not to imply a connection with the Civil Service Commission or the U. S. Government, and to discontinue its misleading claims.

In view of the volume of inquiries and complaints now being received, the Bureau emphasizes the following: Noen of these coaching schools has any connection with the government on "inside information" on examinations or appointments. None of their so-called "refund agreements" actually agree to refund your money one year from the day you begin, or complete, your course. They are as indefinite as the indefinite date of the next government examination.

Government job-seekers should consult civil service authorities as to the prospect of future examinations; before paying money for any coaching course. Statements by salesmen, at variance with the above facts, should be reported promptly.

Pabst Pharmaceutical Co., Inc., of Chicago, is charged in a complaint issued by the Federal Trade Commission with misrepresentation of a medicine formerly called "Pabst's Okay Specific" and still advertised under that name, but now labeled "Pabst's Okay Special." The Commission alleges that use of the word "specific" implies that the medicine will cure the diseases for which it is recommended. It is further alleged that respondent's medicine is not a cure, remedy or competent and adequate treatment for the diseases for which it is sold. The respondent is given until August 24 to file answer

showing why an order to cease and desist from the practice complained of should not issue.

Unfair competition by placing in the hands of dealers the means of conducting lotteries is charged by the Federal Trade Commission in two complaints just issued. One is against Harry and Oscar Markovich, of New York City, co-partners doing business as California Candy Co.; the other against Gordon Howard Co., Kansas City, Mo. The respondents are engaged in packing and assembling candy into assortments and distributing them to concessionaires who sell them at carnivals, medicine shows, circuses, fairs and burlesque theatres, as well as to wholesale and retail dealers.

Unfair competition through misrepresentation of the curative powers of a medicine for infants, is prohibited by the Federal Trade Commission in an order to cease and desist issued against Minnie L. Flournoy and Mattie Flournoy, co-partners, trading as C. J. Moffett Medicine Co., of Columbus, Ga. In selling their product, "Dr. Moffett's Teethina Powder," the respondents are ordered to stop representing that in its present form it has been used for three generations, that it is endorsed by doctors or nurses and that in all cases, it regulates the stomach or insures restful, healthful sleep. Also, the product is no longer to be represented as the original formula discovered by Dr. C. C. Moffett, or a formula prepared by a baby specialist. The respondents consented that the Commission issue against them an order to cease and desist, they having refrained from contesting the proceeding.

The Federal Trade Commission has issued a cease and desist order against Sutton Brothers, Inc., of New York City, handkerchief manufacturers, requiring that concern to cease and desist from the practice of labeling cotton handkerchiefs as being made of linen. In the complaint against this respondent, it was alleged that in the sale of their products to jobbers and retailers, the respondent labeled them "Warranted Pure Linen Cording" when they contained more than fifty per cent. cotton and, in fact, contained no linen whatever except around the border. Such labels were held to be misleading to the trade and consuming public. The respondent did not contest the proceeding and consented to the cease and desist order.

Peaches Weighing 20 Ounces Not Uncommon in Virginia

Winchester, Va., Sept. 11.—The peach crop of Shenandoah County was not large, due to freezes and hail, but some specimens of enormous size have been singled out for display purposes. William H. Tsinger, associated with Judge Frank E. Tavenner in the fruit industry in that county, exhibited four of the Hale variety, each of which weighed 20 ounces. Peaches of similar size have been reported from around Crozet in Albemarle County, and also from Augusta County. Some of the growers are thought to have sold their peaches too low, accepting \$1.50@2 bu. for fruit of excellent size and quality.

He misses who has no mission.

Items From the Cloverland of Michigan

Sault Ste. Marie, Sept. 10.—The three Chippewa county fairs have started with the first fair at Pickford last week, which was not a success on account of two days of rain. The exhibits were exceptionally good and the races were pulled off between showers, which kept the crowd entertained. This was the first rain on a Pickford fair for several years. The Sault fair will be held this week, commencing Monday for three days. Here is hoping that the weather man will be good and omit the rain, as the fair board committee has done much work on the grounds and arranged for good entertainments, races, pulling contests, fine exhibits and plenty of concessions, which have all been taken. A record breaking attendance is expected. The next and last fair of this county will be held at Stalwart, Oct. 1 and 2, which is also expected to be one of the best fairs in its history. The only setback would be rain, which would be a disappointment, as this fair is noted for the gathering of old and new friends who come to meet annually and enjoy themselves.

The source of a city's soundest and healthiest growth is its intelligence and energy of its own citizens. A city is just like a business. The best businesses find their executive right in their own ranks. They make sales managers out of stock boys; superintendents out of apprentices, and presidents and directors out of salesmen. No city is so small that it does not contain within its own boundaries the ability necessary for vigorous growth. Unfortunately, this ability does not always express itself without encouragement. Given bankers and capitalists who are good judges of men and who like to help young men, and a city will grow. Let the city's capital and the city's vision be controlled by a half dozen tight and ugly old crabs who have quit living and are rusting and the city will soon be ready for a receivership. Young men, fresh and eager for conquest, will be rudely and gruffly put down when they venture to step forward. With no opportunities open in their own town and no encouragement to them, they will seek new parts and attach themselves to communities where brains and energy are welcome. We have an example of determination in our own city which proves that where there is a will there is a way. This young man, about 30 years, took a position in one of our banks, but did not make a hit with the President of the bank and was told they thought they could get along without him. They were very much surprised to find him still at his desk the next day. The following day he was asked again if he heard what they said about dismissing him. He said there was plenty of work he could do; that he wanted to stay on and show his ability. The President being busy at the time, he let the matter drop for the present and in another week he asked the Cashier what he thought about the lad. He replied that he showed some improvement, so he was kept on. This young man grew up to be one of the bank's best tellers and for the past six years has been cashier and a director in the same bank, while the President and the cashier of this bank have both passed on. The good work has been going on which was under the direction of the former officers.

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

The restaurant at Hessel, which has been doing a nice business during the tourist season, has decided to close for the winter in the near future, and open again next year.

The management of the M. Surrall & Son garage, at Newberry, has been taken over by Harry Surrall, formerly of Detroit, son of Matthew Surrall.

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SUCCESSFUL SALESMEN.

B. S. Davenport, Traveling Representative for Lee & Cady

The story of a successful career is always an instructive one and usually interesting. It is particularly instructive if the success be not an accidental or adventitious one but, on the contrary, the orderly working out of a life's programme as well defined as it is possible for a young man without any particular influence or financial support to make it.

There are some inheritors of wealth who are predestined to their careers. As a boy or youth one may be destined for the law or the railroad business or some line of manufacture, or perhaps for the church. He is to take his place in the family scheme. If the wealth be large it is but right that the young man should be trained in the handling of the properties which are to come into his possession. The Goulds naturally and of necessity become railroad and telegraph people; the Vanderbilts are railroad people; the Astors real estate; and there is a second generation of lumbermen and merchants and bankers and manufacturers who are such by inheritance—inheritor perhaps both of natural bent and property.

But the average boy, with no fixed place in the world and his own career to make for himself, usually has his period of vacillation when he is determining what he will do and his determination is largely the outcome of opportunity and association. After the choice is made then comes the real test of determination, ability and ambition.

There is a man in Michigan not yet 72 years old who has reached a position of assured success as a salesman and whose career forcefully illustrates the value of well-directed effort after the choice of a vocation is made. The details of such a life are apt to be many and individually many of them unimportant, but for the understanding of the outcome a statement of them is necessary.

Byron S. Davenport was born on a farm in Barton township, Newaygo county, Jan. 2, 1863, being the youngest of six children. When a small child he was attacked with rickets in the right knee and, between the ages of 5 and 10, he was a cripple, being unable to walk a larger portion of the time except on crutches, which prevented his going to school. At the age of 12 he went into the lumber woods, driving team and hauling logs. These duties were varied with farm work in summer and this programme was continued for six years. At the age of 14 he owned his own team, and it is a common tradition in the vicinity in which he lived that most of the book learning he possesses was obtained by study while hauling logs from camp to the river, a distance of six miles.

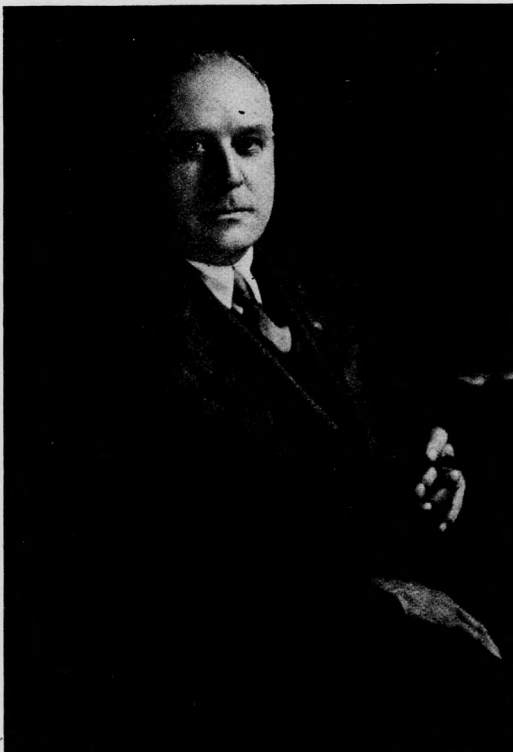
At the age of 18, he engaged in general trade at Paris in partnership with his brother under the style of E. F. Davenport & Co. The firm prospered for a time, but met its Waterloo in the winter of 1882-3 through contracting to stock the Barstow mill, drawing the logs to the mill and the lumber to the railroad. It happened to be a winter

without snow, during which time pork advanced from \$16 to \$24 a barrel, hay from \$14 to \$26 a ton and labor from \$18 to \$30 a month. When the partners figured up their loss in the spring, they were \$8,000 behind, and the mercantile business was necessarily wound up and discontinued. Mr. Davenport went to

Big Rapids, where he clerked for six months in the clothing store of Mr. Levy. The next six months he spent behind the counter in the general store of B. E. Hutchinson & Co., at Paris. On the retirement of Hutchinson & Co., he went to work for E. M. Stickney & Co., first in the mill and later



As Mr. Davenport Looked Thirty-six Years Ago



As Mr. Davenport Looks Now

in the store as clerk and book-keeper. He remained with this house four years, when he engaged in the grocery trade at Paris, determined to win success where he had previously met defeat. The enterprise prospered for a time, but in about a year—Aug. 18, 1888, to be exact—fire destroyed every vestige of the business, involving a loss of \$6,500, with an insurance of only \$2,000. Such an experience would probably have crushed many a man, but not Byron Davenport. Instead of sitting down and bemoaning his fate, he was in Grand Rapids within two weeks knocking at the doors of the jobbing houses here for employment, with the understanding that every cent he could earn above and beyond his living expenses was to go toward the liquidation of his debts. His first work with Reeder, Palmer & Co., selling shoes on commission along the line of the old D. L. & N. (now P. M.) from Grand Rapids to Saginaw and the G. R. & I. from Grand Rapids to Big Rapids. Nov. 18, 1888, he transferred his services to Olney, Shields & Co., with which house and its successors—Judson Grocer Co. and Lee & Cady—he has since been continuously employed. On Nov. 18 he will have rounded out forty-six years with this house under three different ownerships. His territory comprises all the available towns from Grand Rapids to Paris, Grand Rapids to Spring Lake and Grand Rapids to Newaygo, including Newaygo. He visits the towns on these routes every two weeks. In addition, he spends two days every week in Muskegon. He covers his entire territory with a car. Wherever he goes his hearty greeting and happy smile are like rays of sunshine.

Mr. Davenport was married Nov. 28, 1888, to Miss Katherine Dalziel, of Big Rapids. They have one child, a son who was born in 1893, who owns the firm of Lane & Davenport, engineers and architects of Detroit. He was married in 1916 to Miss Katherine Clark, of Lansing.

Mr. Davenport and his wife reside in their own home at 811 Fairmount street. They spend the summer months in their cottage at Whitefish Lake.

Mr. Davenport is a member of Grand Rapids Council, No. 131, U. C. T.: Paris lodge, Modern Woodmen and all of the Masonic orders from the York Lodge to the 32nd degree of the Consistory. He is also a member of Saladin Temple, Mystic Shrine.

Mr. Davenport was a stockholder in the Judson Grocer Co. for twenty years and a director of the corporation about fifteen years. He is a stockholder in Lee & Cady.

Mr. Davenport attends the Westminster Presbyterian church. He is a member of the Masonic Country Club of Grand Rapids and a director and Vice President of the Whitefish Lake Country Club.

Mr. Davenport owns up to two hobbies—golf in summer and bridge in winter.

Mr. Davenport attributes his success to hard work and to fair and honest dealing; to the fact that he has a good

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MOVEMENTS OF MERCHANTS.

Adrian—The Lenawee County Savings Bank has decreased its capital stock from \$150,000 to \$110,000.

Detroit—The Warehousing Service Co., 477 Selden avenue, has increased its capital stock from \$1,000 to \$5,000.

Detroit—The Theodore E. Anderson Co., 4000 14th street, undertaker, has decreased its capital stock from \$15,000 to \$3,000.

Detroit—The Welton Co., 1720 Brush street, plumbing and heating, has changed its name to the Donald Miller Co.

Highland Park—The Highland Park Furniture Co., 13539 Woodward avenue, has changed its name to the H. L. Parker Co.

Detroit—The Overland Transportation Corporation, 1657 Howard street, has decreased its capital stock from \$100,000 to \$10,000.

Wayne—The Industrial Wire Cloth Products Corporation, Fourth and Brush streets, has increased its capital stock from \$125,000 to \$350,000.

Detroit—The Krueger Wayne Tool Co., 1200 Oakman Blvd., has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Weir Construction Co., 7338 Woodward avenue, has been organized with a capital stock of \$50,000, \$25,000 of which has been paid in.

Detroit—Kolsterol, Inc., 3200 West Chicago Blvd., dealer in perfumes, disinfectants, etc., has been incorporated with a capital stock of \$1,000, all paid in.

Muskegon—The Budd Jewelry Co. climaxed its eight years of business in Muskegon by opening its modern new store at 227 West Western avenue.

Detroit—Harry Kohn's Sea Food Grill, Inc., located on Grand River at Bagley, has been incorporated with a capital stock of \$10,000, all subscribed and paid in.

Cadillac—Larson Bros. have purchased the grocery stock of Albert Holmberg, Cherry street, which now gives them four stores in their independent chain.

Detroit—C. A. Franklin, Inc., 14887 Sorrento avenue, has been organized to deal in plumbing supplies with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Nussabum Co., 11612 Livernois avenue, has been organized to conduct a general plumbing contracting business with a capital stock of \$2,000, all paid in.

Plainwell—The Smith Mercantile Co. has practically doubled its floor space by the addition of its basement store, thus enabling it to increase the size and variety of its stock.

Detroit—The Northern Distributing Corporation, 3007—11 Fenkell avenue, has been organized to deal in liquors of all kinds with a capital stock of \$1,000, all subscribed and paid in.

Saginaw—Stylecraft Studios, Inc., 1043 East Genesee, avenue, has been organized to deal in wearing apparel for women and men with a capital stock of \$5,000, all subscribed and paid in.

Alpena—The Cronin Co., Inc., department store, has merged the business into a stock company under the style of Cronin's, Inc., with a capital stock of \$30,000 all subscribed and paid in.

Kalamazoo—Mrs. J. Strong, experienced in conducting and systematizing restaurants in various cities, has engaged in business here, opposite the court house, under the style of the Courthouse Cafe.

Detroit—Robert Doolittle has left the staff of Crowley-Milner & Co., department store, where he was assistant department manager, to become manager of the Enna Jettick department in J. L. Hudson Co.

Ironwood—The Gogebic Auto Co., Inc., 127 West Aurora street, has been organized to deal in new and used autos with a capital stock of \$20,000, \$15,000 of which has been subscribed and \$1,200 paid in.

Lansing—Milkmen's Dairy, Inc., 212 West Mount Hope street, has been organized to deal in milk and all milk products with a capital stock of \$10,000 \$2,500 of which has been subscribed and paid in.

Quincy—C. C. Mohr has sold Hotel Quincy to Sol. Cutshaw, recently of Wayland, who has taken possession. Mr. Cutshaw is remodeling the hotel, installing a coffee shop and making many other changes.

Detroit—The McGraw Grocery & Meat Market Co., 5601 Cabot avenue, has been organized to deal in groceries, meats and confectionery at retail with a capital stock of \$10,000, \$5,000 being subscribed and paid in.

Battle Creek—The Flaxton Coal Co., with business offices at 1609 Security Nat'l Bank Bldg., has been organized to deal in all kinds of fuel with a capital stock of \$5,000, \$1,000 of which has been subscribed and paid in.

Battle Creek—The Public Service Fuel Co., 93 South Division street, has merged its business into a stock company under the style of the Public Service Fuel Co., Battle Creek, with a capital stock of \$15,000, all subscribed and paid in.

Three Rivers—The Three Rivers Waste Paper Co., 416 Pleasant street, dealer in paper products, waste paper and other waste, has been incorporated with a capital stock of 500 shares at \$50 a share, \$25,000 being subscribed and paid in.

Detroit—The Auto Steel Co., with business offices at 1643 Union Guardian Bldg., has been organized to deal in steel shapes, sheet steel and steel products with a capital stock of \$25,000, \$8,002 of which has been subscribed and paid in.

Detroit—C. Guy Dixon has succeeded Warren Thompson as manager of the basement women's and children's department at J. L. Hudson Co. Dixon comes from Washington, where he was buyer as well as in charge of shoe merchandising for the Palais Royal.

Kalamazoo—Gilmore Bros. department store have remodelled their main floor shoe department as well as the entire basement. Both floors are finished in terrazzo. The main floor is managed by M. R. Eagleton New

show cases and concealed shelving make the department an outstanding one.

Detroit—The Detroit Retail Shoe Dealers Association and the Michigan association have decided upon a joint annual meeting, Tuesday, Oct. 9, at the Fort Shelby Hotel here. A large banquet, with notable speakers, including John Holden, manager of the National R.S.D.A., is being lined up by a committee headed by Nathan Hack and Clyde K. Taylor.

Tecumseh—The sale of the defunct H. Brewer Co. factory has been confirmed by Judge G. Arthur Rathbun. The successful bidder was the Hillsdale Machine & Tool Co., Hillsdale, which will move its equipment here as soon as it can put in cement floors and remodel the plant. Most of the plant will need no changes and the new company expects to be in operation here within sixty days.

Detroit—French, Shriner, and Urner, exclusive men's shoe shop, are closing their shop in the Book-Cadillac Hotel, and moving to a new store at 1426 Washington Boulevard, to open about Sept. 15. The new shop is modernistic in street design, more conservative in the interior. It is connected by a door with Higgins and Frank, leading exclusive men's wear shop, but will have no other business connection. L. H. Vickrey is manager.

Detroit—Brogue college type shoes for men will be stocked at Berke's Boot Shop, exclusive Washington Boulevard shop, for the first time this Fall. These heavy type shoes have never been carried here before, but with present style trends, an additional volume of business is anticipated without cutting into the lighter shoes. Browns and blacks are given equal favor in both men's and women's departments, other colors being ruled out. A full line in both colors is planned. "A shoe that is worth while in black is equally worth while in brown" is a Berke policy. In women's shoes, the trend is distinctly to suede trims, it is reported.

Negaunee—A group of men operating under the name of the Affiliated Underwriters Loan and Finance company, of Evanston, Ill., has been soliciting "slow" accounts from Negaunee merchants, making a highly lucrative offer, and is understood to have now transferred its activities to Marquette. The Chicago Better Business Bureau has sent out a warning bulletin on this firm and Marquette county merchants are advised to thoroughly investigate the proposition the Affiliated Underwriters Loan & Finance company makes to them before signing contracts. Information submitted by the Chicago bureau is that the Affiliated Underwriters Loan and Finance company was incorporated in Illinois February 14, 1934, by A. E. Birdsell, M. E. M. Stresser and Harry A. Birdsell. After giving a resume of A. E. Birdsell's activities, the Chicago Better Business Bureau has the following to say: A. E. Birdsell was employed in 1927 by the United States National Adjustment company, at 3408 South Michigan avenue, Chicago, a collection

agency which victimized many business firms who engaged its services. According to J. Walker Burns, of the last named firm, A. E. Birdsell, after being released, appeared in Evansville, Ind., soliciting delinquent accounts under the name of U. S. National Adjusters, using forms and literature of his previous employers, and disappeared before the company could apprehend him. Solicitors for Birdsell at present carry a sales kit of letterheads purporting to be letters of endorsement a few of which are genuine; others are from A. M. A. Detective bureau, supposed to be a creation of Birdsell's imagination. Another is the Foreman National Detective agency, Denver, Colo., a propaganda office circulating literature against civic organizations. Numerous business men complain that solicitors for Birdsell represent that money will be advanced and delinquent accounts will be 'financed,' that 25 per cent. of moneys collected will be retained by the agency and the balance sent to the business man immediately. The awakening comes when the contract is analyzed, showing that the business firm has practically signed all its rights to the accounts over to the agency, and the contract makes criminal prosecution impractical.

Greenville—Lee & Cady announce the opening of three Red & White stores in this city—F. H. McKay, Henry Meyer and E. S. Nelson.

Manufacturing Matters

Jackson—The Jackson Aircraft Corporation, capitalized at \$50,000, \$20,000 of which has been subscribed and paid in, will manufacture and deal in airplanes.

Fenton—The Walker Manufacturing Co., 307 Oak street, conducting a machine shop and foundry, has decreased its capital stock from \$25,000 to \$10,000.

Detroit—The Howard Crawford Co., 6209 Hamilton avenue, has been organized to do a general manufacturing business with a capital stock of \$10,000, all of which has been subscribed and paid in.

Detroit—The Cavalier Distributing Co., 1927 Michigan avenue, has been organized to manufacture and deal in soft drinks of all kinds with a capital stock of \$10,000, \$1,500 of which has been subscribed and paid in.

Detroit—The Schermerhorn Paint Products, Inc., 5400 Nevada avenue, manufacturer and dealer in paints, varnishes, etc., has been incorporated with a capital stock of \$20,000, \$8,000 being subscribed and \$1,000 paid in.

Detroit—Hodde Bros., Inc., 689 West Grand Blvd., manufacturer and dealer in soft drinks, has merged the business into a stock company under the same style with a capital stock of \$5,000, all subscribed and paid in.

Lansing—The National Parts Co., Inc., 704 East Sheridan street, manufacturer and dealer in parts for all makes of autos, trucks, tractors, etc., has merged the business into a stock company under the same style with a capital stock of 5,000 shares at \$10 a share, \$11,000 of which has been subscribed and paid in.

Essential Features of the Grocery Staples

The Canning Situation—Few, if any, Michigan canners will be able to fill the orders they have booked for 1934 in full. Some of them have already filled the orders for cherries, but peas, beans, corn, tomatoes, plums, peaches and apples will be very short. The string bean crop is very small in size and poor in quality. The peach crop was practically all destroyed by the cold weather last winter. Plums promised a good crop until the six day rain last week, which cracked them open. Apples are very short. It is exceedingly unfortunate that the canning industry should have had to face two bad seasons in adjacent years. Retail dealers should lay in stocks of everything in the canned goods line for which they have a ready sale and, of course, money to pay for.

Sugar—Jobbers now hold cane granulated at \$5.31 and beet sugar at \$5.09.

Canned Fruits—California fruits have done exceptionally well this year and, while packs other than cling peaches were very short, fruits as a whole have moved at substantially better prices than a year ago. So has asparagus.

Canned Vegetables—Canned food prices continued firm last week, but the advance movement has stopped, at least for the time being. There was not much activity, business being spotty. Distributors are fairly well covered for the time being. Wholesale trade has been quite active of late and a good volume of merchandise has moved into retail and consuming channels. The publicity which has been given on prospective food shortages has doubtless had far-reaching effect even among consumers. Southern tomatoes have been coming along rather slowly this week and there has not been much accumulation of goods since the new season started. Peas are holding firm, with the Middle West not doing anything forcing of stock, and prices in some grades inclined to be higher.

Canned Fish—The pack of Alaska salmon during the past season, according to advices received from the United States Bureau of Fisheries, has set a record for pinks and reds. This news will probably not come with a great shock, because earlier reports have indicated that production was running heavily and steps were taken to offset whatever bearishness might have been derived out of statistical figures. Closing of Bristol Bay next year, a shortage of chum salmon, probable buying by the Emergency Relief Administration, the off year for pinks on Puget Sound—all these have been advanced to show that a healthier basis for the coming year has been laid. Prices on salmon are well stabilized and the industry has improved its financial condition materially.

Dried Fruits—The dried fruit market was featured during the present week by rapid advances in California prunes, particularly of the large sizes, and raisins. It is reported on the Coast that growers are seeking consent of the AAA to boost the minimum code price on raisins to 4c from 3½c, which latter price they hold was fixed on an anticipated crop of 175,000 tons. Since

then the crop is shaping up, they report, around 130,000 tons. Choice Thompsons of the new crop have stepped right along until yesterday they were quoted for shipment at 4½c, with old crop from prompt shipment at 4¼c. The large sizes of prunes have been very strong, with frequent advances in price noted during the week. There has been a definite shortage of 30s, with 40s working out at considerably under earlier estimates, and other large sizes running below normal. As a result assortments of these sizes are being limited in business done for shipment. Other items have not shown material change. Figs are very strong because of the scarcity of fruit which will get past Federal inspection. Apricots have been fairly well maintained on the whole, but are not as strong as they have been in recent weeks. Evaporated apples have been marked up appreciably and dried peaches are unchanged.

Drop Shipments Ruling—Drop shipments of groceries—shipments direct from the manufacturer to the retailer—which are billed to a wholesaler who collects from the retailer from his own account, must carry a selling price which includes the 2 per cent mark-up to cover direct labor costs as required under the wholesale food and grocery trade code, according to an interpretation of that code made public by the NRA. The interpretation explains that since the wholesaler is an actual party to such a transaction—the goods being billed to him and collected for by him—the wholesale grocery code applies.

Nuts—The shelled nut market here has shown little change, but some improvement in business has been noted in particular items. Some sellers have reported a more active demand for shelled Brazil nuts, and prices on these are now much stiffer. Walnuts, almonds and other varieties of shelled nuts are moving in a routine way into the hands of the trade. It is probable that the fall season on unshelled nuts of domestic origin will swing into action this week, when opening prices on pecans and almonds will be named. Walnut prices are to be announced on September 26.

Olive Oil—The olive oil market abroad showed increased strength during the closing days of last week. Prices were up both in Italy and in Spain, and there was some buying reported by the former country for domestic requirements. The amount of olive oil on the spot is not large but seems adequate to take care of nearby requirements. Prices are stronger here also.

Rice—The rice market has shown improvement here since the labor day day-off. There is a larger number of orders being received and volume has picked up materially. The coming of the fall season found the trade carrying probably the lowest stocks of rice in years, and there has been a disposition to building up inventories here, not because of the increased consumption to be expected with the fall, but also because rice has not appreciated as much as many other popular foods, and consumption is looked for to show an increase because of relatively low prices. The situation in the South is steady. The Government con-

tinues to take relief rice in good quantity, cutting into the carryover, while some delay has been met in harvesting the new crop because of rains.

Review of the Produce Market

Apples—Strawberry, \$1 @ \$1.25; No. 1 Wealthy, 85c; Wolf River, 65c. Avocados—\$2.50 per case from Florida.

Bananas—6c per lb. Butter—Creamery, 26c for cartons, and 25½c 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.....\$3.20

Light Red Kidney from farmer.. 3.75

Dark Red Kidney from farmer.. 4.50

Eggs—Jobbers pay 14@15c 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.....20c

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—10c per lb.

Grapes—Wordens and Concord, \$1.75 per dozen for 4 lb. baskets; ½ bu. 50 cents.

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.....\$5.50

300 Sunkist..... 5.50

360 Red Ball..... 5.00

300 Red Ball..... 5.00

Limes—25c per dozen.

Lettuce—In good demand on the following basis:

California, 4s and 5s, crate.....\$4.00

Leaf, out-door..... .07

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

Oranges—Fancy Sunkist California

Navels are now sold at 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—40c per doz. for hot house.

Peaches—Elbertas from Southern

Michigan and Northern Illinois, \$2 @ \$2.25 per bu.; Hales, \$2.75 @ \$3.

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, 75c 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—80c per bushel for home grown.

Summer Squash—2c per lb.

Sweet Potatoes—Virginia Jerseys, \$4 per bbl.

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

Turnips—20c per dozen.

Veal Calves—Wilson & Company pay as follows:

Fancy10c

Good 8c

Watermelons—25c @ 35c.

Wax Beans—Home grown, 75c per bushel.

Nineteen New Readers of the Tradesman

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

Munising Paper Co., Munising

Bert Carr, Munising

L. Miron and R. Korpela, Munising

David E. Uhl, Receiver, Grand Rapids

Isaac Tunteri, Chatham

Rock Co-operative Co., Chatham

D. E. Frederickson, Skandia

Railway Employees Co-operative Assn., Marquette

Gannon Grocery Co., Marquette

P. J. Delf, Marquette

T. L. Collins, Negaunee

McQueen Elevator Co., Belding

C. R. Lamb, Rockford

Sun Ray Products Co., City

Veltman Cookie Co., City

Hewett Grocery Co., Ishpeming

G. A. Peterson, Gwinn

Larson Bros., Rock

Rock Co-operative Co, Rock

Closed Mills Absolved on U. S. Contracts

The Federal Surplus Relief Corporation will not hold to the fulfillment of contracts those mills that are closed by strikes and which are unable to supply the full amount of textiles upon which they had bid.

Protection against the application of penalties for non-delivery of merchandise contracted for is provided by a clause absolving the contractors from responsibility when their employees strike as in the present circumstances.

Far away there in the sunshine are my highest aspirations. I may not reach them, but I can look up and see their beauty, believe in them, and try to follow where they lead.—L. M. Alcott.

The supreme goal: Employment.

MUTUAL INSURANCE

(Fire and Life)

Personal Liability for Fires

Early Biblical history gives us a law which might well be enforced in America:

"If fire break out, and catch in thorns, so that the shocks of grain, or the standing grain, or the field are consumed; he that kindled the fire shall surely make restitution."—Exodus 22:6.

Personal liability for fires is a principle which has long been established and enforced in Europe. However, in America we have but a few isolated instances where a parallel can be drawn.

In 1926, Cincinnati collected from a citizen who had failed to obey the fire department's orders. The bill for extinguishing his fire read:

8 companies, 1 hour each,	
@ \$75.00 per hour-----	\$600.00
2 marshalls, 1 hour each,	
@ \$25.00 per hour-----	50.00
Total-----	\$650.00

This case is believed to be the first of its kind to go before a jury. The city was awarded damages of \$500.

A New York Case

In New York City a provision of the charter, granted fifty years ago, states that a resident who disobeys a fire prevention order and as a result suffers a fire, shall be liable to the city for the cost of extinguishing the fire.

This provision was seriously invoked in at least one instance: The management of a company was ordered to install automatic sprinklers as a safeguard because the building contained excessive quantities of inflammable materials which were a serious fire menace to many other buildings in that area. The order was disregarded for two years, then a serious fire broke out in the building, endangering surrounding property and giving the firemen a difficult battle.

The fire commissioner had noticed the provision in the charter and also the order for automatic sprinklers which this company had disregarded. He called upon the management and informed them they would have to pay \$2,500 to the city to cover the cost of the fire apparatus and men used to extinguish the fire. The case was finally carried to the Supreme Court, which ordered the company to pay. They were glad to compromise by remitting \$1,500 to the city.

If more individuals and companies were obliged to stand the cost of fire resulting from carelessness, there is little doubt that there would be a decrease in the destruction of lives and valuable property. There would be fewer fires from the thoughtless discarding of cigarettes and matches, from permitting accumulation of paper, rubbish and paint- and oil-soaked rags, from cleaning with gasoline, and from the careless maintenance and operation of heating plants. Americans can learn to be careful with common fire

hazards. Lack of knowledge and care in handling these dangers is costing America hundreds of millions annually.

Every thoughtful citizen should make every possible effort to learn about the common fire hazards and to make use of this knowledge in his home and in his place of business.

It is his own personal responsibility.

Your Fire Bill

It has been said that the greatest tragedy of fire lies in the fact that it is unnecessary. More than eighty per cent. of all fires, large and small, are due to someone's oversight—a little thought, perhaps the spending of a little money, would have prevented them.

Fire would not be so serious if it were entirely an individual matter—if the person who allowed his property to burn because he permitted hazards to exist uncorrected paid the bill. But we all pay—every member of a community is assessed, directly or indirectly, for a share of the cost. We pay it in depressed business if a factory is destroyed—men are out of work. We pay it in higher taxes—a fire that eliminates property from the tax rolls makes it necessary to increase taxes on all other property to make up for the loss. We pay it in higher insurance rates—over a period of years, the rate charged for insurance protection is based upon the amount of loss in the community.

The direct fire bill in this country is around \$400,000,000 a year at present, and in some years it has passed the half-billion mark. The indirect loss is several times as great—observers say it runs close to two billions. The money comes out of the pocketbooks of the American people, and whether your property suffered a fire or not, you pay it.

Fire prevention is easy—care and thought are the main essentials. And every fire that is prevented means actual money saved to you.—Industrial News Review.

Fire Record of Idle and Vacant Property

The files of the Department of Fire Record of the National Fire Protection Association contain reports on two hundred and sixty-four fires in idle and vacant property, and while approximately sixty per cent. of them involve monetary losses of less than \$25,000, it will be noted that sixteen of them, involving an aggregate loss of more than five million dollars, caused serious loss to property other than that in which the fire originated, and at least five of them were of conflagration proportions. In compiling this record, all fires in idle and vacant property reported to this Association from 1908 to date have been included.

The primary purpose of this record is to point out from actual fire experience the potential fire hazard incidental to idle and vacant property and to emphasize the need for proper safeguards. The desirability of maintaining private protection features, even after demolition of an old, unused plant has been started, is clearly indicated.

The record is obviously by no means complete and does not include many

fires in this class of property which have occurred from time to time, but have not been reported to the various inspection bureaus. In this record insurance inspection bureau reports are the source of data on most of the fires recorded. No attempt has been made to obtain data on the many fires in vacant dwellings and mercantile establishments which have been so prevalent in most cities and towns during the past three years of acute economic depression.

Beating the Fire Engine

This practice should stop. Recently more than a score of arrests were made by the State Police of owners of automobiles who blocked the roads and also blocked the way for the fire engines. Speaking for the State Association of Mutual Insurance Companies, it is our wish that the State Police will continue to break up this way of interference as well as endangering the lives of our volunteer firemen.

We know it is only thoughtlessness on the part of auto owners in their desire to reach the scene of the fire—first, in the careless way in which they park their car. Posters and cards placed in our offices or distributed circular to our policy holders would help inform these "fire chasers" of their misdemeanor.

Oliver Wendell Holmes once said that there was in the corner of his heart a plant called reverence which needed watering about once a week.—Harry Emerson Fosdick.

Maxwell House Coffee Higher

Announcement was made to the wholesale trade by the General Foods Corporation Sept. 7 of an increase of 1 cent a pound in the price of Maxwell House coffee, bringing the wholesale price to 28½ cents per pound. The increase will take effect immediately. In some quarters it was felt that this might be the forerunner of a general increase among the large distributors. An official of Standard Brands, Inc., declined to state whether or not similar action was contemplated with respect to Chase & Sanborn coffee. The Beech-Nut Packing Co. stated that no increase was planned for the present.

Increase Refrigerator Output

Manufacturers of electric refrigerators and of other major household appliances are supplying the bulk of business for the machine tool market at the present time. Pushing plans for volume sales of low-price refrigerators, the larger companies are increasing plant capacities at this time and expect by January to develop a weekly output 30 to 50 per cent. greater than at present. One company expects to increase its weekly production from a present limit of 6,500 to around 10,000. Machine tool manufacturers are still hoping for an upturn in demand for equipment from the automobile industry, but so far none of the auto manufacturers has come into the market.

Nature goes on her way, and all that to us seems an exception is really according to order.

GET BOTH SIDES OF THE STORY

Too often you get a one-sided argument in favor of one type of insurance carrier. Wouldn't it be better to get both sides of the story and weigh the evidence? The Finnish Mutual Fire Insurance Co., invite a frank discussion of FACTS at any time. Hear both sides of the story

. then make a personal decision.

Finnish Mutual Fire Insurance Co.

44 years of

Specializing low cost of insurance
of giving service, of pleasant relationship
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Losses paid to policyholders, \$585,049.13
Dividends paid to policyholders, \$325,313.00
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No membership fee charged

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Below the published board rate

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REPRESENTATIVE RETAILERS

R. E. Colby General Merchant and Lumber Dealer

In the passing period the popular mind is engrossed with the idea that the acquisition of great wealth is the most desirable achievement of a man's career. Though many individuals—probably a fair minority of the community—mentally recognize the existence of other valuable things than wealth they are most complacent, and somewhat cynical, regarding moral qualities as minor considerations. Wealth, as measured by dollars, is the paramount thing and the impression is strong that the attainment of it should command the most attention and inspire the greatest effort. The desire to accumulate riches has become so absorbing a motive that it neutralizes the claims of moral obligations as touching other desirable things in character and life. The impression prevails extensively that the attainment of great wealth can be made to atone for and cover from sight any reprehensible methods that may have been pursued in the getting of it, so the popular mind is inclined to condone cunning, crookedness, chicanery, oppression, bribery, political and judicial corruption and almost any wrongdoing up to the verge of illegality, and even violation of law may be without penalty when the judicial grip can be made to relax or be rendered impotent by the conclusive power of money.

The smart young man of our time has too generally imbibed the notion that the way to get riches is by pursuing a course of adroitness and cunning and that so called successful men are gifted with such attributes. Moreover, this idea is prevalent among all classes and ages and has become imbedded in the popular conception and belief, judging by the disclosures that recently have been made in high finance and corporate manipulations. The glare and glamour of brilliant and extensive modern finance and business have blinded the popular vision to the fact that the material stability of National prosperity rests not upon the amazing and pyrotechnic exploitations of the gamblers in so called securities and jugglers in finance but upon the business of the country that is founded upon substantial investments and is carried forward under the influence of sound and honest business policies.

At the head and in the management of many of the commercial enterprises of the country are men who have attained eminent success through honest intent and fair dealing—men who believe it the best policy to do right and that surer results can be attained through straightforward dealings than through any scheming that involves taking undue advantage of their competitors or patrons. It is to be hoped that salt enough remains in the business interests of the country of the healthful kind indicated to save it from utter putridity and disgraceful dissolution.

It is with pleasure that the Tradesman embraces the opportunity to introduce an example of a business that emphasizes the more hopeful view just

expressed. It is also a cheerful and grateful office to bring into relief a personality that, as head of one of the promising mercantile establishments of the country, has based success upon what is right and honest instead of upon cunning and deceit.

Rolland E. Colby was born in Bowne township, Kent county, October 6, 1882. His father conducted a farm and the youngster attended the red school house up to and including the eighth grade. He subsequently attended three select schools, in one of which he learned shorthand and telegraphy. On completion of his education in 1905 he became station agent for the Pere Marquette Railway at McCords on Jan. 26, 1906. He still occupies that posi-

tion. He immediately reproduced all of these properties at the earliest possible moment and has since continued both lines of business.

Mr. Colby is also interested financially in the bank at Alto, where his nephew acts as cashier and manager.

Mr. Colby was married Oct. 19, 1906, to Miss Louise Huizinga, of McCords. They have no children and are beautifully situated in their home at McCords.

Mr. Colby is a member of blue lodge at Ada, but has no other fraternal relations.

His hobby is fishing and deer hunting and he is considered something of an expert in both lines. His fishing

administration have frightened business and others claim spending has not been large enough and not over a definite period of time. Whatever may be the cause, the situation is such that definitely better business is not expected for the next few months. In addition to this the strike situation threatens to become worse. The administration, while apparently pro-labor union, is not clearly defined on its policies and business must await the clarification of the administration's policies until a later date.

Many financial writers now are predicting an unfavorable business level for six months with some improvement the latter months of this year, but no real increase until next spring. Of interest to many was the announcement of the Government to finance approximately \$1,800,000,000 of its maturing obligations. Holders of certificates may exchange them; called liberty bond holders may exchange for new bonds. This method of operation indicates its success. Nevertheless, it still leaves the Government with a large floating debt. There has been considerable apprehension for the last two months as to this financing and now this is definitely out of the way and financial interests are awaiting further developments from Washington.

Jay H. Petter.

SUCCESSFUL SALESMEN

(Continued from page 3)

word and happy smile for everybody. Of course, no small degree of his success is due to his personality, his energy and his rugged health. He accepts a small order with just as good grace as a large one, believing that by so doing he is paving the way for future business. He is a prince of entertainers and has been known to spend half a day a week chasing around town on errands for his customers. Nothing apparently gives him greater delight than to do his friends a good turn, no matter how great an expenditure of effort or time it may involve.

It is difficult to express in this place what in justice should be said of Mr. Davenport' personality and character without appearing to be almost fulsome in eulogy. His is one of the sympathetic, kindly, magnetic natures which bind people to their possessors with affection as well as esteem. A gentleman who has worked with him for years, and who knows him quite as well as anyone, recently remarked:

"I want to tell you that no man in the grocery business is held in higher esteem than he. Such a place as he holds among the traveling men of Michigan could not have been attained by any man whose character was not upright or whose integrity was questionable. If, as has been said by some philosopher, 'A man's true worth is reflected by the opinions of his fellow workers,' then he is at the top. An evidence of this is the success he has made in the grocery business."

The man who does not look up will look down, and the spirit which does not dare to soar is destined to grovel.

High aims form great characters, and great objects bring out great minds.



R. E. Colby

tion. In October of the same year he became clerk in the general store of J. D. DeNise, which he subsequently purchased. The same month he was appointed postmaster at McCords, which position he has now held for twenty-eight years. In 1924 he embarked in the lumber business at McCords and two years later he bought the lumber business at Alto, which this year he sold to a young man who has worked for him ever since he was seventeen years old until the transfer occurred on June 4. The purchaser's name is Ray Linton. In 1929, Mr. Colby established the lumber business at Cascade village, which involved the erection of buildings which cost him \$10,000. He still continues this business.

July 4, 1930, Mr. Colby's home, store, stock of merchandise and lumber yard

experience is mostly confined to the streams in the vicinity of his home town.

Mr. Colby attributes his success to long hours and being conservative in all his business dealings. He is universally regarded as a man of high character and is evidently destined for still greater successes than he has already achieved.

Unfavorable Business Level Predicted

Most business indices showed further declines as a result of the textile strike and unfavorable sentiment against the administration. Looking back over the past year business seems to have improved when Government expenditures were high. It is the opinion of many financial writers that business has not gained momentum by itself. Some claim that the policies of the

EQUIPMENT SALES TO SOAR

Because they expect the publicity attendant on the Federal home modernization campaign will attract thousands of home owners outside the ranks of those actually arranging loans under the National Housing Act, manufacturers of all types of home equipment last week increased Fall sales estimates 25 to 100 per cent. above previous figures.

Returning from Washington where they conferred with Government officials, producers of plumbing and heating equipment, paints, wallpaper, builders' supplies and related materials, said they were convinced that the coming National drive will develop well over \$2,000,000,000 worth of home repair work in the coming twelve to eighteen months.

As explained to manufacturers, the Federal campaign will consist of intensive drives in individual communities rather than a single campaign carried through on a nation-wide scale. Representatives of the Government will be sent into cities and towns to lay the groundwork for local promotions. Contractors and dealers in each city, newspapers, real estate interests and banks in a community will be asked to co-operate in the campaign. By making the drives local in character, it is felt hundreds of home owners who would not be influenced by a national campaign, will be induced to make improvements in their dwellings.

Manufacturers of oil-burning equipment, who sold 50,000 units last year, expect to increase sales this year to 75,000 and the 1935 volume to more than 100,000 units as a result of the home modernization drives. Figuring the average installation as representing an expenditure of \$400, the industry expects \$10,000,000 to \$15,000,000 in new business alone before the close of the year.

Manufacturers of radiators, boilers and coal furnaces have doubled their Fall sales quotas since the passage of the act. One leading company is preparing to handle 100 applications for heating equipment every day this month and 150 through October. So far this month, applications from those obtaining home modernization loans have averaged 175 daily. The business, it was emphasized, is in addition to the normal volume of buying at this season.

Manufacturers of paints and of painters' supplies expect a major share in the moneys spent by home owners for improvements and have completed plans for a widespread promotional campaign in behalf of their products. They figure that painting, either exterior or interior, is included in the needs of the majority of the 12,600,000 homes found by the Government to be in need of minor repairs.

Wallpaper manufacturers and distributors, manufacturers of copper and brass products, roofing, lumber, electrical fixtures, tiling, bathroom equipment and similar products also will co-operate actively with the Government's campaign. In the majority of instances the producers will confine promotional efforts to furnishing dealers throughout the country with merchandising and advertising suggestions.

An interesting feature of the campaign, according to manufacturers, will be the active part to be played by producers of air-conditioning equipment. The modernization drive, in the opinion of executives in that industry, presents them with an ideal opportunity to promote the sale of their equipment. In the opinion of one manufacturer the Federal campaign will accomplish more in one year in furthering the sale of air-conditioning equipment than manufacturers themselves could hope to do alone in three years.

THE TEXTILE WALK-OUT

Although the effects of the textile strike were spotty for the first few days the union was able after that time to make quite an impressive showing of strength. Mill interests were quick to explain this by charging intimidation and violence. However, the deaths and those wounded in the week were almost all strikers, and impartial opinion would place the blame upon the promiscuous arming of workers and special deputies.

Appointment of the board of enquiry by President Roosevelt was regarded as likely to lead to a cessation of violence and finally to some sort of truce. While the mill owners have argued strongly against any further additions to costs through further reductions of hours and increasing wages, it is understood that they are ready to accept a thirty-six-hour week. Their main drive, as in other major industries, is against union recognition, although some of their most forward-looking representatives are convinced that this might help to solve some of the most pressing problems of the industry.

In the meantime, there has been some evidence that the supply situation is not quite as easy as it first appeared. Some cotton goods prices have firmed and here and there scarcities are developing. Silk gray goods constructions moved higher also in the week. While the figures on stocks appear to show ample supplies in this textile division, a good deal of the finished merchandise is reported as undesirable. The wool goods industry has not been affected so far to the extent of the other textiles, and, moreover, supplies are quite ample unless a heavy re-order business develops.

With a settlement effected in the next two or three weeks, the chances are that shortages of piece goods will not be acute except in a few instances.

LIBERTY AND PROFITS

Back of much of the agitation for liberty and constitutional rights, which has taken on new vigor in recent weeks, there is no doubt the prime desire to protect property and profits, as though the New Deal were destroying both. Somehow or other the figures coming through on corporation earnings do not show any such alarming situation. In fact they point just the other way.

Thus, the Federal Reserve Bank of New York in its compilation of net profits for 407 industrial and mercantile companies in the first six months of this year indicates that they were five times those of the first half of 1933. All groups but shipping and avi-

ation reported better earnings for the period. The clothing and textile group more than doubled its last year's gain.

While this combination of figures might not give an altogether true picture of the profit trend, it may be added, nevertheless, that the number of companies of all kinds reporting deficits through operations in the first half of the year decreased from 46 per cent. of the total in 1933 to 24 per cent. in 1934. This does not appear to be slow progress nor does it disclose much evidence that the administration program is destroying profits.

Passing over this phase of the agitation, there is only one other important objection raised. This is the cry of "regimentation," which seems to mean that the Government is forcing the goose-step upon business. If the average citizen, however, will recall that Mr. Hoover was an ardent supporter of the trade practice conferences out of which have come the codes, then not much stock will be taken in this criticism. Business, in short, is only getting what it has been seeking for years. If the plan doesn't work out, then business can blame itself.

INDUSTRY RECEDES MORE

The textile strikes are of all-absorbing interest to business, marking, as they do, a major effort upon the part of organized labor to recruit the largest industry in the country in point of employees. Of secondary interest is the Hoover criticism of administration policies, which in essence is very much along the lines of the recently organized Liberty League.

Reflecting in all probability the uneasiness felt in high quarters over the restrictions placed upon "rugged" individualism, but also, no doubt, the failure of artificial methods of price and market control, the trend of industrial activity has slipped lower. The business index records a sharp drop to a level which is the lowest since early in December of last year. Major operations have been curtailed further and only railroad carloadings and cotton-cloth production moved ahead of the seasonal gains.

On the other hand, there are two rather significant favorable trends outside of these. Wholesale commodity prices have moved back well into line. Fuel quotations keep high and a miscellaneous list low, but farm and food products are back to 1930 levels. Textiles, metals and building materials are close to these points also. Proper price relationships are being restored.

The second development of an encouraging nature is the rise in commercial borrowings, the Federal Reserve Bank here citing the first substantial increase last month since the Autumn of 1933. It reported also that commercial paper outstanding in July was 74 per cent over the year before and the largest amount since November, 1931.

RELIEF SUPPLY QUESTION

The question posed by Government relief activities is one that is bound to lead to increasing anxiety among manufacturing and trade interests unless a clear-cut decision is reached by administration officials. There will be 5,000,000 families upon relief this Win-

ter, according to the figures submitted by Mr. Richberg. Whether the relief supplies are to be furnished through ordinary channels or through special government agencies is the point at issue.

Manufacturers, and now the retailers, argue that to have certain of these supplies produced in idle plants and distributed by Federal bureaus means taking away those sales from business itself. In turn, this would bring about larger unemployment and more need for relief upon an ever-widening scale. On the other hand, these same business interests are quick to attack higher taxes and, obviously, the inclusion of profits all along the line upon relief supplies means larger expenditures by the Government and therefore more taxation.

However, since the principal objective of the recovery program is merely to "prime the pump" and take up the depression slack until private enterprise is ready to assume its accustomed rôle, then it would seem as though the Government might carry out this principle in all respects and turn over all relief business to manufacturers and distributors, setting up the necessary safeguards, of course, for economical expenditure.

DRY GOODS CONDITIONS

Despite unsettled sentiment and industrial warfare upon a major scale, retail-trade returns are proving quite satisfactory. In this area the weather held down a real response to Fall fashion promotions last week, but the volume done on school and college goods reached a good level. In other centers reports for the most part described sales above expectations.

The effect of the recent drought apparently is not very marked. Executives in the mercantile field, however, are now watching carefully conditions in those areas affected by the textile strikes. While the outbreak of this labor trouble has caused some revising of ideas upon Fall trade, the general opinion is that earlier forecasts of increases over last year will not have to be changed materially. In fact, the notion is entertained that the threat of higher textile costs and prices may bring in more business temporarily unless the current ebb in industrial operations grows worse.

With strikes, the religious holidays this and next week and code restrictions all operating to hold down supplies, deliveries became a pressing question in the wholesale merchandise markets last week. Retailers grew anxious concerning shipments on previous orders, while at the same time they placed a fair amount of additional business.

When a business firm attempts to mold its whole policy to meet the prices of its competitor that business is entering a labyrinth, the center of which is the chamber of despair. Highest quality never can be given nor obtained at the lowest prices. If a price must be sacrificed, quality must be sacrificed. If quality is sacrificed society is not truly served.—H. T. Garvey.

Government is the umpire that controls the game of society and business.

OUT AROUND

Things Seen and Heard on a Week End Trip

In the death of Charles W. Garfield, which occurred at Butterworth hospital early Sunday morning, I have lost the best male friend I have ever had. When I came to Grand Rapids, 58 years ago, I made his acquaintance the second day I was here, and I have never espoused any matter of large importance without consulting him.

Mr. Garfield was a fine type of American manhood. He learned from practical experience under exacting employers and in minor positions the difficulties and discouragements of young men struggling for pay and promotion. It made him in after years exceedingly thoughtful and considerate of those who worked with him and under him. He never asked as much of others as he had willingly done himself in these trial periods of his life. Before he came into middle age he was a trained and able man of affairs, and demonstrated those qualities of sensitive honor and efficient industry which are the sureties of success.

The chief characteristic of his work was conscientious thoroughness. He had to be satisfied that the thing was clearly right before he would lend his influence or money, no matter how alluring the prospects of profits. He worked while others played and overcame mountains of detail generally left to assistants. Temporary failures might discourage others, but they served only to further energize his efforts. His relations with the heads of his departments made work a pleasure for these officials and won their best exertions and loyal service. Many are now holding high positions whom he recognized as young men of promise, watched with solicitude and promoted. His confidence was unbounded in those whom he trusted. The men who were the longest and most closely associated with him will cherish as their choicest memories many striking evidences of his unquestioning faith in their integrity and intelligence.

When he accepted a place as a director or trustee for business, education, charity or the church, he felt committed to give to it careful consideration and financial assistance. Serious risks and the advancing of large sums of money were often the penalties of the positions he assumed. His business career was rich with enterprises he saved from bankruptcy and organizations and individuals he sustained until they were successful.

He gave most generously and his gifts covered a wide field. Few donors ever did so much good with an equal amount of money. He knew the wastefulness and wickedness of indiscriminate doles. His sensitive conscientiousness, methodical methods, careful investigation and rigid accounting governed his relations with benevolent organizations and charitable efforts. He felt that he was the trustee of his valuable holding of real estate and responsible for its use to God and his fellowmen.

He sacrificed ease and coveted recreation to promote the welfare of humanity, and wore out his strength and impaired his health by his labors in the many benevolent enterprises with which he was connected, and in seeking the most effective methods for distributing the money he gave annually in public and private charity.

Personally, Mr. Garfield was a high-minded gentleman in all the relations of life. He was not sordid; he was not petty; he was not mean-spirited. His catholicity extended from his politics to his religion. He was never a trimmer and never a time-server. What he did, he did, and it remains to his everlasting credit that he never attempted to shirk his responsibility for it or to saddle the burden upon another. He was an American of Americans in ambition, in sentiment and in spirit. He served his family, his business associates, his state and his country faithfully, intelligently, honorably and patriotically, and the full record of his achievement gives him a high place in the history of his city, his state and his country.

The secret of Mr. Garfield's brilliant career was threefold. He knew how, and loved, to discover talent. Into the hands of dozens of obscure and untried men he put the key of opportunity. Wholly free from national antipathy, race prejudice or social narrowness, he measured his lieutenants by the single standard of ability to produce results. As an organizer, as a co-ordinator and manager of men, his rare gifts would have brought him fame in public life. He had an eagle's eye for opportunity and an insatiable appetite for fresh enterprise in fields that remained unperceived by the dull vision of the mediocre. In the arts of agriculture, horticulture, forestry and philanthropy he was a gifted architect, and to build was the darling occupation of his bold and aspiring mind. Every actuality, every present-day condition that could affect the welfare of the Nation, state or community was the object of his assiduous study, but his also was the rarer power to connect the present with the distant future by new lines of policy. He had the statesman's instinct for tendencies as well as realities; and when the tendency of to-day became the fact of to-morrow it found him armed and prepared. With the magnanimity of a true leader, he feared no rivals; he reared and trained his own successors that his lifework might survive its author, that the industries and occupations to which his labor was dedicated might thrive and prosper during the generations to come. Fidelity to a trust receives its supreme, its heroic expression when the trustee strives to make himself dispensable.

As a just tribute to a life rich in effective performance and in deference to the sentiments of a wide circle of surviving friends, we record this testimony to the noble character, the massive and solid integrity, the large, warm, generous heart, the brilliant and gifted mind, the abounding energy of our beloved friend. As long as life and memory may linger in our mortal frames we shall cherish the recollection of his

lofty spirit and winning manners, simple, sweet and genial. The benevolence of his heart shone out in the engaging smile, in the keen and penetrating yet kindly eye, which gained for him a friend in every acquaintance. No man ever lived whose granite-like probity inspired quicker or more lasting trust. To know Charles W. Garfield was to like him; to know him well was to love him and trust him to the gates of death. And what living creature ever trusted him in vain? His simple word was a tower of strength. When did he ever fail in the whole span of his long and useful life to fulfill his plighted faith with a chastity of honor that knew no stain—nay, when did he fail to beggar his promise by the opulence of his performance? Gifted he was, but his strength lay as much in moral weight as in mental endowment, and his remarkable success was only the destiny of character.

I am too much affected by the death of Mr. Garfield to write more at this time of the wonderful life he has lived. I am slated by the editor of the Michigan Historical Magazine to furnish a ten page review of the life of the deceased for that publication at an early date. When I undertake its preparation—glad of the opportunity to describe the career of my subject because of its magnificent resourcefulness and masterly accomplishments—I hope to be in a frame of mind to do the subject justice.

Cadillac, Sept. 10—I am indeed sad to hear of the passing of our mutual friend, Charles W. Garfield. We are never ready to part with such worthwhile citizens and choice friends. He has left us an ideal we can safely keep before us and try to follow.

Charles W. Garfield was a fine, sweet, lovable Christian gentleman. His untiring efforts for the children of his home city has won for him a warm place in the hearts of a host of friends.

I know how much you loved and admired him and that you have lost a very loyal friend. Henry Knowlton.

Harrison, Sept. 7—Enclosed find check for \$3, per your request. Have enjoyed a wonderful summer trade.

Enclosed find picture of our new store, of which we are very proud. On your up-state visits stop in our little city. Will be glad to see you any time. Wm. Murphy.

Petoskey, Sept. 10—In the Tradesman of Aug. 22 I noticed the letter of Comstock & Ford, of this city, concerning money they paid to the American Automotive Service Association, of Flint.

On June 30, 1933, we paid E. A. Taylor five dollars for advertising in road maps, but did not receive them and did not hear from the company he represented.

I wrote them on Sept. 18, 1933, but did not get any reply. I have a copy of the letter I sent them, also their receipt.

If they intend to make this right, why don't they answer our letters. I thank you for anything you can do about this matter. W. L. Magee.

It is very evident from the letters I receive concerning the Flint concern that it is a good organization to avoid in the future. The word of the person in charge of the undertaking appears to be below par.

It has been some years since I visited Orleans, so I was surprised last Saturday to note that the old Greenup store building had been torn down and that the adjoining building was undergoing the same treatment. The old Greenup building was certainly a landmark in more ways than one. A. L. Sherwood, who has conducted a mercantile business on the corner opposite the one on which the dismantled building was located, tells me he was a clerk in the old store two years. Jay Olmstead engaged in business as a barber at Orleans twenty-six years ago. He still wields the shears and razor when called upon to do so. In addition, he conducts a good looking store business next door to the tonsorial establishment. F. J. Hill, who has conducted a general store at Orleans for over thirty years, has the most compact looking stock I have ever seen.

The McQueen Elevator Co. has purchased the elevator at Orleans and confidently expects to attract the same profitable patronage it secured for the elevator it conducted under the same name at Belding until it was sold to Stout & Son five years ago.

The effort made by Eastern people to establish a rayon manufacturing business in the Belding silk mills has evidently ended in a fiasco. What the next move will be is yet to be disclosed.

The management of the hosiery factory has gradually gained ground in the estimation of Belding people. The factory has evidently come to be regarded as a permanent feature of the city. It is managed with great ability by its Grand Rapids promotor, J. Petter, who has given the people of Belding ample proof that he is a square shooter. I confidently look for rapid expansion and development in this flourishing manufacturing institution.

Belding is very fortunate in the character of the men who manage their local newspaper, which just now is very outspoken in opposing the creation of a local union of hosiery workers. Belding has sustained many blows, such as the withdrawal of the silk mills and the failure of the refrigerator factory, but her working people have always functioned with peace and harmony. A union will change their attitude to that of demons, bent on the destruction of everything fair and commendable in the life of the worker. I hope that better counsels will prevail and that the workers will come to see that they have nothing to gain and everything to lose by affiliating with the most demoralizing element in our American life.

Everywhere I called I found words of sorrow over the death of Mr. Friedman, showing the high esteem in which he was held by his brothers in trade. I have found that the merchant who stands well with his home people is dead sure to be a good citizen. So I enquired of Mr. Wood, who has been employed in the Friedman store twenty-four years, who in Belding was best adapted to prepare a memorial of the

(Continued on page 23)

FINANCIAL

Some Peculiarities of the West Side

In the early beginnings of our beautiful city it naturally was divided into two parts by the river. After it had got started in 1834 it became like Gaul, as Caesar describes in his commentaries, divided into three parts—the West side, the town of Kent, North of Lyon street, organized by Lucius Lyon, and Grand Rapids South by Louis Campau. Prior to that the West side had been taken over by the Baptists, Isaac McCop and Leonard Slater, so that really the West side was originally the sanctified portion of the town. In fact, Slater was our first Postmaster. Missionaries McCoy and Slater complained that after they had converted and baptised some of the Indians under their charge, the next day they would find them across the river beastly drunk, having obtained their skitewa-boo from Louis Campau's trading post and, disgusted, they moved away to regenerate dusky children where the temptation was not as great.

Deacon Converse, of Boston, a well-known Baptist, took over the mission property, which comprised about one hundred acres South of Bridge street and proceeded to organize it for commercial purposes and from that time on we who were the descendants of the early settlers of the West side of the river fell from social grace.

Before the civil war there were no distinctions of society in our city, everyone worked: but thereafter our manufacturers began to develop, foreigners began to come in and there began a distinct cleavage socially. The good and the great naturally built their homes on the East side of the river. We who grew up as younger people could not realize the fact that we were socially not as good as the young people born to the purple on the East side and we had a hard time about it. Of course, we did recognize the fact then that the bankers were in a distinct class above us and we regarded them respectfully but as for the others, the scribes and the Pharisees, we had a question: and now when anyone who is brought up on the West side shows up in an important position, we have a feeling of pride. Three of our well-known bankers, Eugene Richards, Joseph H. Brewer and John Duffy, as well as Frank S. Gould, are West side products. While the furniture man, Robert W. Irwin, was born at Bad Axe, his first real work was with the Grand Rapids School Furniture Co. on the West side at \$50 per month. Even President Woodrow Wilson selected as a pal and sweet confidant a West side girl, Miss Matie Allen, afterwards Mrs. Peck.

Our particular attention was called recently to the young man who has by sheer effort attained one of the highest and most responsible places in the Government at Washington and his career reminds me of the fact of his being such an eminent West side product and a story connected therewith.

His father and grandfather were old West side settlers and finally moved to a very aristocratic section of the

East side. Some years ago residents of this section were aroused by "sounds of revelry by night." There was much talk about it for the succeeding days and one of our friends interviewed the gentleman who had moved from the West side to the East side to be in good society and this was the story he told:

He said, "You see, Frank, I lived in a good section of the West side and there were nice people there, but finally my wife told me that we ought to move to the East side, as our children were growing up and she wanted to be among good people. I did not pay much attention to it at first, but she kept at me and said 'we must bring up our children among real people' and after a long argument, I finally bought my place on the East side. After I had moved there I found that there were many things I could not do, such as sitting in my shirt sleeves and slippers on the front porch and smoke as I had been accustomed to, and other things that did not make so much difference. However, the other night, I was awakened by this terrible rumpus going on among some of these very people that we had moved over on the East side to raise our children among. I have heard the talk of laborers, dock wallopers, lumbermen, river drivers and foundrymen, but I never heard such language as went on among these people in this quarrel." Thus our friend rather justified his West side ancestry and we are proud to know that his son was not led astray by living on the East side.

The people in that neighborhood were all Episcopalians except one, a very good Baptist, and that night he acted the part of a good Samaritan, exactly as in Biblical times, for, while the Episcopalians listened and did nothing, the one Baptist dressed and went out, picked up the wounded and carried him to his own house.

Deacon Converse, referred to above, was a very shrewd business man from Boston, but, like John D. Rockefeller, he was very much materially inclined, as well as spiritually, and, as I have stated, became interested in the West side through the purchase of the Baptist mission lands for a small sum. In the years after the mission departed, some settlers had built up little homes on these lands depending on the sanctified title, but forgot that they must render unto Caesar the things that are Caesar's, and when later Caesar appeared in the person of the Deacon, who had the legal title, they had to pay for their homes and improvements or get out.

The Deacon, however, was a great developer and he found an able assistant in D. P. Clay, who was the prototype of our modern promoters. He induced the Deacon with ready cash to go into many enterprises, building the railroad from Grand Rapids to Newaygo, manufacturing enterprises and lumber mills at Newaygo, and an implement concern on the West side. It is said one day that the Deacon was out here and sitting with Clay on a log, said, "Mr. Clay, how much do you owe?" and Clay said, "Mr. Converse,

you would feel better if you did not know." In all Converse backed Clay to the extent of one million dollars. Clay built the residence at the corner of Jefferson and Washington, where the Museum now is, which the Fourth National Bank took from Clay and sold to Mr. Howlett, the Grand Haven lumberman, just before the panic of 1893. William H. Anderson took Howlett up through the house and showed him the beautiful trees and got the lumberman's cash just in time to help out the bank during the panic that ensued.

Deacon Converse started and backed the Phoenix Furniture Co. in connection with many people on the West side. It is stated that at one year's annual meeting, the Deacon came out to preside as President and all of the stockholders, mostly West siders, appeared. Deacon Converse got up, tears in his eyes, and in a quavering voice said, "Brethren, the results of the past year are so uncertain that I do not wish to make any statement of the company's operation for fear of the effect that it might have on the company's credit, and I am going to ask you on your own motion to adjourn this meeting for six months for that reason," which the stockholders complied with.

During the six months that ensued, Eli Harrington, of the old daily Eagle, was employed to purchase all of the stock at 25c on a dollar. It is said that, due to the uncertainty caused by the Deacon's talk at the first meeting, the stockholders all sold out. Shortly after the six months expired, the Phoenix Furniture Co. paid a dividend of 50 per cent.

But we Baptists have our eyes on the spiritual as well as the material and Deacon Converse gave us a nice West side Baptist church.

Claude T. Hamilton.

Many Dollars To Be Made in Inventions

Word of interesting new developments has been coming to me in a flood lately. Here are some of them:

A sales manager's atlas built like a visible index. A flip with the finger and the map of any state comes into sight, complete and lying flat, with local data visible at the same time.

A leverless calculating machine which accumulates sub-totals, so that "recapping" is not necessary in obtaining a great total.

An ice fan that is said to cost no more than any good electric fan. Seventy-five, 150 or 225 pounds of ice (according to the model chosen) can be put in a reservoir, and cooling breezes be blown in any direction.

An oil-burner, boiler combination for the home that will retail for less, they say, than any similar device now on the market. It will burn the heavier and cheaper fuels. Principles are said to have been used in the construction

of the boiler which have heretofore been known only in high-pressure industrial installations.

A fire alarm that works on the same principle as an automatic sprinkler, but instead of "dousing" the fire it sets off a warning signal in the owner's bedroom, or in any other room of the house which may be chosen.

A car-parking mechanism planned to increase the parking capacity of any garage or apartment space by a con-

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MUSKEGON

siderable percentage. As much as eighty per cent. if fifty-two automobiles are now parked. Although practically every square inch of the floor is used, a "gangway" can be made for any selected car in seven seconds.

An aluminum paste considered more satisfactory than aluminum bronze powder for making paints for interior finish. It can also be used wherever aluminum bronze powder is usable. The chief advantage seems to be that the paste-paint dries to a particularly smooth finish, does not collect dirt readily, and remains clean and bright even when subject to industrial smoke and fumes.

Half-rounds and rounds of rubber in all colors of the rainbow for use as rub-stakes, moldings, guard ropes, and bowstrips on commercial and pleasure craft in place of wood or metal guards.

Lead bearing bronze in bars of six-foot length. Production speed fifty per cent. greater than with drawn bar stock is said to be possible.

The reference to production speed in the item just above brings to mind an interesting contrast in current machining practice.

Within the past several years the use of phenol resin combining together the particles of grit in grinding wheels has made new grinding speeds possible. Since the rate of metal removal increases in proportion to the increase in operating speed, what this improvement means from the standpoint of economy can readily be seen. Even more important is the fact that each increase in speed brings into practical usefulness some valuable alloy steel or other material which was previously too hard to be handled. Use of these new materials in turn makes possible the development of machinery, or of improvements to machinery, not previously practical. Phenol-resin-bonded cutout wheels can now be used at such speed that their surfaces are actually moving three miles a minute. Rough grinding wheels turn nearly two surface miles per minute, or nearly fifty per cent. faster than formerly.

In the face of such speed increases, it is startling to receive one report where use of a new material is made possible by reduction of cutting speed. In automobiles built by the Hudson Motor Car Company, cylinder blocks are now of high chrome alloy. Five years ago, it is said, this material could not have been used, but the development since then of practical tungsten carbide cutting tools has made possible machining at about half the speed required for cast iron. In this case, it is the slow speed which has made use of the new material possible.

Chapin Hoskins.

Proceedings of the Grand Rapids Bankruptcy Court

Sept. 4. On this day the schedules, reference, and adjudication in the matter of Sterling Furniture Co., of Grand Rapids, a corporation, bankrupt No. 5336, were received. The bankruptcy is located in Grand Rapids. The schedules show total assets of \$62,363.14, and total liabilities of \$144,111.73, listing the following creditors:

City of Grand Rapids, taxes	\$3,224.72
John Aldering, Grand Rapids	83.47
Elmer Iden, Grand Rapids	1,069.75
Albert G. Dickinson, G. R.	102,163.49
George F. La Bour, G. R.	26,900.00
George F. La Bour, Jr., G. R.	55.00
Howerton Lacquer Corp., G. R.	404.00
G. R. Brass Co., G. R.	135.00
Walter Clark Veneer Co., G. R.	390.00
H. J. Schoenfeldt, G. R.	52.00

Lane Lumber & Veneer Co., G. R.	110.00
Addressograph Co., Cleveland	88.40
Roger Lindsay, Chicago	3.68
Julian L. Cox, Atlanta, Ga.	9.12
R. G. Conkey, New York City	96
J. C. Weatherly, New York City	27.81
H. P. Seymour, New York City	29.27
H. P. Vollmer, San Francisco	13.84
Herman Behr & Co., Troy, N. Y.	65.00
Consumers Power Co., G. R.	98.52
J. S. Crosby & Co., G. R.	146.42
Detex Watchlock Co., Chicago	2.85
Dickinson Bros., G. R.	6,937.59
Excello Machine Co., G. R.	8.85
Federal Fire Proof Storage Co., Chicago	1.00
Foster-Stevens & Co., G. R.	33.03
Furniture Mfg. Ass'n., G. R.	94.53
Furniture Mutual Insurance Co., G. R.	34.42
Globe Transfer Co., G. R.	2.38
Grand Rapids Carving Co., G. R.	271.56
Grand Rapids Market Ass'n., G. R.	115.86
Grand Rapids Water Works	68.51
Grand Rapids Wood Finishing Co.	79.50
Harder Welding Co., G. R.	4.50
Howerton Lacquer Co., G. R.	40.00
Klingman's, G. R.	12.97
Leitelt Iron Works, G. R.	9.00
Lyon Furniture Agency, G. R.	58.61
Mich. Bell Telephone Co., G. R.	25.50
Oakdale Fuel & Material Co., G. R.	15.97
Quimby Kain Paper Co., G. R.	5.61
Rockford Oak Leather Co., G. R.	30.70
I. Sack, Boston, Mass.	6.23
Seidman & Seidman, G. R.	70.00
Standard Oil Co., G. R.	.99
Steil Mfg. Co., G. R.	10.00
United Mercantile Co., Pittsburgh	2.64
American Metal Weather Strip Co., G. R.	1,000.00
T. A. Chipman, Milwaukee	.83
L. J. Smith, Boston	9.15
Jos. Sheridan, New York	33.50

Sept. 4. On this day the schedules, reference, and adjudication in the matter of Ward F. Benton, bankrupt No. 5337, were received. The bankruptcy is a salesman of Grand Rapids. The schedules show total assets of \$150, (all of which is claimed exempt) and total liabilities of \$6,224, listing the following creditors:

Merchants National Bank & Trust Co., Dayton	\$5,874.00
Elder-Johnson Department Store, Dayton	150.00
Rike Kumlir Department Store, Dayton	150.00
Wurzburg's Department Store, G. R.	30.00
Charles J. Zamiara, G. R.	20.00

In the matter of John McDonald, doing business as McDonald's Drug Store, bankrupt No. 5345. The first meeting of creditors has been called for Sept. 24.

In the matter of Sterling Furniture of Grand Rapids, bankrupt No. 5333. The first meeting of creditors has been called for Sept. 21.

Sept. 6. On this day the schedules, reference and adjudication in the matter of John McDonald, doing business as McDonald's Drug Store, bankrupt No. 5345, were received. The bankruptcy is located in Gobles. The schedules show total assets of \$1,247.43 (of which \$1,000 is claimed exempt), and total liabilities of \$1,027.41, listing the following creditors:

State of Michigan, Lansing	\$ 11.01
Pine Grove Township, Gobles	16.50
Village of Gobles, Gobles	4.50
McKesson, Fuller & Monissin, Chicago	293.42
Hazeltine & Perkins Drug Co., G. R.	237.06
Bauer & Black, Chicago	12.50
William R. Warner & Co., St. Louis	10.00
Plough Sales Corp., Memphis, Tenn.	18.00
General Cigar Co., Chicago	6.00
J. N. Carr & Son, Benton Harbor	3.93
Parke-Devis Co., Detroit	3.53
Star Paper Co., Kalamazoo	5.75
Bonide Chemical Co., Utica	25.84
Monroe Chemical Co., Quincy, Ill.	11.40
C. L. Bennett, M. D., Kalamazoo	112.61
Wolverine Oil Co., South Haven	5.35
Monarch Pharmacal Co., Chicago	28.03
Manderville & King Co., Rochester, N. Y.	1.50
First State Bank of Gobles, N. Y.	150.00
Gobleville Farmers Mutual Telephone Co., Gobles	38.00
Myers Studios, Paw Paw	15.00
Grand Rapids Calendar Co., G. R.	16.48

In the matter of Homer P. Morley, bankrupt No. 5047. The final meeting of creditors has been called for Sept. 21. The trustee's final report will be approved at such meeting. There may be a small dividend for creditors.

In the matter of Daggett Canning Co., bankrupt No. 5799, first meeting of creditors was held Sept. 7. The bankruptcy was represented by Cornelius Hoffius, attorney. Certain creditors were present and others represented by George B. Kingston, and Dilley & Dilley, attorneys. Claims were filed only. Counsel for the bankrupt stated it was impossible to have any officer of the bankrupt corporation present for examination. Fred G. Timmer, Grand Rapids, was appointed trustee with bond of \$1,000. The meeting then adjourned to Sept. 14, for examination of bankrupt.

A man can be pretty accurately measured by the size of the thing that makes him angry.

U.S. Price Guaranties on Feed Being Considered

Government options and price guaranties are being considered by the AAA to foster conservation of an estimated corn stover supply of 10,000,000 tons in Southern Minnesota and Northern Iowa, it is learned.

It is planned to encourage fodder feeding in non-drought States where hay supplies are needed in drought-stricken areas.

Proposals that farmers in the lowa-Minnesota area who co-operate in the AAA's programs be given a "profitable" price for cutting and baling corn stover for shipment into emergency drought counties in adjacent States are being given favorable consideration by the Administration.

While it is appreciated that long distance shipment costs by rail would prohibit broad operation of this plan, it is believed that these supplies of corn stalks can be sent as far as 300 miles from the northern Iowa and southern Minnesota section where there is not a forage crop deficit.

Industry Control by AAA

The Agricultural Adjustment Administration is not expected to extend its control over industry in the early future, despite the current retreat of NRA from this field.

While some industrial interests may change their attitude and even favor such a course, since it would reintroduce price control to some extent, it is held unlikely that positive steps in this direction will be taken before the new Congress has had an opportunity to strengthen the act.

Officials in the Department of Agriculture have not abandoned the plans embodied in the so-called food czar bill which failed of passage last summer, it is claimed. Being faced, however, with increasing opposition from farmers to major farm policies and an internal reorganization, they are currently not in a position to expand their field of activity, it is explained.

Steel Price Reductions Loom

In view of the continued low level of steel operations, an early reduction of steel prices on certain classes of products is expected in the trade.

Steel prices are currently from \$2 to \$4 higher than those prevailing on shipments made during the second quarter. Prospects are that this increase will be eliminated, at least in some instances, despite the fact that production costs are currently higher than in the last quarter.

Prices for sheet steel are likely to be the first item affected. The particularly large excess capacity for producing this product makes it highly sensitive to market changes. Prices on structural steel and plates may not be changed, it is held, as long as Government construction work holds up. Tin

plate was exempted from the price rise in spring and so will probably remain unchanged. The incentive for price reductions is not present in rails, in view of the slim business prospects.

Closing the Johnson Era

Return to the anti-trust laws and strengthening of the labor policies in codes, including collective bargaining and maximum hours regulation, are the avowed purposes of the Administration in revising its recovery policies.

This will eliminate from NRA practically all of the features which were generally considered beneficial to industry. Specifically, it ends price control and fair practice provisions, the chief elements of industrial co-operation introduced by NRA.

The effect on industry of the impending changes will depend on the speed with which they are made practically effective. Even if the Administration should go slowly about revising approved codes, prospects are that the code structure will quickly dissolve of its own accord, now that the last doubt as to their imminent termination has been removed.

Liquidating Rubber Stocks

Efforts are being made in several countries interested in the success of the new rubber restriction plan to bring about an early disposal of the large stocks of crude rubber that had been accumulated in trade channels in anticipation of higher prices.

As a result, rubber is currently being shipped not only from producing areas, such as Malaya and the Dutch East Indies, but even larger shipments from England. The largest single shipment on record out of British ports was reported yesterday. It amounted to 5,000 tons out of London stocks, with a current value of about \$1,800,000.

Disposal of accumulated stock is being facilitated by very strict control of primary production. Up to the end of August, the principal growing countries were about 40,000 tons below their allotted quotas, it is reported.

"Get Government Out of Business"

Detroit, Sept. 10.—Scrap the Codes. Get the Government out of business. Scrap 90 per cent. of the Federal employees.

Re-vamp our entire tax system in such a way as not to soak the industrious men and cater to the drones.

Our present method of income tax, corporation tax and soaking the rich principle is killing all initiative among men who can do things.

C. L. Bohn.
President Bohn Aluminum & Brass Corporation.

To will is a great thing, for action and work usually follow will and, almost always, work is accompanied by success. These three things—work, will, success—fill human existence. Will opens the door to success, both brilliant and happy. Work passes these doors, and at the end of the journey success comes in to crown one's efforts.—Louis Pasteur.

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Rudolf Eckert, 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.

Hypocritical Talk by the Chain Store Managers

"Boys, don't think always of your merchandise. That is the least important thing you have to think about." It is an elderly chain unit manager speaking to his staff. "The goods we sell are pretty well standardized. They are priced and advertised at headquarters, and we have learned how to display them suitably and keep our shelves in shape. All that any wakeful man anywhere can do.

"The big task always before each of us is to make folks like this store—to make them think of us when they think groceries—to give them a happy impression of trading here—to make them feel at home, as if they 'belonged' here more than elsewhere; and that job involves much more than even doing a good job of waiting on them and clerking efficiently.

"What can I mean by that? I mean this: That each of you must feel that he belongs in this town as much and as intimately as anybody else. If you feel that you have been sort of passed by socially, get over that. Go to church, attend parties, take your women folks where their neighbors gather. You have not been invited to join the chamber of commerce. Well, I was not invited, but I went and joined, just the same. I also joined the merchants association. Some one of you should belong to the Rotary, another should be a Lion, another a Kiwanis."

"Another thing: I regret to say that I have noticed that if any of you get a reduction in pay, regardless of the cause for it, you tell that to your neighbors. If you get an advance in pay—something that happens far oftener than any reduction—you say nothing about that. Did you ever think what a handicap of disloyalty you put on your employers by that attitude. My advice is this: If you get a reduction, take thought on why it came and if the fault is yours, get busy and correct it so the old figure will be restored; but if you get a raise, talk about it and talk proudly of your organization. For if you cannot feel proud to be a part of this organization, you owe it to yourself and to your employer to get out.

"Yes, indeed, our real job here is far more than mere merchandise and the sale of it. We must each make of himself a definite part of this town. We must speak of our store as if it were—as in fact it is—our store. We must use our influence to make people come here and return after they come once. We must be careful to trade with those who trade with us—and let them all know it. For we are just as much a part of this town as any other business in it."

That was a little curtain lecture delivered by the manager of a small town chain unit which he has controlled for less than two years, which he has made to show sales increase of 73 per cent, since he took hold of it. Looks and sounds to me like precisely what any grocer could profitably say to his clerk anywhere any time. How think you of it?

Complaints are frequent against Campbell's soups and how prices thereon are cut. Lately, Campbell has emphatically refuted the notion that he plays favorites with chains or other large buyers. "Our prices are open to everybody," he emphasizes, "and there are no discounts." Then he goes on:

"The independent merchant has nothing to fear from chain competition if he only knew it. If I were picking out a location for a grocery store, I would get right next to the most prosperous chain store in town—or between two chain units if possible. What most grocers need is to improve the appearance of their stores—visit chains often, study them, see how clean they are kept. Chains wash windows daily if necessary, scrub floors often, keep fixtures well painted and neat, goods well displayed. In many ways the home merchant has such tremendous advantages over the chain that it seems marvelous chains have been able to make such headway. The headway was made because they had not very hard competition to meet. Chain success is not due to buying power or extremely low prices. They have higher overhead than independents and non resident management, which is a tremendous handicap"

Have we here another example of how we are all apt to think the grass greener over our fence? Perhaps if this Campbell statement is studied beside the chain executive's little talk quoted above, grocers may realize that their big job is to concentrate on improvement within their own stores; and I do not mean simply physical, furniture and fixture improvement, but such as is plainly hinted in the chain manager's talk. For on both counts the ordinary grocer has plenty of chances.

"Here is the prime condition of success, the great secret—concentrate your energy, thought and capital exclusively upon the business in which you are engaged. Having begun on one line, resolve to fight it out on that line, to lead in it, adopt every improvement, have the best equipment, and know most about it. Finally, do not be impatient!"—said Andrew Carnegie.

You may recall that he was also the man who reversed a popular plan to diversify investments and interests—not to "put all your eggs in one basket." He emphatically said the right plan was to do just that—"Put all your eggs in one basket—then watch that basket."

But "patience"—that is the main ingredient, next to singleness of purpose. For when we think of Carnegie or Woolworth, what we have before us is what those men developed. We forget what went before the develop-

ment. We forget Carnegie, the little express clerk, scrimping out of his wages until he gathered \$60 which he then invested in express company stock. We forget Woolworth, the two-time failure in business, working beyond most men's strength to make his little store win out; carrying his 50 cakes of laundry soap from the jobber's to the store, paying \$2 cash for it and retailing it for \$2.50; then repeating that operation.

More important: We forget the steadfastness with which Woolworth and Carnegie hewed to the line of their well reasoned plans. Woolworth's, for example, was soon well known to the grocery jobber, who told him to take the entire box of 100 cakes, pay \$2 down and the balance when he sold the soap; but "pay-as-you-go" was a lesson Woolworth had learned from his failures, and never afterwards did he go into debt.

It is not out of place to go a little farther. Woolworth handled all details until he had fourteen stores; and he was pretty nearly a nervous wreck. Then he got his great lesson through Hubert Parson, a young man who had become a sort of assistant-private secretary. Parson prevailed on the Old Man to delegate authority and shed details. He did—and his later job of running near to 1000 stores when he died was easier than had been that of running 14.

Against that we have a great Eastern chain of grocery stores dying of dry rot because its founder never has been able to build an organization. Another in the same territory went broke because a son departed from his father's home-spun methods. "It's not the plan; it's the man."

Paul Findlay.

Business Compels Earnestness

I like business because it is competitive. Business keeps books. The books are the score cards. Profit is the measure of accomplishment, not the ideal measure, but the most practical that can be devised.

I like business because it compels earnestness. Amateurs and dilettantes are shoved out. Once in, you must fight for survival or be carried to the sidelines.

I like business because it requires courage. Cowards do not get to first base.

I like business because it demands faith. Faith in human nature, faith in one's self, faith in one's customers, faith in one's employees.

I like business because it is the essence of life. Dreams are good, poetical fancies are good, but bread must be baked to-day, trains must move to-day, bills must be collected to-day, payrolls met to-day. Business feeds, clothes and houses man.

I like business because it rewards deeds and not words.

I like business because it does not neglect to-day's task while it is thinking about to-morrow.

I like business because it undertakes to please, not to reform.

I like business because it is orderly.

I like business because it is bold in enterprise.

I like business because it is honestly selfish, thereby avoiding the hypocrisy and sentimentality of the unselfish attitude.

I like business because it is promptly penalized for its mistakes, shiftlessness, and inefficiency.

I like business because its philosophy works.

I like business because each day is a fresh adventure. William Feather.

The Art of "Getting Along"

Sooner or later, a man, if he is wise, discovers that business life is a mixture of good days and bad, victory and defeat, give and take.

He learns that it doesn't pay to be a sensitive soul—that he should let some things go over his head like water off a duck's back.

He learns that he who loses his temper usually loses.

He learns that all men have burnt toast for breakfast now and then and that he shouldn't take the other fellow's grouch too seriously.

He learns that carrying a chip on his shoulder is the easiest way to get into a fight.

He learns that the quickest way to become unpopular is to carry tales and gossip about others.

He learns that it doesn't matter so much who gets the credit so long as the business shows a profit.

He learns that buck-passing always turns out to be a boomerang and that it never pays.

He comes to realize that the business could run along perfectly well without him.

He learns that even the janitor is human and that it doesn't do any harm to smile and say, "Good morning," even if it is raining.

He learns that most of the other fellows are as ambitious as he is, that they have brains that are as good or better, and that hard work and not cleverness is the secret of success.

He learns to sympathize with the youngster coming into the business, because he remembers how bewildered he was when he first started out.

He learns that the gang is not any harder to get along with in one place than another and that "getting along," after all depends about 98 per cent. on his own behavior.

An investment in education for our boys and girls is the only secure and safe investment. It does not fluctuate with the value of the dollar. Crippling our educational facilities at this time is not fair to this generation of boys and girls. We can not deny to these guardians of our future the same opportunity which we all enjoyed. We sacrifice in order to accumulate wealth. We should not hesitate to sacrifice for a more important purpose, which is the training of our boys and girls. The education of our children is a paramount duty.

A man who does not learn to live while he is getting a living, is a poorer man after his wealth is won, than he was before.—J. G. Holland.

Method is like packing things in a box; a good packer will get in half as much again as a bad one.

MEAT DEALER

Boosting Business on Past Record

Playing up a store's past record in advertising to let the public know what may be expected in the future when patronizing the establishment was proposed in the Gazette recently.

Then, it was suggested that a celebration be held when the store had reached a certain milestone or a specified number of sales, say the 5,000th or so. Also that interviews be obtained with a dozen or so of the oldest regular patrons expressing their satisfaction with the treatment accorded them.

This idea of cashing in on "past performances"—in race track language—may be carried still farther.

For instance, the store could use some statistics for the purpose of showing how its business has grown in the past and as a means of predicting how its business will grow in the future; also for the further purpose of urging all the people in its territory to get on the band wagon and start patronizing the establishment.

Such statistics might be used by the store in its regular newspaper advertising, on cards in its show windows and on cards placed about the store in prominent positions.

And some of the statistics which might be used would be such things as the following:

Different varieties of meats handled by the store when it first started in business and the different varieties of meats and other goods now handled by the store. The information would show how the store's service to its customers is growing and also indicate the prospects for a big future growth for the store.

Average number of customers visiting the store each day during the first year it was in business and average number of daily customers now visiting the establishment, this information being used for the purpose of showing the way in which the store's business is growing and to prove that it is rendering the greatest possible amount of service and giving the best possible quality as, otherwise, people wouldn't be coming to the store in such large and increasing numbers all of the time.

Percentage of increase in the pounds of meat now sold by the store in a month compared with the pounds of meat sold by the store in a month during the first year of its existence. With this information there could be data showing the rate of increase of population in the territory in which the store is located. There could then be a comparison between the rate of the store's increase and the rate of population increase, and if the store was keeping pace with the population increase or going ahead faster than the population increase, this could be used as a good booster point for the establishment.

Information regarding the percentage of the store's customers formerly buying goods over the phone and now buying goods that way. And if there is now a bigger percentage of the store's customers buying goods over the phone than was formerly the case this could be used for the purpose of showing the increasing confidence the

people of the territory have in the store. It could be pointed out that unless the folks had perfect confidence in the store they'd come themselves to pick out the meats they wanted to buy. And it could be shown that when folks do have perfect confidence in a store they never hesitate to order goods by phone, because they know the store will give them exactly what they want. All of this would not only be interesting to all of the patrons of the establishment but would also be quite effective in enhancing the store's reputation and in building up worth while business for the store.

It would not take a very great amount of time or effort for the store to do all this in cashing in on its past performances. And if the store would use these promotion stunts it would make the folks of its territory sit up and take notice. It would show the people how it is sure to step ahead in the future just as it has been stepping ahead in the past.

A. L. Good.

Don't Get Panicky over Shortage Scare

Prompted by newspaper predictions of drastic advances in prices of foods, George Kramer, New York retailer and chairman of the Board of Directors of the National Meat Retailers' Association, advises dealers not to anticipate any skyrocketing of meat prices.

"Meat prices," he says, "will and should advance in a limited and orderly fashion for two reasons: (1) due to the drought which has cut down the supply of cattle and feed and grain and (2) due to the policy of the Agricultural Administration to limit cattle production. These are perfectly fair and legitimate reasons for a moderate price rise.

"It must be remembered, however, that a survey of the facts will show that there is ample meat in this country and if a real shortage should occur, the tariff barriers can always be lowered to permit the importation of meat. Meat dealers should not become panicky buyers and thus, by their own actions, shoot up the meat market. Figures of the Department of Agriculture as of August 1st show that there is only 7 per cent. less meat in freezers today than for the five year average. There is 34 per cent. more lard in freezers than the five year average, and 14 per cent. more poultry.

"Canned and fresh fruits and vegetables, too, are fairly plentiful. There is no necessity for hoarding of any food item.

"The retail meat trade of the United States is entitled to any legitimately higher prices caused by market advances, but competition is too keen and meat outlets too many to permit profiteering or unwarranted prices to the public. Meat dealers should and must get a fair return for their merchandise, but they must also maintain meat consumption and the best way to do so is to remember that we are not at present faced with any serious shortage of meats and that any reports to the contrary are exaggerated."

Take care to be an economist in prosperity; there is no fear of your being one in adversity.

Strayed Patrons Can Be Regained

A live meat dealer was checking over his regular customers for the purpose of looking for "strays" and he discovered that a Mrs. Jenkins, who had been one of the faithful for some years, had not been buying anything from him for some weeks. He knew that Mrs. Jenkins had not moved out of the neighborhood and that the family had not had any financial difficulty, so he couldn't figure out the reason why she hadn't been showing up in his store as usual.

Of course, this dealer might have let things go at that and might have made no effort to bring Mrs. Jenkins back into the fold. But he was much too aggressive a merchant to give up any stray customers without a fight.

So, accordingly, he got Mrs. Jenkins on the phone.

"This is Glade, the butcher," he told her. "We have some especially fine lamb chops to-day, and as your family always likes lamb I wonder if I could not send you up some."

"No, I don't care for any," Mrs. Jenkins replied, in a snappy tone of voice, and promptly hung up the receiver.

Again, after this rebuff, the market man might have let this stray customer go her own sweet way. But his fighting blood was aroused. He wanted to find out what the trouble was and he wanted to get her trade back again.

So now he put on his hat, jumped into his car and beat it up the street to the lady's house.

When the lady came to the door in response to his ring and saw who it was she almost shut the door in his face. But he was too quick for her.

"What's the matter?" demanded the meat dealer bluntly. "Something has happened to make you sore at my store. I want to put anything right that is wrong.

This evident sincerity on the part of the merchant made the lady relent. And, presently, she divulged her tale of woe.

It was some tale. She had sent her little daughter to the store to buy a steak and the man who waited on her had been extremely rude and had told her to mind her own business and Mrs. Jenkins wasn't going to trade at such a store any more.

The merchant saw at once what had happened. Mrs. Jenkins' little girl was an impertinent little miss and had tried to butt in ahead of her place in the line and the man behind the counter had called her down. This had made the little girl mad and she had enlarged upon the store to her mother.

But, even so, the woman's trade was lost and something must be done to get it back.

"I'm sorry this occurred," declared the merchant. "I'll see to it that it doesn't happen again. I'll have a talk with that man, you can believe me. And won't you give our store another trial? We want your trade—that's why I've quit work and come here to see you.

And the woman, completely mollified, indicated that she would buy at the store again.

It took effort to get back the patronage of this strayed customer. And it quite frequently takes real effort to get

back the business of other strayers, but to do so is always worth while.

B. O. Wickersham.

Some Secrets of the Flavoring Extract Business

How easy it is to fool the merchants—and the housewives—on quality and price in the matter of flavoring extracts was discussed this week by C. R. Brady, of the Brady Products Co., Kansas City, in conversation with a Merchants Journal reporter.

Blends of extract can be made to meet any price, and some concerns take advantage of this to fool the public with cut-price flavorings which look like and smell like the real thing, but which lack flavoring power.

"Imitation flavoring extracts which are properly made," said Mr. Brady, "are just as good, and in some ways better, than pure extracts. But if a grocer proceeds on the theory that the cheaper he can sell an item, the better he is serving his trade, he is likely to get fooled on extracts. For there is a limit, and if he compels the manufacturer to turn out an extract too cheap, then there isn't enough good flavoring in a whole bottle to flavor one cake, and he is cheating the public.

"Extract can be made in any strength the merchant desires it. The proper proportion of vanillin and coumarin and other ingredients that it takes to manufacture good extract cannot be sold for ten cents a bottle, and give the factory a profit, the wholesaler a profit, and the retailer a profit. You have to cheat somebody, and you may draw your own conclusion as to who is being cheated.

"The cheaper grades of imitation extract are made by using more of the high powered flavoring without the proper combination of the other ingredients, which gives it a pleasant odor and a strong, bitter taste, but does not give the consumer the proper value in flavoring qualities. It is a good deal like a cheap perfume. It will smell for a little while, but will deteriorate when used in cooking, ice cream and other foods. It has not the sweet aroma and flavoring qualities that the better grades of imitation have. The public does not know the difference.

"There are grades of extract just the same as there are grades of meat; and there is just as much difference in extract as there is in the neck of a cow and a porterhouse steak.

"The fact is the merchant is working against his own profit, and giving his customer nothing. If he pays 8½ cents for a bottle and sells it for 10 cents his profit will be 1½ cents; but if he pays 12 cents for a bottle and sells it for 20 cents his profit will be 8 cents. He would be giving his consumers something for their money, and at the same time making a profit for himself."

A man is strong in proportion to his ability not only to resist temptation toward unworthy things, but also in his desire for worthiness. Our character is really nothing but a composite of our impulses, our ambitions and our tendencies in the direction of right or wrong.

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.

Seek the Solution of Our Own Problems

For many months everybody has been so concerned about general conditions that we have had little time to give to any other subject. It seems to me that wherever I have been the conversation has been about having laws passed or amended or forcing somebody to do something by legal process. We have all been wanting the government to do for us many of the things that we ought to do for ourselves.

We have spent many valuable hours telling others what they ought to do and many more blaming conditions for our failure to do better. We have talked so much and listened so much to self-styled economists that our minds are muddled and our businesses neglected. We have enjoyed the conversation so much that we have not realized how much energy we have been wasting, or, sometimes, how much actual harm we have been doing ourselves.

Recently I talked with three retailers from widely separated localities. Two of them were implement dealers. Ever since I have been thinking of the things they said.

One of them told me this: One day he had an ensilage cutter prospect in his place of business. He soon was practically sure that the man would not buy this season, but they talked on and on. They were in perfect accord about the AAA and the NRA and the government's silver policy and all the rest. While they were still talking a farmer who owns several good quarters of hay land came in and said he wanted to buy some wire fencing. The dealer couldn't very well leave his interesting conversation, so he called a boy who is spending his first summer in the store, to show the wire.

After a little while the second farmer walked out, saying that he would look around and come back. Ten minutes after the ensilage-cutter prospect had walked out without leaving behind him anything except the echoes of conversation, the second farmer drove past with his high wagon box piled up with wire fence.

"I know I could have sold that wire," the dealer told me. "I have sold him hundreds of rods and he actually prefers our brand. I just talked myself out of making a sale. It taught me a lesson. From now on I'm going to sell whenever I can and talk when I have nothing better to do."

A second implement dealer told me: "I lost one of my best customers a month ago because we got into a row over the merits of the NRA. Since that time he's bought several hundred dollars worth of merchandise in town and much of it would have been my business if I had had sense enough to keep from getting mad at him. As a matter of fact, the prices of the things I sell have gone up very little, and some of them are the same as or actually lower

than a year ago. All I needed to do was to give him some comparisons of prices now with those of eighteen months ago. He is reasonable and he would have believed that the little more he pays would help labor enough to improve his own markets for food-stuffs.

"But no! I had to defend the whole program, from General Johnson down. I hope I have learned that this national administration is not mine to defend single handed. As it applies to my business and to my customers, I am going to keep informed and be able to point out the effect of various policies on my own business. But I'm through carrying a chip on my shoulder."

And the third man, not an implement dealer, made this observation, "Personally I am not as well off as I was a year ago. But I know a hundred people who are much better off. And, a year from now I'm going to be in better condition because I am going to stop worrying about things that I can't manage and get busy on my own affairs."

There are certain bugaboos that all business men grapple with and never come any nearer to conquering. The stock market is one of them. Many a small business man reads the market page with awe and sighs because Wall Street is not prospering as in the days of old. Naturally when capital is not flowing in the money markets of the world, it has its effect on conditions. But is its effect as important to the average business man as we have all been made to believe?

Only recently, in one issue of a daily paper there were two headlines. One read: "Wall Street Trading at the Lowest Ebb in Years." The other read: "All Business Indices Up." And, after all, no matter how important, what can you or I do about Wall Street? Better by far save our energy for our little businesses over which we need to spend more time and thought.

Inflation is another weapon that the alarmists use to keep us awake at night and make us wonder if it is worth the struggle to keep a business intact, only to have to exchange it for worthless paper dollars. Many people really believe that overnight the dollar in their pocket books will become so worthless that it will not buy a bottle of milk for breakfast. When that fear is applied to business, it strikes terror into the hearts of the most courageous.

Inflation as applied to the implement dealer will mean that the prices of the things that he has to sell would go up. But inflation raises the level all along the line, so the prices of the products that the farmer sells would come up in proportion and there would be no appreciable difference, except in the places where there were no crops. At present the government is definitely trying to close the gap between the prices of agricultural products and the prices of manufactured goods. They are attempting to accomplish this by increasing the prices to farmers instead of cutting the price of manufactured goods with lower wages.

The drought has helped the AAA to cut surpluses, and prices of farm products will increase because of the relative scarcity. In passing, it is interesting to speculate on what the result

might have been had Nature come the rescue of the Farm Board in 1932. Real inflation may follow the leveling off of prices. But there is very little we can do about it, and very little probability that such a thing will happen. We surely are wasting time when we worry about the remote possibility.

The best we can do about inflation is to buy merchandise carefully and price it to allow a fair margin. If the price goes up and we have goods on hand, then we shall make some money. If the price goes down, then we shall lose some on what we happen to have in stock. But we can buy more at lower prices and possibly dispose of more of it and thus make some money. The implement dealer makes money by buying machines and selling them at a profit. He is not a speculator.

Implement dealers have been giving a lot of time and thought to the AAA. Up to the present this has been necessary because the farmer needed to have people he trusted help him understand the program. But the time has come when farmers should be left to decide for themselves what part they want to take in the government's program. It is a farmers' program and is being administered by farmers. If the experience of farmers in the drought areas does not convert them to this form of crop insurance, then arguments are vain. It is up to the farmers themselves.

Implement dealers may more profitably turn their minds toward working out some form of business insurance for themselves. We talk a great deal about laying aside cash reserves for a

rainy day, but we seldom say anything about managing our affairs so that we may be assured a reasonable volume of business year after year and season after season. Yet it is possible to provide a measure of security for ourselves even in a year when crops burn up.

An implement dealer may be a good dealer and not sell farm implements to the exclusion of all other merchandise. Indeed, it may be possible to be a better retailer of implements if the dealer does not depend entirely upon a single line of goods. Certainly there is less temptation to cut prices to obtain a volume if the stock is diversified and volume may be secured from more than one type of goods.

But the best thing about diversifying the business is that it taps more than one source for its sales. If the farm income is low it is comforting to know that there is a possibility of making sales to people who live in town. If the crop happens to burn up near home, it is good to have a franchise to sell some item in a whole county. Localities differ so widely that it is impossible to advise anybody what he should sell in order wisely to diversify his business. But certainly he should secure himself and the firms whose goods he sells by selling more than a single line.

The service shop is one source of business insurance that ties in very fittingly with implements. It is a part of the implement business itself, yet an independent source of volume and profit. So-called specialties, such as washing machines, gas and electric equip-

(Continued on page 22)

127,000

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Michigan Retail Dry Goods Association
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 First Vice-President—D. Mihlethaler,
 Harbor Beach.
 Second Vice-President—Clare R. Sperry,
 Port Huron.
 Secretary-Treasurer—Leon F. Rosa-
 crans, Tecumseh.
 Manager—Jason E. Hammond, Lansing.

Alarm Over Government's Intrusion Into Private Business

Charging that entrance of the government into business confronts the retailers of the country with "a demoralizing form of competition which cannot be met on any fair and equitable basis," Channing E. Sweitzer, managing director of the National Retail Dry Goods Association, attacked proposals that the administration undertake the production and distribution of a number of lines of merchandise to be distributed through relief agencies, in a statement issued yesterday.

Merchants, Mr. Sweitzer said, are voicing growing alarm over the intrusion of government into private business. In condemning particularly the negotiations of the administration for the production and distribution of shoes, jackets, gloves and other leather products for relief purposes, Mr. Sweitzer said:

"American retailers and business men generally are, and must be, sympathetic with the relief problems of the Federal Government. However, our employment and relief problems will not be solved through unsound and uneconomic governmental competition with private business, which inevitably must result in further unemployment of labor, lower wages and additional business failures.

"If, for relief purposes, the Government feels that it is necessary to use surplus raw materials, then it should do so not in an uneconomic discriminatory method of competition with private business but in cooperation with private business in a way which will be fair and equitable to the present and future welfare of business, as well as to labor already employed.

"Any other program will defeat national recovery, if not break down entirely our present industrial and commercial system."

Government interference with business has been rapidly spreading, Mr. Sweitzer asserted. Citing the retailer's protest against the distribution of electrical appliances under the program of the Tennessee Valley Authority, he said: "Next, we felt compelled to condemn the establishment of factories for the production of mattresses and bedding, as well as furniture, by the Federal Government agencies under the guise of affording unemployment relief.

"A month ago we ventured to predict that this competition with private business might be extended to other lines. The announcement that the government is preparing to enter into the manufacture and distribution of shoes now justifies our fears.

"The Federal Surplus Relief Corporation proposes to have drought hides which it holds processed and manufactured into footwear and other leather products. Tanners have been

asked to establish specifications for Federal business to process these hides. It is then planned that contracts for the manufacture of leather into finished shoes will be let to the lowest bidders, and that the corporation may open up and operate certain idle shoe factories manned by unemployed labor.

"It is further proposed that the footwear fabricated from these drought hides and produced either in privately owned shoe factories under governmental contract or in the plants of the Surplus Relief Corporation, will be distributed through relief channels and not through existing established retail outlets.

"This will confront private business with a form of competition which cannot be met on any fair and equitable basis. It will eventually and inevitably demoralize shoe markets, both wholesale and retail, by depressing prices below cost levels. Through immediate use of the hides, which normally would be on the market only in future years, there will result an eventual shortage with inevitable increased prices to the consuming public.

"Establishment and operation of government-controlled outlets to distribute footwear to a substantial portion of the people will jeopardize the ability of thousands of well-established shoe retailers to observe the provisions of the Retail Code, intended to create employment and to pay a living wage.

"From the very outset the plan will hit distribution hardest, because, for a time at least, much of the manufacturing may be done by private manufacturers under governmental contracts. The whole plan, however, constitutes a grave vicious circle. If shoe retailers, furniture retailers, or retailers of any line of goods sell less, their orders placed with manufacturers will be less. If manufacturers' volume shrinks, industrial employment must be reduced."

Drop Underwear Standards

A suspension of standards for a period of one year as applied to woven underwear, was voted in New York last Friday by the executive committee of the Underwear Institute, to take effect immediately. In the meanwhile the woven group and officials of the institute will make a further study, and if it is found that standards are practicable, standards for sizes and measurements will be set up. While the institute gave no reason for the action, outside of saying that the woven group was seriously concerned with the standards situation, price cutting by some mills was believed responsible for the move.

Expect Sports Suit Pick-Up

While the demand for women's suits thus far has been much below expectations, a sharp pick-up is looked for this month in both sports suits and coats. The outlook is regarded as particularly bright for college and school wear garments. Many of these will sell in the lower price ranges and will therefore result in lower average sales for the month in coat departments. The demand for better-grade coats to date,

however, has been quite good, with numerous re-orders placed on styles retailing from \$39.50 to \$79.50. Bark woolsens continue to be favored.

Select Spring Shoe Colors

Nine new and five repeated shades for women's shoes for Spring (1935) have been announced by the joint committee of tanners, shoe manufacturers and retailers in co-operation with the Textile Color Card Association. The new shades are praline brown, a light tone; cameo, a creamy hue; Belmont beige, a medium beige; deertaupé, a light taupe of beige cast; drapeau red, a flag red; clipper blue, a vivid medium shade; chamois yellow; bleute, a pale bluish tint, and tropez pink, a light mauve pink. The repeated shades are Indies brown, marrona, marine blue, bourbon and fawn brown.

John Ward Shoes Reduced

A reduction in price of John Ward shoes from \$6, \$7 and \$8 to \$5.50 was announced last week by the Melville Shoe Corporation. This is the lowest quotation on the shoe in fourteen years, Ward Melville, president of the company, said in making the announcement. The one-price policy is in line with the times, he added, and the company expects to make up the price reduction by increased volume. A few weeks ago the company lowered the price of its Thom McAn shoes from \$3.40 to \$3.

Hardware Sales Again Rise

A second marked gain in hardware sales volume occurred in the wholesale market last week. Retailers who bought heavily the week before were active in the market again, taking large quantities of merchandise for immediate delivery and a substantial amount of late Fall and Winter requirements. Builders' hardware and tools were ordered heavily for the first time in several months. The demand for builders' wares is expected to increase steadily throughout the rest of the Fall season. Orders for holiday specialties were placed yesterday but were confined to sample quantities.

Home Glassware More Active

Producers of stemware and decorative glassware for the table and home report that orders for last quarter requirements are already beginning to come in from some of the larger buyers. Output of glass bottles and containers has been progressing in steady

and rather satisfactory volume. Toward the close of the week sales of window glass were somewhat better than what recent daily averages have been. The trend is still spotty, however, with most of the present requirements being directed toward replacement work.

June Hosiery Output Lower

Production and shipment of hosiery in June declined, while stocks were practically unchanged, according to the monthly statistical bulletin of the Hosiery Code Authority. Output declined 17 per cent. to 8,256,654 dozen pairs, shipments fell back 12 per cent. to 8,334,881 dozen pairs and stocks were stable at 18,164,435 dozen pairs. The declines were partly attributable to seasonal trends, Earl Constantine, executive director, said. There is a normal valley in the demand curve through the latter part of June, through July and well into August.

Market Watching Tomato Crop

Uncertainty over the size of the season's tomato pack is held in some quarters to be partly responsible for hesitation on the part of buyers to make commitments for large quantities of canned goods for the present. It is felt that an unusually large pack of tomatoes and a lowering of prices might have an effect on quotations on other items, including peas and corn. Something definite will be known by the end of this month on the size of the pack, it was said, and in the meantime canners and wholesalers are keeping a close watch on weather conditions in the growing sections.

Cutlery Jobbers Buy Freely

Heavy buying by wholesalers last week heralded the opening of the active re-order season in the cutlery market. Jobbers are particularly interested in carving sets in retail ranges of \$2.50 to \$10, favoring numbers with bone and composition handles in purchases. Reorders on the sets are 10 to 35 per cent. larger than those of the corresponding period last year. Interest in smaller cutlery was confined to low-price merchandise wanted for immediate delivery. Kitchen knives of all types to sell at 10 to 50 cents were requested.

A book is, I think, in its best meaning, an offer of friendship from him who writes to him who reads.

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HOTEL DEPARTMENT

Infamous Attitude of Administration Toward Textile Strikers

Los Angeles, Sept. 8.—The California press makes mention of the fact that their Royal Highnesses, Prince and Princess Taunendri Kayi, of Japan, were entertained by Frank Miller, "Master" of Mission Inn, Riverside. I will say they were, for I just happen to be familiar with the brand of entertainment dispensed at the most wonderful establishment in the world, so far as I have known and observed, and most of my friends give me credit for "seeing everything." The party, traveling by automobile, and accompanied by secret service men, arrived at the Inn just before noon, on Friday last. There they were met by Mr. Miller, wearing the ceremonial robe presented him by the Japanese ruler, and in the outer chapel of the shrine of the Inn they pledged bonds of personal friendship at a ritual to which only immediate members of the party were admitted. As guests of the host the royal couple and party together with several distinguished guests from the Southland joined in an informal luncheon in the Atrio of St. Francis Chapel, one of the offerings of the Inn, where they lingered for some time, prior to making a trip to the heights of Mt. Rubidoux, the shrine of all Southern California, where services are held each succeeding Easter Morn and attended by countless thousands. There were flowers and flags, a bronze tablet, commemorative of the Prince's visit, was unveiled by Dr. von Kleinsmid, president of the University of Southern California, with appropriate remarks. Frank Miller, as I have stated before on occasions, from long experience, is well equipped for entertainments of state as well as all other gatherings. At his Inn have visited on many occasions, not only royalty, but statesmen of international reputation, outstanding among whom were no less individuals than Presidents McKinley, Roosevelt, Taft and Harding, not to mention scores of authors of national worth, and others. But I still remember him as a landlord away back in Wisconsin, many years ago, when landlords were born, and not brought to light by correspondence courses. He is still the typical host, and always will be.

There are mergers and combinations in every trade and industry. No business is either too large or too small to escape the attention of the trained blenders. The day is coming when the hot-dog distribution of the country will be in the keeping of some massive corporation which will have its uniformed representatives on hand wherever two or three individuals are assembled for sport or play. A wedding of the hot-dog and hamburger industries of the Nation would be a warm proposition if full rations of mustard were included.

Now there is a new national organization which is using for its slogan: "This is our country—beautify it!" Why not this one instead: "This is your country—leave it alone!" I hope I am optimistic, but I sincerely doubt whether the average man is capable of "beautifying" the country. Some of them have had a whack at the job, but the resulting hot-dog stands, billboards and filling stations fail, to my notion, to fill the bill, or at least to satisfy my crude notions as to what is beautiful. I wish I had the power of speech to tell what I think of the human marvel, who, hands on his hips, gazing on mountain peaks, talks about "beautifying" them. It is to laugh. Leave the country alone. God made it. Man made the cities. If we are going to beautify anything, let us exercise our activities on the man-made city, but leave the

country to Nature, which means we will have fewer cigarette signs.

And on Sept. 21 and 22 there is that annual meeting of the Michigan Hotel Association, at Detroit. Don't forget about it.

One of my hotel friends out here grasps my idea of operating a real home-like institution, in a discourse of very small compass: "Get back just a small amount of 'ye old landlord greeting' and remove about one-third of the unnecessary service." Sure, put out a little salve, but make it tasteful. Too much effort has been made to make the newer hotels the most palatial in the world, with not enough customers for this type if they have to pay in proportion to its worth. Providing motor storage with room prices is making a decided hit out here, and now that the commercial trade has had a back set, it will be well to stick even closer to the "occasional."

Chas. H. Lott, who has been assistant to Otis M. Harrison, former manager of the Detroit-Leland, has been appointed manager of the Detroit institution and has taken over Mr. Harrison's duties since the latter left for Dallas, Texas, to become manager of the Hitz-operated Adolphus. Mr. Lott, who was interested in hotel operation for some time, came to Detroit in 1932 as night manager of Hotel Fort Shelby, eventually going to the Detroit-Leland as assistant manager.

Chas. T. Gratz, for some time connected with Hotel Pantlind, but who has more latterly been interested in Chicago propositions, has been appointed manager of Hotel Embassy, one of Chicago's North side residential hotels.

Preliminary plans for the annual convention of the Michigan Hotel Association, to be held in Detroit, Friday and Saturday, Sept. 21 and 22, as announced by President Preston D. Norton, manager of Hotel Norton, Detroit, have reached me, just in time for the announcement of same at this time. Business sessions will be held morning and afternoon on Friday, with a past presidents' banquet and ball in the evening, at which all past presidents will be honored. The final business session and election of officers will be held Saturday morning, with the annual golf-tournament in the afternoon and the annual banquet and twentieth birthday party in the evening. Present plans call for the sessions to be divided between the Book-Cadillac and Statler hotels. President Norton has appointed a dinner arrangement committee consisting of H. W. Klare, general manager of the Statler; J. E. Frawley, general manager of Book-Cadillac; J. H. Pichler, Statler resident manager, and Wm. Chittenden, Jr., resident manager of the Book Cadillac, to arrange for the various luncheons and banquets during the convention. Max V. MacKinnon, manager of Hotel Wardell and president of the Detroit Hotel Association, heads the reception committee. Mrs. Preston D. Norton will be chairman of the women's committee, with Mrs. MacKinnon as vice-chairman. Special attractions are being planned for the ladies during the convention. Ralph T. Lee, proprietor of Lee Plaza and Lee Crest, and president of the Greater Detroit Hotel Association, will act as chairman of the golf tournament committee at which the M. H. A. cup, now in the hands of Arthur Dumanos, proprietor of Hotel Fenton, will be the stake. This cup, played for last year for the first time, replaces a former A. H. A. cup which became the permanent property of L. G. Davis, manager of Hotel Wequetonsing, at Harbor Springs, who won it three times in succession. J. Lee Barrett, executive vice-president of the Detroit Convention and Tourist Bureau

and secretary-manager of the South-eastern Michigan Tourist and Publicity Association, honorary member of the M. H. A., who has been appointed chairman of the speakers' committee, is in communication with a number of nationally prominent hotel operators, from whose ranks the featured speakers at the convention will be drawn. Announcement of these will be made later.

Herman O. Kletzsch, manager of the Republican Hotel, Milwaukee, in a friendly letter, says: "Always enjoy reading your offerings on page 16 of the Tradesman. It is news that I wouldn't miss for anything." And Herman always supplies me with something to think about.

John Hunter, proprietor of Hotel Taquamenon, Hulbert, is engaged in remodeling his property. In addition to much rehabilitation a private dining room has been added to his equipment, artesian water piped to the hotel, and a nine hole golf course as well as a tennis court have been added to his equipment.

The M. K. N. organization of Chicago hotel clerks and auditors had their summer outing last week and came across Lake Michigan on the steamer Theodore Roosevelt, to partake of entertainment at Benton Harbor.

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Good Place To Tie To

The Hotel World-Review has something to say editorially about extending charity relief to strikers and I heartily agree with their stand: "One of the amazing developments of an amazing era is the situation which has made it possible for the leader of a union to declare, in connection with a contemplated strike, that the strike will be financed by the Government—in other words, the declaration of officials of the Government that no one will be permitted to starve is with some apparent reason being taken as assurance that persons holding jobs with which they are not entirely satisfied will be permitted by the Government to leave these jobs and draw Government relief, while at the same time the strikers refuse to permit others to work in the abandoned jobs, thereby making it still more difficult for the Government to raise the money with which to support the idle. The result of such a policy, of course, is a lengthening of the endless chain which, unless shortened, will terminate in financial grief to the Government and to all those living under it. The authorities in Washington are not magicians enough to continually draw billions of dollars out of a practically empty silk hat." As Arthur Brisbane says in his syndicated column, "If the Government pays board and lodging for 500,000 textile workers, that will be quite an undertaking, and if a few hundred thousand wool and rayon workers decide to go out it will be a really big undertaking."

Upton Sinclair, socialist candidate for governor of California, who has nothing to his credit as to familiarity with governmental affairs, little to his credit as an author, and very much to his discredit as a communist populist, says that his first official act will be to pardon Tom Mooney, wholesale murderer of innocents, and an unprincipled hold-over of the past. A little more leavening like this and Mr. Sinclair will incline to the belief, on election night, that they neglected to place his name on the ballot. California mills grind slowly, but there is a sure awakening in sight.

Los Angeles medics have arrived at the conclusion that the recent epidemic of infantile paralysis—some 1700 cases and 317 deaths—were due to "contact with the canine species, many of which were unlicensed." Highly important now to find out the difference between a legal and illegal contact.

The editor of the American Medical Journal says there is too much fad in foods. He insists that a lot of this diet talk is pure bunk. No one should eat much or indiscriminately, but the appetite should be satisfied along simple and unpretentious lines without stressing calories or combinations.

Competition of the busses is making it a rather dubious proposition for the rail lines to collect additional charges, beyond legal fares, for so-called de luxe accommodations. I notice bus competition has done a lot of things to the railroads, in addition to purloining much of their passenger traffic, and they will probably continue to do so.

Frank S. Verbeck.

Glances at Five Cities and Two Towns (Continued from page 1)

gold mine, which has produced considerable gold. These two small mines are the only gold mines in the state. The recent rise in the price of gold and silver will stimulate this class of mines everywhere. Ishpeming is an important business center. Here are located three large wholesale food companies, The Gossard Corset Co. has a large plant here, giving employment to many women. There are two

leading hotels, facing a beautiful public park. Merchants report trade just a little better this year. The two days schedule of work in the mines—until recently three days—makes the future less certain. It was a pleasure to meet many of the merchants here whom I met for the first time a year ago. Among them was J. L. Bradford, of the company bearing his name. He has long been a reader of the Tradesman, and he said we were not getting the subscription support we deserve. He said every business man in the city ought to get acquainted with it, and if he did, and read it carefully he would be a better business man. I told Mr. Bradford he was right, for in my travels I find those who read the Tradesman carefully get much help from it. This city did not escape the attention of the big National chain food corporations. While the city needs every dollar of the profit on trade to remain here, and help out during these close times, the monster gathers in these profits and sends them away each day, never to return. The home food merchants of this city all carry large selected stocks and are worthy of the patronage of every citizen. What they need is greater co-operation. Price cutting hurts the one who does it, as well as his neighbors. Watch the rising market carefully and keep in step with it.

E. B. Stebbins.

Book Value of Governments

Of interest as an incident to the refinancing operations proposed by the Treasury Department is seen the probable change of attitude on the part of its officials—including the bank examiners—toward book values of Government securities.

It is the purpose of Secretary of the Treasury Morgenthau and his assistants to seek to harmonize examining practices both in the national banking and Federal Reserve system and the Reconstruction Finance Corporation. This will include the question of the value of Governments held by the banks.

The complaint has been made that not only are these Governments sometimes sought to be "marked down" when it suited the purpose of the agencies interested, but that for general purposes, the market or the par value, whichever was lower, has been considered during examination. The Treasury, it is reported, is interested now in an opposite viewpoint—that of giving a book value of par or the market, which is the higher.

The aid of the examiners also will be enlisted in a move to inspire the banks not only to support the new refinancing program and the subsequent issues that must come to finance the recovery program, but to advance money to industries to keep the wheels moving.

Youth crushed to earth will rise again and annihilate his enemy—greed.

Don't be too optimistic. Danger often lurks around the corner.

NRA Reorganization

The current conferences on NRA reorganization between President Roosevelt and General Johnson are more important from a political viewpoint than from a strictly business point of view.

The President and some of his chief advisers have pretty definitely indicated what the future of NRA should be in their opinion. This decision has been reached largely against the advice of General Johnson. The current discussions are therefore chiefly concerned with the timing of the changes to be made, both as to policy and as to NRA personnel.

Even if the Hyde Park meetings should result in an apparent strengthening of General Johnson's position, business men will be inclined to discount such an outcome. Political expediency may make such a move necessary, it is said, since General Johnson has been too prominently identified with the New Deal to permit him to step out without hurting the Administration's general prestige.

Further Gains in Retail Sales

While unfavorable weather curtailed retail trade last week along the Eastern seaboard, the remainder of the country registered sales increases which in many instances materially exceeded the expectations of retail merchants.

Executives in Nation-wide distributive systems reported that sales last week were approximately 10 per cent. above 1933, which corresponds to an increase of about 20 per cent. over the dollar volume realized in preceding weeks. Merchants are confident that the coming weeks will witness a continuation of this favorable trend.

Pacific Coast stores and those in the South reported the best results. Next in line are the industrial sections in the Middle West. Stores in the drought area, it is said, have been able sharply to reduce their losses to a volume of sales only slightly below last year in many cases. The worst showing currently made is reported from the East which is hit both by strikes and increasing unemployment.

Reviving Durable Goods Industries

New measures to revive the durable goods industries are being studied by those interested in this field. The NRA Durable Goods Committee has taken the initiative to bring about concerted action by all the industries concerned.

The capital goods industries and raw material producers catering to them continue to operate at a very low level, despite various Government steps taken to assist them. In addition, unemployed workers in these industries probably represent the largest group among those still unable to find work in their own field, it is said.

Representatives of these groups are consequently planning to review the situation in meetings scheduled in Hot Springs at the end of this week. That a new line of approach is being contemplated is indicated by the fact that only industrial representatives have been asked to attend, while NRA officials were not invited.

Supporting Gasoline Prices

Despite the approval by Oil Administrator Ickes of large scale oil pool operations in the area east of the Rocky Mountains, executives in the industry doubt that the present gasoline and crude oil price structure can be successfully supported by these measures.

Subsequent to the announcement of the approval from Washington, the Standard Oil Co. of Indiana found it necessary yesterday to cut gasoline prices in its territory from a fraction to 2c a gallon, it was explained.

Prices for gasoline and crude oil were barely held at their current level during the summer when seasonal gasoline consumption was high. A downward readjustment is therefore held inevitable in the immediate future, unless the new efforts to curb hot oil production in Texas turn out to be more successful than initial results seem to indicate.

Enforcing Labor Provisions

Enforcement of labor provisions, particularly through withdrawal of the Blue Eagle, with resulting loss of Government business, will change from a discretionary to a compulsory duty of NRA authorities, reliable reports indicate.

A ruling by the NRA counsel, it is learned, has upheld the authority of the Department of Labor and the National Labor Relations Board to order enforcement action by NRA compliance officers and those of the National Emergency Council.

In addition, the full penalties of the Recovery Act are to be imposed on violators, it is said, rather than merely the restoration of back pay found withheld from employees of the alleged code violators.

Price Readjustments Loom

Although further increases in food prices are generally expected, corrective price declines of moderate character are awaited in some commodities that have been rising sharply during the past few weeks.

Combined with the imminent restoration of freer competition in the industrial field, owing to a gradual breakdown of code enforcement, this is likely to result in frequently divergent price movements for some time to come.

Science is a knowledge of the truth. Ignorance burned men for proclaiming it.

Taxation is picking the pinfeathers off the poor. No wonder they squawk.

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. Farr, Lansing.
 Examination Sessions—Three sessions are held each year, one in Detroit, one in the Upper Peninsula and one at Ferris Institute, Big Rapids.

Michigan State Pharmaceutical Association.

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

Report of Chairman of Trades Interest Committee

President: I will ask the chairman of our Trades Interest Committee to report at this time. I presume you know that Mr. Gillespie was appointed shortly after becoming a member of the State Board of Pharmacy, so Mr. Drolet was second on the Committee and assumed the chairmanship.

Mr. Drolet: I really don't know what I am going to say. I received a note from the President to leave "Interest" out of my Trades Interest Report. After you have lived, fought and breathed and argued on one subject, when you have subjected yourself to all sorts of criticism and after spending several hundreds of dollars of your own money trying to do something that you figure is wanted by the druggists of Michigan, I don't know what I can talk about. I have heard Mr. Parr speak ten times or more and he has always given a very satisfactory talk.

I think I will talk about the standing of the drug business in Lansing. I went down to the sessions of the Legislature last fall, proud of the fact that I was a druggist, and after I was there two or three days I wondered if I should apologize to everyone I met for being a druggist. Our chief critic was the Honorable Tracy Southworth. Gentlemen, I am proud to be criticised by that kind of a person. Mr. Taft and I were asked the leave the sanctum sanctorum because they were afraid our presence would do something to destroy the sacred atmosphere in which laws are made. I want to tell you here and now that Mr. Southworth did more for the drug business in Michigan by his action than any one man in the state. Mr. Taft will tell you that we immediately began to notice an entirely different feeling toward us. I don't know how much they knew about Tracy then, but I have heard several speak since that Tracy ignored us and they began to go out of their way to appear in public with us. Vernon Brown was a member of the Legislative Counsel which drafted the liquor bill at the time Mr. Turrell was called in—and I want to say that Bob Turrell has done all that any man could do in his position to further the interests of the druggists of Michigan. Mr. Brown, instead of taking us into some off corner of the capitol, put his arm around

the two of us and walked us into the House chamber and sat there conversing with us immediately after we had been condemned as an insidious lobby that the druggists had sent down. We were nonentities, so far as legislation or any standing in Lansing was concerned. At the time this liquor legislation started the legislators down there acted as if they had been sold the idea that we were there to get the sale of liquor in drug stores under any terms that we could get. The insinuation was that the only thing we were interested in was the profit. I believe we finally sold the liquor commission the idea that the druggists were just as anxious to have the sale of liquor on a high plane as they were. Now there is all kinds of talk about Mr. Picard and the rest of his commission, but I believe they are trying to do a job there and their methods are not our methods, but I believe they are trying to do a good job and I think the Governor of Michigan has shown our druggists a little courtesy he didn't have to. Mr. Comstock received us there forty-five minutes and asked us to send our written statement of our ideas and said he would give it his personal attention.

I guess everybody knows I am a Republican, and as a Republican I don't believe Mr. Comstock will be the next Governor, but as a citizen of Michigan, with my ear to the ground, I rather think he will be. If anybody believes Mr. Comstock is out of the political picture, he is kidding himself, but so far he has been a pretty good friend of ours.

I want to talk about two men—one that sits up there—"Honor." When I started to get busy in the liquor legislation I wrote a letter to Deck Look. Deck Look has been to me the personification of honor in the drug business. You can imagine the reply I received. He said, "If there is any money spent on this thing, if there is going to be any crooked work done, I will not only have nothing to do with it, but I will resign from the Legislative Committee." Now, gentlemen, believe it or not, but the only way the druggists of Michigan can go to the Legislature of Michigan and get anything is with clean hands. The minute you start any monkey business you are done, in spite of all that is said to the contrary. I believe the great majority of the legislative members of Michigan are honest and fair minded men and I believe if we organize along the line that has been suggested, not only by Carl Wisks and members of both Houses and Senate; if the druggists of Michigan will form the proper political contacts; if they will know the member of the Legislature in their home town; if they will get acquainted with him as a human being, that the druggists of Michigan can pass any fair law.

I want to pay tribute to Mr. Parr and feel the thing which as a Republican I might expect to happen, but as a citizen with my ear to the ground, feel there will be no change in the State Pharmacy office. The only change I would like to see is that it would be a \$5,000 job. That is what it should pay. I think that \$3,000 a year is a slur on the drug business of Michigan. Mr. Parr has sat up almost all night and his son all night, but the

work was done. You have in Lansing a man of whom you may all be proud. I think that probably there is some misconception of what his duties are. There are people in the state when they want a law passed, they think they just need write to Mr. Parr. I don't feel people should embarrass him by making requests or having expectations of that kind, but with his information and with his earnestness and desire to work there, we have a man that I don't believe can be replaced by anyone in the state of Michigan. I don't know what else to say. I am not to discuss the liquor law.

What Every Retail Druggist Should Know

It is amazing to notice how few retail druggists fail to realize and observe that they are living in a period in which great economic changes like swift currents are cutting new channels; that new forms of competition, new products, new customers, new cults, new practices, new laws, new platforms, and new ways of living press upon us with the regularity of the rising sun.

The swiftly changing conditions in this country and in the drug industry seemed to have drugged the individual retailer into an unsensibility that is as astonishing as it is pitiful. It seems as if, his former experiences taught him nothing, that his education and knowledge is worthless, that he is living in a strange and foreign land.

The writing on the wall and his pitiful condition and plight everywhere he turns, tells him pointedly and forcefully that the work of the world today, in any undertaking, is being done by groups, that the individual, no matter how strong as an individual, is weak without the strength of his group, and that individual prosperity is possible only through group prosperity. But

the retail druggist declines purposely, it seems, to understand.

The antipathy of the individual merchant and especially of the individual druggist to recognizing the economic forces with the consequent, new methods of doing business is so apparent, that the survival of the independent merchant has become a national question of great public welfare.

Many remedies have been suggested, many plans have been tried and urged to solve and answer the question, with results of no avail. My observation and experience leads me to only one conclusion; that is, that the remedy for the present condition of the retail druggists lies in his realization and consciousness of the following facts:

1. That he can not sit idly by and expect others to mould for him a panacea; without his help, effort, and financial support.

2. That it is only by cooperation and organized action do we obtain real freedom and full individual life, and the betterment of social and economic conditions.

3. That the collective intelligence of a group of men is greater than the intelligence of any one of the individuals.

4. That individual initiative organized for collective action is a tremendous force in any trade group.

5. That teamwork implies a sacrifice on the part of some members of the team; some must subordinate their own desires or ambitions to the success of the team itself; all cannot carry the ball; all cannot pitch.

6. That group action with unity of purpose and concerted effort is the order of the day.

Herman S. Waller,
 Attorney Chicago Retail Druggists Ass'n.

Many high-ups are low in spirit.

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, Bicar. Soda, Blue Vitriol, Borax, Boric Acid, Copperas, Cream of Tartar, Epsom Salts, Flaxseed Meal, Fullers Earth, Henna Powder, Moth Balls, Mustard, Oxalic Acid, Potassium Permanganate, Rochelle Salts, Salicylic Acid, Salt Petre, Senna Leaves, Sodium Fluoride, Sulphur, White Hellebore, Whiting—

BE SURE TO ORDER MONOGRAM BRAND!

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

Hazeltine & Perkins Drug Co.
 Grand Rapids
 Michigan

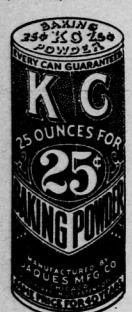
WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER		
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55
Boric, Powd., or Xtal, lb.	07½ @	20	Chamomile		
Carbolic, Xtal, lb.	36 @	43	German, lb.	60 @	70
Citric, lb.	33 @	45	Roman, lb.	@ 1 40	
Muriatic, Com'l, lb.	03½ @	10	Saffron		
Nitric, lb.	10 @	15	American, lb.	50 @	55
Oxalic, lb.	15 @	25	Spanish, ozs.	@ 1 35	
Sulphuric, lb.	03½ @	10			
Tartaric, lb.	33 @	40			
ALCOHOL			FORMALDEHYDE, BULK		
Denatured, No. 5, gal.	43 @	55	Pound	09 @	20
Grain, gal.	4 00 @	5 00			
Wood, gal.	50 @	60			
ALUM-POTASH, USP			FULLER'S EARTH		
Lump, lb.	04 @	13	Powder, lb.	05 @	10
Powd. or Gra., lb.	04½ @	13			
AMMONIA			GELATIN		
Concentrated, lb.	06 @	13	Pound	55 @	65
4-F, lb.	05½ @	13			
3-F, lb.	05½ @	13			
Carbonate, lb.	20 @	25			
Muriate, Lp., lb.	18 @	30			
Muriate, Gra., lb.	07½ @	13			
Muriate, Po., lb.	22 @	35			
ARSENIC			GLUE		
Pound	07 @	20	Brok., Bro., lb.	20 @	30
			Gro'd, Dark, lb.	16 @	25
			Whi. Flake, lb.	27½ @	35
			White G'd, lb.	25 @	35
			White AXX light, lb.	@ 40	
			Ribbon	42½ @	50
BALSAMS			GLYCERINE		
Copaiba, lb.	60 @	1 40	Pound	17½ @	45
Fir, Cana., lb.	2 00 @	2 40			
Fir, Oreg., lb.	50 @	1 00			
Peru, lb.	3 50 @	4 00			
Tolu, lb.	1 50 @	1 80			
BARKS			GUM		
Cassia			Aloes, Barbadoes,		
Ordinary, lb.	@	30	so called, lb. gourd.	@ 60	
Ordinary, Po., lb.	25 @	35	Powd., lb.	35 @	45
Saigon, lb.	50 @	60	Aloes, Socotrine, lb.	@ 75	
Saigon, Po., lb.	40 @	50	Powd., lb.	@ 80	
Elm, lb.	38 @	45	Arabic, first, lb.	@ 40	
Elm, Powd., lb.	38 @	45	Arabic, sec., lb.	@ 30	
Elm, G'd, lb.	38 @	45	Arabic, sorts, lb.	15 @	25
Sassafras (P'd lb. 50)	38 @	45	Arabic, Gran, lb.	@ 35	
Sassafras, cut, lb.	20 @	30	Arabic, P'd, lb.	25 @	35
Scaptree, Po., lb.	35 @	40	Asafoetida, lb.	47 @	50
			Asafoetida, Po., lb.	75 @	82
			Guaiac, lb.	@ 60	
			Guaiac, powd.	@ 65	
			Kino, lb.	@ 1 00	
			Kino, powd., lb.	@ 1 25	
			Myrrh, lb.	@ 60	
			Myrrh, Pow., lb.	@ 75	
			Shellac, Orange, lb.	35 @	45
			Ground, lb.	35 @	45
			Shellac, white (bone dr'd) lb.	45 @	55
			Tragacanth		
			No. 1, bbls.	1 50 @	1 75
			No. 2, lbs.	1 35 @	1 50
			Pow., lb.	1 25 @	1 50
BERRIES			HONEY		
Cubeb, lb.	@	65	Pound	25 @	40
Cubeb, Po., lb.	@	75			
Juniper, lb.	10 @	20			
BLUE VITRIOL			HOPS		
Pound	06 @	15	½s Loose, Pressed, lb.	@ 1 00	
BORAX			HYDROGEN PEROXIDE		
P'd or Xtal, lb.	06 @	13	Pound, gross	27 00 @	29 00
			½ lb., gross	17 00 @	18 00
			¼ lb., gross	11 00 @	11 50
BRIMSTONE			INDIGO		
Pound	04 @	10	Madras, lb.	2 00 @	2 25
CAMPHOR			INSECT POWDER		
Pound	70 @	90	Pure, lb.	31 @	41
CANTHARIDES			LEAD ACETATE		
Russian, Powd.	@ 4 50		Xtal, lb.	17 @	25
Chinese, Powd.	@ 2 00		Powd. and Gran.	25 @	35
CHALK			LICORICE		
Crayons			Extracts, sticks, per box	1 50 @	2 00
White, dozen	@ 3 60		Lozenges, lb.	40 @	60
Dustless, dozen	@ 6 00		Wafers, (24s) box	@ 1 50	
French Powder, Com'l, lb.	03½ @	10			
Precipitated, lb.	12 @	15			
Prepared, lb.	14 @	16			
White, lump, lb.	03 @	10			
CAPSICUM			LEAVES		
Pods, lb.	60 @	70	Buchu, lb., short	@	60
Powder, lb.	62 @	75	Buchu, lb., long	@	70
			Buchu, P'd, lb.	@ 25	30
			Sage, bulk, lb.	@ 25	30
			Sage, loose pressed, ¼s, lb.	@ 40	
			Sage, ounces	@ 85	
			Sage, P'd and Grd.	@ 35	
			Senna		
			Alexandria, lb.	35 @	40
			Tinnevelia, lb.	25 @	40
			Powd., lb.	25 @	35
			Uva Ursi, lb.	@ 31	
			Uva Ursi, P'd, lb.	@ 45	
CLOVES			LIME		
Whole, lb.	30 @	40	Chloride, med. dz.	@ 85	
Powdered, lb.	35 @	45	Chloride, large, dz.	@ 1 45	
COCAINE			LYCOPodium		
Ounce	14 75 @	15 40	Pound	45 @	60
COPPERAS			MAGNESIA		
Xtal, lb.	03½ @	10	Carb., ¼s, lb.	@ 30	
Powdered, lb.	04 @	15	Carb., ½s, lb.	@ 32	
			Carb., Powd., lb.	15 @	25
			Oxide, Hea., lb.	@ 70	
			Oxide, light, lb.	@ 75	
CREAM TARTAR			MENTHOL		
Pound	25 @	38	Pound	4 54 @	4 88
CUTTLEBONE			MERCURY		
Pound	40 @	50	Pound	1 50 @	1 75
DEXTRINE					
Yellow Corn, lb.	06½ @	15			
White Corn, lb.	07 @	15			
EXTRACT					
Witch Hazel, Yellow Lab.	1 10 @	1 70			
gal.	50 @	60			
Licorice, P'd, lb.					

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	
Veal-1c Pork Trimmings-3c Pure Lard in Tiers-34c Compound in Tiers-14c Wilson's Cert. Hams-1c		Wilson's Cert. Skinned Hams-1c Wilson's Nut Oleo-1/2c Wilson's Cert. Animal Fat Oleo-3/2c	
AMMONIA Little Bo Peep, med. 1 35 Little Bo Peep, lge. 2 25 Quaker, 32 oz. 2 10		BREAKFAST FOODS Kellogg's Brands Corn Flakes, No. 135. 2 26 Corn Flakes, No. 124. 2 26 Pep, No. 224. 2 26 Pep No. 250. 1 05 Krumbles, No. 412. 1 55 Bran Flakes, No. 624. 1 90 Bran Flakes, No. 650. 1 00 Rice Krispies, 6 oz. 2 40 Rice Krispies, 1 oz. 2 10 All Bran, 16 oz. 2 30 All Bran, 10 oz. 2 75 All Bran, 1/2 oz. 1 10 Kaffe Hag, 6 1-lb. cans. 2 57 Whole Wheat Fla., 24s. 2 40 Whole Wheat Bjs., 24s. 2 31 Wheat Krispies, 24s. 2 40	
APPLE BUTTER Table Belle, 12-31 oz., Doz. 1 75		Blackberries Premio, No. 10. 6 20 Blue Berries Eagle, No. 10. 8 75 Cherries Hart, No. 10. 5 70 Hart, No. 2 in syrup. 2 95 Hart Special, 2. 1 20 Supreme, No. 2 in syrup. 2 25 Hart Special, No. 2. 1 35 Cherries-Royal Ann Supreme, No. 2 1/2. 3 20 Supreme, No. 2. 2 25 Gibraltar, No. 10. 9 25 Gibraltar, No. 2 1/2. 2 75	
BAKING POWDERS Royal, 2 oz., doz. 80 Royal, 6 oz., doz. 2 00 Royal, 12 oz., doz. 3 85 Royal, 5 lbs., doz. 20 00		Figs Beckwith Breakfast, No. 10. 12 00 Carpenter Preserved, 5 oz. glass. 1 35 Supreme Kodota, No. 1. 80 Fruit Salad Supreme, No. 10. 12 00 Quaker, No. 10. 11 25 Supreme, No. 2 1/2. 3 45 Supreme, No. 2. 2 60 Supreme, No. 1. 1 90 Quaker, No. 2 1/2. 3 15 Goosberries Michigan, No. 10. 5 35 Grape Fruit Florida Gold, No. 5. 5 00 Florida Gold, No. 2. 90 Quaker, 8 oz. 90 Quaker, 2 1/2. 1 45	
		Post Brands Grape-Nut Flakes, 24s. 2 10 Grape-Nuts, 24s. 3 90 Grape-Nuts, 50s. 1 50 Instant Postum, No. 8. 5 40 Instant Postum, No. 10. 4 50 Postum Cereal, No. 0. 2 25 Post Toasties, 36s. 2 26 Post Toasties, 24s. 2 26 Post Bran, PBF 24. 3 15 Post Bran, PBF 36. 3 15 Sanka 6-1-lb. 2 57 Amsterdam Brands Gold Bond Par., No. 5 1/2. 7 50 Prize Parlor, No. 6. 3 00 White Swan Par., No. 6. 8 50	
BLEACHER CLEANSER Lizzie, 16 oz., 12s. 2 15 Lince Wash, 32 oz. 12s. 2 00		BROOMS Quaker, 5 sewed. 7 25 Warehouse. 7 25 Winner, 5 sewed. 5 75 BRUSHES Scrub New Deal, dozen. 85 Stove Shaker, dozen. 90 Shoe Toppen, dozen. 90	
BURNERS Queen Ann, No. 1. 1 15 Queen Ann, No. 2. 1 25 White Flame, No. 1 and 2, doz. 2 25		Butter Color Hansen's, 4 oz. bottles. 2 40 Hansen's, 2 oz. bottles. 1 60 BUTTER CANDLE Electric Light, 40 lbs. 12.1 Plumber, 40 lbs. 12.8 Paraffine, 6s. 14 1/2 Paraffine, 12s. 14 1/2 Wickling. 40 Tudor, 6s, per box. 30	
BEANS and PEAS 100 lb. bag Dry Lima Beans, 100 lb. 8 25 White H'd P. Beans. 4 50 Split Peas, yell., 60 lb. 3 10 Split Peas, gr'n, 60 lb. 6 10 Scotch Peas, 100 lb. 7 00		CANNED FRUITS Apples Imperial, No. 10. 5 00 Sweet Peas, No. 10. 4 75 Apple Sauce Hart, No. 10. 1 10 Hart, No. 10. 5 25 Apricots Forest, No. 10. 9 00 Quaker, No. 10. 9 75 Gibraltar, No. 10. 9 25 Gibraltar, No. 2 1/2. 2 40 Superior, No. 2 1/2. 2 80 Supreme, No. 2 1/2. 3 10 Supreme, No. 2. 2 25 Quaker, No. 2. 2 10 Quaker, No. 2 1/2. 2 85	
BOTTLE CAPS Single Lacquer, 24 gross case, per case. 4 10		Pineapple Juice Doles, Diamond Head, No. 2. 1 45 Doles, Honey Dew, No. 10. 6 75 Pineapple, Crushed Imperial, No. 10. 7 50 Honey Dew, No. 2 1/2. 2 40 Honey Dew, No. 2. 1 90 Quaker, No. 2 1/2. 2 35 Quaker, No. 2. 1 90 Quaker, No. 1. 1 10	

Pineapple, Sliced Honey Dew, sliced, No. 10. 9 00 Honey Dew, tid bits, No. 10. 9 00 Honey Dew, No. 2 1/2. 2 45 Honey Dew, No. 2. 2 00 Honey Dew, No. 1. 1 10 Ukelele Broken, No. 10. 7 90 Ukelele Broken, 2 1/2. 2 25 Ukelele Broken, No. 2. 1 85 Quaker, Tid Bits, No. 10. 8 25 Quaker, No. 10. 8 25 Quaker, No. 2 1/2. 2 35 Quaker, No. 2. 1 90 Quaker, No. 1. 1 05		String Beans Choice, Whole, No. 2. 1 70 Cut, No. 10. 7 25 Cut, No. 2. 1 35 Marcellus Cut, No. 10. 6 00 Wax Beans Choice, Whole, No. 2. 1 70 Cut, No. 10. 7 25 Cut, No. 2. 1 35 Marcellus Cut, No. 10. 5 50	
Plums Ullit, No. 10, 30%. 6 50 Supreme Egg, No. 2 1/2. 2 30 Supreme Egg, No. 2. 1 70 Primo, No. 2, 40%. 1 00 Prepared Prunes Supreme, No. 2 1/2. 2 35 Supreme, No. 2 1/2. 2 00 Italian Raspberries, Black Imperial, No. 10. 7 00 Premio, No. 10. 8 50 Hart, 8-ounce. 80 Raspberries, Red Premio, No. 10. 8 75 Daggett, No. 2. 2 20		Beets Extra Small, No. 2. 2 00 Hart Cut, No. 10. 4 50 Hart Cut, No. 2. 1 00 Marcell. Whole, No. 2 1/2. 1 35 Hart Diced, No. 2. 90 Carrots Diced, No. 2. 95 Diced, No. 10. 4 20 Corn Golden Ban., No. 2. 1 35 Golden Ban., No. 10. 10 00 Country Gen., No. 2. 1 20 Marcellus, No. 2. 1 20 Fancy Crosby, No. 2. 1 35 Fancy Crosby, No. 10. 6 75 Whole Grain, 6 Ban-tam No. 2. 1 45	
Strawberries Hunt, Superior, No. 2. 2 35 CANNED FISH Clam Ch'der, 10 1/2 oz. 1 35 Clam Chowder, No. 2. 2 75 Clams, Steamed No. 1. 2 75 Clams, Minced, No. 1/2. 2 40 Pinnas Haddie, 10 oz. 3 80 Clam Bouillon, 7 oz. 2 50 Chicken Haddie, No. 1. 2 75 Fish Flakes, small. 1 35 Cod Fish Cake, 10 oz. 1 55 Cove Oysters, 5 oz. 1 35 Lobster, No. 1/4. 2 25 Shrimp, 1 wet. 1 45 Sard's, 1/4 Oil, k'less. 3 75 Sardines, 1/4 Oil, k'less. 3 35 Salmon, Red Alaska. 2 20 Salmon, Med. Alaska. 1 75 Salmon, Pink, Alaska 1 38 Sardines, Im. 1/4, ea. 6@13 1/4 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, 1/4s, Chicken Sea. 1 80 Tuna, 1/2 Bonita. 1 25		COFFEE ROASTED Lee & Cady 1 lb. Package Ryco. 22 Boston Breakfast. 25 Breakfast Cup. 24 1/2 Competition. 19 1/2 J. V. 22 1/2 Majestic. 31 Morton House. 33 1/2 Nedrow. 28 Quaker, in cartons. 25 1/2 Quaker, in glass jars. 30 Coffee Extracts M. Y., per 100. 12 Frank's 50 pkgs. 4 25 Hummel's 50, 1 lb. 10 1/2	
Spinach No. 4 1/2. 2 25 No. 2. 1 80 Squash Boston, No. 3. 1 35 Succotash Golden Bantam, No. 2. 1 75 Hart, No. 2. 1 55 Pride of Michigan. 1 25		Tomatoes No. 10. 5 50 No. 2 1/2. 1 85 No. 2. 1 40 Pride of Mich., No. 2. 1 10 CATSUP Naas, 14 oz. doz. 1 40 Sniders, 8 oz. doz. 1 30 Sniders, 14 oz. doz. 1 85 Quaker, 10 oz. doz. 1 23 Quaker, 14 oz. doz. 1 10	
Baked Beans Campbells 48s. 2 35 CANNED VEGETABLES Hart Brand Asparagus Natural, No. 2. 3 00 Tips & Cuts, No. 2. 2 10 Baked Beans 1 lb. Sace, 36s, cs. 1 75 No. 2 1/2 Size, doz. 1 05 No. 10 Sauce. 4 00 Lima Beans Little Quaker, No. 10. 7 90 Baby, No. 2. 1 60 Marcellus, No. 2. 1 25 Reber Soaked. 95 Marcellus, No. 10. 6 00 Red Kidney Beans No. 10. 4 25 No. 2. 90		CHILI SAUCE Sniders, 8 oz. 1 65 Sniders, 14 oz. 2 25 OYSTER COCKTAIL Sniders, 11 oz. 2 00 CHEESE Roquefort. 70 Wisconsin Daisy. 16 Wisconsin Twin. 15 1/2 New York June, 1933. 22 Sap Sago. 48 Brick. 16 Michigan Flats. 14 Michigan Daisies. 14 1/2 Wisconsin Longhorn. 16 Imported Leyden. 27 1 lb. Limberger. 16 Imported Swiss. 56 Kraft, Pimento Loaf. 25 Kraft, American Loaf. 23 Kraft, Brick Loaf. 23 Kraft, Swiss Loaf. 24 Kraft, Old End, Loaf. 31 Kraft, Pimento, 1/2 lb. 1 70 Kraft, American, 1/2 lb. 1 70 Kraft, Brick, 1/2 lb. 1 70 Kraft, Limbur, 1/2 lb. 1 70	
CRACKERS Hekman Biscuit Company Saltine Soda Crackers, bulk. 14 Saltine Soda Crackers, 1 lb. pkgs. 1 86 Saltine Soda Crackers, 2 lb. pkgs. 3 36 Saltine Soda Crackers, 6 1/2 oz. pkgs. 90 Butter Crackers, bulk. 12 Butter Crackers, 1 lb. 1 72 Butter Crackers, 2 lb. 3 12 Graham Crackers, bulk. 14 Graham C's, 1 lb. 1 90 Graham C's, 2 lb. 3 36 Junior Oyster C's, blk. 13 Oyster C's, shell, 1 lb. 1 84 Club Crackers. 1 86		CREAM OF TARTAR 6 lb. boxes. 25 DRIED FRUITS Apricots Evaporated, Ex Choice. 20 Choice. 18 1/2 Standard. 18 1/2 Ex. Fancy Moorpack. 18 1/2 Citron 5 lb. box. 37	

CURRENTS Imperial, 12s, pitted 1 75 Imperial, 12s, regular 1 35 Imperial, 12s, 2 lb. 1 75 Imperial, 12s, 1 lb. 1 75 Calif., 24-33, case 1 70	JUNKET GOODS Junket Powder 1 20 Junket Tablets 1 35 MARGARINE Wilson & Co.'s Brands Oleo Nut 11 Certified Animal Fat 13 Oleo 13 MATCHES Diamond, No. 5, 144 6 25 Searchlight, 144 box 6 25 Cruscent, 144 5 65 Diamond, No. 0 5 00 Safety Matches Red Top, 5 gross case 5 25 Signal Light, 5 gro. cs. 5 25 Standard, 5 gro. cs. 4 00 MUELLER'S PRODUCTS Macaroni, 9 oz. 2 10 Spaghetti, 9 oz. 2 10 Elbow Macaroni, 9 oz. 2 10 Egg Noodles, 6 oz. 2 10 Egg Vermicelli, 6 oz. 2 10 Egg Alphabets, 6 oz. 2 10 Cooked Spaghetti, 24c. 2 20 NUTS Whole Almonds, Peerless 15 1/4 Brasil, large 14 1/2 Fancy Mixed 15 Filberts, Naples 20 Peanuts, vir. Roasted 0 1/2 Peanuts, Jumbo 10 1/2 Pecans, 3 star 25 Pecans, Jumbo 40 Pecans, Mammoth 50 Walnuts, Cal. 14 1/2 Hickory 0 7 Shelled Almonds 39 Peanuts, Spanish, 12s 7 1/2 Filberts 32 Pecans, salted 52 Walnut, California 52 MINCE MEAT None Such, 4 doz. 6 20 Quaker, 3 doz. case 2 65 Yo Ho, Kegs, wet, lb. 16 1/2 OLIVES—Plain Quaker, 24 3/4 oz. cs. 1 87 Quaker, 24 1/2 oz. cs. 3 55 Quaker, 12, 12 oz. 2 40 High Life, 12 22 oz. cs. 3 45 1 gal. glass, each 1 35 OLIVES—Stuffed Quaker, 24 3/4 oz. cs. 1 87 Quaker, 24 4 oz. cs. 2 75 Quaker, 24 5 oz. cs. 3 55 Quaker, 24 7 1/2 oz. cs. 4 55 Quaker, 24 10 oz. cs. 5 85 Quaker, 12 32 oz. cs. 7 95 1 Gallon glass, each 2 10 PARIS GREEN 1/2s 34 1s 32 2s and 5s 30 PICKLES Sweet Small L and C, 7 oz., doz. 92 1/2 Paw Paw, quarts, doz. 2 80 Dill Pickles Gal., 40 to Tin, doz. 8 20 32 oz. Glass Thrown 1 50 PIPES Cob, 3 doz. in bx. 1 00@ 20	FRESH MEATS Beef Top Steers & Heif. 14 Good Steers & Heif. 12 1/2 Med. Steers & Heif. 10 1/2 Com. Steers & Heif. 0 9 Veal Top 12 1/2 Good 11 1/2 Medium 10 1/2 Lamb Spring Lamb 16 Good 15 Medium 12 Poor 0 9 Mutton Good 05 1/2 Medium 05 Poor 05 Pork Loins 16 Butts 17 Shoulders 14 Spareribs 11 Neck Bones 06 Trimnings 15 PROVISIONS Barreled Pork Clear Back, 24 00@ 26 00 Short Cut, Clear 24 00 Dry Salt Meats D S Belles 20-25 17 Lard Pure in tierces 11 1/2 60 lb. tubs 1/2 50 lb. tubs 1/2 20 lb. tubs 1/2 10 lb. tubs 1/2 3 lb. pails 1/2 10 lb. pails 1/2 Compound, tierces 0 9 1/2 Compound, tubs 10 Sausages Bologna 12 Liver 16 Frankfort 14 Pork 16 Tongue, Jellied 35 Headcheese 15 Smoked Meats Hams, Cert., 14-16 lb. 23 Hams, Cert., Skinned 23 Ham, dried beef 23 Knuckles 23 California Hams 23 Picnic Boiled Hams 23 Boiled Hams 23 Maced Hams 23 Bacon 4/6 Cert. 25 Beef Boneless, rump 24 00 Liver Beef 35 Calf 35 Pork 08 RICE Fancy Blue Rose 5 00 Fancy Head 6 10 RUSKS Postma Biscuit Co. 18 rolls, per case 2 10 12 rolls, per case 1 39 18 cartons, per case 2 35 12 cartons, per case 1 57 SALERATUS Arm and Hammer 24s. 1 50 SAL SODA Granulated, 60 lbs. cs. 1 35 Granulated, 13-2 1/2 lb. packages 1 10 COD FISH Bob White, 1 lb. pure 25	HERRING Holland Herring Mixed, kegs 1 30 Milkers, kegs 1 30 Lake Herring 1/2 bbl., 100 lbs. 1 50 Mackerel Tubs, 60 Count, fy. fat 6 00 Pails, 10 lb. Fancy fat 1 50 White Fish Med. Fancy, 100 lb. 13 00 Milkers, bbls. 18 50 K K K K Norway 19 50 8 lb. pails 1 40 1 lb. Lunch 1 50 Boned, 10 lb. boxes 16 SHOE BLACKENING 2 in 1, Paste, doz. 1 30 E. Z. Combination, dz. 1 30 Tri-Foot, doz. 2 00 Bixbys, doz. 1 30 Shinola, doz. 90 STOVE POLISH Blackene, per doz. 1 30 Black Silk Liquid, doz. 1 30 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 Stovoil, per doz. 3 00 SALT F. O. B. Grand Rapids Quaker, 24, 3 lb. 95 Quaker, 36-1 1/2 1 20 Quaker, Iodized, 24-2 1/2 1 35 Med. No. 1, bbls. 2 90 Med. No. 1, 100 lb. bbl. 1 00 Parker Spec., 10 lb. 1 00 Packers Meat, 50 lb. 85 Crushed Rock for ice, 85 100 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. bags, table 45 Seasoning Chili Powder, 1 1/2 oz. 62 Celery Salt, 1 1/2 oz. 80 Paire, 2 oz. 80 Onion Salt 1 35 Garlic 1 35 Ponelly, 3 1/2 oz. 3 25 Kitchen Bouquet 4 25 Laurel Leaves 26 Marjoram, 1 oz. 90 Saltory, 1 oz. 65 Thyme, 1 oz. 40 Tumeric, 1 1/2 oz. 35 STARCH Corn Kingsford, 2 1/2 2 35 Powd., bags, per 100 3 95 Argo, 24, 1 lb. pkgs. 1 55 Cream, 24-1 2 20 Gloss Argo, 24, 1 lb. pkgs. 1 55 Argo, 12, 3 lb. pkgs. 2 26 Argo, 8, 5 lb. pkgs. 2 46 Silver Gloss, 48, 1s.
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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.

Solution of Major Style Show Problem

Patience and perseverance are excellent virtues for associations to possess. Associations represent the thinking of many men though the action may be in the hands of a few.

Ever since the making of the codes last September, one of the prominent topics has been "trade shows." It has taken a year of thinking the matter out to come to a practical solution. Prospects are now pretty bright over the possibilities of a jointly operated show in St. Louis next January to start a new and better year in industry.

It is the most logical thing in the world to have close harmony between manufacturers and retailers if the ultimate service to the public is to be truly efficient and economical. The National Shoe Retailers Association has demonstrated over a period of eighteen years its capacity to bring an audience to its conventions. The manufacturers on their part want to cooperate collectively and individually. Showing of samples when merchants gather together leads to orders, production and good business.

It would have been a very serious error of judgment, if, in this critical period, the two major organizations should have each separately conducted shows in distant cities on the same day and date. The duplication of expense would have been considerable. Some men have estimated that the additional cost of duplicate displays in rival cities would have exceeded \$100,000 without considering travel, maintenance and time-cost pyramided on top of the cost of extra samples and display room expense.

We, therefore, hope that the "arrangement" under the Shugg plan will be consummated. Some 200 manufacturers of shoes and other supplies have been invited into associated membership in the National Shoe Retailers Association so that the provisions of the Code may continue to remain "a law of the land."

Appreciation of the trade should go out to Roger A. Selby, president of the National Boot and Shoe Manufacturers Association and M. A. Mittleman, president of the National Shoe Retailers Association, for their joint efforts in making possible one show at one time with one major effort to start the year 1935.

Both sides for months thought that they were entirely in the right and insisted upon their prerogatives. It is unnecessary to retell the battles that

led up to the final victory for a new spirit of cooperation in the industry.

Relatively the shoe industry is a small and simple structure in the family of industries in this country. Seventeen very complicated industries have had their problems constantly before the NRA. No industry in America has stuck to the letter of the code law or has operated so harmoniously in its trade practice provisions. Codes have not interfered with individual progress or competition.

There have been no major battles between labor and production nor between the various code divisions of the trade. There have been some very natural objections to code clauses, but these are still being fought out on their merits.

The style show clause is still objected to vigorously by the New England Association and local associations throughout the country. Perhaps the solution of the major league will lead the way to solutions in what might be termed a minor league showing. At any rate, the victory for harmony is close to achievement over the big show problem of the year. An agreement between the two major associations on style show operation may lead to further accord between them on a number of present problems. There is no logical reason why in the family of industry, there should not be a greater accord toward "Getting More Shoes Sold Right" as an aid to better public service.

The best minds of the trade are in accord on the possibilities of a great forward movement in shoes and service in 1935. Without any of the false music of the dreams of optimism, the year ahead gives real promise. As an industry there has been no material overproduction. The shoe industry is a hard-working, serious business, knowing few peaks of prosperity, and perhaps by the same token, few depths of despondency. If a cooperative era is ahead it indicates great possibilities for good. "Shared friendships" are a lasting benefit developed in convention and we welcome the idea of a unified industry in 1935.—Boot and Shoe Recorder.

Seek the Solution of Our Own Problem

(Continued from page 14)

ment, and heavy hardware items, work very well with an implement stock, particularly if the dealer is accustomed to canvassing for business and will go out to make sales. No matter what other items of merchandise may be sold, implements should still be the backbone of the business.

One dealer who decided to sell furniture along with his implements very aptly expressed this thought to me: "I intend to feature farm implements. I believe that town and country people will come into my implement store to buy furniture. But I doubt very much if farmers would come to a furniture store to buy their implements and to have them serviced."

Good farm implements are the foundation of all prosperity in a farming community. They will be of increasing importance in the near future, and the

man who wants to treat his stock of farm machines as a step-child does not deserve to profit from their sale.

In many stocks that are already diversified, we need to spend some time and effort weeding out the "boarder" merchandise—articles that lose money because the turnover is too slow or the margin too narrow. There are, of course, certain items in every store that we must continue to "board" because people have come to depend upon us to supply them. But something can be done about many of the money losers. Most of them are profitable if they can be sold in sufficient quantity to warrant carrying a complete stock. And a good bit can be accomplished through a little wise co-operation of the implement and hardware dealers of a town.

For example, we do not carry screws or bolts in stock. We use a good many of them and buy what we need from a competitor. Our patronage added to the sales that he makes because we do not compete with him, helps to make it possible for him to have a complete stock. Another competitor carries one style of pump leather that is rarely used; we carry another unusual type and we use each other's stocks. By tacit consent we have made certain stores headquarters for certain items. We could do a lot more of such "neighboring" to our mutual profit.

Another problem to which we need to turn the efforts of our best brains is an old one—overhead. I have read a good many surveys of the subject and have studied it at length and I still do not know very much about it. The happiest way, of course, to lower the percentage of overhead is to increase the volume of business, provided that each item of the volume carries with it a profitable margin. Some types of business may allow for a high percentage of overhead and still be profitable.

I am not prepared to say what the overhead of any individual implement business should be, but I have concluded that any overhead that runs over 20 per cent. needs to be worked on from both ends. Not only must we work to increase the volume, but we must study ways to cut the overhead. That seems a large order and one that will keep a lot of us from getting our minds too far away from our own back yards.

There are national problems as yet unsolved, there are brewing new policies about which we may have serious doubts, we have a right to view circumstances in local situations with alarm. But, let's make these issues, vital as they are, secondary to our main responsibility, our business.

I have done more than my fair share of talking and I like to believe that a good many people are better off to-day because I was able to persuade them to take steps to help themselves. But I am convinced that the time has come when we must all do less talking, when we must trust the other fellow to take care of his own interests, when we must strictly and literally mind our own business.

I am willing to admit that the stage has been set for prosperity. I am open minded to more shifting of scenery. But I contend that each of us must work out his own salvation, not scorning the opportunities that are opened to him, but assuming responsibility for his own welfare and applying himself to a solution of his individual problems. And the implement business still has plenty of problems.

Ellen Newman.

Germany Trying to Raise Disease Resistant Potato

Washington, Sept. 11—A potato unsuceptible to climatic influences, insect pests and degeneration is the subject of experimentation by German scientists, the Commerce Department has reported. Although Germany is the world's largest producer of potatoes, these scientists are conducting extensive research work to increase the country's annual yield.

The work is being carried forward because of Germany's desire to become independent of foreign sources of supply of foodstuffs and stock feed. Success in the experiments would mean the releasing of acreage for other foods since more potatoes could be grown on less land. This year's potato crop in Germany is expected to be below normal because of drouth. The normal annual crop is about 40,000,000 metric tons.

I cannot conceive the time when there will be so many laws in effect covering business practices that they will completely eliminate the individualism that must appear in every purchase or sale. To a degree the principle of caveat emptor will always prevail.—James J. Newman.

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

OUT AROUND

(Continued from page 2)

deceased for the Tradesman. Without a moment's hesitation he replied that Editor Engemann had been on friendly terms with his employer ever since the editor came to town and would undoubtedly be glad to accept the assignment. I put the same question to the widow of Mr. Friedman on calling on her to pay my respects and she immediately suggested the same gentleman. A later call on Mr. Engemann found him in a receptive mood. I offered to pay him for the service he was very willing to perform, but, in accordance with the best traditions of the profession of which he is a notable member, he said he wanted the assignment to be a free will offering on his part to the memory of a good citizen, a good merchant and a good man generally.

One of the pleasant features I have enjoyed during the fifty-one years I have published the Tradesman is the courtesy and assistance I have almost invariably received from the men of the press, especially the country press. Of course, there have been some notable exceptions, but not really so many instances of discourtesy as I would expect to experience. Because of this condition I wish to improve this occasion to take my hat off to the newspaper men of Michigan for the kindly courtesy they have shown me during the first half century I have been permitted to publish the Tradesman.

C. L. Fair and S. B. Zimmerman have formed a co-partnership to engage in the distribution of a new cereal under the style of the Sun Rays Treated Wheat Selex. The name of the organization is the Sun Rays Products Co. The office of the new firm will be at 250 Pearl street, Grand Rapids. The new product will be handled through grocery jobbers and other distributors. Mr. Fair stood behind the counter when he was only thirteen years of age. He was engaged in the general merchandise business on his own account at Burr Oak thirteen years and has acted as special agent for the Merchants Life Insurance Co. and the Lincoln National Life Insurance Co. for the past sixteen years, retiring from the latter connection Sept. 1 to engage in the cereal business. Mr. Zimmerman has lived in Grand Rapids for a year, prior to which time he was a resident of Detroit. He was for eight years special representative for the Libby Co. in Michigan and Eastern Canada, covering territory as far as Halifax, Nova Scotia. For the past fifteen years he has been engaged as a broker in food products in Detroit.

Grand Rapids, Sept. 7.—There was an item in last night's Press about the possible building of a new school house at Lamont. I feel quite exercised about the old building fearing that it might be torn down, and I beg of you to make every effort, if you will, for the preservation of the old building.

It is a landmark of many old associations and it would be a real pity not to have it preserved for a community house or something. I wish if it has to be removed from its present site that some place could be found on the main village street.

In this connection I wish that you would feel impelled to write some of your recollections of the old school for the Tradesman. I am sure you would have something interesting to say and there are so few people left who could tell what you can. A. K. Gibson.

My first introduction to the building above referred to was in the spring of 1870—more than sixty-four years ago—when I landed in Lamont on the old Daniel Ball steamboat. It so happened that we took up our residence in the house adjacent to that occupied by Prof. Barney, who was superintendent of the school. The next day I was accepted as a student and the following day I was installed as janitor because of the death of the regular employee. I cannot now recall whether my salary was 75 cents per week or 75 cents per month, but I do recall that I continued to function as janitor until I removed to Reed City in the fall of 1871. The two summer holidays I received a small stipend as bridge tender—swinging the bridge for the boats which navigated Grand River in those days. At that time the school house was located on the main street at the East entrance of the village. It was subsequently removed to its present location on the Northern side of the village. It is a good building because it was constructed of the clear lumber which was in use in those days, and should be retained in its present shape and, I think, in its present position as a community house. The old Congregational church, which was long used as a gathering place for meetings of the villagers, was torn down and some of the material thus salvaged was used in the construction of my summer home. The brick Methodist church, I am told, is not adapted to public meetings. I have no vote in Lamont, but I will be glad to exert all the influence I can command to retain the old school house for the use and enjoyment of the good people of Lamont, because it is a landmark which should be retained if possible.

Lee M. Hutchins surprised his friends, and himself as well, by delivering a fifteen minute dedicatory address to 1,500 people at Ionia last Sunday afternoon. The occasion was the presentation of a thirty acre park to the city of Ionia, located just East of the city. The donor was a lady of Ionia. He spoke in the open air without any canopy which might have served to add to the carrying power of his voice, but such a device was unnecessary, because amplifiers carried every word of his speech to every one present. The effort is regarded by the many friends of the speaker in Ionia, where he spent his boyhood and the early years of his manhood, as the finest effort of his life. Considering his recent illness such an outcome is little less than remarkable. En route home Mr. Hutchins and his companion, his son, stopped at Lowell and called on Dexter G. Look, who was delighted to meet his long-time associate in the cause of elevating the standard of the drug business and making it a profession as well as an honorable occupation.

The Department of State is a "clearing house" for information relative to state government. Despite the manifold duties entrusted to the department by law, every mail brings strange requests for information. These requests every week ask for information concerning the proper procedure in cases where workers fail to receive PWA checks, or where the worker feels that there is some irregularity concerning the work. In each case, the request is referred to the proper department. Other recent requests ask for information concerning the height of high tension wires; if notaries public can perform marriage ceremonies; if the state issues peddler's licenses. One of the strangest requests received in recent weeks called for information concerning Congressional districts in Alaska.

The automobile gasoline tax for the fiscal year ending June 30, 1934, was \$1,600,000, more than was collected for the fiscal year ending June 30, 1933. Records of the Department of State show that for the twelve months ending June 30, 1934 a total of \$15,741,210 was paid into the state coffers from this source.

All campaign expense accounts, under the law, are filed with county clerks. Candidates file their personal accounts with the clerks in the counties in which they reside. County campaign committees for candidates seeking state or national offices file in their own counties while state campaign committees file their accounts in the home county of the candidate. The law requires that all expense accounts be filed within ten days after a primary election. E. A. Stowe.

Items From the Cloverland of Michigan

(Continued from page 2)

owner of the garage. Mr. Surrall succeeds his brother, D. L. Surrall, as manager. D. L. Surrall, who is in Newberry at the present time, plans in the near future to continue his connection with the Chevrolet Motor Co. Harry Surrall has been in the employ of the Chevrolet for the past ten years, formerly as district manager in Michigan, Indiana, Ohio, North Carolina and South Carolina and more recently he was business manager in the Detroit zone for the company.

The tourist season business for this season has dropped off sooner at the Les Cheneaux Islands this year on account of the cold spell of weather about ten days ago, which made most of the guests depart sooner than they would have done had the warm weather continued. The hay fever tourists are still with us and expect to make their stay longer, as the weather has been most favorable of late.

The community building at Newberry is doing a real service this year. A storeroom for vegetables is being planned under the direction of the FERA in Luce county. Surplus vegetables from the county welfare gardens are being cooked and canned in the kitchen of the community building and will be distributed during the winter months. At present about 2,000 tins of canned vegetables are being stored there and the work is being continued until about 5,000 tins have been made up.

We'd all be successful if we'd follow the advice we give the other man.

Herbert Miller, formerly of the Lansing office of the Department of Con-

servation, has been placed in charge of the Dodge Brothers Munuscong state park. The park was converted into a wild life experiment station two years ago and while it is still open to the public for camping, most of the work is being directed toward experiments with wild life. Extensive experiments with wild water fowl are planned for this fall and it is expected that several hundred ducks will be branded. Additional experiments to be conducted during the fall and winter will include studies of rabbits to determine their habits and range. This park was used extensively during the past six weeks by botany teachers studying typical Michigan flora.

An amusing incident occurred at the Les Cheneaux resort last week when a clergyman stopping at one of the hotels was watching the unloading of a fish boat at the dock. He said to the fisherman, "Just stand over there and throw me five of the biggest fish you have." "Throw 'em?" asked the dealer in amazement, "what for?" "So I can tell my friends I caught 'em. I may be a poor fisherman, but I'm no liar." William G. Tapert.

Industry Turning More Militant

There are indications that organized groups of industrialists will become more outspoken in their criticism of the new trends in the Administration's industrial and labor policies. In particular, industry is expected to meet the challenge contained in President William Green's mobilization of all unions in support of the textile strike.

The immediate efforts of industrial leaders will be directed toward prevention of a textile strike settlement that can be construed as a union victory, it is predicted.

Beyond this, however, plans are being discussed for a more general attack on Government sponsored unionization. Industry is now expected to seek an early test of the constitutionality of the New Deal with its discretionary executive powers. In addition, the new policy of exclusive majority representation in collective bargaining will be appealed, with the idea of discrediting the National Labor Relations Board before it can consolidate its assumed position as a court of final jurisdiction on labor policy.

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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



Lines of Interest to Grand Rapids Council

Simultaneous with the peal of the school bell, we peel back our sleeves pull out the dust covered pad and sharpen our pencil, given to us by an enthusiastic advertiser, and take up our scribe duties after a nice long rest. We modestly admit that we enjoyed it and are not so full of egotism but what we know the reader of these columns enjoyed our absence beyond a doubt.

Observation during the play period presented a kaleidoscopic view of pantheism. The drought, Nature's cure for over-production, defied the brain trust and the beautiful colors blended by the Creator shamed the most colorful artist.

And the depression—well, believe it or not, we found where it had penetrated the vastness of forest and streams. We found several places where one could not hook on to a "fin" to save one's neck. Not only the depression but the atmosphere of the political issues penetrated the wilds and the wily piscatorial creatures disbanded their schools in anticipation of the 15 mill amendment.

We found that persevering road gangs had placed as many detours at our disposal as usual and that amendments to the detours were quite prevalent.

Although we have a slightly lamed hand from the politicians' handshake, we are still game to meet those we did not vote for at the primaries last Tuesday. Another laugh we have coming is our chance to change our mind again this coming November. We have it figured that that is about all we monkeys will get out of the scramble, a change of mind or the wish that we had.

During the interim we have not asked about business because we were too busy trying to find some ourselves. However, it appears that the country hasn't gone to smash as yet.

It is true we have a textile strike of some proportion but some good may come from that. It may introduce the hand-knit stockings, socks and undies again. We wouldn't mind if they did not itch so much.

And the Tigers! Them's food for thought. Of all the sure cures for blues, irritable nervous systems and weak voices, inject a good ball club into a territory that hasn't had one for the last quarter century. We predict that it Mickey Cochrane and his club bring a pennant to Detroit the real estate dealers of the motor city will donate half the vacant lots to the club and give them a mortgage on the balance. The deal won't be so profitable for anyone excepting the realty men.

The NRA (Nothing Rightly Allocated) together with the ambitious czar of the coal dealers association, is going to make it tough this winter for the consumer and the coal dealers. Personally we are devising ways and

means to burn tin cans and broken dishes instead of joker Pocahontas. We understand there is a decided movement back to stoves and abandonment of furnaces in order to conserve on coal consumption. The coal dealer may make more bucks per ton, but he is headed for a slump in volume. We may envy some of our friends who have gone beyond, this winter, if they went where we think they went.

During the summer we have overheard several discussions on the liquor situation. Some advocate the return to water, etc., for a beverage. Don't see how anyone could uphold water as a preservative to long life after reading of the disaster involving the Morro Castle. Not a single person perished by fire—all lost their lives by being surrounded by water. Water took a bigger toll of lives in a few hours than liquor ever took over the same period of time. However, if everyone had the same opinion there would be no arguments—then what would the ladies do? What do you think of forming a Don't Worry Club? I think it would be all right—only I wish someone would start a Don't Worry Other People Club.

Grand Rapids Council opened its fall activities Saturday evening after a two months vacation. Every officer and every member of the Executive committee was in his station when the meeting was called to order by Senior Counselor Ohlman.

Much business was transacted and enthusiasm lurked behind every chair.

Wm. J. Ronkema, an officer of the T.P.A., was accepted into the order and Darwin H. Smead and Jacob Vandenberg were re-instated.

A communication from our new Grand Counselor, Allen F. Rockwell, was read and commented upon as containing much food for thought for councils that wish to progress. Grand Counselor Rockwell was present and advanced some very fine points in council government and progress. Our Grand Counselor is to be taken seriously because he practices what he preaches.

A letter from the new Supreme Counselor, Clarke V. Foland, advocated the appointment of a safety committee to help curb automobile accidents. R. W. Bentley, R. J. Shinn and Charles Ghysels were promptly appointed on this committee. Senior Counselor Ohlman appointed Sentinel Tom Fishleigh as council leader with the privilege of appointing the members of his various committees.

A movement was inaugurated to secure an emblematic light globe to use above the altar. This globe to serve as a memorial to Past Counselor R. W. Radcliffe, who passed suddenly several weeks ago. B. C. Saxton, Harry Nash and Gerald Wagner were named as a committee to make a selection and report at the next meeting.

Reports from various sections indicated that the order was making much progress in the membership drive and was gaining favorable consideration in legislation.

The meeting was closed at 10:45 with the information that the Ladies

Auxiliary would hold their first meeting simultaneous with the Council the first Saturday in October. The entertainment committee will have a program to present at this meeting.

The greatest consolation for many vacationists is that they have found, at least, where to stay away from next time.

James Malloy and wife, of Detroit, spent the week end with friends in Grand Rapids. Jimmy is associated with a Mr. Hudson in the distribution of a cleaning agent in Michigan territory.

W. D. Dunbar has returned after a three months trip through Ohio. Bill reports that many merchants of that state are refusing to buy from anyone outside of their own towns. This attitude broods ill for general distribution of merchandise. Should every merchant assume this attitude there would be no use for salesmen. Sometimes the less said about such antics the less one has to retract later.

Gerald J. Wagner, in behalf of Beverly Hills, Grand Rapids township, presented a petition to the city to connect the addition's water and sewer distribution system to that of the city. The government has allocated funds to complete this project if the city allows the petition. Mr. Wagner, a consulting engineer, is preparing plans for the development and the city will act upon the petition as soon as the plans are completed.

Let us drive carefully. Take no chances on curves or hills. Be considerate of school crossings. Recognize the rights of pedestrians. Help reduce automotive insurance rates.

Notgniklip.

Corporations Wound Up

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

George A. Dewey Lumber Co., Mt. Clemens.

Grand Oil Co., Detroit.

Lancaster-Kidder Co., Ferndale.

Linton Realty Co., Detroit.

Norton Hardware Co., Lansing.

Peninsular Agency, Inc., Detroit.

Toledo Live Stock Co., St. Johns.

Walter Alexander Timber Co., Ontonagon.

Dearborn Pharmacy, Dearborn.

Follansbee Brothers Co., Detroit.

Scott Stores, Inc., Detroit.

Superior Laboratories, Grand Rapids.

Henry D. Zeder, Inc., Bay City.

Preusser Jewelry Co., Grand Rapids.

Alhambra Theatre Corp., Detroit.

B-K Brake Appliance Co., Detroit.

Bates Valve Bag Corp., Detroit.

Belding Realty Co., Belding.

Continental Automobile Co., Detroit.

Cotton Club, Inc., Lansing.

Mohawk Investment Co., Detroit.

Northern Logging Co., Ironwood.

The Ogden Publishing Co., Detroit.

The Suburban Homes Financing Corp., Detroit.

Tenwood Lunch, Inc., Royal Oak.

Use More Wall Paper and Paint Co., Detroit.

West Michigan Mortgage-Loan Corporation, Muskegon.

Bon Marche, Inc., Negaunee.

Metropolitan Property Co., Detroit.

Erie Sugar Co., Blissfield.

B. F. Goodrich Footwear Corp., Detroit.

Knock Out Fire Extinguisher Co., Detroit.

1415 Parker Avenue Corp., Detroit.

Orchard Land Co., Orchard Lake.

Trowell Construction Co., Detroit.

City Company of New York, Incorporated, Detroit.

Coakley Hardware Co., Hersey.

Cole-Goudie Shovel Co., Ironwood.

Consolidated Furniture Companies, Grand Rapids.

Fays Hardware, Incorporated, Pontiac.

Folwell Engineering Co., Lansing.

Hale & Kilburn Co., Detroit.

E. A. Hawkes Co., Lansing.

Michigan-Ohio Bus Lines, Adrian.

Interurban Transit Lines, Adrian.

C. J. Monroe Sons Real Estate Co., South Haven.

Sherman Equipment Co., Detroit.

The Stubbs Company, Detroit.

U. S. Automotive Surplus Co., Inc., Detroit.

Williams & Barnes Co., Flint.

Wolverine Dairy Products Co., Saginaw.

Hammond Beef Co., Ann Arbor.

Raisin River Petroleum Corp., Detroit.

Woodville Mercantile Co., Woodville.

Cronin Company, Alpena.

G. T. Agency, Detroit.

Karagas Milk Distributors, Inc., Dearborn.

Mechanical Laboratories, Inc., Detroit.

Ray Dairy Farm Co., Detroit.

Alger-Lake States Oil Co., Munising.

Chas. A. Gilligan Co., Grosse Pointe Village.

Howard and Solon Co., Jackson.

St. Joe Valley Shipping Association, Buchanan.

Cotton Crop Estimate

The Government's September 1 cotton crop estimate showed a small increase, raising its August forecast by 57,000 bales to 9,195,000 bales. The trade generally had expected a further deterioration of approximately 200,000 bales to be reflected in the crop report.

Cotton prices in Chicago, the only futures market open when the report came out, broke sharply as a result of the report. A widening of the break is generally expected to-day, particularly in view of the reduced cotton consumption as a result of the textile strike.

The indicated change in the size of the crop is not large enough, however, to alter the favorable statical position in the raw material. Despite the small increase, the current crop remains with one exception the smallest since 1896. It is expected, therefore, that cotton prices will resume their rising trend before long.

A man with a surplus can control circumstances, but a man without a surplus is controlled by them, and often he has no opportunity to exercise judgment.



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GROCERS DISCOVER NEW WAY TO MAKE MONEY

QUICK REPEAT SALES ON HEINZ STRAINED FOODS

Grocers everywhere report quick response to the Heinz Strained Foods counter displays. This new Heinz line opens up a new avenue of profit.

Mothers in your neighborhood know and respect the name Heinz. They are being told through advertising in magazines read by parents that now Heinz packs for infants, strained foods of a higher vitamin content than that of home-cooked vegetables.

Physicians know this new line. Many are prescribing Heinz Strained Foods.

Let these customers know you sell this line. Use the counter display for one week. Notice the interest it causes, the sales it makes. Remember—the repeats are quick and regular. Discover this new way and make money.

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WITH CONFIDENCE
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WITH PRIDE

