

MICHIGAN TRADESMAN

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EST. 1883

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 19, 1934

Number 2674



The Christmas Spirit

WHAT is the Christmas spirit?

It is the spirit which brings a smile to the lips and tenderness to the heart; it is the spirit which warms one into friendship with all the world, which serves one to hold out the hand of fellowship to every man and woman, to every boy and girl.

For the Christmas motto is "Peace on earth, good will to men," and the spirit of Christmas demands that it ring in our hearts and find expression in kindly acts and loving words.

What a joyful thing for the world it would be if the Christmas spirit could do this, not only on that holiday, but on every day of the year. What a beautiful place the world would be to live in! Peace and good will everywhere and always! Let each of us resolve that, so far as we are concerned, peace and good will shall be our motto every day, and that we will do our best to make the Christmas spirit last all the year round. ...



BISCUITS
by
Hekman
MAY BE BOUGHT
WITH CONFIDENCE
AND SOLD
WITH PRIDE

Putnam's

CANDIES FOR CHRISTMAS

HARD CANDIES

Leader Mixed
Christmas Mixed
Cut Rock
Marigold 100% Plastic Filled
Primrose 50% Plastic Filled

**CHOCOLATES, CREAMS
AND SPECIALTIES**

Paris Creams
Small Crystal Creams
Fancy Mixed
Champion Choc. Drops
Wintergreen Berries

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National Candy Co., Inc. **PUTNAM FACTORY** Grand Rapids, Mich.

FIRE and BURGLAR PROOF

SAFES

GRAND RAPIDS SAFE CO.

31-33 Ionia, N.W. Tradesman Bldg.

Home Baker Flour

A High Grade Kansas Hard Wheat Flour

High Quality - Priced Low

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

LEE & CADY



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MICHIGAN TRADESMAN

E. A. Stowe, Editor

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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.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

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Days of Organized Greed Nearing the End

In a recent issue of the Tradesman two high authorities on merchandising express their views on this broad subject. Much of what they say is commendable. One of these writers is of the faculty of a large Eastern university, which supplies an exhaustive course in business practices. Neither of these writers has any criticism of the chain store system, but they see many faults in the smaller independent merchants, among them the following:

Ignorance and lack of training.

Dinky and unclean stores with time-worn fixtures. Poorly displayed stock and failure to render prompt and efficient service.

Failure to co-operate with other merchants in buying on a par with the chain store corporations.

Too many merchants in business, especially those selling foods.

Have every advantage of the chain store corporations, but fail to use it. Wrong in asking special chain store tax.

In many cases some of these charges are true, but it does not include the principal cause that has driven thousands of merchants out of business. There is no question but many small merchants lack business training and were not fitted by nature for tradesmen. Nearly all large merchants started in business in a small way and, being adapted to their chosen line, have achieved success. Those who have the ambition and desire to enter the mercantile field or any other should have the opportunity, providing they can meet the requirements, although it is quite natural for those already in that line to not welcome further competition. Neat, clean and well stocked food stores are not something new and modern, as we have had them for the past fifty or more years. There

are merchants who have grown old and who have become negligent and their stores are not kept as well as in former years, as they have gotten into a rut and have not the ambition or capital left to get out. They are not able to keep abreast of the times. As to the buying power of the independent merchants being placed on an equal footing with the gigantic chain store corporations, this cannot be done. It would require unusual genius and immense capital, which the small merchants could not command, especially after the past five years of depression, during which time they have been operating with little if any profit and thousands have had to go out of business. This charge against the smaller merchants is preposterous. It is charged there are too many merchants in business, especially those selling foods. This charge might apply to any other line of business. This situation always has adjusted itself to the possible demand of the people. Efficiency in distribution might be improved by having fewer merchants in every line, but we have the human problem to meet and this problem should come first. Many communities could be served by having only one merchant for each line of trade, or even the staple lines of trade might be combined and all sold in one large store. This might be a fine thing for the owners of this store, but what kind of a town would result? In these days of unemployment it would add many more to its ranks. What we need is more who can supply jobs to those needing them. Many small merchants employ one or more clerks and this helps to ease the stress of the unemployed. When the chain store corporations invade towns and cities, built largely through the efforts of home merchants, they come to replace a home owned business, as they do not care to own local property. As more chains come in, it is soon noticeable that less clerks are needed and the number of the unemployed increases. All the chain store corporations are interested in is to exploit the community, and they remove every dollar of the profit on trade. These two eminent authorities on merchandising say nothing regarding this loss that falls upon every town and city invaded by these greedy chain store corporations. A careful survey of Michigan shows that on an average the chains are receiving 50 per cent. of local trade. Every dollar of the profit on this trade is removed from the community and most of it is sent outside the state. The amount runs into many millions of dollars. This not only impoverishes local communities, but the entire state and is the main cause of our tax burden. If the people understood the menace of these greedy monopolies, they would drive them out

by refusing to buy from them. This would restore again the home merchant, who keeps the profit on trade in the community. It would permit other merchants to occupy many store buildings long closed, and the list of clerks would be increased largely. When the profit on trade is again restored to each community, it will not be long until better times appear. Property values now largely destroyed, will gradually improve and there will be increased employment for labor in every line. In the midst of plenty, the people are suffering and millions depending on public charity to sustain life. The concentration of wealth by a few, is at the bottom of our troubles. The great chain store system is but a part of this strangulation system from which we suffer. There is no hope ahead as long as this infamous system continues. As it has expanded distress has followed in its tracks. Those who make the statement that the small merchant has every advantage possessed by the great chains are either ignorant or propagandists for the greedy monopolies, especially so when they raise a protest against a special tax being levied against the chain store corporations. Possibly they do not know that this tax applies to others than chain stores. It is a law that takes into consideration that any person, firm or corporation, which is able to own more than one place of business, should pay an extra tax, which is just and fair. However, the big chain store corporations, which have never paid their just share of taxation, are trying to escape it by appeal to the supreme court, after the lower courts had declared the tax constitutional. When we limit the opportunities of the small merchant, we limit the opportunities of youth. To-day thousands of high school and college graduates are among the unemployed. As chain store monopolies spread, there will be more. The chain system is founded upon greed. It wants but one thing and that is your dollar. It has no heart or soul and it is deaf to the cry of suffering. What we need is more opportunities to get into business, not less. The days of organized greed are nearing their end. It will die at the hands of the people, whom it had hypnotized with its deadly sting.

E. B. Stebbins.

Time Conducive to Re-establishment of Confidence

Business continues to reflect some improvement. Steel operations are estimated at approximately 33 per cent. of capacity, with the outlook relatively good after the holidays. Automobile production increased sharply as a result of production of new models. Electric power output continues to increase with demand approaching more normal

levels inasmuch as it now stands at the four-year peak. Freight car loadings are showing a better trend. Factors indicating a sharp increase or a sharp break in business do not appear present, as the Government is expected to continue funds for relief and inventories are not considered out of line with the level of business. Experiments which might result in temporary spurts, like that experienced in the early part of 1933, are not expected.

The lapse of time brings many sobering reactions. After watching experiments fail or bring some success, with business still 30 per cent below normal and unemployment high, there is now a greater tendency to realize that laws of nature are stronger than those of men. However, the defeatist attitude is being washed away. The statements of General Dawes and Colonel Ayres with regard to the immense amount of prospective need and demand for so-called capital goods at least is indicative of the possibility of recovery minus artificial means if confidence is revived. Time is also conducive to the re-establishment of confidence, a contributing factor being the gradual adjustment of debt, thus releasing more funds for other purposes.

Jay H. Petter.

Doubt Clothing Delivery Delay

Although deliveries of cloth provide the main problem for men's wear manufacturers now, the market does not expect any appreciable delay in the shipments of clothing to retailers in time for the Spring season. Fear of advancing clothing prices, however, has caused stores to call for earlier than usual deliveries of Spring goods, most of them now specifying February, and it was regarded as possible that in some instances this date cannot be met. Once the industry gets under way, it was pointed out, manufacturers are able to catch up on production and deliveries rather quickly. At the present time, however, there is a shortage of top-coats and overcoats, because of the small volume which was cut up.

Shoe Output Passes 1933 Mark

With last month's shoe production passing that for November of 1933, the eleven month's total swung ahead of the figures for the corresponding period last year, according to estimates in the trade. The October output brought this year's total for the first time under the 1933 figures, but the heavier November output wiped out the loss. Last month's production was estimated at about 26,000,000 pairs, as compared with a volume of about 27,000,000 in the preceding month and 23,695,000 in November, 1933. For the first eleven months the figure is approximately 332,000,000 pairs, as against 330,287,000 for the corresponding period of 1933.

FROM SHELBY TO SEBRING

Description of Some Interesting Features En Route

Seven days enroute, with the speedometer indicating 1,161 miles, constitutes a record of both elapsed time and mileage in our several migrations from North to South. We also participated in another record in arriving at our destination coincidentally with the coldest weather known here in forty years or since the cold season of 1894. The frost damage—where frost has not been known for many years—is now reported to run from fifty to eighty per cent. in the market gardening sections, where strawberries and "green stuff" exceed in value the tourist crop. And great fear is felt for the effect upon the citrus crop and the trees as well.

Leaving home with a snow-fall of an inch or more, all trace of which was lost within thirty miles, we spent the night of Dec. 1 at Grand Rapids, where the writer again attended the annual re-union of his old National Guard company (Co. I, "Custer Guards") in which he enlisted Feb. 2, 1887. As these gatherings decrease steadily in attendance with each succeeding year, as the membership of these bygone days pass on, one by one, I can appreciate the sensation of any group, which in the inevitable course of nature, is approaching its last roll call.

Stopping for brief visits with relatives at three homes in Southern Michigan, on Sunday lunching at Kalamazoo, we ambled along to Peru, Indiana, for the night, raving picked up US 31 again at Niles, Indiana, the Hoosier state, the line of which we crossed at three in the afternoon, has naturally much in common with Michigan, its borderline being longer than we have with any other state. For the most part, Indiana's agricultural practice is more like that of Illinois and states East and West of its own latitude than that of Michigan, especially that followed from mid-state on North. This is particularly noticeable in the way Indiana "harvests" much of its corn crop—turning cattle and hogs into the fields and letting them do it.

We were making definitely less speed this year than last, when, with our junior son at the wheel, we reached Kokomo the first day. This interesting city is twenty miles further along the way than the town we had reached the second day out, is 125 miles South of Kalamazoo, has gone through a natural gas boom, was once the site of the Haynes automobile industry, for a time was Indiana's Detroit, still has a plant of the Pittsburgh Glass Co., numerous other industries and some 30,000 inhabitants, all well convinced of the future of Kokomo. It is a city with a historical background of ninety years, taking its name from an Indian Chief with a disputed record of virtues and accomplishments.

US 31 through Indiana was the longest stretch of universally good highway that we traveled either last year or this and we followed 31 for a longer distance than ever before. Besides our mileage in Michigan we traversed it the whole length of Indiana to New Albany, where we crossed the Ohio river to Louisville, wholly across Kentucky and much of the distance through Tennessee and Alabama.

Several times we have stopped at Elizabethtown, Kentucky, where Thomas Lincoln and Nancy Hanks were married and had been piloted to the very site where the nuptials had been performed, had visited the still-existent log cabin at Hodgenville, where was born their son, the Great Emancipator, stopped at the Mammoth Cave and other points of historical interest, duly described in this column, but this time we picked Munfordsville, up in the Kentucky hills, county seat of Hart county, which has a historical background of unusual interest, dating back to 1796, when it was settled by a pio-

neer from Virginia, Richard Jones Munford.

Here occurred some of the most hotly contested minor engagements of the civil war, in which were engaged distinguished natives of the community, divided in their sympathies and allegiance. Within the limits of the present little city was born Thomas J. Wood, a veteran of the Mexican war, who became a Brigadier General in the Union army, brevetted for gallantry at the battle of Missionary Ridge and a Major general for his services at the battle of Nashville, a less spectacular but no less important combat.

At Chicamauga General Wood faced a boyhood friend and schoolmate, General Simon Bolivar Buckner, commander of the Confederate forces. The latter's birthplace, Glen Lily, is but seven miles from Munfordsville. The estate now consists of about 1,000 acres, mostly woodland. The ancestral dwelling, built by Gen. Buckner's father more than 100 years ago, is a substantial two-story log building, with porches on three sides and still in a good state of preservation, indicating its age more by its style of architecture than by any ravages of time. General Buckner, it will be remembered, was a candidate for Vice-President, along with General John M. Palmer, of Illinois, for President on the so-called gold Democratic ticket in 1896, when William Jennings Bryan was the regularly nominated candidate of the party, being defeated by Major William McKinley in one of the most strenuous presidential campaigns ever held.

Munfordsville was the center of two important battles between the Federal and Confederate forces in 1861 and 1862, the first being a victory for the former and the last for the latter forces. The old forts are well preserved and are visited by thousands of tourists yearly. Here, too, is the Old Munford Inn, preserved as a historic shrine of the town and pointed out as the tavern where General Andrew Jackson stopped when he was driving through by stage coach to be inaugurated President of the United States, a century ago.

The windows from our room at the new Cann Hotel, in Munfordsville, face the new court house, built on the site of the one which existed in those fateful days of strife and carnage. Strangely enough my inquiring instinct and conversational contacts led me into the headquarters of the Hart County Democratic Committee, where I gathered interesting information and where was to be found a general enthusiasm for the personality of the President, no matter how divergent were the individual views upon the New Deal and the interpretation and understanding thereof.

Proceeding Southward from this city of historical interest and of pleasant experience, we crossed over from Horse Cave to Bear Wallow the four miles which there separate 31 W from 31E, that we might come more directly in touch with the homesite of "Old Hickory" Jackson, some distance out of Nashville, Tennessee. By this movement we missed two towns, Bowling Green and Franklin, Kentucky, where we had in other years made friendships which we now missed.

It might be remarked here that both Kentucky and Tennessee have Shelby counties, but only the former has a Hart county, while one has a Lake county and the other a Mason county. Nearly every state has a town or post-office named Franklin, but there is only one Pentwater, according to the latest postoffice directory that I have consulted.

The sights and scenes along the way on Tuesday, Dec. 4, from the hills of Kentucky through Tennessee, via Nashville, capital city of the latter state, caused us to conclude that it might be "hog killing day" there. Along our route for the entire day we

saw kettles of boiling water, heated by blazing fires beneath, surrounded by men engaged in killing, dipping, scraping and hanging hogs of various sizes and descriptions; all indicating generous feeding of the animals and a general practice of thrift by the people along the way. On this day we again diverted from US 31, taking Tenn 6 at Columbia we headed Southwest to the vicinity of Muscle Shoals in Alabama, a prime objective of our trip and, perhaps, its most interesting feature.

While we of the North are wont to think of Kentucky and Tennessee as South, one does not reach the real Southern atmosphere until well toward the lines of Georgia, Alabama or Mississippi, all of which states border Tennessee on the South. It was in Alabama on Wednesday, Dec. 5—a bright and balmy day—that we encountered this indication of clime and climate, a young colored man sauntering along the highway strumming a banjo. It is a safe bet that not in the whole state of Michigan, nor in any other North of the Alabama latitude, would the incident be duplicated. On the same day we saw cotton picking going on; a late harvesting, reminding of similar scenes, but with other crops, elsewhere. The number of excellent mule teams were more in evidence and here, too, the proportion of colored population showed a decided increase—some of it not happily circumstanced. Numerous gangs of men, nearly all colored, were at work on the roadways and while not always garbed in the familiar black and white striped suits, their apparel was of a uniformity, which associated with the ever present white man with a gun, indicated their condition of servitude.

It was at the end of this day that we arrived at Sheffield, one of the "tricity" of the Wilson dam sector. The others are Florence, North of the Tennessee river—which we crossed to reach Sheffield—and Tuscumbia, just South, which is the native town of Helen Keller. Her birthplace is a modest cottage, set in a yard well filled with plants and flowers and we wondered what part these commonplace surroundings could have meant to this wonderful woman, who has become a world-renowned figure through the handicaps which she so largely overcame.

The next day we devoted to the observation of the TVA—Tennessee Valley Authority—which has been a matter of development and discussion for a period of seventeen years, and just now seems to be headed toward a more definite and larger accomplishment. It will be discussed in our remarks of next week.

Harry M. Royal.

Items From the Cloverland of Michigan

Sault Ste. Marie, Dec. 17.—The merchants are well pleased with the approach of Christmas. The Christmas spirit seems in evidence and the Christmas business bids fair to show a large increase over last year, all of our factories are running most of them on full time. The needy will all be taken care of. The farmers all seem satisfied and are joining the city folks in stocking up with Christmas purchases. Old man depression seems to be fading out of the scene and the future seems more promising, for which we are all thankful.

Support for the North Bay-Sault Good Roads Association in its campaign to secure immediate improvement and ultimate hard surfacing of the highway between North Bay, Ont., and the Sault was forthcoming from the city council at its meeting last week. The Association is to recommend to the Canadian government that the highway be put in as good condition as possible for 1935 and successive seasons; that objectionable features such as loose gravel and dust be eliminated; and that a higher grade of gravel or

preferably crushed rock be used on the road to reduce dust content.

The Christmas season will help the merchants, not only in the profits they receive, but in the pleasant faces they will see.

The Ishpeming Gold Mining Co., lessee of the Ropes Gold Mine, Northwest of Ishpeming, changed hands last week. Leslie R. McClellan and Albert Peterman, Jr., who acted for the Calumet and Hecla Consolidated Copper Mining Co., the purchasers, said the property would be explored with a view to development. The mine has been idle for many years.

About eighteen doctors of osteopathy of the Upper Peninsula and North Lower Michigan will meet in the Sault Dec. 29 and 30, at which time an Upper Peninsula Osteopathic Association will be formed. Arrangements for the meeting are being made by Dr. C. A. Arand. Important business of the session will be the drawing up of organization articles and election of officers. Among well known authorities in the profession who will speak will be Dr. W. H. Gillmore, of Detroit, President of the Michigan Osteopathic Association. It is also expected Dr. T. G. Lustig, of Grand Rapids, and Dr. J. H. Lawyer, of Ironwood, will speak. The session will be held at the Hotel Ojibwa.

To apologize for the past is losing precious time that should be devoted to preparing for the future.

Thomas Creighton, who has been conducting the grocery at the chancel at Nebish, expects to close the store for the winter and spend the winter visiting relatives in the South. He expects to return in the spring and reopen the store for next summer.

As a barber friend of ours put it—let's do less groaning and more honing. The Cloverland grill and garden at 306 Magazine street, has re-opened under new management by Fred J. Willett, who was formerly proprietor of the American Hotel in Sault, Ont. The new grill and garden will specialize in lunches, dinners and short orders. The food will be under the preparation of Mrs. M. E. Hanning. Beverages of all kinds will also be served. A private dining room for small parties will also be available. Afternoon teas will be served Tuesday and Fridays.

A number of workmen are rearranging the floor plan and office room of the garage of M. Surrall & Son, at Newberry. The parts department, which formerly was at the rear of the room, has been moved to the North wall and will be fenced in. The office of the garage manager, Harry Surrall, will be at the rear of the room and will overlook the display place at the front. A unique feature will be the woman's lounge and waiting room, where women customers can make themselves comfortable.

Flying of mail, freight and passengers from St. Ignace to Mackinac Island started last week according to O. W. Lang, of the Arnold Transportation Co. Pilot Bernard Hammond was at Mackinac Island last week measuring a landing strip on the beach, where the plane temporarily will be set down. The airport at the Island is considered hazardous for landing. After the ice forms solidly in the harbor the plane will be set down there. William G. Tapert.

Custom is the tyranny of the lower human faculties over the higher.

International commerce should take on new life next year.

Indifferent thinking rarely leads to different thinking.

No pleasure is fully enjoyed unless it is earned.

Life without laughter would be death.

SMALL TOWN MERCHANTS

Woman Tells How They Can Meet Competition

A woman who lives in a small town in Michigan writes the Tradesman as follows concerning some things the small town merchant must do if he is to remain in trade and make his business successful and prosperous:

Being the product of a large city myself, and having always lived in one until I came here, I realize how much more the merchant of the large city goes after his trade.

To wait until customers decide that they actually need something is poor business and does not tend to bring in the dollars very fast.

The merchant must create the need for things that he wants to sell. Then first of all he must have a clean store with bright, shiny windows through which his customers can see. This does not cost him any money. The manufacturers whose goods he carries are only too anxious and willing to make a good window display for him; first one, and then another, until people begin to look for something new from time to time, and watch for its appearance.

Eighty per cent. of the buyers of this big country of ours are women. The other twenty per cent. are the men who buy for their businesses. Women are attracted by good looking store windows, and it is needless to say that after looking into the windows it is quite natural that they will want to know what is inside.

Here again the store-keeper can make the dollars come to him more quickly, if he will take an interest in his business.

If a woman goes into a store (or a man, too, for that matter) and the proprietor or one of his trained clerks, because every man who keeps a store should train his helpers, approaches her with a pleasant greeting and the desire to be of service to her, she is immediately complimented by his attention, and his store looks attractive to her at once. If his goods are placed to attract her interest and his store is clean, and she can get service right at home, that same woman would never think of sending out of town for what she wants. He will have her trade always.

I have gone into stores again and again and asked for something which they did not happen to have. Perhaps they never kept it. Not once has one of our merchants said to me, that he would try and get it for me, as soon as he could, if I would be willing to wait. Who is to blame in such a case, the buyer or the seller? Is it any wonder that women (who are the greatest offenders by sending away from home for what they think they want or think they can get cheaper) will patronize some mail-order houses, when the local merchant is so very indifferent?

Would the merchant in the large city let such a thing go unnoticed? Never.

There the clerk is instructed that if they are out of the article (even if they never kept it) to take your name and address and send it to you as soon as he can possibly do so. This is the

same, whether you are a stranger to him or one of the regular customers.

As it saves you the trouble of looking around yourself, you appreciate the attention and next time you want anything you go back to that store and perhaps keep on going and become a regular customer. That merchant is bound to please you and is responsible for the goods that he sells.

The great trouble with the merchant of the small town is that he has allowed himself to get into a rut. He just hates to make the effort to pull himself out, because it is such a hard pull for a little distance. Consequently, he gets rustier and rustier and the good looking catalogue with the attractive pictures takes the place that he should have in his community.

People who buy from mail order houses do not realize that they do not handle the nationally advertised articles. If they do, they are not exploited in their catalogues and only occupy inconspicuous places, while the goods on which they make the largest profit have the largest picture space. The innocent buyer does not know this and he thinks the article must be very superior, because it is so well written up.

Every merchant in every small town (even the man who keeps the general store in the farming community) can do just as much for his customers as the mail order house, a hundred or two or three hundred miles away. But he must coax his customers back to him, after they have once left him, and return good for evil.

In the large cities all the stores have schools for their clerks and salespeople. In these schools they learn just how to sell and what to do to please their customers, because the owners of these tremendous places of business never come in contact with their customers. The competition is so great that nothing is left undone to attract the customers into their stores.

All kinds of clever advertising is resorted to and the cleverest methods of selling. Accommodation of all kinds, such as rest rooms, stationery, wrapping of parcels, mailing stations, etc., are given customers free of charge.

The country merchant who wants to compete with the mail order house must sit up and take notice or else he soon will find himself without a business of any kind. He must advertise. Not like the city merchant, but by having the most attractive store in his town. He must get the story of his business before his customers in some way.

He must not only welcome people who come to his store, but he must help them buy. Oftentimes people do not know just what they want or if they cannot get what they have come for they leave without making any purchases, while if the merchant or his clerk would suggest something which might do quite as well, they would not only buy it, but other things as well.

I am only a woman, but it is the women who buy everything for the home and the family and they should be highly considered by the merchant who wants to increase his business and

the business of his town. Women would never have resorted to mail order buying if the local merchants had been awake to their opportunities. If they do not begin to realize the danger now, it will soon be too late.

If the women in all the women's clubs in the smaller towns of this country were aware of the conditions that exist in their towns there would soon be a change, because when women go after things they usually get them.

What I have said seems harsh, but the merchants can be the very greatest factors to bring brightness and cleanliness into the lives of dirty and unkempt people who come to buy from them. A few do make the effort, but you can count them on the fingers of one hand. The most of them do not seem to have the ambition to make any greater effort than their competitors.



Lines of Interest to Grand Rapids Council

Stark tragedy has visited many homes through the neglect of law enforcement. It takes tragedy to awaken in the minds of the citizens of a commonwealth that politics as they prevail to-day are in dire need of a thorough house cleaning. Selfishness and greed so thoroughly dominate our law making bodies that the cause of the common people is ignored.

Some twenty years ago an act known as the Henry Law was enacted to regulate and enforce safety measures in hotels. The Law as it stands to-day carries adequate safety measures if it is enforced but of late years the Law as it stands on the statute books has become dust covered from disuse. No law is a law unless it is enforced and if the political parties fail to keep the teeth bared in the various enactments it is time the people themselves took a stand that cannot be misunderstood by the rankest politician.

Suburbanite and city dweller alike are responsible for the laxity in their efforts and determination to see that their interests are taken seriously by those they send to the Capitol to represent them. Had any part of the Henry Law been enforced there would have been no need for the heavy loss

of life in the Kerns hotel disaster. One of the specifications of the Law is that adequate means be provided for an escape from a hotel in case of fire. There must be installed sufficient fire escapes to that each lodger may have a means of escape. When regulation fire escapes cannot be installed, ropes of sufficient size and length shall be provided to make escape possible from a room. There are many hotels in Michigan to-day that are flagrant violators of this law and nothing is being done about it.

The state has no fire inspector although there are inspectors for everything else under the sun. Petty politics and adverse lobbying defeated the measure of providing an inspector as requested by the United Commercial Travelers several years ago. They were successful in getting the Henry Act passed but its potency was diminished by not having some one on the job to enforce the law.


We believe the Hotel Men's Association would be willing at this time to cooperate in order to save their own hides because any hotel that carries a faint suspicion of danger will be avoided like a plague.

The recent holocaust should be an incentive for plenty of action toward providing safety for those who must entrust their lives to the vigilance of others and the guarantee of a fighting chance through compliance with the laws as enacted without the embodiment of selfishness and avarice.

Any old cat can be the cat's whiskers, but it takes a tomcat to be a cat's paw.

Grand Rapids Council members and their friends met across the festive board in the Council chamber Saturday evening, Dec. 15. If anything in the world will bring out members, a feed will do it. Usually the eats are on the house, but this time one had to rustle up 35c or else—. We have done some difficult mathematical problems in our time, but the problem of how the Ladies Auxiliary could serve such a meal for 35c is still unsolved. Mrs. R. E. Groom with her efficient helpers started serving the sumptuous meal about 7 o'clock to a hundred hungry customers. There was meat, potatoes, scalloped corn, cabbage salad, gravy, celery and radishes and a big hunk of real cherry pie to be washed down with excellent coffee brewed from Al De Haan's famous Del Monte brand. Everyone enjoyed the meal and only wished for more room to eat more.

(Continued on page 17)




19th SUCCESSFUL YEAR

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WM. E. ROBB, Secretary

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MOVEMENTS OF MERCHANTS.

Edmore—Louis Murphy succeeds Arthur Jensen in the confectionery business.

Middleville—The A. M. Gardner Estate is succeeded in the grocery business by Lee Johnson.

Detroit—The Federal-Scheiwe Coal Co., 6400 Mack avenue, has changed its name to the Rex Coal Co.

Detroit—The Difoo Laboratories, 920 Henry street, has changed its name to Digestive Fermenta Co.

Galesburg—The J. G. Sandvall Fur Farms, Inc., has decreased its capital stock from \$35,000 to \$17,500.

Grand Ledge—The Grand Ledge Furniture Co. has decreased its capital stock from \$40,000 to \$10,044.

Detroit—The Acme Cut Stone Co., 9690 Greeley avenue, has decreased its capital stock from \$150,000 to \$45,000.

Detroit—The Simms & Morall Lumber Co., 12844 Greenfield avenue, has changed its name to the Simms Lumber Co.

Grosse Pointe—The Grosse Pointe Bank has been incorporated with an authorized capital stock of \$40,000, all paid in.

Detroit—The Standard Motor Truck Co., 1111 Bellevue avenue, has decreased its capital stock from \$50,000 to \$25,000.

Detroit—Household Paper Products, Inc., 1300 East Woodbridge street, has increased its capital stock from \$60,000 to \$100,000.

Detroit—The Boulevard Dairy, Inc., dairy products, 2449 East Grand Blvd., has changed its name to the Modern Creamery Co., Inc.

Alma—The Peninsular Mineral Co., 126 West Superior street, has been capitalized at 50,000 shares at \$1 each, \$2,900 being paid in.

Detroit—The H. A. McDonald Creamery Co., 9700 Oakland avenue, has increased its capital stock from \$300,000 to \$600,000.

Hastings—The New Trio cafe, has installed new fixtures and refrigeration plant in its place of business, both being purchased of Boot & Co.

Battle Creek—Jacob Weickgenant Co., floor covering, draperies, etc., has changed its name to the Battle Creek Floor Covering & Drapery Co.

Bay City—The Bay Refining Co. has been organized for the refining of crude oil and is capitalized at \$10,000, \$2,000 of which has been paid in.

Waldron—The Waldron State Savings Bank has consolidated with the Hudson State Savings Bank under the style of the Waldron State Savings Bank.

Royal Oak—Reynolds, Inc., 1430 Woodward avenue, motor sales and service, has been incorporated with a capital stock of \$6,000, \$3,500 being paid in.

Allenville—A. L. Litzner, who owns and manages a flour mill at McMillan, has opened a similar plant here. He will give both plants his personal attention.

Hart—Bernard Frens and Arie Lummen have engaged in the grocery business. Both men are former residents

of Fremont and both are experienced in the grocery business.

Detroit—The J. E. Stephens Co., 450 West Fort street, dealer in hotel, restaurant and barroom equipment, has been incorporated with a capital stock of \$7,500, \$2,500 being paid in.

Kalamazoo—The Central Furniture Co. has completed its remodeling program which opened the third floor of its building at 226 South Burdick street and added 2,500 square feet of floor space.

Hart—C. Van Allsburg & Son, meat dealers, have installed a complete refrigeration outfit in their market and purchased a slaughter house plant. Both plants being furnished by Boot & Co., Grand Rapids.

Detroit—The Associated Industrial Engineers, Inc., 711 Fox Bldg., has been incorporated with a capital stock of 1,000 shares of A stock at \$10 each and 15,000 shares of B at \$1 each, \$2,414.80 being paid in.

Detroit—The C-Rite Optical Co., 518 Broadway Central Bldg., manufacturer of goods for optical trade, has been incorporated with a capital stock of \$5,000 common and 21 shares at \$1 a share, \$1,000 being paid in.

Lowell—Heber Blair and Peter Speerstra have opened a men's furnishings goods store in the Smith building. The business will be under the management of Blair, Mr. Speerstra continuing in his work as automobile salesman.

Detroit—Angus L. Owre died of pneumonia in Grace Hospital Sunday. He was 42 years old and a native of Minnesota. He had lived here 14 years and was in the produce business. His wife, Agnes, and two daughters, Dorothy and Joan, survive.

Owosso—A decree of foreclosure in the proceedings of the Union Guardian Trust Co. of Detroit against the now defunct Walker Candy Co., Inc. was signed by Judge J. H. Collins and the receiver is authorized by that order to sell the plant at public auction on Feb. 26.

Detroit—Carl E. Schmidt, widely known Detroit leather manufacturer, died of a heart ailment Wednesday at his home "Walhalla," near Oscoda. A native of Detroit, he would have been 79 years old on Jan. 1. He was head of the Detroit leather company bearing his name. Among the public offices he held was that of Police Commissioner during the administration of the late Mayor Hazen S. Pingree. He is survived by two daughters, Mrs. Ida S. Moran and Mrs. Alice M. McRae; a sister and eight grandchildren.

Monroe—Benjamin Freidenberg, widely known banker and business man in Monroe, died Saturday morning at his home here, 2311 Atkinson avenue. Born at Monroe June 28, 1857, he was the son of the late Louis and Caroline Freidenberg. His father was one of the early settlers of Monroe and in business there. Mr. Freidenberg was long vice president of the Dansard State Bank of Monroe, president of the Erie (Mich.) State Bank and president of Freidenberg, Heil & Hackett, a clothing firm of Monroe. He had lived in Detroit for twenty-five years

and commuted daily to Monroe. He was a member of the Monroe Club, which occupies his former home there, the Monroe Yacht Club, and Temple Beth El.

Muskegon—Robert W. Christie, 69 years old member of a prominent Muskegon family and proprietor of the Christie hardware for thirty-four years, died Sunday in Hackley hospital following an emergency operation. Mr. Christie was taken to the hospital last Tuesday where he underwent an operation. His condition was considered favorable though serious until late Sunday, when he died. Mr. Christie had been in business here for fifty years, or since he was nineteen years old. In 1900 he established the hardware which he operated until his death. He was the son of the late Mr. and Mrs. Daniel Christie, pioneer Muskegon residents who came here in 1854. The elder Mr. Christie established the D. Christie grocery operated here for half a century as one of the leading business concerns of the city. Robert Christie was born here Sept. 9, 1865 and entered business as a clerk in 1884. He was a member of the local Odd Fellows lodge.

Manufacturing Matters

Niles—The Niles Fertilizer Co. has been organized to manufacture and sell fertilizer with a capital stock of \$10,000, \$6,000 being paid in.

Detroit—The Michigan Sprocket Chain Co., manufacturer, 7818 West Jefferson avenue, has decreased its capital stock from \$100,000 to \$50,000.

Detroit—Then Henze Manufacturing Co., 280 Harmon avenue, manufacturer of mechanical devices, has been incorporated with a capital stock of \$10,000, all paid in.

Producers' Sales Tax Seen Likely to Pass

While admitting that forecasts on the type of taxation due at the coming session of Congress were, in general, unreliable, several members of a business group in close contact with Washington felt that a National manufacturers' sales tax has an excellent chance of passing.

They declared that the only alternative was broadening the taxation base to include the lower brackets and that such a step was regarded as most unwise. Both types will be highly unpopular, it was declared, but of the two they felt that the manufacturers' sales tax would be finally chosen. Intensive efforts would be made to eliminate the objectionable features, such as pyramiding, that were mainly responsible for defeating the proposal the last time it was offered in Congress.

Michigan Shoe Convention Program

Program of speakers for the convention of Michigan Retail Shoe Dealers Association, at Grand Rapids, Jan. 21-22, was outlined this week by Clyde K. Taylor, president. At the Monday luncheon, a talk on "Display" is scheduled by Fred Cooper, of Grand Rapids Store and Equipment Co., and another talk on "Merchandising."

At the Tuesday luncheon, Ernest Bradshaw of J. L. Hudson Co., is

scheduled to talk on "Fitting and Styling of Style Shoes," and Nathan Hack, of Detroit, on "Correct Shoes, Not Corrective." At the Tuesday evening banquet, W. J. Regan, president of the Michigan Bakers Association and M. A. Mittleman, national president, are scheduled. All speakers are tentative.

Spring Curtain Orders Placed

Manufacturers of better grade curtains began booking volume orders for spring delivery this week. Re-orders for current delivery showed a seasonal decline. Heavy net weaves predominated in the spring calls from retailers. Curtain sets to sell up to \$8 were in volume demand for the new season. Current purchases were confined to better price goods which were wanted for immediate delivery to fill special orders from consumers. The season just closing, manufacturers said, has been the most satisfactory since the start of the depression. Volume was heavy and stocks are the cleanest they have been since 1929.

Undergarment Orders Still Heavy

Retailers have continued to pour a heavy volume of undergarment and negligee orders into the Eastern market. These items have moved actively in Christmas buying and late re-orders are heavier than usual due to light retail stocks and inability to secure additional merchandise during a good portion of November. Manufacturers are making shipments in increased volume and are now finding much less difficulty in covering their silk needs. The negligee volume was described as particularly heavy. Undergarments at popular and medium ranges up to \$5 are doing well.

Fight Deal on Swedish Matches

Fighting any liberalization of restrictions on Swedish match imports. The American Match Institute, in a report charged that the United States would lose heavily in any trade agreement permitting matches to be brought into the United States on more favorable terms. Pointing out that Sweden controls 75 per cent. of the world's match business while American producers have only the home market in which to sell, the institute charged that 1,000 workers would be thrown out of employment if Swedish matches were admitted.

Michigan Shoe Dealers in Quest of Large Feet

Michigan shoe dealers will undertake to determine the possessor of America's largest pair of feet in a contest to be conducted at their annual convention in Grand Rapids, Jan. 20 to 22. Among the early entrants is Robert Wadlow, of Alton, Ill. who at the age of 17 is eight feet tall and wears a size thirty-five shoe. A style pageant also will be presented. Two Detroiters, M. A. Mittelman, president of the National Shoe Retailers Association, and Nathan Hack, chairman of the association's foot health division, will speak at the convention.

It's what you leave undone that undoes you.

Russia again bares her brutality.

Essential Features of the Grocery Staples

Sugar—Jobbers now hold cane granulated at 4.95 and beet sugar at 4.70.

Tea—No change has taken place in the first hands tea market during the past week. A lot of Java Orange Pekoes were sold during the week in one sale. The prices are not forthcoming and are believed to have been low. Some fluctuations have occurred in Ceylons and Indias in primary markets, mostly downward, but they have so far had no effect in this country. Consumptive demand for tea about as usual.

Coffee—The market for future green Rio and Santos sold in a large way opened the week dull and not too strong. Later, while the situation still continued dull, futures gained a few points. A day or two after that the market had some further fluctuations both up and down. On the whole, the future market is not materially different than it was a week ago. Spot Rio and Santos has been fairly steady during the week, though the demand was quite poor. No material changes in price occurred. Milds show no change since the last report. The jobbing market for roasted coffee unchanged. Consumptive demand fair to good.

Canned Fruits—California fruits have held firm, although some easing in pears here and there has been noted. Hawaiian pineapple continues to move in good volume.

Canned Vegetables—Price changes are few. From California it is indicated that solid pack tomatoes are stronger. The Southern tomato market shows little change one way or the other, following the narrow decline recently noted. Peas and corn are also quotably unchanged.

Canned Fish—Canned Fish is steady, with a somewhat better movement on spot reported. The long term outlook for fancy salmon has been improved by the developments in the Northwest looking to curtailment of operations. Maine sardines are scarce and few packers have any left to sell.

Dried Fruits—The dried fruit market was occupied last week by the usual last minute rush for goods, and jobbers reported a substantial volume of business done. This is expected to continue pretty much through this week also. Several shortages have been apparent here for weeks, and prices on some fruits have either been withdrawn or advanced sharply in sympathy with the clean-up of goods. There is little change in the major items. As usual, apricots, prunes and raisins are eclipsed for the time being by the emphasis laid on holiday lines. Nevertheless, sellers here have reported a good volume of old crop prunes moving into retail outlets, in view of the higher replacement costs which will have to be paid later. Apricots are being held very firm, because of the limited amount available, and the expectation that the usual January demand for apricots will become specially marked next month. California reports things holding up well, with first hands resigned to hold without forcing the market until distributors are more in

the mood of making new commitments.

Beans and Peas—Dried Beans are dull and weak throughout the whole list. There seems to be nothing which will get them back permanently on their feet again. Perhaps pea beans are a shade less weak than the other items. Dried peas are fairly steady, but quite dull.

Nuts—Pre-holiday demand for nuts in the shell continues very good, with demand centering more on walnuts as other varieties are either closely cleaned up or have advanced too far in price. Brazils are reported scarce, with present prices being merely nominal. California almonds are relatively scarce also. The demand for shelled nuts also shows considerable increase, as last minute holiday buying has been making itself felt. First hands report a good volume of business being done, with stocks here light and prices holding well.

Rice—The market is now more active than it has been in the past six or eight weeks, sellers here report. Orders for delivery after the inventory season are coming in greater volume. Export business also is continuing to show much improvement. Long grains of top qualities continue very strong, with the supply scarce. The same also applies to Japans.

Salt Fish—Owing to the holiday season the market for mackerel and other salt fish is quiet, but the undertone is steady to firm. Better business is expected after the first of the year.

Spices—With the exception of nutmegs, trading in spices was rather narrow over the past week. In view of the approaching inventory period, it is not expected that grinders will enter the market for large quantities until after the turn of the year. Gingers have remained steady on spot. The January-March positions have shown some activity in the African and Cochin sorts and quotations are generally higher for spring deliveries. While some trade factors regard the outlook in peppers as highly uncertain, there is little inclination on the part of local sellers to press material for sale. Caraway seed remains firm at 8 @ 8½c per pound. Some low bids have been turned down by some of the large shippers of celery seed and, while spot prices remain unchanged, it is generally believed that the downward trend of the market has been checked. Some inquiries are noted for poppy seed, but there is a general tendency on the part of buyers to mark time.

Syrup and Molasses—Sugar syrup continues firm without change in price. Demand fair. Compound syrup remains unchanged after the recent 10 cent advance Manufacturers gave buyers ten days to buy at the old prices, but very few of them have taken advantage of it; their stocks were too large before. Better grades of molasses are fairly active at unchanged prices.

It's one thing to have an opportunity: another to see it.

Only less spending will save our Federal credit.

Japan persists in riding for a fall.

Review of the Produce Market

Apples—Jonathans, \$1.00; No. 1 McIntosh, \$1.75; No. Spys, \$1.50 and \$2. Artichokes—80c per doz.

Avocados—\$2.75 per case from Calif.

Bananas—5c per lb.

Brussels' Sprouts—16c per qt.

Butter—Creamery, 30c for cartons, and 29½c for extra in tubs and 28½c for firsts.

Cabbage—40c per bu. for white, 50c for red.

Carrot—Calif., 60c per doz. bunches or \$3.40 per crate of 6 doz.

Cauliflower—\$1.75 per crate for Calif.

Celery—20 @ 30c per dozen bunches.

Celery Cabbage—60c per dozen.

Cranberries—\$5 per 25 lb. box.

Dried Beans — Michigan Jobbers

pay as follows for hand picked at shipping stations:

C. P. H. from farmer.....\$2.30

Light Red Kidney from farmer.. 4.25

Dark Red Kidney from farmer.. 5.50

Light Cranberry.....4.15

Dark Cranberry.....\$3.15

Eggs—Jobbers pay 17c per lb. for all

clean receipts. They sell as follows:

Large white, extra fancy.....35c

Standard fancy select, cartons.....30c

Medium.....29c

Candled, Large pullets.....28c

Checks.....25c

Storage eggs are being offered as follows:

XX April.....25c

X April.....23c

Checks.....21c

Garlic—15c per lb.

Grape Fruit—Florida, \$3 for all sizes.

Grapes—Tokays—\$2.50 per box.

Green Beans — Louisiana, \$4 per

hamper.

Green Onions—Chalots, 60c per doz.

Green Peas—\$4.50 per hamper for

California and Washington.

Green Peppers—30@40c per doz. for

Florida.

Honey Dew Melons—\$2.50 per case.

Lemons—The price is as follows:

360 Sunkist.....\$5.75

300 Sunkist.....6.50

360 Red Ball.....5.00

300 Red Ball.....5.00

Lettuce — In good demand on the

following basis:

California, 4s and 5s, crate.....\$4.25

Leaf, out-door......08

Limes—25c per dozen.

Mushrooms—27@28c per box.

Onions—Home grown, \$1 for yellow and \$1.25 for white.

Oranges—Fancy Sunkist California

Navel are now sold as follows:

126.....\$3.00

150.....3.50

176.....3.75

200.....4.50

216.....4.50

252.....4.50

288.....4.50

324.....4.50

Red Ball, 50c per box less.

Florida oranges in half box sacks

are sold as follows:

200.....\$1.75

216.....1.75

250.....1.75

288.....1.75

Parsley—35c per doz. for hot house.

Potatoes—Home grown, 35c per bu.;

Idaho, \$2.50 per 100 lb. sack.

Poultry—Wilson & Company pay as

follows:

Heavy Springs.....17c

Heavy Fowls.....13c

Light Fowls.....10c

Ducks.....13c

Turkeys.....19c

Geese.....11c

Radishes—Hot house, 35c per doz.

bunches.

Spinach—\$1.15 per bushel for Ken-

tucky grown.

Squash — 40c per bu. for Red or

Green Hubbard.

Sweet Potatoes—Virginias, \$2.50 per

bu.

Tomatoes—Hot house, \$1.15 for 8

lb. basket.

Turnips—50c per bu.

Veal Calves — Wilson & Company

pay as follows:

Fancy.....8c

Good.....7c

Wax Beans—\$5 per hamper for

Florida.

Death of Mrs. Hodges, of Fife Lake

Mrs. J. S. Hodges, of Fife Lake, passed away Dec. 11, at 10 p.m. Funeral services were held at the home Saturday, with interment in the Fife Lake cemetery. Mrs. Ettie Mills Hodges was the wife of J. S. Hodges, pioneer hardware merchant. Mrs. Hodges was a native of Grand Rapids, coming here in 1882. She leaves a husband, daughter, Winifred Mundy, and sister, Mrs. I. F. Hodges, of Traverse City.

Personal Letter From the Husband

Your two recent kind letters received and words cannot express how I appreciate them. In all the letters I received none seem to touch the spot as yours did. I could not answer before, as I could neither write or think. I was almost crazy. I worshiped my wife. Lived with her fifty-two years without one single cross words being spoken either to her or she to me. Home was heaven to me. Now it is anything but heaven. I am to be alone in a large house. I have one child, a daughter, married and living at Lincoln, Mich. My hardware store is closed on a litigation with the Guardian Group Bank at Dearborn. We were in on a deal at Detroit. I put up \$10,000. They put up \$2,000. When property began to slip they wanted their money back. I, like a fool, paid them \$1,050 in cash and was going to take the deal off their hands. When the banks all closed I could not raise the balance. I was connected with seven banks and got caught in all of them, besides losing \$40,000 in Detroit. I expect to win this case and open my store Saturday. I will then start suit against the Guardian Group for \$10,000 damage to my credit.

Six New Readers of the Tradesman

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

R. Leroy McCartney, Grand Rapids

A. A. Frost, Duluth

M. Goldsmith, Detroit

C. W. Reed, Levering

S. Abraham, Grand Rapids

F. Groenendal, Muskegon.

Business leaders are becoming disposed to lead.

No depression ever killed opportunity.

MUTUAL INSURANCE (Fire and Life)

Dynamite Explosion

Several thousand dollars of property damage and a narrow escape from death for four citizens resulted from the careless storage of dynamite on the outskirts of Covington, Ky., last month. Chief Frank A. Northcutt and his men were awakened by the explosion two miles from the headquarters station.

A construction company building a road into Covington placed 250 pounds of dynamite, and enough caps to set off the charges in a frame shanty on a traveled highway, prior to using the explosives for blasting away a hillside. A party of four driving on the highway found the shack in flames, and seeing a truck nearby, tried to push it away from the fire, not knowing of the presence of the dynamite. The intense heat from the burning building drove them back, and when they had withdrawn about a hundred yards, the building was blown up with a tremendous concussion.

The truck was demolished by the blast, and portions of the burning building thrown hundreds of feet. Windows were broken and plaster cracked for a distance of about two miles. One man over ten miles from the scene of the explosion reported hearing it. An eye witness said that a can containing several gallons of kerosene was hurled fifty feet into the air, the burning liquid giving the can the appearance of a comet with a flaming tail.

Chief Northcutt pointed out that the owners of the dynamite violated several state regulations for the storage of explosives, and in so doing created a terrible hazard. The frame building (dynamite, according to Kentucky law, must be stored in fireproof buildings of special construction) was only about 25 feet from the traveled highway (state regulations for the amount of dynamite the building contained, 215 feet; the building had no signs indicating that it contained explosives; the detonating caps were stored with the dynamite; the shack was heated by a stove; the deputy state fire marshal had not been notified of the presence of the explosive).

Fortunately, the explosion occurred at an hour when there was very little travel on the highway. Another lucky circumstance was that the night watchman, who tended the fire in the shack had gone home. The four persons who tried to save the truck would have undoubtedly been killed if they had not retreated from the heat just before the explosion.

The origin of the fire is not known. It was discovered about fifteen minutes after the watchman had left, and in five or ten minutes the dynamite went off. Luckily, the fire department had not been called to extinguish the fire. Chief Northcutt points out that the firemen, not knowing of the dynamite, would have pulled the apparatus close to the shack in order to fight the fire with small lines. This undoubtedly

would have resulted in their deaths and the ruin of the apparatus.

He also points out that the explosion probably would not have occurred if the caps had not been stored with the dynamite. Dynamite will burn without exploding, but in this instance the fire set off the caps, which in turn set off the dynamite. Chief Northcutt recalled that some years ago he was very badly hurt in an explosion of such caps; he still bears the scars from his injuries at that time.

All enterprises necessitating the use of dynamite should be carefully watched for violation of rules that protect the public from explosions. Fire chiefs might do well to call on the men in charge personally, bringing the regulations to their attention, and insisting on compliance. In the Covington case, however, the dynamite had been stored without anyone outside of the construction firm knowing of its presence.

"Liquid Fire"

One of the most extraordinary fires ever fought by the San Francisco fire department occurred last month, as a result of heavy rains.

Water backed up into the warehouse of a trucking company, and reached several hundred sacks of unslaked lime stored there. The lime was stacked on a platform several inches above the floor, but the amount of water was more than sufficient to reach it.

Firemen rushing into the building, unaware of what they were about to face, were severely burned by the bubbling mass, which was several feet deep on the floor, and shooting blue flames. The effect was similar to a flood of molten lava. The men donned boots protecting them to their waists, and smeared themselves with grease in order to remove from danger such lime that remained unslaked.

Chief Charles J. Brennan then ordered the building swept with high pressure streams, in order to slake the wet lime that remained. After several hours work on the fire, twenty-one firemen had been removed to the hospital, all badly burned. Ten of them were expected to spend at least two weeks in the hospital. In some instances, when clothing was removed from the men's legs, burned flesh came with it.

Gas masks were used in fighting the fire in order to protect the men as much as possible. As only twelve masks were available, the men worked in shifts of that number.

Only the day before, San Francisco firemen had been called out to a fire in a nut meat plant. The oil in the nuts increased the intensity of the blaze, and three alarms were necessary to prevent the spread to adjoining buildings. One man, employed by the nut company, was unable to escape and died in the building. Firemen succeeded in rescuing one employee who managed to reach a fire escape where he was trapped.

If you do your best, no consequences need appall you.

Strive now—the grave will give us rest.

REPORT ON CHAIN STORES

Summary of Investigation By Federal Trade Commission

The Federal Trade Commission transmitted to the Senate, Dec 14, its final report on its six-year chain store investigation, made pursuant to Senate Res. 224, 70th Cong., 1st Sess.

In the letter of transmittal accompanying the report, Acting Chairman Ewin L. Davis advised the Senate that submission of this report concludes the work of the Commission in this investigation. He directed attention to the fact that the Commission has, since the beginning of the investigation, submitted to Congress thirty-three factual reports on various phases of the chain store industry, and that these reports have already been printed as Senate documents.

The report summarizes facts gathered by the Commission during its exhaustive enquiry in all parts of the country, as presented in detail in the thirty-three interim reports published from time to time. This factual report will be followed in a few days by a statement of the Commission's conclusions and recommendations for legislation based upon the data obtained during the inquiry.

The Senate resolution under which the investigation has been conducted directed the Federal Trade Commission to undertake an enquiry into the chain store system of marketing and distribution as conducted by manufacturing, wholesaling, retailing or other types of chain stores and to ascertain and report to the Senate as follows:

1. The extent to which consolidations have been effected in violation of the anti-trust laws, if at all;
2. The extent to which consolidations or combinations of such organizations are susceptible to regulation under the Federal Trade Commission Act or the anti-trust laws, if at all, and
3. What legislation, if any, should be enacted for the purpose of regulating and controlling chain store distribution.

In addition, the resolution directed the Commission to advise the Senate on (a) the extent to which the chain store movement has tended to create a monopoly or the concentration of control in the distribution of any commodity, locally or nationally; (b) evidences indicating the existence of un-

fair methods of competition, or of agreements, conspiracies, or combinations in restraint of trade, involving chain store distribution; (c) advantages or disadvantages of chain store distribution in comparison with those of other types, as shown by prices, costs, profits, and margins, quality of goods and services rendered, managerial efficiency, low overhead, or other similar causes; (d) how far the rapid increase in the chain store system of distribution is based upon actual savings in cost of management and operation, and how far upon quantity prices available only to chain store distributors; (e) whether or not such quantity prices constitute a violation of the Federal Trade Commission Act or any other statute, and (f) what legislation, if any, should be enacted with reference to such quantity prices.

Summarizing the facts set forth in its final report, the Commission says that "it may be stated that the chief advantage enjoyed by the chain store is its lower selling price to consumers. These lower selling prices," continues the report, "are largely due to a variety of factors which may be divided into two cases: First, those which appear to be amenable to ordinary governmental regulation and, second, those which would be amenable only to extraordinary governmental measures. Among the former class may be mentioned

1. The usually lower buying prices of chains as compared with independent wholesalers or retailers, much of which is often the result of special discounts and allowances to chains. These discounts are sometimes based upon specified quantity purchases or definite quotas of increases in purchases or to reimburse the chains for newspaper advertising expenditures on the manufacturers' products. In other cases, however, they are given primarily because of buying power in which case they may masquerade as brokerage fees or advertising allowances:

2. The extensive use by the chains of large proportions of leader and loss leader merchandise sold at prices which are below the average cost of doing business plus the cost of the merchandise and which are sometimes below the latter;

3. More extensive short and less extensive over-weighting by chains in some localities than by independent stores on commodities sold by weight.

INSURANCE AT COST (A Non-profit Organization)

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

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

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

Among the second class, those factors which would be amenable only to extraordinary measures may be mentioned:

a. The less service given to customers by chain stores as compared with independents on the average;

b. The indicated lower wages paid by the chains in some localities at the time of the inquiry;

c. Elimination by the chains of most of the wholesale selling expense commonly involved in the wholesaler-retailer system of distribution;

d. The wider profit margins on chain-store purchased and especially manufactured private-brand merchandise as compared with standard brands, which advantage may at times contribute to the ability of the chains to reduce prices through loss leaders or otherwise particularly on standard brand goods, private brands being seldom used as leaders;

e. Profits from wholesaling operations in the case of a number of both the larger and smaller chains which have engaged in this kind of business, which profits may likewise contribute to the lower prices on merchandise sold through retail stores;

f. In addition, chains in many lines possess an important advantage through their ability to use newspaper advertising where the independent retailer cannot afford to do so. Moreover, the newspaper advertising of the chains tends to be much more effective than that of the independents owing to the multiple outlets of the chains in those cases where the chain has more than one store in the area which is covered by the newspaper advertising;

g. A final and very important advantage of the chain consists in its ability to average the profit result obtained from its stores in various localities, the low prices obtained in one or more areas being offset by higher prices obtained in one or more other points. This ability of the chain to average its prices and profits may contribute materially to its ability to use leaders and loss leaders effectively.

One-tenth of Stores are Chains

The report uses United States Census Bureau figures to show that in 1929 there were 1,543,158 retail stores in the United States with total sales of \$49,114,653,269. Chain store organizations in the country, according to the same authority, numbered 7,061, operating 159,638 stores, or about 10 per cent. of all the retail stores in the country. Sales of these chains aggregated \$10,740,358,208, or about 22 per cent. of all the retail stores. Local chains operated \$2,465 stores with total sales of \$3,293,890,233; sectional chains, 41,083 stores with sales of \$2,191,250,396, and national chains operated 51,058 stores with sales of \$3,960,086,992. Other types of chains, not included in these three general classifications, operated 15,032 stores, with sales of \$1,295,157,587.

The report contains a tabulation showing that nearly 20 per cent. of each dollar spent in retail stores by the consumer went to chain stores, with a wide variation in the proportion of retail sales of chain stores in different states of the union, ranging from

as low as one dollar in fourteen in Mississippi, to one dollar in four of total retail sales in the District of Columbia.

More than half of the chains reporting to the Commission operated from two to five stores each. This group operated less than 5 per cent. of all the chain stores. However, chains with 1,000 stores or more comprise less than 10 per cent. of the total number of chains, but account for approximately one-half of the total number of chain stores and about 40 per cent. of the total volume of chain store sales. Largest among the groups are the Great Atlantic & Pacific Tea Co., the Kroger Grocery & Bakery Co., and the Safeway Stores, Inc., which operated in 1930 nearly 25,000 retail grocery stores. Their total sales were almost \$1,600,000,000. During that year, the Great Atlantic & Pacific Tea Co. alone operated 15,738 stores, with total sales of \$1,065,000,000. The Commission's report says that the significance of these figures is heightened by the apparent tendency of chain stores to increase at a faster rate than independents. Figures gathered in the survey indicate that while the new store opening rate of the independents is substantially higher than that for chain stores, the independent closing rate is nearly as high as the opening rate, whereas the chain store rate of closings is only about one-fourth that of openings.

Further analyzing the figures gathered in its survey, the Commission says they indicate a tendency for chains to concentrate their stores, first, in the most populous communities, and later to extend their operations to less populous localities. The report shows that for a six-year period, approximately two-thirds of all chain stores were located in three contiguous and populous divisions of the New England, Middle Atlantic and East North Central States.

The investigation discloses that as a means of meeting the competition of the chain store systems, independent retailers in certain lines, particularly groceries, drugs and hardware, have organized co-operative chains largely for co-operative buying. The Commission gathered data for 39 such co-operative grocery chains with a membership of 43,141 independent grocery stores, as of the beginning of 1930, and estimates that there were probably 395 such co-operative grocery chains in the entire country with an estimated membership of 53,400 stores. The estimated volume of business of these co-operative chains in 1929 was between 600 and 700 million dollars. The Commission also gathered data for 24 co-operative drug chains with a membership of 6,041 independent retail stores in 1929.

Legal Status of Chains

As to the legal status of existing chain store systems, the report says that there have been no court decisions on the extent to which chain stores are engaged in interstate commerce and that each chain system must be separately considered in its relation to this or any other legal question involving its amenability to existing law. However, the report says that on the

principles established by the Supreme Court in other cases, "there is good reason to believe that Federal jurisdiction would be upheld as to many phases of chain store operation," but adds that special litigation would be necessary to determine the exact scope of such federal jurisdiction.

Responding to that part of the Senate resolution which directed the Commission to advise the Senate as to the extent to which the chain store movement has tended to create a monopoly or concentration of control in the distribution of any commodity, the Commission says that the competition which the chain stores in the grocery trade furnish to each other, supplemented by that of independent stores, would seem to negative monopoly by any individual chain, and that the same is true as to the larger chains in the drug group. On this phase of its inquiry the Commission says:

It is possible that a monopolistic condition might be established in a given section of the country and not for the country as a whole. However one may view the economic question of monopoly, it is futile to treat the legal question of monopoly as one that is determinable from size or the proportion of business controlled. Under the principles announced by the Supreme Court, a concern may do all the business in its field of operation and have no competition without infringing Section 2 of the Sherman law which makes it a penal offense to monopolize, attempt to monopolize or combine or conspire with others to monopolize 'any part' of interstate and foreign commerce.

The broad prohibition of the Sherman law against monopoly has been narrowed by interpretation of the courts to mean that only actual, as distinguished from potential monopoly, is unlawful, and that the mere possession of monopolistic power in the absence of overt acts indicating an illegal use thereof is not a violation of this statute.

Citing decisions by the Supreme Court in the International Harvester Company and the United States Steel Corporation cases, the Commission says:

Under the principles of these decisions, if there should develop one gigantic all-inclusive chain store system for each line of distribution, its status as an unlawful monopoly could be attacked only to the extent it had violated the law as a means of attaining monopoly, and exercised its monopolistic power contrary to law. The situation may call for reconsideration by Congress of the public policy involved in the monopoly section of the Sherman law * * *.

There seems even less basis for considering co-operative chain store systems as monopolies or combinations in restraint of trade under the Sherman law.

Reporting on that part of the resolution directing that the Senate be advised as to the extent to which chain store consolidations have been effected in violation of the anti-trust laws, the Commission says that "investigations made by the Commission from time

to time have failed to disclose reason to believe there have been violations of Section 7 of the Clayton Act by chain stores of the grocery group."

As to the drug, confectionery, furniture and variety groups of chain stores, the Commission found that there have been some consolidations, but advised that the difficulty with all such cases, aside from the ever present one of Federal jurisdiction, is that "there is no precise method for determining the amount of competition between stores located in the same market area," adding "if the legal status of potential competition were less vague, a conclusion could more easily be reached," and advising that the Commission is giving further study to these questions in their bearing upon chain store acquisitions as whether Section 7 of the Clayton Act has been violated and whether such violation is beyond reach of the Commission's remedial processes as defined by the Supreme Court.

Reporting on competitive practices and trade policies of chain stores, particularly as to unfair methods of competition, agreements, conspiracies or combinations in restraint of trade, the report says that "it may be said that as far as agreements, conspiracies, or combinations in restraint of trade among chain stores themselves are concerned, the inquiry has failed to disclose any such practices. On the contrary, chain companies within the various commodity groups actively compete with other chains in the same group." However, the Commission said the investigation had shown a number of competitive practices and trade policies meriting presentation as being possibly "unfair methods of competition in commerce." The report adds that the records of the Commission show twenty-seven private complaints filed alleging unfair practices by chain stores in the sale of merchandise, of which 23 were in the category of misbranding of goods and false and misleading advertising. Three involved charges of selling below costs to the injury of competitors, and one charged conspiracy to maintain prices, operation of a lottery and price discrimination. Such charges have been investigated from time to time, the Commission proceeding in its usual manner for the prevention of such practices.

In connection with its chain store report, the Commission will make public in a few days its conclusions and recommendations for legislation, together with a discussion of legal remedies available under existing federal statutes. It will also include proposals for new legislation which have been considered but which have not been definitely recommended.

Take things as they come—and try to make them come out right.

No human is a failure who retains goodwill towards men.

If you fulfil what you owe to yourself, that's victory.

It isn't genuine success if it didn't benefit others.

THE CHRISTMAS TREE

Christmas is coming, and with it the inevitable renewal by persons with the best notions in the world of the demand to give up Christmas trees to save our forests. There is no need to give up the Christmas tree, and this should be understood by those who would deprive the Christmas season of a ceremony and a decoration that adds so much to the holiday cheer.

Each year in the United States some 5,000,000 firs, spruces, pines, cedars and hemlocks receive the decorations and homage of the Christmas tree. The total cutting would denude 10,000 acres. The figures sound formidable, but they are not.

The acreage represents only one-tenth of one per cent. of the total number of acres cut annually in the United States. The trees sold bring more as Christmas trees than they would if sold for any other use. Many of them come from forests where the cutting out of these small trees encourages the growth of larger trees to lumber size. Much land that would otherwise lie idle and produce no revenue, is being made to grow Christmas trees and is bringing in a nice profit. Properly cut, and even without any new planting—depending entirely on natural regeneration—land may be kept producing Christmas trees year after year.

Professional foresters do not object to the cutting of Christmas trees. Conservation does not mean allowing trees to grow until they die and rot; it means the wise use of trees and care exercised that those cut are replaced by new crops. Those who object to Christmas tree cutting can properly demand conservation but not—as has been suggested—a federal law which would make the cutting of a Christmas tree a crime.

There are few symbols of family happiness, childish joy, which match the Christmas tree. It is the token of Christmas peace and good will, and a youngster's ecstasy and gratification. It would take a calamitous danger indeed to justify the relinquishment of the Christmas tree with its pile of gay packages beneath the boughs, its twinkling lights and tinsel ornaments, and its one bright star at the very top.

INCOME STATISTICS

Income tax statistics for 1933 will probably be used quite freely in the coming session of Congress to show that the New Deal has aggravated rather than reduced the mal-distribution of wealth, which it was supposed to help correct. Forty-six individuals, instead of the twenty in 1932, report incomes of \$1,000,000 or over. Incomes under \$25,000 were fewer in number, while those above that level increased.

To an important degree, these figures do appear to comprise a major problem. When too little was going to wage earners and farmers to support the huge output of 1929, markets collapsed. Arguments can be made that profits were put back into industry by the small high-income group, thus creating work, but the markets for additional products apparently did not have

sufficient purchasing power to absorb them.

In present circumstances, of course, the evidence that profits are on the upturn cannot fail to have a stimulating effect. Capital must be persuaded to come out of hiding and return to the task of making the wheels move. For this reason, legislators will do well not to use the income statistics for radical purposes. If they sincerely wish for business recovery, then they must recognize the fact that enterprise must see profits ahead before it will go confidently forward.

At the same time, there remains considerable scope for government studies which will determine those price, profit and purchasing power relationships which have characterized periods of real prosperity.

PRICE FIXING QUESTION

The lines on which the NRA will be drawn for another period of emergency operation are becoming clearer as a result of current discussions. The Chamber of Commerce of the United States and the National Association of Manufacturers have declared themselves in favor of another year of this set-up with certain modifications. Other important trade bodies have expressed similar judgment.

During the week the address by S. Clay Williams, chairman of the National Recovery Board, clarified what was supposedly the administration viewpoint. Basic features of the Recovery act relating to wages and hours, collective bargaining and fair trade practices will be retained, he explained, but price-fixing will be eliminated.

The argument he offered upon price-fixing was one that has been advanced in these columns several times. If minimum wages and maximum hours are fixed, then there is provided the one sound basis for fair price competition. One producer cannot beat another's price simply through slashing wages and thereby undermining the entire market.

Experience with price-fixing in many instances has proved its fallacy to manufacturers who desired it above all else when the codes were being adopted. Thus, at a hearing attended by lumber interests in the week it was indicated that not more than 15 per cent. of the production in that field was being sold on the basis regulated.

PROFIT SHARING

Acceptance of the policy that wage minimums and working hour maximums are basic factors in competition may lead in time to a further step for dealing with market potentialities and purchasing power. This forward-looking plan would not be new to a number of manufacturing and distributing companies, since it involves merely a profit-sharing arrangement in which stockholders, employees and management would participate.

A widespread fear among business interests centers upon the limitations which the government may see fit to impose upon profits in one way or another. This fear discourages enterprise. Profits would be reduced. Under a suitable profit-sharing plan, which would be something in fact as well as

in name, the opposite reaction should result. No limit would be placed on profits, but there would be a sharing of them with much larger numbers than now benefit.

Some such development seems much more preferable than unemployment insurance and other relief projects that contemplate carrying those without jobs at the expense of reduced output. In production lies the only wealth of a country, and authorities have emphasized that only in greater output can we hope to absorb the unemployed.

Profit-sharing upon a much wider and effective scale may hold out hopes for all parties to the present problem.

DRY GOODS CONDITIONS

Carrying along in a satisfactory way after its spurt of the latest week-end, holiday trade bids fair to exceed earlier estimates by a fair margin. Gift and small wares received most attention, but apparel lines also were purchased liberally. If anything, the semi-luxury demand has gained.

Department store sales for November were reported as 11 per cent. above the same month last year in the Federal Reserve Board report. The largest gain was made in the Atlanta district, where volume was 24 per cent. higher, while the only decrease was in the Boston area, where sales ran 1 per cent. under November, 1933.

For the half month the stores here expect to run from 12 to 14 per cent. ahead of the corresponding period last year.

Attractive prices are, no doubt, responsible in a large way for the present satisfactory volume of trade. Retail levels last month showed no change from those in October on the average; the Fairchild index indicated that they are now seven-tenths of 1 per cent. under the Dec. 1, 1933, average.

Rush orders are very heavy in the wholesale merchandise markets during the week. However, retailers are now turning to preparations for post-holiday sales, for which their budgets are somewhat higher.

TEXTILES SEEN ACTIVE

With prices moving up all along the line, an active first quarter was predicted for the textile industry here yesterday by market executives. The volume may not reach the large total of the first three months of this year, it was conceded, but at least it will be substantial and additional business will be placed during the remainder of the year, with the total passing by 20 to 25 per cent. the 1934 mark.

Price advances on a variety of goods have imparted a strong tone to the market combined with the fact that stocks are not excessive. The $\frac{3}{4}$ of a cent advance in gray goods in recent weeks indicates higher levels for the first quarter, the advance in rayon yarn is expected to engender confidence among users, while the worsted industry will be kept very busy on orders received in the last month. Fall suitings lines will be ready about March and production on these styles will take up the slack caused by the end of the Spring business, it was said. The narrowing of the spread between the

high filament chalk rayon and the low filament was approved by the industry as an excellent corrective step.

BASIC INDUSTRY RISES

Except for clarifying views upon various recovery steps and announcement that a program of co-ordination is under study, there was little from Washington during the week of unusual significance. The feature of the week, in fact, was the rise in automobile production and further expansion in steel operations against the normal trend. Trade also furnished its fillip of highly favorable news in the reports of the best sales in three or four years.

Despite a marked reaction in the electric power series, the weekly business index scored another advance, its sixth in succession. All components except power production were higher, with the increases particularly marked in cotton cloth output, automobile production and steel mill activity.

During the week it was indicated that an industrial rehabilitation program involving half a billion dollars so far is promised as a means of tiding over building operations until the housing plan can be fully launched. Construction activities are falling behind.

DIVIDED ON SHOE PRICES

The recent strength in hides and the firmer attitude taken by tanners on leather quotations led some shoe manufacturers to believe that minor price advances may be necessary on footwear after the turn of the year. Several executives disagreed with this opinion, however, and declared that there was little possibility of price advances for some time.

Those favoring the advance said that current shoe quotations were based on leather's low point and in some instances were unprofitable. Any advance in leather would necessitate higher footwear levels, they held. This attitude was discounted by other manufacturers, who claimed that competition, despite the large volume of business, was holding prices down and that consumers cannot afford to pay higher levels. Output this year will be the second highest on record, coming close to the 1929 peak of 361,000,000 pairs.

REORGANIZATION LAW

A great deal of difficulty is being encountered by those seeking to rewrite Section 77 of the Bankruptcy act, the new statute passed in 1933 to facilitate railroad re-organization.

In fact, doubt is expressed in informed quarters that an acceptable series of amendments to this section can be prepared for presentation early next year, to Congress, as originally planned. As a result, the Administration is held likely to reconsider the whole question in the light of its general railroad policy, and perhaps to sponsor later an entirely different type of railroad reorganization statute.

In the meanwhile, the program favored earlier of stimulating railroad maintenance and new capital expenditures by increasing the number of defaults and hastening reorganizations, to reduce the amount of fixed charges that have to be paid yearly by the carriers, is at a standstill.

OUT AROUND

Things Seen and Heard on a Week
End Trip

I am exceedingly sorry to see the official announcement that President Roosevelt proposes to retain the 7A provision in the new NRA code in case the unwise provisions are deleted and it is revised to meet modern requirements. In taking this stand he places himself in the position of being the servile tool of the labor unions, the same as President Wilson did when he signed the infamous Adamson bill under the coercion of Sam Gompers, who was the most arrogant and unscrupulous official union labor has ever had as a ruler. The 7 A is unfair, unconstitutional, unAmerican and utterly detestable. It should have no place in a land supposed to be inhabited by free men. Unless President Roosevelt reverses his position in this matter he will go down in history as one of the greatest enemies to industrial freedom and progress the country has ever seen.

It is exceedingly unfortunate that the unscrupulous schemers who draw big salaries from the American federation of labor have seized this opportunity to commit our kind-hearted and well-meaning President to a course which will give the country a bad blow from which it can never recover. The closed shop is one of the most infamous contrivances ever designed by the cunning hand and venal ambitions of vicious men. Collective bargaining and the 30 hour week have never been a success anywhere in the world and never will. Tying the hands of employers by the adoption of these three handicaps will never lessen the present depression, but tend to prolong it indefinitely. As one who wishes our President well, I regret more than I can express in language the wretched course he has taken in this matter. As the union membership is less than 5 per cent. of our total population it looks on the face of things as though it was about time to put an end to the tail wagging the dog.

In going back over the presidents who have ruled the country since I reached the period of observation I am free to admit that Grover Cleveland and Theodore Roosevelt were both my ideals in many respects. When the Pullman strike was precipitated by Debs, Cleveland made short work of ending one of the most menacing insurrections this country ever had to face. The only thing he didn't do which he should have done was to hang Debs to the nearest telegraph pole. He was ten times as dangerous as the public enemies the Roosevelt administration are now shooting on sight.

Theodore showed his contempt for the unions by sending a personal friend to Colorado to quell the miners' strike which occurred there during his admin-

istration. His representative happened to be a colonel in the regular army. As soon as the colonel arrived on the scene of the murders committed by union men under orders from the infamous Gompers they sent a committee to the Presidential representative and asked for the restoration of the habeas corpus. The reply was short and conclusive: "You fellows don't need the habeas corpus. All you require is the post mortem." When this reply was received by the chief of the union assassins, the murderers were cowed and the strike was abruptly terminated.

I am proud that I voted for Cleveland three times. He is the only Democratic President I ever supported. My first vote was given him because I did not like Blaine. I thought then and still think he was not a thoroughly honest man. If he had been elected I think he would have involved us in a war with England, which would have been a bad condition for both countries. Of course, Blaine was of Irish descent, but his hatred of England was one of the things I never could understand. Cleveland came very near precipitating war with England over the Venezuela dispute, but England had the great good sense to back down and the two nations have both taken care to keep on a friendly footing ever since. Let us hope they will never permit anything serious to come up between them again.

Cleveland did two things I never could understand. One was his free trade message on wool, which cost him his election the second time he ran for President. The other was his approval of the first Federal tax on oleo, which passed both houses of Congress. He did not believe in the bill, but he saw back of a veto the opposition of millions of farmers the next time he faced them at the polls. As near as I can recall his message which accompanied his signature, it read as follows:

"I do not believe this measure is either fair or just, but in this case I am disposed to bow to the superior wisdom of both houses of Congress."

There was very little respect for the oleo manufacturers in those days, because they started making oleo under the guise of dairy butter and made enormous profits by selling it to the trade as genuine butter, shipping it out of their factories in nail kegs and shoe boxes, the same as the country merchants used in shipping genuine cow butter to market in those days.

One more side light on Cleveland, who certainly had the faculty of calling a spade a spade. He never was on very good terms with Congress, largely because he vetoed hundreds—perhaps thousands would be nearer right—of private pension claims which the pension officials had turned down for lack of merit. A joint committee of the Senate and House called on Cleveland at the assembling of Congress and was ushered into the presence of the Chief Executive, who was writing out pension vetoes in long hand, as usual. He

kept them waiting for a long time, when he looked up from his work. The chairman then advanced to the President's desk and remarked: "We have called to inform you that Congress is now in session and we are ready to receive your message." Mr. Cleveland made no reply except to say: "Damn Congress." Thereupon the committee filed out of the room and the interview was ended.

I certainly appreciate the action of the Federal Trade Commission in sending me an official copy of its final report on chain stores, made at the request of the United States Senate of the Seventieth Congress. The report, which covers the year 1929, shows that the chain organizations own and conduct about 10 per cent. of all the retail stores of the United States; their sales aggregate about 22 per cent. of the total business of all the retail stores. I publish the report verbatim and trust every reader of the Tradesman will take time to give it careful perusal.

The Supreme Court of the United States has put a crimp in the NRA, which will probably result in its being laughed out of existence. An oil producer was arrested, indicted and thrown into jail for an alleged violation which was not included in the code when the prosecution was undertaken. In handing down its decision the great tribunal—the greatest tribunal of the kind in the world—indulged in some hilarity at the expense of the NRA, the first time such a thing has ever been known in the august presence of the Supreme Court.

My theory is that the entire New Deal programme by the Roosevelt administration is clearly illegal, because the Federal constitution provides that Congress cannot delegate the law making power to another body. If the matter ever gets before the Supreme Court it will probably sponge the entire tissue of foolishness and absurdity off the books, hold that all fines paid by those who have been unjustly penalized be returned to the victims. The 100,000 extra clerks and officials, most of whom have been paid five times more than they ever received before, should be made to return the sums received by them to the United States treasury.

In a recent call on Paul F. Kempter, Chief Steward of the Pantlind Hotel, he showed me some correspondence he has recently had with Frank T. Bell, Commissioner of Fisheries at Washington. I requested that he permit me to publish the correspondence in Out Around, which he finally consented to do. The letters are as follows:

Grand Rapids, Nov. 30—In reply to your valued letter of Oct. 25, I surely wish to compliment you for taking such means to gather information.

Your very kind invitation to make the Bureau of Fisheries my headquarters when visiting Washington is also highly appreciated.

Since you desire suggestions, I very gladly offer you one herewith.

It is my conviction that the Federal Government and yourself should do all in their power to stop the terribly criminal pollution of our streams and lakes with sewage and industrial waste.

Perhaps your endeavors in this direction are rather limited for lack of jurisdictions, but surely you could make your powerful influence felt in our State Legislature, in ways which you know best.

Most of our rivers here in Michigan are tributaries to our Great Lakes and should be, as they were always in the past the natural spawning grounds for the Great Lakes fish.

In their present state of pollution they are entirely unfit and incapable to function in this natural process and our puny efforts in maintaining costly fish hatcheries, praiseworthy as they are, do not meet this emergency adequately.

As a natural consequence of this state of affairs, our supply of fish in the Great Lakes is constantly diminishing and is greatly in danger.

To convince you of the truth of this assertion, I would recommend to your particular study Grand River, which enters Lake Michigan at Grand Haven, and Muskegon River, which enters Lake Michigan at Muskegon. Both of these rivers have square miles of natural spawning grounds in their respective deltas, but their state of pollution makes them entirely unfit to function properly in this natural process.

My knowledge of ichthyology is admittedly very limited, but I think even the casual observer, if he is a naturalist, can reason in this matter correctly.

It is my honest belief that the greatest cause of our diminishing supply of fish in the Great Lakes is this pollution of our rivers, thereby destroying the natural spawning beds of the Great Lakes fish.

You can render a service of incalculable value to the Nation by exerting your best efforts in this direction to stop this criminal pollution of our rivers, which destroys both their beauty and their utility.

In this noble cause I wish you all the success in the world.

Paul F. Kempter,
Chief Steward Pantlind Hotel.

Washington, Dec. 11—I am very glad to have your letter of Nov. 20, which stresses one of the most important limitations on the production of food and game fish in our waters. The condition you report in Michigan, unfortunately, is all too prevalent in the United States. Of course, domestic sewage in moderate quantities may be helpful rather than harmful to fish life through its effect of fertilizing the water, increasing the growth of plants and small animal organisms. If it is excessive, so that the oxygen content of the water is depleted in the process of its decomposition, it then becomes a serious menace to fish life. Industrial pollution, on the other hand, is more likely to be destructive.

Most of the states have anti-pollution laws, but in many cases they cannot be enforced without undue hardship on important industries until knowledge is available regarding effective means of reclaiming trade wastes, which reclamation in many cases yields an actual profit to the offending industry.

The Federal Government has no authority over pollution in interior water except as it affects commerce, but the last session of Congress authorized investigations by the Bureau of Fisheries along these lines and it is hoped that appropriations will be provided in the future to permit an attack on the problem on a Nation wide scale. With the growth of public opinion demanding pure streams, we can hope for gradual improvement provided our technical knowledge is adequate to

(Continued on page 23)

FINANCIAL

Plea for Support of the Official Sealer

Trade journals being the best kind of outlet for any kind of publicity, the public can be kept better informed on the work of the local sealer through them than in any other manner. I feel a monthly report to the local papers carrying the previous month's work (number of gasoline pumps and scales sealed, condemned and adjusted) and any other work done by the sealer would be very educational to the public and of great benefit to our sealers organization.

Schools are also a wonderful place in which to present our great message. Let us start our young people of Michigan right on weights and measures. These young people are interested in any kind of law enforcing officers, their duties and accomplishments. Then also clubs, such as Rotary, Kiwanis, farm and women's clubs are very good methods of publicity. We should never pass up any opportunity of speaking at these gatherings.

Seals on equipment should show the public the weights and measure official has inspected the same and it is o.k. They should be of shape and color to signify authority and large enough to be easily read. These seals should arouse the public sentiment sufficiently to demand this service.

In my opinion, one of the most interesting and helpful efforts in behalf of publicity was an exhibit I put on at our Washtenaw county fair this last fall. It brought me in direct contact with people to whom I seldom get a chance to show what great work the weights and measures official does to protect their change. For that is what he does. Short weight is the same as short change. After I had explained weights and measures to about thirty people standing in front of my booth, a small boy about twelve years of age asked me some very interesting and intelligent questions about my work. After he had finished I asked him where he had acquired his knowledge of weights and measures. He answered, "Why, Mr. Smith, you talked to our class and I have weighed a lot of mama's packages since and found some of them short." That goes back to my argument on schools.

We have a "Paint up week," "Clean up week," "Fire prevention week" and numbers of others too numerous to mention. Why not have weights and measures week? Teach the housewife how to read the scale and have her re-check her packages for weight. Also to check those gasoline pumps, teach her to buy food commodities by weight and not five of this or six of that, but ask the price and buy by weight.

I am going to suggest that our Michigan Association have a number of pamphlets printed carrying a very complete list of tables of weights and measures, also a list of fruit and vegetables with the weight of each in bushels, half bushels, pecks, half pecks, and, if possible, quarts, and follow up with hints on how to buy. Ask the price and buy by weight. How to detect shortage in scales and gasoline pumps

and so on. This book can be made mighty interesting and of great value to the housewife and honest merchant. We should have a card printed for the gasoline stations calling attention to the fact that those pumps must be primed in the morning and at such times as are necessary to keep them in condition to deliver accurately to the customer. This card should be placed where the public can read it.

This publicity will take our every effort, including the help of our good friend, Mrs. E. G. Jacobs and her publication, the scale journal, to put this over. A few minutes time on the National Farm and Home hour. This is sponsored by the National Broadcasting Co. and is an all agricultural program and our work is directly under that department. With some good hard work this can be put over, however, this must be accomplished through the united efforts of a group of states. No one state could do it alone. Will we get back of this?

Geo. P. Smith,
Sealer for Washtenaw County.

Proceedings of the Grand Rapids Bankruptcy Court

Dec. 5. On this day the schedules, reference, and adjudication in the matter of Thornton E. Patterson, bankrupt No. 5983, were received. The bankrupt is the proprietor of a bakery located in Berrien Springs. The schedules show total assets of \$1,426.85, (of which \$850 is claimed exempt), and total liabilities of \$6,384.45, listing the following creditors:

Village Treas., Berrien Springs.....	\$ 16.00
Neil J. Patterson, Berrien Springs.....	2,611.42
Stefan Powicki, South Bend.....	25.00
Wolverine Spice Co., G. R.....	69.76
Berrien Springs State Bank.....	1,218.32
Farmers and Merchants National Bank, Benton Harbor.....	425.00
Est. of George W. Minster, Berrien Springs.....	112.00
Allie E. Whetstone, Berrien Springs.....	700.00
W. E. Brown, Benton Harbor.....	49.00
Central Waxed Paper Co., Chicago.....	128.16
Goodrich Candy Co., Kalamazoo.....	12.99
Goshen Milk Condensing Co., Goshen Harbor.....	5.90
Kidd, Dater & Price & Co., Benton Harbor.....	66.31
Lockway Stouck Paper Co., Benton Harbor.....	8.41
Nappanee Milling Co., Nappanee.....	6.60
Jessie A. Owen, Benton Harbor.....	200.00
Peck Milling & Coal Co., Cassopolis.....	6.20
Peltz Kaufer & Co., South Bend.....	7.26
Pillsbury Flour Mills Co., Chicago.....	217.53
Simon Brothers, Inc., South Bend.....	50.83
C. R. Sparks & Co., Berrien Springs.....	40.00
Samuel Spiro & Co., South Bend.....	79.95
Steele Wedeles Co., Chicago.....	162.98
Swift & Co., Chicago.....	45.56
Theisen Clemens Co., St. Joseph.....	18.23
Voigt Milling Co., G. R.....	24.13
A. W. Walsh & Co., Kalamazoo.....	27.03
Wolverine Spice Co., G. R.....	63.42
Geo. Wyman & Co., South Bend.....	6.25

In the matter of Baxter Laundries, Inc., bankrupt No. 5097, final meeting of creditors was held Oct. 11. The trustee was represented by Warner, Norcross & Judd, attorneys. No others were present. The trustee's final report and account was approved and allowed. Bills of attorneys were considered and allowed. Order was made under date of Dec. 6, for the payment of administration expenses, for the distribution of funds available to bondholders and noteholders respectively, and for the declaration and payment of a first and final dividend to general and deficiency creditors of 54 per cent. No objections to the bankrupt's discharge. The meeting adjourned without date and the files will be returned to the U. S. District Court in due course.

Dec. 8. On this day the reference, and adjudication in the matter of Lorenzo R. debtor, No. 5906, in bankruptcy were received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

Dec. 10. On this day the reference, and adjudication in the matter of Charles H. Wilcox, debtor No. 5881, in bankruptcy, were received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

In the matter of Albert Drieberg, bankrupt No. 5961. The first meeting of creditors has been called for Dec. 28.

In the matter of Mulder Emanuel Okerlund, bankrupt No. 5966. The first meeting of creditors has been called for Dec. 28.

In the matter of Thornton E. Patterson, bankrupt No. 5983. The first meeting of creditors has been called for Dec. 28.

In the matter of Nicholas T. Schendon, bankrupt No. 5971. The first meeting of creditors has been called for Dec. 31.

In the matter of Tom A. Drelis, bankrupt No. 5973. The first meeting of creditors has been called for Dec. 31.

In the matter of John W. Noor, bankrupt No. 5975. The first meeting of creditors has been called for Dec. 31.

Dec. 13. On this day the reference, and adjudication in the matter of Willard F. and Jennie C. Pool, debtors, No. 5875 in bankruptcy, were received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

In the matter of Frederick C. Beardsley, bankrupt No. 5882, first meeting of creditors was held Dec. 4. The bankrupt being out of the state, was unable to attend such meeting and was not represented by attorney. Albert B. Davidson and Clapperton & Owen, attorneys, appeared on behalf of creditors. Fred G. Timmer, of Grand Rapids, was appointed trustee and his bond fixed at the sum of \$1,000. The meeting then adjourned without date.

In the matter of Onekama Farm Bureau, Inc., bankrupt No. 5383. The final meeting of creditors has been called for Dec. 27. The trustee's final report will be approved at such meeting. A dividend to general creditors is very questionable.

In the matter of Otsego Waxed Paper Co., bankrupt No. 5146. The final meeting of creditors has been called for Dec. 27. The trustee's final report will be approved at such meeting. There will be a final dividend for creditors.

In the matter of Fred Webber, bankrupt No. 5331, final meeting of creditors was held under date of Dec. 10. M. N. Kennedy, trustee, was present and represented by F. R. Allaben. One creditor and two account bidders were present. Trustee's final report and account was approved and allowed. Certain attorneys' bills approved and allowed. Balance of bills, notes and accounts receivable was sold to John Webber for the sum of \$25, the bidder having stated that his bid was made on his own behalf and not in any way made for or on behalf of the bankrupt. Petition filed by the bankrupt that certain notes collected by the trustee be determined to be joint property and a refund made, was considered and denied. Order was made for payment of balance of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 9.8 per cent. No objection to discharge. Final meeting adjourned without date. Files will be returned to Clerk of District Court.

Dec. 13. On this day the reference and adjudication in the matter of Clark E. Sherbahn, bankrupt No. 5902, in bankruptcy, were received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

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Dec. 13. On this day the schedules, reference, and adjudication in the matter of David M. Mathieson, individually and as a partner in Dreher-LaSalle Cafe, bankrupt No. 5991, were received. The bankrupt is an employment manager and partner in a restaurant, in Muskegon. The schedules show total assets of \$450 (all of which is claimed exempt), and total liabilities of \$4,379.65, listing the following creditors:

Andrew Borgeson, Muskegon.....	\$ 70.00
Ann Kuziak, Muskegon.....	200.00
Industrial Mortgage Co., Muskegon.....	60.00
Piper Ice Cream Co., Muskegon.....	181.00
Hathaway Motor Co., Muskegon.....	29.50
General Tire Co., Muskegon.....	24.15
Leo S. Rosen, Rensselaer and	
Ernest M. Klein, Muskegon.....	3,615.00
Money Corp., Muskegon.....	200.00

Dec. 17. On this day the schedules, reference, and adjudication in the matter of Chester L. Beach, bankrupt No. 5994, were received. The bankrupt is a collector of Holland. The schedules show total assets of \$355 of which \$350 is claimed exempt, and total liabilities of \$69,681.14, listing the following creditors:

City of Holland.....	\$ 248.81
Zeeland State Bank.....	11,993.71
Peoples State Bank, Holland.....	20,835.87
Holland City Depositors Corp., Holland.....	16,749.92
Globe Carving Works, Holland.....	14.72
M. Everett Dick, Holland.....	80.00
Dr. W. G. Winter, Holland.....	14.00
W. W. C. Kools, Holland.....	5.50
Dr. G. D. Boos, Holland.....	14.00
John Bosman, Holland.....	6.75
Pilgrim Home Cemetery, Holland.....	11.24
Rice & Rice, G. R.....	102.20
Dr. U. Frank De Vries, Holland.....	15.00
Arthur A. Visscher, Holland.....	1,000.00
Holland City Depositors Corp.....	2,171.11
J. W. Beardslee, Jr., New Brunswick, N. J.....	9,300.50
Felix Moser, Holland.....	14.00
Beach Milling Co., Holland.....	12,600.00
Mary J. Wyers, Holland.....	250.00

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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.

Stage Drivers and Staging on the Coast

One effective way to advance our business is to look at what others have done to solve comparable difficulties.

Few of my readers can think back to one distinct impulse given to the prohibition movement. It happened about forty years ago. Up to then, railroad employees had been peculiarly undisciplined; for regardless that they moved all transportation, including human beings, they were a roistering lot, given to drinking and other dissipation.

This was one consequence of an industry which came forward like an avalanche. Management had to accept employee-material as it was. Casualties ran high and were generally accepted on the Act-of-God principle. But in 1892 or so, the industry had shaken down so that management could pick and choose; and on a certain day, old-timers among railroad men were flabbergasted to see an "Order" that henceforth the railroads would have no place for men who drank. This went over so astonishingly well that the next order was that men who did not pay their bills would be out of jobs without ceremony; and restrictions on personal behavior followed until—astonishingly soon—railroad men became splendid models of character.

Development has been far rapider in our stage business. Original drivers were somewhat irresponsible, but management promptly weeded them out and now the man in charge of a truck or public passenger vehicle is chosen and trained on a plan so selective and strict as to be on a par with that of the soldier.

Get in line early, as we did in Seattle, for preferred seats. If you make any remark on your desire to the driver, who stands at the bus door taking tickets, he will make no response whatsoever. His taciturnity may impress you as approaching surliness or worse. But what this means is that he has learned well the Solomonic lesson that "He who withholdeth his mouth is wise."

When he takes his wheel and starts through the traffic through the none-too-roomy streets, you are impressed with his caution. He obeys all signals exactly, doing a bit more than the law demands—never less. He is extremely courteous toward other drivers. He stops on signal, dismounts in the right location, takes ample pains with the oncoming passenger and stowage of baggage and sees that all passengers are not only aboard but seated before he starts again.

So deliberate is he that one begins to wonder whether he will not be "late" on his schedule, but you get over that soon. You find that not only on

a really open road does he speed to the limit of conversative safety, but that he manifests great skill threading his way through traffic. You also find that he has "chewed, swallowed and inwardly digested" the maxim "Take No Chances," for his meticulous care in passing, yielding the roadway when to yield is proper practice, and all other matters of care, road-courtesy and his prime duty to drive safely soon becomes so apparent that you sit back in complete relaxation, confident that you will arrive at destination without the slightest shakeup or "scare."

If you have any question to put, this driver answers promptly, fully, to the point, pleasantly. His attitude does not invite loquacity. His job is to handle his bus loaded with thirty or forty-five people and their ample baggage; but his frank politeness often leads women to enter "conversation" that is not confined to essentials. Here his tact comes to the surface, for he manages to answer, leaning slightly backward, perhaps though never taking his eye off the road ahead. He even laughs responsively, not to embarrass the lady, but he relapses into silence on the slightest excuse.

Now we come to the first "rest stop"—a neat way to impart a lot of various information! He draws to the roadside, announces: "Rest stop here for five minutes"—or ten, as the case may be. Then he plunges into his work of loading, unloading or transferring goods, and when done with that, he withdraws into a quiet corner by himself or mixes with other drivers; but never intrudes himself on passengers—though always alert to serve as may be.

We begin to sense that our driver is a man of distinct character.

When "time is up," it always has extended beyond stated limits—a matter of policy, we soon realize—and he proceeds to reload, never leaving a passenger; and that is more than any railroad used to concern itself about.

We have not gone far when he partly turns to tell the passenger right back of him—this time an elderly man—that this is the high point of this diversion. It is part of the bus ritual for the elderly man to pass the word back—and soon we all get the idea and act accordingly, which is promotive of easy camaradery. Later he tells us that we are now entering the redwood forests. A short stop is made at Agate Beach; and as he remounts to his seat, he stoops, picks up a "genuine agate" and hands it to a little ten-year-old girl, telling her she may like to keep it, which she surely does; and with a smile he resumes his work. By now we are all at perfect ease and chummy.

Only at Eureka, when we got to the station extra early to get preferred seats, did one youngish driver indicate that "passengers must remain in the waiting room." He did not carry the dictum further when asked whether the company controlled the Eureka sidewalks. And, O, yes: A handsome youth, evidently Italian-American because his name was the musical Angelo Mirata, got in a little flippancy. He came on after an elderly cripple had occupied the front seat for two days

and, with permission of the former drivers, had eased his game leg by resting it on a window sill. Angelo asked the cripple: "Say mister, do you want to put your foot out of the window? If you do, I'll roll it down for you."

But the old fellow—who had carried the leg for half a century—merely smiled and told Angelo he was quite comfy, thank you. That closed the incident and everybody was happy again.

Back of such service lie many factors. These men are selected for physical soundness; and they are superb specimens of health. The requirements are strict and tests rigid. There must be a sound heart and lungs. Habits must be extremely sane and regular. Men must have sufficient rest between trips; and the rest must be taken. Finally, caution, care, take-no-chances are impressed and reiterated until the effects are plainly visible.

It is wonderful to see how these men drive the mountain roads with their hairpin turns and blind curves. Of course, they know every foot of the way, their section being the same day in, day out; but they never relax their vigilance, never run around a blind corner without using their horns, whether the white line is bright and clear or not there at all.

Passengers are thus free to enjoy the journey carefree. On this trip, I did not want to know too much of maps, roads and all that. We were out for a holiday. Thus the many ferries coming down the coast were a pleasant novelty and distinct surprise to us. I think there were four or five of them, apparently cutting off headlands such as indent the California coast for many tens of miles. I am really quite strange for bus travel. Paul Findlay.

Upper Michigan Places Hope in Tourists

Escanaba, Dec. 18—With its two principal industries, mining and lumbering, now operating on a scale far below that of prosperous years, the upper peninsula is now directing much of its attention toward capitalizing its climate, scenery, hunting, fishing and historic lore to attract a greater volume of tourist trade.

The decline of mining and lumbering has dotted the Upper Peninsula with ghost towns. Within comparatively few years the lumbering of present stands of timber will virtually have ceased and the industry will have to wait for a revival until the seedlings now being planted on the three large national forest tracts grow into merchantable timber. Similar conditions prevail in the mining industry. In the copper country the deep mines are at a disadvantage with the low-cost properties in Utah, Montana and foreign countries. There is still considerable high-grade iron ore in the Marquette, Menominee and Gogebic ranges, but the time is not distant when this region will be waiting for the utilization of the low-grade ores, which, fortunately, are plentiful.

The upper peninsula, however, was greatly encouraged when officials of the United States Forest Service, meeting in Escanaba recently, disclosed plans to make the young forests pay dividends while the trees are growing. The service plans improvement of camping sites and even intimates that the establishment of resort hotels and cottages is probable. An extensive program of fish and game propagation and management is also contemplated.

This Northern Peninsula has many scenic lakes and hopes that it may soon

be in a position to offer something in addition to its climate and scenery. Most of the lake frontage is held by the lumbering companies, which are hoping to be able to make these properties reimburse them for the taxes they have been paying on the thousands of acres of adjacent cut-over lands. Vast tracts of this denuded land have reverted to the State for non-payment of taxes and parts of these have been converted into game refuges.

The Upper Peninsula Development Bureau directs the tourist promotion activities above the straits, while similar regional organizations are active in the lower peninsula. At a meeting of these agencies held in Grand Rapids recently, it was revealed that the 1934 tourist traffic was up to normal and it was estimated that this business had been worth fully \$300,000,000 to the State.

The Legislature appropriated \$100,000 for tourist advertising in 1934. From expressions heard at the Grand Rapids meeting, it is likely that an increased appropriation will be sought for next year.

What is agitating the resort interests in Northern Michigan at the present time is the threat to the highway building program in two proposed constitutional amendments. One amendment would reduce the gasoline tax from 3 to 2 cents, while the other would permanently limit the automobile weight tax to 35 cents a hundred-weight. Concrete highways are still sorely needed in the northern cut-over resort country.

Expanding Bank Deposits

The end of the year is witnessing another sharp expansion of bank deposits. This increase, as previously throughout the year, results chiefly from Government financial operations.

It is estimated that reporting member banks increased their demand deposits by almost \$100,000,000 during the week ended Dec. 12. Purchases of Government bonds, in anticipation of the exchanges into the new Treasury offerings, were largely responsible.

For the current week, subscription to the new issues will probably cause a further sharp increase in Government bond holdings of banks, with a resulting rise in Government deposit account. As the Treasury again reduces its bank balances, this will expand individual deposits.

The increase in deposits for the full year will be well over \$3,000,000,000 for reporting member banks alone.

Recent heavy gold imports also tend to expand deposits, as the banks use their funds to buy foreign exchange to transform into the imported yellow metal. The gold imports also result in higher reserve balances of member banks with the Federal Reserve institutions.

"So long as there are human beings to reach for the stars, the world will move on."

Citizenship is not a matter of geography, it is a matter of conversion to an ideal.

"To have what we want is riches; to be able to do without is power."

MEAT DEALER

If Santa Claus Supplied Michigan's Food

John Muir once wrote that the Sierra bear eats nearly everything on the California mountainside except the granite. And tradition has credited the domestic goat with devouring even tin cans and shirts. Neither animal is far ahead of human beings in variety of diet, however, if the scope and enthusiasm of the human appetite may be judged by the average American's food consumption in a year.

U. S. Department of Commerce figures on the per capita disappearance of nearly two hundred "principal" foods offer a surprising picture of how our homes would look on Christmas morning if Santa Claus should decide to bring each one of us a full year's rations. (Most of the figures supplied by the Department are five-year averages, for the period 1923-27; but since it is pointed out that most food habits do not change greatly, even in a quarter of a century, it would seem that, in the great majority of cases, the averages given may still be considered valid.)

If Santa should try to put all your gifts on one dining room table, the table would be overloaded with more than eight hundred pounds of food in general, and also with a lot of things not listed by weight—fifty four gallons of milk, for example, and three of ice cream; eighteen dozen eggs; three bushels of Irish potatoes; seven heads of lettuce, five cantaloupes, and half a watermelon. But that is for only one person. For a family, multiply each lot of food by the number of mouths in your dining room—and, if there's any room left in your house for furniture, you must have an awful lot of space!

Every twelve months the 5,000,000 residents of Michigan (unless their appetites disagree with the National average) will consume approximately 460,000 tons of bread and cake, 420,000 tons of fresh fruit, 365,000 tons of meat, and 275,000,000 gallons of milk, according to estimates compiled by the institute of American Meat Packers from Department of Commerce per capita figures—not to mention 30,000 tons of coffee or 25,000 tons of onions!

As Christmas eve approaches, your house is full of gaily decorated greenness—not only are there separate trees for Jane and Junior and the baby, but one each for papa and mama also, and one for grandpa, and one for Aunt Emma if she happens to live with you.

Midnight finally arrives, with a tinkle of tiny hoofs on the roof, and a grunting noise in the chimney. And suddenly Santa himself comes striding through the room—behind a toy milk-wagon.

That baby reindeer which gallops so proudly along with the wagon is no larger than a pup—but presto! When Santa suddenly waves his arm like a farmer sowing grain, there is a quick blur of white, and in a twinkle each tree stands surrounded by two hundred milk bottles, as if old Rip Van Winkle had just arrived with his bowling pins, all as hoary as himself.

Again the chimney wheezes with a

sudden polar gust. This time a broad wagon bounces out, in a whirl of snow—or is it flour? Perhaps that little pile of sacks on the reindeer's horns has ripped! Well, anyway, in about a fifth of a jiffy, each tree is dotted with 180 full-size loaves of bread as if they grew there!

Down comes a wagon next. It bounces on the fireplace floor, and out roll simply hundreds of apples and oranges and peaches, all as small as marbles. But by the time they've bounced up into the Christmas tree branches, they're as big as in your grocery store.

"Okay, boss!" the reindeer sings out—which means that there are sixty-eight pounds of apples, and twenty pounds each of bananas and oranges and grapes, and sixteen of peaches, and so on: 167 pounds of fresh fruit on each tree.

But now there's an awful noise in the chimney—automobile honks, and train whistles, and the scream of brakes, and finally a crash, as a pair of panting express trains and a flock of snorting toy trucks drop to the floor, still jumping at each other's throats.

"Hey, Santa," yells a reindeer engineer, "these guys won't give us the right of way, and we're carrying porterhouse steaks!"

"We'll give you nothing, bozo—we got sausage and lamb chops ourselves!" challenge the truck drivers in turn.

"Well, you both better knuckle down to business, then," advises Santa. "Let's have no private wars on Christmas Eve—especially when the world is depending on you this year for its meat!"

There is a snort of sudden industry from each competitor, therefore, and a furious whir of wheels; then sudden calm. And now comes delightful news for tongues and noses—a frying pan of bacon is sputtering a tempting broadcast above the private campfire of each Christmas tree candle! And in between the candles, steaks and hams and roasts and even hamburgers and "red hots" peep from the bulging branches of each tree like baby chicks from under Mama's wing. (No wonder the branches bulge, for Santa has parked under each tree's motherly ruffles some seventy pounds of pork, about the same quantify of beef and veal, and five pounds of lamb.)

Then comes Santa's fresh vegetable wagon, with a sign "Capacity 139 Pounds"—though you'd have sworn it couldn't hold a tenth of that. First full, then empty, then instantaneously overflowing again, it empties itself at each stop like a little red school house at recess—pouring out nearly forty pounds of sweet potatoes, thirty of fresh tomatoes, sixteen of cabbage, twelve of fresh corn, ten of beans and peas, a little haystack of spinach, and, while Santa suddenly dons a gas mask, ten pounds of onions.

Next comes the magic sugar bowl, with a dainty silver spoon that gives away hundred pounds as every lift, yet always leaves the tiny bowl serenely heaped!

Finally arrives the "Miscellaneous" basket, with everything from the Irish

potatoes and ice cream and eighteen dozen eggs that refuse to be measured by weight, to twenty-eight pounds of canned vegetables, and sixteen of canned or dried fruit, and twenty-four of corn meal; twenty of chicken, and fifteen of fish; seventeen of butter, and fourteen of lard; fourteen of condensed or evaporated milk; twelve pounds each of coffee, candy and breakfast foods; ten pounds of nuts; and miscellaneous eatables too numerous to mention.

By this time the original Christmas trees are almost buried from sight; and if there was anything in the house besides food, it's buried too. In fact, as eaters, Santa's little demonstration has left us feeling as ambitious as baby mice nibbling away at a million-bushel bin of grain. There's a roomful of food for every single mouth!

No wonder housewives have to stretch their dollars, if they must buy so much! And no wonder it takes a lot of time to balance meals as well as budgets, not to mention the cooking and serving, and all those mountains of dirty dishes.

If Santa had been an ordinary postman as well as a special delivery expert concentrating on parcel post, he might have left us some letters also, to give us some practical, common-sense tips on food buying. One of these suggestions would have been to keep our eyes and ears wide open in choosing cuts of meat.

"Don't let your cooking get into a rut," he might have said, "from lack of looking around. There are cuts of meat to fit every pocketbook; and as long as the majority of consumers express a decided preference for the same cuts and overlook others which, with the proper care in cooking, would prove just as nutritious and delicious, there will be bargains for the housewife who learns to know and use them."

Another economy tip might have been to learn the use of lard in cakes. Lard produces excellent cakes, if two small procedures are followed: the holding out of a fourth of the sugar, to be beaten into the egg whites; and the addition of a little milk to the sugar and fat in the creaming process.

The whole story of the foods that Santa brought, however, is far more than a column of statistics and tips. If the housewife, like John Muir's bear, could gather her menus from their original sources, she would find them beaming with the romance of many continents and turning new spotlights upon famous trails of history. For example, every schoolboy has seen pictures of Cromwell, and of modern packing houses; but very few know that it was England's once having its hands full with Cromwell, that gave an enterprising Massachusetts farmer the idea of capturing the British salt pork trade with the West Indies—which was the beginning of the American packing industry.

Every schoolboy has read of the Whiskey Rebellion, or of the first American railroads. But not many know that it has the crushing of the Whiskey Rebellion that turned the minds of American farmers to some

other way of marketing their corn crop than in bottles, and that thus made possible our modern bulging, corn-fed hogs, instead of the razorbacks which in previous generations had run wild in the woods, eating roots and acorns if the wolves and Indians didn't eat pork first. And to-day it is almost forgotten that in the half century preceding the Civil War, while Ohio valley farmers were waiting for the railroad tracks to stretch across the mountains, the cowboys of a century ago ran a thousand-mile meat delivery system—driving whole herds of mountain-climbing hogs and cattle across the towering Alleghenies to feed the eastern cities, and then having to walk back!

Even the story of Columbus begins in the kitchen. It was largely the lack of refrigerators in the mediaeval world that made spices and other supposed preservatives so precious. And spices, in turn, coaxed the whole history of the modern world into high gear by speeding a thousand Columboes on ever-widening quests which slowly changed horizons into harbors—first dotting the oceans of the globe with impertinent specks of sail, and finally claiming even a share of the skies, with long streamers of imperious smoke.

Santa is Coming

Just five o'clock, December nine!
But dark as night.
The street lamps at the corner shine
With slivered light;
The air is crisp; sky overcast;
The crystal snow is falling fast
And well it might.
For Santa always takes the sleigh
In which he rides from far away
And just to spend one Christmas day
Then out of sight.

Since early childhood Santa seems
Each year to me
More real; albeit like a dream's
Reality:
His furry coat and smiling face
With eyes that twinkle in their place
Bewitchingly;
When they are sparkling down on you
The shining stars in yonder blue
Could never seem one half as true
As he can be.

Come Santa, hurry quickly here
But faster though
Than you have sped for many a year
Through frost and snow;
And with the beams that light your eyes
Direct your reindeer through the skies
That they may go
Around this waiting, watching earth
Now eager for the joyous mirth
You ever add to Christmas mirth
Heigh-ho! Heigh-ho!

—Charles A. Heath.

It is not doing the thing we like to do, but liking the thing we have to do, that makes life blessed.—Goethe.

Success in life is not so much a matter of talent or opportunity as of concentration and perseverance.

Make it a rule not only to be prompt in all your appointments, but a little ahead of time.

Give to the world the best that you have, and the best will come back to you.

A great crime preventer—jobs.

Oysters and Fish

Fresh Shipments Daily.
Ask your Dealer for Reader Fish.
They are better.
Lake and Ocean Fish. Wholesale.
G. B. READER, Grand Rapids.

HARDWARE

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

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

Suggestions for the Hardware Dealer in December

In the month of December, the Christmas season dominates the hardware dealer's selling policies. With most wide-awake dealers, the Christmas selling is already under way; and from the first of the month till Christmas eve, gift lines should be featured and pushed.

With most dealers, a policy of careful buying for the Christmas trade has been followed. The dominant aim now should be to sell energetically, so that the seasonable gift lines will, as far as possible, be disposed of, and the carry-over be reduced to the minimum.

In successful Christmas selling, personal salesmanship is an important factor. Sales are made or lost by the handling—skillful or unskillful—of your customers. Yet the Christmas season, especially the concluding week, is a period when it is sometime difficult to be a good salesman. With a rush of business, the store crowded, half a dozen customers impatiently clamoring for attention from a single clerk, and the nerves of customers frayed thin, the salesman's nerves are apt to get somewhat frayed, too.

But—the success of the entire selling campaign depends on your ability to keep your head, to keep cool, to remain polite and unruffled under the most vexatious circumstances. Bear that in mind, keep your temper, and remember that there is a way to handle even the most difficult of customers. As a rule, it is best not to hurry too much, even when the store is crowded. Or, at least, not to seem to hurry. The skillful salesman, I have observed, can create an impression of unlimited leisure while actually pushing or forcing the sale.

A difficulty of the Christmas season is the necessity, in most stores, of engaging extra help for the last few days or even weeks. Every dealer knows that it is impossible to convert a raw recruit into an efficient salesman inside so short a time. Yet in most cases extra help must be had.

It will pay, even now, to spend a little time in preliminary training of these raw recruits. Even if you don't need them till the last week, bring these extra helpers in for a little time each day in order to familiarize them with the stock. Tell them something about the work, about the goods, about how to approach customers and how to make sales, and let them watch the regular salespeople and even try their own skill on occasional customers. Try, also, to so arrange the stock that the new hands will be in charge of the goods or departments that are easiest to handle.

Now and then one of these extra helpers will prove a real find. As the season progresses, and they get down

to real work, keep an eye on them, watch their work, make suggestions as opportunity occurs or occasion requires, and take careful note of any helper who gives real promise. Some of these days you may need a new salesman or saleswoman for your regular staff.

Window display is a great help in selling Christmas lines. If you ever put on good, business-getting displays, do it now. It is a pretty sound rule to stage your most spectacular and Christmassy display early in the season. If you are using a Santa Claus, live or stuffed, for decorative purposes, put him into one of your first and most elaborate displays.

Some dealers save the best and most decorative of the Christmas displays till the last. That is a mistake. The decorative display should come early in the season, when it is necessary to get the Christmas idea across to people. By December 20, everybody knows Christmas is near, and the great problem is to get a selection of gifts within reach of the individual purse.

If you haven't staged your big Christmas display already, do it as soon as possible. If Santa Claus is coming to make his headquarters at your store, bring him in early, and put him in the window while the season is still young. The Christmas decorative accessories should, of course, be used in the window and throughout the store interior all through the season; but as time progresses, the displays, both in the windows and inside the store, should more and more represent suggestions as to appropriate gifts. In other words, toward the last, "stocky" displays are in order.

For toward the last the buying is largely done by people in a hurry to make their selections and puzzled as to what to select. And selling—which includes displaying—consists largely in making suggestions. The more helpful your window and interior displays are, the more helpful your salespeople are, in evolving gift suggestions to harassed customers, the better your sales will be.

Show cards, stressing the gift idea—price cards to answer questions which would otherwise consume the salesman's and the customer's time—should be used liberally at this season. It is good policy to have a printed or mimeographed list of gift suggestions for distribution to customers; and such lists can be sent out through the mails to a selected mailing list. Helpfulness to the customer is a note to be stressed.

What to do right after the holiday is the next thing to consider. Even while you are pushing your Christmas sales, you should be planning ahead. It is often a good stunt to make a hurried survey of the leftover Christmas stock, and, right after the holiday, to put on a special clearing sale of lines you don't want to carry over. You mayn't sell much of this stuff, but you'll sell more than you would sell if you just moved it out of sight.

Later, at the beginning of the new year, comes the annual stock-taking. Whether to take stock first and hold

your inventory sale afterward or whether to reduce stock by a clearing sale before taking the inventory is a matter for the individual dealer to decide. But the decision should be made well in advance, so that right after the Christmas holiday you can make your next move without delay or confusion.

Before starting your stock-taking, lay your plans carefully. The more carefully the work is planned in advance, the easier it will be and the less disturbance to your regular business.

Victor Lauriston.

Right of Merchant to Protect Store by Trap Gun

In times like the present of social unrest, with the country overrun with burglars, bandits and robbers, the question of the right of a business man to protect his property by the setting of a trap, or spring gun, is of interest. In other words, the planting of a gun upon premises in such a manner that it will be exploded by the unlawful breaking in or entry of the building.

The courts have been called upon to deal with this question in a long line of cases extending back more than a century, and many of the earlier decisions have upheld the right of a person to set a trap or spring gun to protect valuable property. However, later cases have departed from this rule and it is now quite generally held that the setting of such gun for the protection of property is not justified; and that if life is taken thereby the person setting the gun may be held guilty of murder or manslaughter, etc.

In the face of this tendency of the holdings, a business man may well think twice before resorting to this method of protecting his premises from prowlers. The reasoning of the weight of authority on this question may be illustrated by a brief review of a recent case of this character.

In this case, the owner of certain premises had been annoyed upon several occasions by burglars breaking in and taking his goods. He set a spring gun in such a manner that anyone entering a certain part of the premises would discharge the gun, by tripping upon a wire that was attached to the gun and extended across the passageway. After setting the gun, he went away.

That night a man broke into the premises, tripped on the wire, and the gun was discharged resulting in his death. His body was found the next morning and the property owner was indicted for murder. Upon the trial of the case, the property owner was convicted of manslaughter and sentenced to prison. He appealed, and the higher court in affirming the conviction reasoned, in part, as follows:

"The general rule recognized by text-writers and the courts is that a person is not justified or excused in taking human life or inflicting bodily harm upon the person of another by means of traps, spring guns, or other instruments of destruction, unless as a matter of law he would have been justified or excused had he been personally present and taken the life or inflicted the bodily harm with his own hands. * * *

"It is * * * clear that the crime or offense which defendant (property owner) anticipated would be committed and to prevent which he set the gun would not involve his own personal safety or the safety of any member of his family. After setting the gun he left home and at the time of the homicide was nearly a mile away, and no member of his family was at the premises. * * *

"It follows * * * that one is not justified in taking human life by means of death traps to prevent the commission of such minor crimes as petit larceny, for what a man is not permitted to do directly, he may not do indirectly. Mechanical traps or spring guns are silent instrumentalities of death. They deal death and destruction to the innocent as well as the criminal invader without the slightest warning.

"The taking of human life by such means is brutally savage and inhuman. If one is personally present when another attempts unlawfully to carry away his personal goods, it is his duty before taking any action to warn the thief to desist, but no warning can be given by these secret implements of destruction. * * * The verdict and sentence are affirmed."

As noted in the beginning, there are two lines of cases dealing with the question of the right of a person to protect his property by spring guns. In one line, the earlier, this right has been upheld under varying circumstances, but the case reviewed unquestionably reflects the modern tendency of the courts to deny the right.

In view of this situation, a business man may well hesitate about protecting his property in this manner. If his gun results in the death or injury of an innocent person there will be no question of his liability therefore. And even though his gun kills a thief, the very person it was set for, he may have difficulty in successfully defending a charge of murder or manslaughter, under the rulings of the weight of authority. Leslie Childs.

Conflict Over Price Fixing

Leaders in several industries do not agree with S. Clay Williams, chairman of the National Industrial Recovery Board, that compliance with code labor provisions is the most simple way of eliminating price cutting and other forms of unfair competition.

A striking example cited to support this contention is that of the service industries. Following the elimination of the fair practice provisions from their codes last summer, a wave of price cutting set in and still afflicts these industries. Wages and hour provisions were still effective, but their enforcement was quite ineffective.

It had been understood previously that the revised NRA would permit price fixing in some instances, even though it was banned in most codes. The latter policy would be more agreeable to the officials of a majority of the present codes, it is believed.

The cynic never grows up, but commits intellectual suicide.

DRY GOODS

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

Official Action by Federation Board of Directors

At the directors' meeting held the day previous to the rally, fourteen of the eighteen members of the Federation officers were present, including Pres. A. J. Hager. The board meeting continued during the major part of the afternoon and discussed many problems of interest to the merchants of Michigan.

It was voted that the Federation shall incorporate under the law and the executive officers were directed to take the necessary steps for incorporation as a non-profit organization.

The Committee on Emergency Welfare Relief Purchases stated that they had had several interviews with the state welfare relief officers. The secretaries of the various associations were requested to send to headquarters information regarding the methods of county welfare officers with reference to the buying of supplies from local retailers.

It was declared that a 10 per cent. margin would be considered generally satisfactory on sales to emergency welfare relief organizations where orders were merely handled in retail outlets with physical movement of merchandise from dealers' source of supply direct to emergency welfare relief.

Incomplete reports from the chairman of the sales tax committee and the fair trade committee were made. A committee was made to protect on freight rate increases, composed of Messrs. Gaines, Hansen and Allan. They presented the following resolutions which were unanimously adopted:

Whereas—The Michigan Federation of Retail Merchants feel that any advance in freight rates at this time would not be in keeping with the program of the President of the United States in his efforts to promote recovery and maintain fair and reasonable prices for merchandise, and

Whereas—An advance in freight rates at this time would cause an advance in the price of all products manufactured in the state and naturally reflect an advance in the retail selling price thereby acting as a detriment to the recovery program, therefore, be it

Resolved—That the Michigan Federation of Retail Merchants go on record as protesting most vigorously any advance in freight rates being allowed to the railroads or any common carriers entering the state of Michigan.

A later financial report from the Secretary concerning the expenses of the rally has been made to the various association secretaries. Another meeting of the officers of the Federation will be held in the near future.

Our Next Annual Convention

This news letter is probably the last one that will be issued from the headquarters office during the calendar year of 1934. We take this occasion to ex-

tend holiday greetings to all of our members and others who receive this bulletin, wishing for one and all a prosperous Holiday trade and increased business for the ensuing year.

Immediately after Jan. 1 a meeting of the Board of Directors of the Association will be held in Lansing, at which time committees will be appointed and plans made for the annual convention, which will probably be held at the Hoel Olds in Lansing during the third week of March. The time and place of holding the meeting is subject to the ratification of the board of directors, but be making your plans for attendance at the annual convention wherever or whenever it is held.

We were surprised to note in the daily press that our good friend, John H. Lourim, of Jackson, died recently. In making this announcement I am reminded of his valuable service as director and as vice-president. Mr. Lourim was a public spirited man, served on the Jackson city council and had been favorably mentioned for the postmastership of Jackson city. He was highly regarded by his neighbors and we are sure he will be sincerely mourned by a large circle of friends.

Jason E. Hammond,
 Mgr. Mich. Retail Dry Goods Ass'n.

Fascism and Communism

The blood purge in Germany last June and the mass murder in Russia the other day indicate all too plainly the essential identity of the two forms of government. Communist sympathizers in this country have organized numerous protests "against war and fascism." The hypocrisy of these proceedings was always evident, but never more so than to-day. All that civilized men find odious in fascism is found in equal measure in communism. The terror which murders the innocent, the fanaticism which seeks to force all men into a single mold, the suppressions and intolerance are common qualities of both fascism and communism. To denounce the one and not the other is to display a gullibility not to be distinguished from idiocy.—Chicago Tribune.

Corporations Wound Up

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

Becker Drug Stores, Inc., Detroit.
 P. B. Gast & Sons Co., Grand Rapids
 Charlevoix Cooperative Association, Charlevoix

Woodward Theater Co., Detroit
 Connolly's, Inc., Pontiac.
 DeLota Company, Flint.
 Grand Rapids Metalcraft Sales Corp., Grand Rapids.

Harris Drug Co., Flint
 J. H. Malbin & Sons Co., Mt. Clemens.

U. S. Vanadium Corp., Jackson
 Breitmeyer's, Inc., Detroit
 Welfare Loan Society of Lansing, Lansing.

Kaufmann Realty Co., Detroit
 Srvcl Sales Corp., Detroit

Criticize Voters

The Saginaw Daily News recently came out with editorials criticizing local voters for passing a property tax

limitation that is likely to make the fire protection problem in that city worse than ever. The newspaper pointed out that according to the last National Board report the department is undermanned, equipment is inefficient and out-of-date, another engine house is needed, the fire alarm office is in an unsuitable building, and the headquarters building is unsatisfactory. The tax reduction measure passed will almost certainly mean further cuts in the fire department appropriation.

Traffic in Munitions

Despite all of the discouraging aspects of the arms problem, it is to deny

the fact of human progress to suppose that it is not going to change for the better. The Senate inquiry has not only stirred the United States, but it has had repercussions everywhere. It has brought from the du Ponts a proposal for government regulation. France, Great Britain and Germany can help enormously by telling their people the truth about the Schneiders, the Vickers and the Krupps. The arms business cannot continue to be conducted in the future as it has been in the past if the spotlight is turned on.—St. Louis Post-Dispatch.

No one wins a price war.

YOU CAN CREATE A SPIRIT OF LOYALTY to HOME OWNED STORES in the BOYS and GIRLS of your community by using the CHEERFUL GOPHER Plan. You can hold present trade, get new customers and permanently ally the present generation with the independent merchant. Details on request.
FRANK L. DYKEMA, 414 Murray Building, Grand Rapids, Michigan

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

A Non-Productive Investment?

Perhaps

BUT A NECESSITY JUST THE SAME FIRE INSURANCE

Buy it at the lowest possible cost and with confidence of complete protection

The GRAND RAPIDS Merchants Mutual Fire Insurance Co.

Affiliated with the Michigan Retail Dry Goods Association
 320 Houseman Bldg. Grand Rapids, Mich.

BODYGARD SALES

ARE IN THEIR STRIDE

TAKE stock of your needs. Years of absolute satisfaction to man, woman and child to the third and fourth generation, has given BODYGARD underwear an appeal that amounts to an option on the best share of your local underwear business. As Advertised in leading Farm Papers in America.



We Carry the Following BODYGARD Lines:

Men's Springtex Union Suits
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 Men's VELLASTIC Unions
 BODYGARD Fleeced Shirts & Drawers
 Ladies' VELLASTIC Unions

Boys' & Girls' VELLASTIC Unions
 Misses' VELLASTIC Vests & Pants
 Also The Celebrated Utica Knit 50% & 100% Worsted Ribbed Sports Coats.

All volume leaders with three months brisk selling ahead.

C. J. FARLEY & CO.

Grand Rapids, Mich.

HOTEL DEPARTMENT

Michigan Hotel Association Confronted With Tax Problem

Los Angeles, Dec. 15—It distressed me greatly to learn of the tragic destruction of Hotel Kerns, at Lansing. Newspaper reports here are very vague and consequently I cannot cover the details of the holocaust, but, of course, the Michigan papers will give them to my readers in full. Many times during the Richardson regime was I a guest of the institution, which was homey and always abounding with hospitality. It is regrettable that so little attention was given to safety when it was undergoing construction, but, of course, any sort of construction goes in any public institution until the time for the supreme test arrives, and then the critic enters the area. According to the evidence at hand, David Monroe, assistant manager of the Kerns, was among the lost. I knew him well. He was active, faithful and endowed with the true spirit of hospitality, a virtue possessed by the entire menage. Presumably the hotel will be rebuilt in modern form, but of this detail I am, of course, uninformed.

The promotion of Arthur A. Frost from the management of Hotel Vincent, Benton Harbor, to that of Hotel Duluth, Duluth, meets with my hearty approbation. I have known this exceedingly interesting individual ever since he entered the Michigan field, as assistant manager of Hotel Morton, Grand Rapids, when the late W. C. Keeley took charge, and have kept in close touch with him ever since. He began his hotel career in Iowa at the age of 19, in 1903, managing several hotels in that state and going to Chicago and later to Madison, Wisconsin, where he owned an interest in one of the leading hotels—the Capitol. He came to Michigan to become assistant manager at the Morton in 1923. Later he went to Hotel Pantlind in a similar capacity, and in 1927 assumed full control of the Morton, remaining until 1932, when he was compelled to retire on account of ill health. Two years since he took over the Benton Harbor property, which is controlled by the Schroeder interests. While I am not familiar with the Duluth Hotel to which he has been transferred, I understand it is a strictly modern proposition, in a decidedly prosperous city. My best wishes go to Mr. Frost and his charming wife.

George Dauchy, former manager of Warm Friend Tavern, Holland, has been chosen as manager of Hotel Vincent, the post formerly occupied by Arthur A. Frost, at Benton Harbor. Mr. Dauchy was for some time manager of the Medinah Club, Chicago, resigning that position last year to conduct the Italian Village, at the Century of Progress Exposition.

Charles H. Clements, veteran Detroit hotel operator, has taken over the management of the 525 room Hotel Savarine in that city. Mr. Clements owned and conducted Hotel Metropole, Detroit, for a quarter of a century. In 1924 he erected Hotel Palmetto there, conducting same until 1930, when he acquired by purchase the well-known Park Hotel, at Mt. Clemens. Except for the veteran operator, Charles W. Norton, of Hotel Norton, he is the dean of the active hoteliers of the Motor City, was a charter member of the Detroit Hotel Association, and several times president of same. Also founded the Detroit Hotel and Convention Bureau, presiding over the destinies of same for some time. It is hardly necessary to state that he is popular with his public.

Ward B. James, Chicago, entertained the South Shore Hotel Association at

Hotels Windermere, of which he is general manager, last week, with a dinner dance.

At this time of year it is customary for mine host H. F. Heldenbrand, of Hotel Kimbark, Bay City, to send me an urgent appeal to be his guest on a trip to Florida. My suggestion would be that he at once trek to Southern California and dispense with snow-shovel activities. I can show him the way to have a charming vacation.

"All the traffic will bear," seems to be the policy of the present dealers in beverages of every description. It has proved a depressing failure out here, and will eventually, anywhere. Because of illegitimate competition—which will continue so long as the present schedule of prices is continued there is nothing in the game.

John A. Anderson, Hotel Harrington, Port Huron, has been named as the Michigan member of the American Hotel Association's special committee on temperance, which has to do with regulating the conduct of beverage traffic by the hotel contingent.

Michigan Greeters, Detroit, Charter 29, have nominated Frank R. Johnson, proprietor of Johnson's Rustic Tavern, at Houghton lake, to fill the presidential chair for the coming year. A live wire and will fit into his job perfectly. Other nominees are: First vice president, William Meek, Hotel Detroit; second vice president, Vincent Beam, Detroit Statler; secretary-treasurer, Joe Denawetz, Detroit-Leland, and chairman of board of governors, William Rademaker, Hotel Norton.

In speaking of the almost necessary advance in hotel rates by operators of same, the Hotel World-Review says: "The customer must be given a break, no matter how badly the hotel needs the money, otherwise the tourist and the smaller business man a wheel will be driven into the welcoming arms of the home-owner along the highway. The situation must be faced, and it can be met only by making the traveler who already is sold on the idea of stopping at a regular hotel, feel that he is being treated fairly. Many a person has been diverted from hotels as a group to tourist homes through an unfortunate experience which would not have been duplicated once in a thousand times, but which created a prejudice against the entire hotel industry. Hotels are in competition with way-side lodging houses no matter how greatly they resent the fact, and must meet the competition in the only possible way—by giving the traveler a "run for his money."

The Michigan Hotel Association is confronted with the problem being agitated by the State Tax Commission of a tax of 3 per cent. on food supplied to regular employees, at greatly reduced prices, and a special meeting of the organization is to be called in the near future for the purpose of receiving a report now being prepared by a special committee recently appointed. The tax body insists on considering such meals as retail sales and demands that the hotels pay the sales tax on same. In these days when taxation is already heavily burdensome to the hotel industry, every effort must be made by its organization to have this arbitrary ruling changed. The additional tax is especially annoying to commercial houses and summer hotels operated on the European plan, but is still more of a problem for the American plan hotels, of which there are many in the state.

The Milner Hotels, Inc., Detroit, made an addition of two units to their already extensive chain. They are the

Centlivre, Fort Wayne, Indiana, and the Trenton, at Trenton, N. J.

N. A. Agree, managing director of Hotel Detroit, Detroit, has opened a new supper club on the lobby floor of the hotel, to be known as the Roberts club. It will be given over to varied entertainments and dancing.

Formation of a new Greeter Charter, for Southwestern Michigan, was launched at a meeting held recently at Hotel Whitcomb, St. Joseph. About one hundred hotel folks and their ladies attended the dinner and business meeting. W. E. Defenbacher, former manager of the Whitcomb, and also a

former president of the National organization, was one who addressed the gathering of Greeterism. Meetings will be held at several other cities in the district in the near future.

The ogre of the check-out hour in modern hotels, still bobs up frequently.

Store, Office and Restaurant Equipment

G.R.STORE FIXTURE CO.
7 Ionia Ave., N.W. Phone 8-6027

Hotel and Restaurant Equipment Glassware, China, Silverware

H. LEONARD & SONS
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GRAND RAPIDS - MICHIGAN

Warm Friend Tavern Holland, Mich.

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

JAMES HOEKSEMA, Manager

WESTERN HOTEL

BIG RAPIDS, MICH.
Modern Rates Reasonable
Rooms Now Well Heated

"BACK ON THE JOB"

Will F. Jenkins
Owner and Operator

The MORTON

400 ROOMS EACH
WITH BATH
\$1.50 up

Grand Rapids' Friendly Hotel
Phil Jordan, Manager

THE ROWE GRAND RAPIDS

The Most Popular Hotel
in Western Michigan

300 ROOMS — SHOWERS
SERVIDOR

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

An Entire City Block of Hospitality



Have You Seen Our New

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

Pantlind
GRAND RAPIDS
750 ROOMS \$2 UP

CODY HOTEL GRAND RAPIDS

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

CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO
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Excellent Dining Room
Rooms \$1.50 and up
MRS. GEO. SNOW, Manager

Park Place Hotel Traverse City

Rates Reasonable—Service Superb
Location Admirable
GEO. ANDERSON, Mgr.
ALBERT J. ROKOS, Ass't Mgr.

New Hotel Elliott STURGIS, MICH.

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

Occidental Hotel

FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
Muskegon Michigan

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

Here is a good scheme which has been introduced by a successful cafeteria operator in Los Angeles, which might be worth considering in almost any locality. The regular hours of service are from 7 a.m. to 8 p.m., after which period an extensive banquet patronage is most successfully handled. The tables are rearranged and the regular service department occupies the same relation to the function that any kitchen does. However, the guests serve themselves, thereby very materially reducing the cost of the feed proper, the management allows them all sufficient time at the table to pull off almost any sort of a program. As a rule, at a formal banquet the average participant gorges himself to the extent of utterly demoralizing his digestive tract or eats very sparingly for the best of reasons, which means that much expensive food is wasted. At best a banquet is seldom satisfactory so far as the food, and its distribution, are concerned.

One of the eccentricities of the Federal statutes allows a Chinese merchant, living here but remaining a subject of China, to return to China, marry and bring his wife over here. A Chinaman who has become an American citizen by naturalization or birth is not allowed by our laws to marry a white person, yet if he should return to China and marry he would not be allowed to bring his wife here, though if children are born of this union they may be brought here as American citizens. About 15,000 Chinese babies are born in California each year of whom less than one-third are girls. This means that two out of three American citizen Chinamen cannot legally marry here or bring in Chinese wives married elsewhere. No wonder so many of them become addicted to the "dope" habit. When the Hawaiian Islands were taken under the protecting wing of Uncle Sam, all citizens of the archipelago enjoying the elective franchise automatically became American citizens. Forty per cent. of the Island's population are Orientals and make most desirable citizens as I happen to know from personal observation. Under our constitution their offspring are entitled to enjoy every privilege accorded to any citizen. Yet in California most of these privileges are denied them, and in this state also there are enactments prohibiting their owning real estate. Clearly such laws are unconstitutional, but the Federal supreme court has "passed the buck" every time they have been brought in before that body for review. You will find many of the loftiest citizens of this great state who were always strong for the enforcement of the eighteenth amendment, but undeniably weak in the knees when it comes to giving the Orientals their exact legal rights. Perhaps, after all, the American constitution is a sectional proposition, and that the fourteenth and fifteenth amendments thereto are only to be observed in the strictly Eastern and Middle states. It is certainly tough on the most of us to be obligated to carry a copy of the bill of rights around in our pockets as a prevention of crime, but to allow the Californian to elect just the number of degrees he will have conferred upon him.

Frank S. Verbeck.

Money does not talk until it gets big.

Lines of Interest to Grand Rapids Council

(Continued from page 3)

The men usually expect more for their money, so Gil Ohlman furnished a nice Charles the Eighth cigar to each one. When dinner was over the chairs and tables were cleared away and the Council meeting called to order while the ladies made themselves comfortable in the parlors and played bridge.

Senior Counselor Ohlman called the meeting to order and immediately turned the gavel over to Past Counselors who conducted the business meeting with their old time skill and dispatch. Many had not occupied stations for several years.

The meeting swung along rapidly until it was time for the report of the Legislative Committee. Under that heading many of the members showed they had a chip on their shoulders and plenty of constructive ideas to advance relative to curbing a recurrence of another hotel tragedy such as occurred last week in Lansing and which brought sorrow to Grand Rapids Council in the death of Past Counselor A. Bosman and injury to others of its membership.

It is quite likely that the state law making body is going to find plenty of the United Commercial Travelers in their hair until such time they pass measures to safeguard the traveling public. This state and many others are full of fire traps and such steps as necessary should be taken that will prevent a repetition of the holocaust which stunned the nation and brought sorrow to many homes. This is not the day and age of firetraps and every effort should be brought to bear to make hotels safe for the travelers.

Safe driving was discussed quite thoroughly and the Safe Driving Committee of the council has some very definite and constructive ideas it intends to work out for promoting safety on the highways.

Tom Fishleigh in reporting for the team work committee stated that he is shaping his committee into an efficient body so that they will be ready to co-operate with the state director when he is ready to start work on the buying and selling campaign which will start in February.

One member was reinstated and several more are slated to take the work in January.

Many members were present who have not attended for several years and they expressed their pleasure at the aggressiveness shown by the council and made a promise to be regular attendants hereafter.

The meeting closed at 10:30. The next meeting will be held Saturday, Jan 5.

Sambo: "Say, niggah, can't you play honest? Them ain't de cards I dealt you."

Frank Holman and wife are moving from Grand Rapids to Detroit where he will call on the jobbing trade for his company. Many expressed their regrets when Frank announced his resignation from the office of conductor to take effect immediately. Counselor Holman was an efficient officer and the

Council is losing a valuable officer. The members are grateful to him for the good work he has done and are happy to know that he will continue his membership in 131, even though he will live in Detroit. The move is a promotion for Frank and he is to be congratulated for his good fortune. Best wishes go with Frank and his good wife to their new home and it is hoped they have a great big prosperous year in 1935.

Jim Beckman, Grand Past Counselor and an active member of Marquette Council, informs us that his council is doing things and going places this year. They are making an intensive drive for new members and are putting lots of effort on the safe driving campaign. The Councils of the U. P. are aggressive and are doing things worthy of mention and should be congratulated for their progressiveness. Their spirit of co-operation should be emulated by the Lower Peninsula Councils, then Michigan would go places and do things to some of their old records.

There is usually some comedy mixed in with tragedy and that was true when the Hotel Kerns burned. Jimmy Malloy succeeded in getting clear of the hotel with a few burns and a wild desire to get as far from the place as he could in just as short a time as possible. In order to do this it was necessary to have as few clothes as would pass the censor. The enforced and hurried exit from the hotel left Jimmy his pajama pants only and when he hit the cold outside he just naturally gravitated toward a haven where he would find warmth and safety. Some say he made the run up Michigan avenue to the Olds Hotel in nothing flat, others say he was there before he even hit the side walk by the Kerns. With whatever speed he made the trip his aspect was changed not in the least. He was Spartan clad or perhaps with a more truthful comparison he resembled a Sioux warrior, with naked head and torso, bare feet and thin pajama pants flapping in the wind. He needed but some highly colored feathers in his hair to complete what might be termed a 100 per cent. disguise, because no one would ever dream of seeing Jimmy in any dress but a neat and trim business suit. Although his friends could see the funny side of his race up the avenue, Jimmy could see the tragic side. He is at present at his home in Detroit recuperating from shock and superficial burns. His many friends are happy to know he escaped the fate of many others.

J. C. Laraway is reported on the injured list. He was driving with another salesman and the car rolled over causing slight damages to the car and several bruises to the occupants.

The following members of Grand Rapids Council are reported on the injured list: Henry Cameron of Grand Haven; W. E. Starkweather, Battle Creek; I. A. Van Dugteren, Toledo; J. D. Jones, Venice, Calif.; Jas. Malloy, Detroit, and J. C. Laraway, C. L. Acomb, Geo. E. Waugh, Bert L. Vander Kelen, Chas. M. Luce, Chas. W. Kalder and V. C. Schrider, all of Grand Rapids.

Motorist: "What! The highway open all the way to Junction Center?"

Highway Patrol: "Yep, had to open it so's we could get the detour fixed."

Notniklip.

Premiums Paid on Men's Robes

The heavy demand for men's robes for Christmas selling has caught manufacturers unprepared, with the result that stores are willing to pay premiums to obtain desirable styles. The so-called "cocktail" robes, in silk and flanne, selling in the \$8 to \$12.95 range, have been particularly active. Silk robes in the \$12.95 to \$17.95 brackets are moving very well, while the staple flannels, retailing at \$4.95 and \$5.95 are also getting a good play. Manufacturers operated very cautiously in preparing for the Christmas season and the demand found them with insufficient stocks on hand.

Perfume and Jewelry Imports Up

Last minute shipments of perfumes, costume jewelry, gloves and toys swelled the total of holiday imports at the New York port this week. Demand for jewelry, gloves and perfume from abroad is the best since 1929, import houses reported. Toy shipments are heavy but the volume is chiefly on extreme low-price goods from Japan. The other items purchased for holiday sale comprise merchandise in all price ranges. Imports of liquor this month are small because importers are drawing on stocks they have had in storage for some months.

Costume Jewelry Re-orders Brisk

Re-orders on costume novelty jewelry have continued extremely active. Retailers have urged quick shipments of merchandise to round out stocks for the peak of Christmas trade next week. The gold influence is still far in the lead, with rhinestone effects outstanding for evening wear. Some silver items are in demand. Clips and pins, bracelets and earrings are the volume selling items, particularly in the ranges from \$1 to \$2.95. Jewelry firms also report gains in the sales of men's wear items and smokers' accessories.

Business at Peak Since July

The broad upswing in business under way this fall has carried the rate of general activity to the highest levels reached since July, and indicates that it may soon approach a new peak.

While the expansion previously noted has apparently been concentrated in those areas benefiting most from Government expenditures, it now appears that the recovery is assuming a broader scale. Improvement in general business sentiment in most regions is being reflected in the significant increases in such indices as electric power output, rate of steel activity and merchandise loadings.

One Makes and Other Spends

Jenkins: So your son is in college? How is he making it?

Duffer: He isn't making it, I'm making it and he's spending it.

DRUGS

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

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

Concluding Session of the State Pharmaceutical Association

President: The next thing on the line up of business is the election of officers. Just remember that with the executive committee there are two men to be elected. Vote for two.

Gentlemen, while the ballots are being collected, if you have all voted, we have with us Dr. Dean, of Compton, California, and I will ask him to say a few words to us.

Dr. Dean: Ladies and gentlemen I have come here for no other reason than to see what is going on. I am attending the Rotary convention in Detroit and we have been stuck with pretty hot weather for us. If you want some real good reading matter you want to get hold of one of the books on International Rotary and read it. Speaking of the prices, we have quite a little trouble in California with the code; one cut rate concern in Los Angeles had seventy-nine counts against them. They called the owner of this chain to Washington. Thank you, gentlemen.

President: Thank you, Dr. Dean. One word more about the ballot, if there are any nominations from the floor may we have them at this time. The Nominating Committee did their best to cover the field as best they could. They asked me to sit in with them. If there are any nominations from the floor, may we please have them now.

Mr. Peck: They have me down here for First Vice-President and I have one more year on the Executive Committee.

President: The First Vice-President will not conflict with your duties on the Executive Committee, so I believe the Committee will be wise to keep your name on the ballot. I want to say a word at this time. To my knowledge we have six members in this room who are ex-members of the Board. I see Jim Way, Howard Hurd, Clare Alland, Jake Dykema and some others.

Secretary: Will secretaries of the local association county groups and so on take time at 12 o'clock to all go in the dining room for lunch. We expect each of you to pay for your own lunch, but we would like to have everyone who is secretary of a local association

meet in there and talk over some things which may be reported this afternoon. If the secretary is not here let's have the representative, one man from each organization.

President: May we have your attention for just a moment? Mr. Durham, president of the Board of Pharmacy has a word.

Mr. Durham: The Board of Pharmacy has been confronted with a proposition and I wish to bring this message to you and it is of a very important nature. May I have your attention? The Board of Pharmacy has been confronted with a proposition that I think every honest druggist in the state of Michigan should know about and the Board has determined to make a disclosure in general for the state of Michigan. Prior to this last examination and also the February examination—I have been a member of this Board for four years and I wish to make plain today that there are some chisellers among the members and secretaries among the county organizations who are trying to stain the characters of this Board of Pharmacy and I personally am not going to expose any particular one at this time, but I want it known what is going on and I think it is just and due to the candidates that it should be brought to your attention. Gentlemen, it has been known, and we have evidence, but not conclusive evidence, from a young man, or I should say young men who have informed the State Board that there is some chiseling going on and saying to these young men "We will put you through the Board if you will pay us \$225. We know that we can divide this money with Mr. Parr and other members of the Board." Now you gentlemen here know that this Board should not have their characters stained by such chisellers who think they can take money from some poor boy when he may put it in his own pocket. Perhaps, this should not be brought out here, but I think we should and the Board thinks we should and if you boys can help us to run down some of this work, it will be greatly appreciated. These cases we have in mind will, perhaps, be brought before the grand jury. As I say, we will give you the facts. I won't mention the names, but three boys were approached. One was an orphan. One boy even went to his minister and said, "If that is the only way you can get through I would put the \$225 in his hands." I thought this being a wide open state meeting this would be the place to expose it. It is a new one on me. This boy took the serial numbers of these bills, he was clever enough to do that. He took some money that he put in a safety box and when the report came out that these boys didn't pass, the money was turned back. We don't really want to catch anybody, but if it is good stuff for the press, put it in.

President: Would you want to name the county it came out of?

Dr. Durham: I don't think I should. We will give these fellows the benefit of the doubt. I don't think we have been misinformed.

President: The best way to handle this is through your Lansing office. It has the use of the state police and the use of eighty-three sheriffs' offices in the state of Michigan, so I would advise you to go to Mr. Parr or Mr. Durham personally.

Secretary: I represent the Northern three counties of the state and if they come out of those three counties I am telling you we aren't going to ask the co-operation of any sheriff to help us handle it.

Mr. Watters: Gentlemen, it is my pleasure to have known the members of the Board of Pharmacy for the past several years. When I say I know them, I mean I am very personally acquainted with them and I know each and everyone of them and they are straight-forward and upright men of the highest type and when Mr. Durham got up here and made the accusations he did, and I know he had some grounds on which to make them, I was surprised. He certainly had some grounds or he wouldn't have made them. I think each and every member of the present Board of Pharmacy, and that goes for all the presiding members, have been on the up and up and I personally have been requested on several different occasions to put in a good word for a candidate and I have passed them up. I wouldn't for a minute stoop so low or take any chance of losing the friendship of a person by even suggesting such a thing. I know this much, that I would get a hearing, but whether I would get kicked out after I made the proposition or not, that is another question. As a vote of confidence of the State Board of Pharmacy that they have been put on the spot, and you don't know how far this has gone and how much talk has been going on of an underground nature, I would like

to make a motion that this convention go on record as exonerating the Board of Pharmacy from any form of crookedness and condemning any of the practices that are not up and up. I wish that they would go on record and include in that motion that the State Association backs up the Board of Pharmacy in whatever decision they make and the State Association will also put these people on the map, just the same as the Board of Pharmacy.

Motion was seconded and unanimously carried.

President: I want to make a motion at this time that Dr. Armstrong, of Concord, be appointed a committee of one to send a bouquet of flowers to the Hon. Dexter G. Look from this convention.

Motion supported and unanimously carried.

Mr. Staines: I think every individual druggist should take active interest in running down any of these people and I think this should be published in the trade papers. It looks to me like a gambler's chance. We want to publish this. We want to inform our clerks that this isn't going on.

President: Gentlemen, I would like to take a moment for history. A year ago last February in our State Board examination we called a young man in who had sent in two fifty dollar checks to a certain individual, who was going to get papers for that money and we learned of it. The first day the State Board called the young man in and I had charge of the meeting. We told him he made a foolish move. I believe he passed with an average of 81 or 82. If I remember they were express money orders. We never told anyone anything about it. I was in my store about a month ago when a former

(Continued on page 23)

Holiday Goods

Our line now on display.

The best we have ever shown.

We invite you to look it over.

Prices Are Right.

Hazeltine & Perkins Drug Co.
 Grand Rapids Michigan

WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER			No. 1, lb.			17 @ 25		
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55	NAPHTHALINE			Powd., lb.		
Boric, Powd., or Xtal., lb.	07 1/2 @	20	Chamomile						Gran., lb.		
Carbolic, Xtal., lb.	36 @	43	German, lb.	60 @	70	Bals, lb.			Iodide, lb.		
Citric, lb.	33 @	45	Roman, lb.	@	1 40	Flake, lb.			Permanganate, lb.		
Muriatic, Com'l., lb.	03 1/2 @	10	Saffron						Prussiate		
Nitric, lb.	10 @	15	American, lb.	55 @	60	NUTMEG			Red, lb.		
Oxalic, lb.	15 @	25	Spanish, ozs.	@	1 35	Powd.			Yellow, lb.		
Sulphuric, lb.	03 1/2 @	10				Powdered, lb.					
Tartaric, lb.	33 @	40									
ALCOHOL			FORMALDEHYDE, BULK			NUX VOMICA			QUASSIA CHIPS		
Denatured, No. 5, gal.	38 @	50	Pound	09 @	20	Powd.			Powd., lb.		
V.ood, gal.	50 @	60	Powder, lb.	05 @	10	Powdered, lb.			5 oz. cans, ozs.		
ALUM-POTASH, USP			FULLER'S EARTH			OIL ESSENTIAL			ROSIN		
Lump, lb.	04 @	13	Pound			Almond			Pound		
Powd. or Gra., lb.	04 1/2 @	13				Bit, true, ozs.					
AMMONIA			GELATIN			Bit, art., ozs.			Aconite, Powd., lb.		
Concentrated, lb.	06 @	18	Pound	55 @	65	Sweet, true, lb.			Alkanet, lb.		
1-F, lb.	05 1/2 @	13				Sweet, art., lbs.			Alkanet, Powd., lb.		
3-F, lb.	06 1/2 @	13	GLUE			Amber, crude, lb.			Belladonna, Powd., lb.		
Carbonate, lb.	20 @	25	Brok., Bro., lb.	20 @	30	Amber, rect., lb.			Blood, Powd., lb.		
Muriate, Lp., lb.	18 @	30	Gr'd, Dark, lb.	16 @	25	Anise, lb.			Burdock, Powd., lb.		
Muriate, Gra., lb.	07 1/2 @	18	Whi. Flake, lb.	27 1/2 @	35	Bay, lb.			Calamus, Bleached, Split and		
Muriate, Po., lb.	22 @	35	White G'd, lb.	25 @	35	Bergamot, lb.			Peeled, lb.		
			White AX light, lb.		40	Cajeput, lb.			Calamus, Ordinary, lb.		
			Ribbon	42 1/2 @	50	Caraway S'd, lb.			Calamus, Powd., lb.		
ARSENIC			GLYCERINE			Cassia, USP, lb.			Elecampane, lb.		
Pound	07 @	20	Pound	19 @	45	Cedar Leaf, lb.			Gentian, Powd., lb.		
BALSAMS			GUM			Cedar Leaf, Coml., lb.			Ginger, African, Powd., lb.		
Copaiba, lb.	60 @	1 40	Aloes, Barbadoes,			Citronella, lb.			Ginger, Jamaica, Lined, lb.		
Fir, Cana., lb.	2 00 @	2 40	so called, lb. gourd.	35 @	60	Cloves, lb.			Ginger, Jamaica, Powd., lb.		
Fir, Oreg., lb.	50 @	1 00	Powd., lb.	35 @	45	Cubeb, lb.			Goldenseal, Powd., lb.		
Peru, lb.	4 00 @	4 60	Aloes, Socotrine, lb.		75	Erigeron, lb.			Hellebore, White, Powd., lb.		
Tolu, lb.	1 50 @	1 80	Powd., lb.	30 @	80	Eucalyptus, lb.			Indian Turnip, Powd., lb.		
BARKS			Arabic, first, lb.	40 @	40	Fennel			Ipecac, Powd., lb.		
Cassia			Arabic, sec., lb.	17 @	30	Hemlock, Pu., lb.			Licorice, lb.		
Ordinary, lb.		30	Arabic, sorts, lb.	25 @	35	Hemlock Com., lb.			Licorice, Powd., lb.		
Ordinary, Po., lb.	25 @	35	Arabic, Gran., lb.	25 @	35	Juniper Ber., lb.			Mandrake, Powd., lb.		
Saigon, lb.	40 @	40	Asafoetida, lb.	47 @	50	Juniper W'd, lb.			Marshmallow, Cut, lb.		
Saigon, Po., lb.	50 @	60	Asafoetida, Po., lb.	75 @	82	Lav. Flow., lb.			Marshmallow, Powd., lb.		
Elm, lb.	40 @	50	Guaiaac, lb.	60 @	60	Lav. Gard., lb.			Orris, lb.		
Elm, Powd., lb.	38 @	45	Guaiaac, powd.	65 @	65	Lemon, lb.			Orris, Powd., lb.		
Elm, G'd, lb.	38 @	45	Kino, lb.	@	1 00	Mustard, true, ozs.			Oris, Fingers, lb.		
Sassafras (P'd lb. 50)	38 @	45	Kino, powd., lb.	@	1 25	Mustard, art., ozs.			Pink, Powd., lb.		
Coaptree, cut, lb.	20 @	30	Myrrh, lb.	60 @	60	Orange, Sw., lb.			Poke, Powd., lb.		
Scaptree, Po., lb.	35 @	40	Myrrh, Pow., lb.	75 @	75	Origanum, art., lb.			Rhubarb, lb.		
			Shellac, Orange, lb.	35 @	45	Pennyroyal, lb.			Rhubarb, Powd., lb.		
			Ground, lb.	35 @	45	Peppermint, lb.			Sarsaparilla (Honduras, cut)		
			Shellac, white (bone dr'd) lb.	45 @	55	Rose, dr.			Sarsaparilla, Med., Cut, lb.		
			Tragacanth			Rose, Genl.			Squilla, Powd., lb.		
			No. 1, bbls.	1 50 @	1 75	Rosemary Flowers, lb.			Tumeric, Powd., lb.		
			No. 2, lbs.	1 35 @	1 50	Sandalwood			Valerian, Powd., lb.		
			Pow., lb.	1 25 @	1 50	E. I., lb.					
						W. I., lb.					
BERRIES			HONEY			Sassafras			SAL		
Cubeb, lb.	@	65	Pound	25 @	40	True, lb.			Epsom, lb.		
Cubeb, Po., lb.	@	75				Syn., lb.			Glaubers		
Juniper, lb.	10 @	20				Spermint, lb.			Lump, lb.		
BLUE VITRIOL			HOPS			Tansy, lb.			Gran., lb.		
Pound	06 @	15	1/4s Loose, Pressed, lb.	@	75	Thyme, Red, lb.					
BORAX			HYDROGEN PEROXIDE			Thyme, Whi., lb.			Xtal. or Powd.		
P'd or Xtal, lb.	06 @	13	Pound, gross	27 00 @	29 00	Wintergreen			Gran., lb.		
			1/2 lb., gross	17 00 @	18 00	Leaf, true, lb.			Rochelle, lb.		
			1/4 lb., gross	11 00 @	11 50	Birch, lb.			Soda, lb.		
BRIMSTONE			INDIGO			Syn.					
Pound	04 @	10	Madras, lb.	2 00 @	2 25	Wormseed, lb.					
CAMPBOR			INSECT POWDER			Wormwood, lb.					
Pound	70 @	90	Pure, lb.	31 @	41	OILS HEAVY			SEED		
CANTHARIDES			LEAD ACETATE			Castor, gal.			Anise, lb.		
Russian, Powd.	@	4 50	Xtal, lb.	17 @	25	Cocanut, lb.			Canary, Re-cleaned, lb.		
Chinese, Powd.	@	2 00	Powd. and Gran.	25 @	35	Cod Liver, Norwegian, gal.			Cardamon, Bleached, lb.		
CHALK			LICORICE			Cot. Seed, gal.			Caraway, Dutch, lb.		
Crayons			Extracts, sticks, per box.	1 50 @	2 00	Lard, ex., gal.			Celery, lb.		
White, dozen	@	3 60	Lozenges, lb.	40 @	50	Lard, No. 1, gal.			Colchicum, Powd., lb.		
Dustless, dozen	@	6 00	Wafers, (24s) box.	@	1 50	Linseed, raw, gal.			Coriander, lb.		
French Powder, Coml., lb.	03 1/2 @	10	LEAVES			Linseed, boi., gal.			Fennel, lb.		
Precipitated, lb.	12 @	15	Buchu, lb., short	@	60	Neatsfoot, extra, gal.			Flax, Whole, lb.		
Prepared, lb.	14 @	16	Buchu, P'd, lb.	@	70	Olive			Flax, Ground, lb.		
White, lump, lb.	03 @	10	Sage, bulk, lb.	25 @	30	Malaga, gal.			Hemp, Re-cleaned, lb.		
CAPSICUM			Sage, loose pressed, 1/4s, lb.	@	30	Pure, gal.			Lobelia, Powd., lb.		
Pods, lb.	60 @	70	Sage, ounces	@	85	Sperm, gal.			Mustard, Black, lb.		
Powder, lb.	62 @	75	Sage, P'd and Grd.	@	35	Tanner, gal.			Mustard, White, lb.		
CLOVES			Senna			Tar, gal.			Poppy, Blue, lb.		
Whole, lb.	30 @	40	Alexandria, lb.	35 @	40	Whale, gal.			Quince, lb.		
Powdered, lb.	35 @	45	Tinnevela, lb.	25 @	40				Rape, lb.		
COCAINE			Powd., lb.	25 @	35				Sabadilla, Powd., lb.		
Ounce	13 75 @	15 40	Uva Ursi, lb.	@	31				Sunflower, lb.		
			Uva Ursi, P'd, lb.	@	45				Worm, Levant, lb.		
COPPERAS			LIME						Worm, Levant, Powd.		
Xtal, lb.	03 1/2 @	10	Chloride, med., dz.	@	85						
Powdered, lb.	04 @	15	Chloride, large, dz.	@	1 45				SOAP		
CREAM TARTAR			LYCOPodium						Castile, Conti, White		
Pound	25 @	38	Pound	45 @	60				Box		
CUTTLEBONE			MAGNESIA						Bar		
Pound	40 @	50	Carb., 1/4s, lb.	@	30				Powd.		
			Carb., 1/2s, lb.	@	32						
			Carb., Powd., lb.	15 @	25				SODA		
			Oxide, Hea., lb.	@	70				Ash		
			Oxide, light, lb.	@	75				Bicarbonate, lb.		
DEXTRINE			MENTHOL						Caustic, Co'l., lb.		
Yellow Corn, lb.	06 1/2 @	15	Pound	5 25 @	5 60				Hypsulphite, lb.		
White Corn, lb.	07 @	15							Phosphate, lb.		
EXTRACT			MERCURY						Sulphite		
Witch Hazel, Yellow Lab., gal.	1 10 @	1 70	Pound	1 50 @	1 75				Xtal., lb.		
Licorice, P'd, lb.	50 @	60							Dry, Powd., lb.		
MORPHINE									Silicate, Sol., gal.		
Ounces	@ 12 75										
1/8s	@ 14 40								SYRUP		
									Light, lb.		
									Rock Candy, Gals.		
									TAR		
									1/2 Pints, dozen		
									Pints, dozen		
									Quarts, dozen		
									TURPENTINE		
									Gallons		

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
Wilson's Nut Oleo—1/2c	Argo Corn Starch—11c
Red Kidney Beans—25c	Mazola
Kodota Figs—60c	Chili Lentils—2c
Argo Gloss Starch—11c	Boneless Herring—1c

AMMONIA	BREAKFAST FOODS	Blackberries
Little Bo Peep, med. 1 35	Kellogg's Brands	Premio, No. 10. 6 00
Little Bo Peep, lge. 2 25	Corn Flakes, No. 136. 2 65	Quaker No. 2. 1 60
Quaker, 32 oz. 2 10	Corn Flakes, No. 124. 2 65	
	Pep, No. 224. 3 20	
	Pep No. 250. 1 05	
	Krumbles, No. 412. 1 55	
	Bran Flakes, No. 624. 1 90	
	Bran Flakes, No. 650. 1 00	
	Rice Krispies, 6 oz. 2 40	
	Rice Krispies, 1 oz. 1 10	
	All Bran, 16 oz. 3 30	
	All Bran, 10 oz. 2 75	
	All Bran, 1/2 oz. 1 10	
	Whole Wheat Fla., 24s 2 40	
	Whole Wheat Bis., 24s 2 31	
	Wheat Krispies, 24s 2 40	

APPLE BUTTER	Blackberries
Quaker, 12-28 oz., 1 55	Premio, No. 10. 6 00
	Quaker No. 2. 1 60

BAKING POWDERS	Blue Berries
Royal, 2 oz., doz. 80	Bagle, No. 10. 8 50
Royal, 6 oz., doz. 2 00	
Royal, 12 oz., doz. 3 85	
Royal, 5 lbs., doz. 20 00	



BLEACHER CLEANSER	Cherries
Lizzie, 16 oz., 12s 2 15	Hart, No. 10. 5 70
Lincro Wash, 32 oz., 12s 2 00	Hart, No. 2 in syrup. 2 95
	Hart Special, 2. 1 25

BLUING	Cherries—Royal Ann
Am. Ball, 36-1 oz., cart. 1 00	Supreme, No. 2 1/2. 3 20
Boy Blue, 18s. per cs. 1 35	Supreme, No. 2. 2 25
	Gibraltar, No. 10. 9 25
	Gibraltar, No. 2 1/2. 2 75

BEANS and PEAS	Figs
Dry Lima Beans, 25 lb. 2 25	Beckwith Breakfast, No. 10. 12 00
White H'd P. Beans. 2 50	Carpenter Preserved, 5 oz. glass. 1 35
Split Peas, yell., 60 lb. 3 35	Supreme Kodota, No. 1. 1 90
Split Peas, gr'n., 60 lb. 4 75	
Scotch Peas, 100 lb. 6 90	

BURNERS	Fruit Salad
Queen Ann, No. 1. 1 15	Supreme, No. 10. 12 00
Queen Ann, No. 2. 1 25	Quaker, No. 10. 11 50
White Flame, No. 1 and 2, doz. 2 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

BOTTLE CAPS	Goosberries
Single Lacquer, 24 gross case, per case. 4 10	Michigan, No. 10. 5 35

BRUSHES	Grape Fruit
Scrub	Florida Gold, No. 5. 5 00
New Deal, dozen. 85	Florida Gold, No. 2. 1 45
	Quaker, 8 oz. 90
	Quaker, 2 1/2. 1 45

APPLES	Grape Fruit Juice
Imperial, No. 10. 5 00	Florida Gold, No. 1. 90
Sweet Peas, No. 10. 4 75	Quaker, No. 1. 90
	Quaker, No. 5. 4 50

APPLE SAUCE	Loganberries
Hart, No. 2. 1 20	Premio, No. 10. 6 75
Hart, No. 10. 5 75	

Pineapple, Sliced	String Beans
Honey Dew, sliced, No. 10. 9 00	Choice, Whole, No. 2. 1 70
Honey Dew, tid bits, No. 10. 9 00	Cut, No. 10. 7 25
Honey Dew, No. 2 1/2. 2 45	Cut, No. 2. 1 35
Honey Dew, No. 1. 1 10	Marcellus Cut, No. 10. 6 00
Ukelele Broken, No. 10. 7 90	Quaker Cut No. 2. 1 20
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. 3 35	
Quaker, No. 2. 1 90	
Quaker, No. 1. 1 05	

Wax Beans	String Beans
Choice, Whole, No. 2. 1 70	Choice, Whole, No. 2. 1 70
Cut, No. 10. 7 25	Cut, No. 10. 7 25
Cut, No. 2. 1 35	Cut, No. 2. 1 35
Marcellus Cut, No. 10. 6 00	Marcellus Cut, No. 10. 6 00
Quaker Cut No. 2. 1 20	Quaker Cut No. 2. 1 20

Beets	String Beans
Extra Small, No. 2. 1 75	Choice, Whole, No. 2. 1 70
Hart Cut, No. 10. 4 50	Cut, No. 10. 7 25
Hart Cut, No. 2. 95	Cut, No. 2. 1 35
Hart Diced, No. 2. 90	Marcellus Cut, No. 10. 6 00
Quaker Cut No. 2 1/2. 1 20	Quaker Cut No. 2. 1 20

Plums	String Beans
Ullikit, No. 10, 30% syrup. 6 50	Choice, Whole, No. 2. 1 70
Supreme Egg, No. 2 1/2. 2 30	Cut, No. 10. 7 25
Supreme Egg, No. 2. 1 70	Cut, No. 2. 1 35
Primo, No. 2, 40% syrup. 1 00	Marcellus Cut, No. 10. 6 00
	Quaker Cut No. 2. 1 20

Prepared Prunes	String Beans
Supreme, No. 2 1/2. 2 35	Choice, Whole, No. 2. 1 70
Supreme, No. 2 1/2. 2 00	Cut, No. 10. 7 25
Italian. 2 00	Cut, No. 2. 1 35

Raspberries, Black	String Beans
Imperial, No. 10. 7 00	Choice, Whole, No. 2. 1 70
Premio, No. 10. 8 50	Cut, No. 10. 7 25
Hart, 8-ounce. 80	Cut, No. 2. 1 35

Raspberries, Red	String Beans
Premio, No. 10. 8 75	Choice, Whole, No. 2. 1 70
Daggett, No. 2. 2 20	Cut, No. 10. 7 25

Strawberries	String Beans
Hunt, Superior, No. 2. 2 35	Choice, Whole, No. 2. 1 70

CANNED FISH	String Beans
Clam Ch'dr., 10 1/2 oz. 1 35	Choice, Whole, No. 2. 1 70
Clam Chowder, No. 2. 2 75	Cut, No. 10. 7 25
Clams, Steamed No. 1. 2 75	Cut, No. 2. 1 35
Clams, Minced, No. 1/2. 2 40	Marcellus Cut, No. 10. 6 00
Finnan Haddie, 10 oz. 3 30	Quaker Cut No. 2. 1 20
Clam Bouillon, 7 oz. 2 50	
Chicken Haddie, No. 1. 2 75	
Fish Flakes, small. 1 25	
Fod Fish Cake, 10 oz. 1 55	
Cove Oysters, 35	
Lobster, No. 1/4. 2 25	
Shrimp, 1 wet. 1 45	
Sard's, 1/4 Oil, k'less. 3 75	
Sardines, 1/4 Oil, k'less. 3 35	
Salmon, Red Alaska. 2 20	
Salmon, Med. Alaska. 1 75	
Salmon, Pink, Alaska. 1 35	
Sardines, Im. 1/4, ea. 6@13 1 00	
Sardines, Cal. 1 00	
Tuna, 1/2 Van Camps. 1 75	
Tuna, 1/4s, Van Camps. 1 15	
Tuna, 1s, Van Camps. 2 45	
Tuna, 1/4s, Chicken Sea. 1 70	
Tuna, 1/2 Bonita. 1 25	

CANNED MEAT	String Beans
Bacon, med. Beechnut. 2 50	Choice, Whole, No. 2. 1 70
Bacon, lge. Beechnut. 3 75	Cut, No. 10. 7 25
Beef, lge. Beechnut. 3 25	Cut, No. 2. 1 35
Beef, med. Beechnut. 1 95	Marcellus Cut, No. 10. 6 00
Beef, No. 1, Corned. 1 90	Quaker Cut No. 2. 1 20
Beef, No. 1, Roast. 1 85	
Beef, 2 1/2 oz. Quia, Sil. 1 30	
Corn Beef Hash, doz. 85	
Beefsteak & Onions, s. 2 70	
Chili Con Car., 1s. 1 05	
Deviled Ham, 1/4s. 1 85	
Deviled Ham, 1/2s. 2 20	
Potted Meat, 1/4 Libby. 45	
Potted Meat, 1/4 Libby. 75	
Potted Meat, 1/4 Quia. 65	
Potted Ham, Gen. 1/4. 1 35	
Vienna Saus. No. 1/2. 90	

CANNED VEGETABLES	String Beans
Baked Beans	Choice, Whole, No. 2. 1 70
Campbells 48s. 2 35	Cut, No. 10. 7 25
	Cut, No. 2. 1 35
	Marcellus Cut, No. 10. 6 00
	Quaker Cut No. 2. 1 20

Hart Brand	String Beans
Asparagus	Choice, Whole, No. 2. 1 70
Quaker, No. 2. 2 10	Cut, No. 10. 7 25
Hunt Picnic. 1 80	Cut, No. 2. 1 35
Hunt No. 1, Med. Green. 3 00	Marcellus Cut, No. 10. 6 00
Hunt No. 1, Med. White. 3 15	Quaker Cut No. 2. 1 20
Hunt No. 1, Small. 2 80	

Baked Beans	String Beans
1 lb. Saco, 36s, ca. 1 75	Choice, Whole, No. 2. 1 70
No. 2 1/2 Size, doz. 1 10	Cut, No. 10. 7 25
No. 10 Sauce. 4 00	Cut, No. 2. 1 35

Lima Beans	String Beans
Baby, No. 2. 1 60	Choice, Whole, No. 2. 1 70
Marcellus, No. 2. 1 25	Cut, No. 10. 7 25
Scott Co. Soaked. 90	Cut, No. 2. 1 35
Marcellus, No. 10. 5 90	Marcellus Cut, No. 10. 6 00
	Quaker Cut No. 2. 1 20

Red Kidney Beans	String Beans
No. 10. 4 75	Choice, Whole, No. 2. 1 70
No. 2. 95	Cut, No. 10. 7 25

String Beans	String Beans
Choice, Whole, No. 2. 1 70	Choice, Whole, No. 2. 1 70
Cut, No. 10. 7 25	Cut, No. 10. 7 25
Cut, No. 2. 1 35	Cut, No. 2. 1 35
Marcellus Cut, No. 10. 6 00	Marcellus Cut, No. 10. 6 00
Quaker Cut No. 2. 1 20	Quaker Cut No. 2. 1 20

Wax Beans	String Beans
Choice, Whole, No. 2. 1 70	Choice, Whole, No. 2. 1 70
Cut, No. 10. 7 25	Cut, No. 10. 7 25
Cut, No. 2. 1 35	Cut, No. 2. 1 35
Marcellus Cut, No. 10. 6 00	Marcellus Cut, No. 10. 6 00
Quaker Cut No. 2. 1 20	Quaker Cut No. 2. 1 20

Beets	String Beans
Extra Small, No. 2. 1 75	Choice, Whole, No. 2. 1 70
Hart Cut, No. 10. 4 50	Cut, No. 10. 7 25
Hart Cut, No. 2. 95	Cut, No. 2. 1 35
Hart Diced, No. 2. 90	Marcellus Cut, No. 10. 6 00
Quaker Cut No. 2 1/2. 1 20	Quaker Cut No. 2. 1 20

Plums	String Beans
Ullikit, No. 10, 30% syrup. 6 50	Choice, Whole, No. 2. 1 70
Supreme Egg, No. 2 1/2. 2 30	Cut, No. 10. 7 25
Supreme Egg, No. 2. 1 70	Cut, No. 2. 1 35
Primo, No. 2, 40% syrup. 1 00	Marcellus Cut, No. 10. 6 00
	Quaker Cut No. 2. 1 20

Prepared Prunes	String Beans
Supreme, No. 2 1/2. 2 35	Choice, Whole, No. 2. 1 70
Supreme, No. 2 1/2. 2 00	Cut, No. 10. 7 25
Italian. 2 00	Cut, No. 2. 1 35

Raspberries, Black	String Beans
Imperial, No. 10. 7 00	Choice, Whole, No. 2. 1 70
Premio, No. 10. 8 50	Cut, No. 10. 7 25
Hart, 8-ounce. 80	Cut, No. 2. 1 35

Raspberries, Red	String Beans
Premio, No. 10. 8 75	Choice, Whole, No. 2. 1 70
Daggett, No. 2. 2 20	Cut, No. 10. 7 25

Strawberries	String Beans
Hunt, Superior, No. 2. 2 35	Choice, Whole, No. 2. 1 70

CANNED FISH	String Beans
Clam Ch'dr., 10 1/2 oz. 1 35	Choice, Whole, No. 2. 1 70
Clam Chowder, No. 2. 2 75	Cut, No. 10. 7 25
Clams, Steamed No. 1. 2 75	Cut, No. 2. 1 35
Clams, Minced, No. 1/2. 2 40	Marcellus Cut, No. 10. 6 00
Finan Haddie, 10 oz. 3 30	Quaker Cut No. 2. 1 20
Clam Bouillon, 7 oz. 2 50	
Chicken Haddie, No. 1. 2 75	
Fish Flakes, small. 1 25	
Fod Fish Cake, 10 oz. 1 55	
Cove Oysters, 35	
Lobster, No. 1/4. 2 25	
Shrimp, 1 wet. 1 45	
Sard's, 1/4 Oil, k'less. 3 75	
Sardines, 1/4 Oil, k'less. 3 35	
Salmon, Red Alaska. 2 20	
Salmon, Med. Alaska. 1 75	
Salmon, Pink, Alaska. 1 35	
Sardines, Im. 1/4, ea. 6@13 1 00	
Sardines, Cal. 1 00	
Tuna, 1/2 Van Camps. 1 75	
Tuna, 1/4s, Van Camps. 1 15	
Tuna, 1s, Van Camps. 2 45	
Tuna, 1/4s, Chicken Sea. 1 70	
Tuna, 1/2 Bonita. 1 25	

CANNED MEAT	String Beans
Bacon, med. Beechnut. 2 50	Choice, Whole, No. 2. 1 70
Bacon, lge. Beechnut. 3 75	Cut, No. 10. 7 25
Beef, lge. Beechnut. 3 25	Cut, No. 2. 1 35
Beef, med. Beechnut. 1 95	Marcellus Cut, No. 10. 6 00
Beef, No. 1, Corned. 1 90	Quaker Cut No. 2. 1 20
Beef, No. 1, Roast. 1 85	
Beef, 2 1/2 oz. Quia, Sil. 1 30	
Corn Beef Hash, doz. 85	
Beefsteak & Onions, s. 2 70	
Chili Con Car., 1s. 1 05	
Deviled Ham, 1/4s. 1 85	
Deviled Ham, 1/2s. 2 20	
Potted Meat, 1/4 Libby. 45	
Potted Meat, 1/4 Libby. 75	
Potted Meat, 1/4 Quia. 65	
Potted Ham, Gen. 1/4. 1 35	
Vienna Saus. No. 1/2. 90	

CANNED VEGETABLES	String Beans
Baked Beans	Choice, Whole, No. 2. 1 70
Campbells 48s. 2 35	Cut, No. 10. 7 25
	Cut, No. 2. 1 35
	Marcellus Cut, No. 10. 6 00
	Quaker Cut No. 2. 1 20

Hart Brand	String Beans
Asparagus	Choice, Whole, No. 2. 1 70
Quaker, No. 2. 2 10	Cut, No. 10. 7 25
Hunt Picnic. 1 80	Cut, No. 2. 1 35
Hunt No. 1, Med. Green. 3 00	Marcellus Cut, No. 10. 6 00
Hunt No. 1, Med. White. 3 15	Quaker Cut No. 2. 1 20
Hunt No. 1, Small. 2 80	

Baked Beans	String Beans
1 lb. Saco, 36s, ca. 1 75	Choice, Whole, No. 2. 1 70
No. 2 1/2 Size, doz. 1 10	Cut, No. 10. 7 25
No. 10 Sauce. 4 00	Cut, No. 2. 1 35

Lima Beans	String Beans
Baby, No. 2. 1 60	Choice, Whole, No. 2. 1 70
Marcellus, No. 2. 1 25	Cut, No. 10. 7 25
Scott Co. Soaked. 90	Cut, No. 2. 1 35
Marcellus, No. 10. 5 90	Marcellus Cut, No. 10. 6 00
	Quaker Cut No. 2. 1 20

Red Kidney Beans	String Beans
No. 10. 4 75	Choice, Whole, No. 2. 1 70
No. 2. 95	Cut, No. 10. 7 25

CHEWING GUM	Cheating Gum
Adams Black Jack. 6t	Adams Black Jack. 6t
Adams Dentype. 65	Adams Dentype. 65
Beeman's Pepsin. 65	Beeman's Pepsin. 65
Beechnut Peppermint. 65	Beechnut Peppermint. 65
Doublemint. 65	Doublemint. 65
Peppermint, Wrigleys. 65	Peppermint, Wrigleys. 65
Spearment, Wrigleys. 65	Spearment, Wrigleys. 65
Juicy Fruit. 65	Juicy Fruit. 65
Wrigley's P-K. 65	Wrigley's P-K. 65
Teaberry. 65	Teaberry. 65

Currents Packages, 11 oz. ----- 13 Dates Quaker, 12s, pitted ----- 1 40 Quaker, 12s, regular ----- 1 10 Quaker, 12s, 1 1/2 lb. ----- 2 30 Quaker, 12s, 1 lb. ----- 1 45 Flge Calif., 24-8 oz. case ----- 1 80 Peaches Evap. Choice ----- 14% Eva. Fancy ----- 16% Pearl Lemon, Torelli, ----- 90 4 oz., doz. ----- 90 Orange, Torelli, ----- 90 4 oz., dozen ----- 90 Citron, Torelli, ----- 90 4 oz., dozen ----- 90 Raisins Seeded, bulk ----- 7% Thompson's S'dless blk ----- 7% Quaker s'dless blk ----- 8 15 oz. ----- 8 Quaker Seeded, 15 oz. ----- 8% California Prunes 90@100, 25 lb. boxes ----- 6 1/2 80@90, 25 lb. boxes ----- 6 1/2 70@80, 25 lb. boxes ----- 6 1/2 60@70, 25 lb. boxes ----- 6 1/2 50@60, 25 lb. boxes ----- 6 1/2 40@50, 25 lb. boxes ----- 6 1/2 30@40, 25 lb. boxes ----- 6 1/2 20@30, 25 lb. boxes ----- 6 1/2 18@24, 25 lb. boxes ----- 6 1/2 Hominy Pearl, 100 lb. sacks ----- 3 50 Bulk Goods Elb. Macaroni, 20 lb. bx. ----- 1 35 Egg Noodle, 10 lb. box ----- 1 25 Pearl Barley Chester ----- 5 80 Lentils Chili ----- 10 Tapoca Pearl, 100 lb. sacks ----- 7 1/2 Minute, 8 oz. 3 doz. ----- 4 05 Dromedary Instant ----- 3 50 Jiffy Punch 3 doz. Carton ----- 2 25 Assorted flavors. EVAPORATED MILK Quaker, Tall, 10 1/2 oz. ----- 2 85 Quaker, Baby, 4 doz. ----- 1 43 Quaker, Gallon, 12 oz. ----- 2 85 Carnation, Tall, 4 doz. ----- 2 95 Carnation, Baby, 4 doz. ----- 1 45 Oatman's D'dee, Tall ----- 2 95 Oatman's D'dee, Baby ----- 1 45 Pet, Tall ----- 2 95 Pet, Baby ----- 1 45 Borden's, Tall, 4 doz. ----- 2 95 Borden's, Baby, 4 doz. ----- 1 45 FRUIT CANS Ball Mason F. O. B. Grand Rapids One pint ----- 7 75 One quart ----- 9 00 Half gallon ----- 12 00 Mason Can Tops, gro. ----- 2 55 FRUIT CAN RUBBERS Quaker Red Lip, 2 gro. carton ----- 85 GELATINE Jell-o, 3 doz. ----- 2 10 Minute, 3 doz. ----- 4 05 Knox's, 1 dozen ----- 2 25 Jelsert, 3 doz. ----- 1 40 HONEY Lake Shore 1 lb. doz. ----- 1 90 JELLY AND PRESERVES Pure, 30 lb. pails ----- 2 60 Imitation, 30 lb. pails ----- 1 95 Pure Pres., 16 oz. dz. ----- 2 00 Apple Jelly, dz. ----- 1 60 12 oz. Mint Jelly, dz. ----- 1 60 7 oz. Cranberry Jelly, dz. ----- 90 JELLY GLASSES	JUNKET GOODS Junket Powder ----- 1 35 Junket Tablets ----- 1 35 MARGARINE Wilson & Co.'s Brands Oleo ----- 11 1/2 Certified Animal Fat ----- 13 Oleo ----- 13 MATCHES Diamond, No. 5, 144 ----- 6 25 Searchlight, 144 box ----- 6 25 Swan, 144 ----- 5 65 Diamond, No. 9 ----- 5 00 Safety Matches Red Top, 5 gross case ----- 4 80 Congress, 5 gro. cs. ----- 5 00 Standard, 5 gro. cs. ----- 4 25 MUELLER'S PRODUCTS Macaroni, 9 oz. ----- 2 10 Spaghetti, 9 oz. ----- 2 10 Elbow Macaroni, 9 oz. ----- 2 10 Egg Noodles, 6 oz. ----- 2 10 Egg Vermicelli, 6 oz. ----- 2 10 Egg Alphabets, 6 oz. ----- 2 10 Cooked Spaghetti, 24c, 17 oz. ----- 2 20 NUTS Whole Almonds, Peerless ----- 15 1/2 Brazil, large ----- 13 1/2 Fancy Mixed ----- 16 Filberts, Naples ----- 16 Pecans, vir. Roasted ----- 11 1/2 Pecans, 3 star ----- 25 Pecans, Jumbo ----- 50 Pecans, Mammoth ----- 50 Walnuts, Cal. ----- 17 1/2 to 22 Salted Peanuts Fancy, No. 1 ----- 12 12-1 lb. Cellophane case ----- 1 50 Shelled Almonds ----- 39 Peanuts, Spanish, 125 lb. bags ----- 9 1/2 Filberts ----- 32 Pecans, salted ----- 55 Walnut, California ----- 55 MINCE MEAT None Such, 4 doz. ----- 6 20 Quaker, 1 doz. ----- 95 Yo Ho, Kegs, wet, lb. ----- 16 1/2 OLIVES-Plain Quaker, 24 3/4 oz. cs. ----- 1 87 Quaker, 24 7/8 oz. cs. ----- 3 55 Quaker, 12, 12 oz. ----- 2 40 High Life, 12 22 oz. cs. ----- 3 45 1 gal. glass, each ----- 1 55 OLIVES-Stuffed Quaker, 24 2 1/2 oz. cs. ----- 1 87 Quaker, 24 4 oz. cs. ----- 2 75 Quaker, 24 5 oz. cs. ----- 3 55 Quaker, 24 7 1/2 oz. cs. ----- 4 65 Quaker, 24 10 oz. cs. ----- 5 95 Quaker, 12 32 oz. cs. ----- 7 85 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@1 20 PLAYING CARDS Blue Ribbon, per doz. ----- 4 50 Bicycle, per doz. ----- 4 70 Caravan, per doz. ----- 2 25 POP CORN Sure Pop, 25 lb. bags ----- 2 55 Sure Pop, 1 lb. bags ----- 2 50 COD FISH Bob White, 1 lb. pure ----- 25	FRESH MEATS Beef Top Steers & Half ----- 14 Good Steers & Half ----- 12 1/2 Med. Steers & Half ----- 10 1/2 Corn. Steers & Half ----- 09 Veal Top ----- 11 Good ----- 10 1/2 Medium ----- 9 1/2 Lamb Spring Lamb ----- 14 Good ----- 13 Medium ----- 10 Poor ----- 08 Mutton Good ----- 05 1/2 Medium ----- 06 Poor ----- 05 Pork Loins ----- 13 Butts ----- 13 Shoulders ----- 10 1/2 Spareribs ----- 10 Neck Bones ----- 03 Trimmings ----- 11 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 ----- 12 1/2 60 lb. tubs ----- advance 1/4 50 lb. tubs ----- advance 1/4 20 lb. pails ----- advance 1/4 10 lb. pails ----- advance 1/4 5 lb. pails ----- advance 1/4 3 lb. pails ----- advance 1/4 Compound, tierces ----- 12 Compound, tubs ----- 12 1/2 Sausages Bologna ----- 12 Liver ----- 16 Frankfort ----- 14 Pork ----- 16 Tongue, Jellied ----- 30 Headcheese ----- 15 Smoked Meats Hams, Cert., 14-16 lb. ----- 19 Hams, Cert., Skinned ----- 19 16-18 lb. ----- 19 Ham, dried beef ----- 22 Knuckles ----- 22 California Hams ----- 14 Picnic Boiled Hams ----- 13 Boiled Hams ----- 34 Minced Hams ----- 13 Bacon 4/6 Cert. ----- 27 Beef Boneless, rump ----- 24 00 Liver Beef ----- 9 Calf ----- 35 Pork ----- 08 RICE Fancy Blue Rose ----- 5 00 Fancy Head ----- 6 10 RUSKS Postma Biscuit Co. ----- 20 18 rolls, per case ----- 1 39 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, 18-2 1/2 lb. packages ----- 1 10 SHOE BLACKENING 2 in 1, Paste, doz. ----- 1 30 E. Z. Combination, dz. ----- 1 30 Dri-Foot, doz. ----- 2 00 Bixbys, doz. ----- 1 30 Shinola, doz. ----- 90 STOVE POLISH Blackene, per doz. ----- 1 30 Black Silk Liquid, doz. -----
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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, Mt. Pleasant.
 Vice-President—K. Masters, Alpena.
 Vice-President—Max Harriman, Lansing.
 Vice-President—Fred Venting, 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.

Who Must Pay for Socialization Schemes

This world of make-believe is doomed for a rude awakening. We are now in the midst of a welter of words on how to solve unemployment by every means other than that of work, work, work.

One of the most damnably dangerous things in the public's mind today is Townsend plan. The idiotic idea is that the aged shall be paid \$200 a month—the total of which must be expended for goods and services within 30 days, whereupon the purchasing power of the token money disappears. Month by month, the scheme is to finance pure purchasing power, for it is understood that people at that age have no earning capacity.

Why delude the aged? Why feed them with the dreams of childhood?—"once upon a time there was a mountain of gold, etc." One of our men figured it out that it would take \$150,000,000,000 a year to make the Townsend plan a Utopian possibility. It is cruelty to continue the vaporizing of such plans in the thin air of a day and age when stark reality faces all of us. What it has done is to postpone any orderly method of old-age pensions, for even if a \$5.00 a week plan were proposed it would be ridiculed as inadequate because of the liberality of the Townsend plan. Thousands of aged people have been led mentally astray, and the harm becomes more apparent day by day.

The new Congress will undoubtedly take up the subject of social legislation. It is undoubtedly true that there are thousands of business men who are definitely in favor of the principle of unemployment insurance, just as it is true that there are those who are distinctly opposed to it. But the middle group deserve a voice after proper time and study—so that they can decide the question whether the compulsory building up of unemployment reserves is sound in a period of depression.

How much can business and the worker be taxed for social insurance and how much can be passed on to an overloaded governmental budget? The large scale unemployment now prevalent does not make this an appropriate time to inaugurate a system of permanent unemployment insurance. Some temporary plan may be necessary as a supplement to relief work engineering.

The President has been making a very deep study of the subject of relief for the unemployed and it is believed

that he will substitute some sort of work program for the direct relief schemes now operative in many parts of the country. That certainly does not indicate that the Government has billions of dollars to pass out to people, merely because they have reached an age limit or because they are potentially "pure consumers." No, indeed, reality is stepping into the picture. Work is to be encouraged; work projects stimulated and the delusions of "free money" will be swept away.

The merchant or manufacturer has got to ask himself a number of questions. Is he in favor of a national system of unemployment insurance or does he want independent state systems, or corporation systems—trade group systems under state or national regulated supervision? How much of a tax can he stand and still continue in business? Are the contributions to be made by employers exclusively? The same question in another form—are the contributions to be made on equal ratio by employers and employees? To what extent is the state or the Federal Government to contribute to old age security?

With the possibilities of recovery brighter for the year 1935, this new problem of old age security and unemployment insurance dulls the picture, for it is obvious that the incoming Congress is going to be deluged with letters from the vast horde wanting money, with no reserves from which to take such funds.

If social insurance is to come, and it seems altogether likely, the thought must be on how to spread the burden of a complete social welfare program over employer, employee and the community; and at the same time make possible progress under conditions of national and international competition.

—Boot and Shoe Recorder.

How Some Readers Regard the Anniversary Edition

Grand Rapids, Dec. 1.—The anniversary number of your Michigan Tradesman is before me. I haven't read it all as yet, but I am going to read it from cover to cover.

It is a wonderful edition and I want to congratulate you.

You have a host of friends and they all love you.

W. R. Roach.

Grand Rapids, Dec. 7.—Thoughtfully and most appreciatively do I extend you congratulations on the caliber and verve of your fifty-first anniversary edition, which I have read with much pleasure and profit.

Your contributors were all of caliber second only to you, Mr. Stowe, and this one edition is worth more than your annual subscription price to every considerate reader.

Your maintaining the high plane that you do—at a great price—is one of the few standards laboriously established, that the "earthquakes" of the past decade have not shaken or destroyed.

E. G. Weir.

Grand Rapids, Dec. 6.—I am very much interested in reading the fifty-first anniversary edition of the Michigan Tradesman and I want to extend to you my sincere congratulations and best wishes.

John A. Cleveland.

Grand Rapids, Dec. 6.—I have spent the whole morning going through the fifty-first anniversary number of the Tradesman. Barring the Tavern article, it is a most wonderful paper. I

have gone over all the advertisements and they are a mighty clean lot.

I am so thankful that the good Lord sees fit in His love to spare you all these years to make Michigan a better place to live, and here's hoping that you are going to stick around here until you Out Around every Michigan merchant into your subscription list. They all need it.

Mel Trotter.

Grand Rapids, Dec. 8.—I drop you a line to tell you that the fifty-first annual edition of the Tradesman was a splendid number, both as to type of articles used and the many interesting advertisements.

I also wish to thank you for the opportunity of being able to send you a small financial article to be used therein.

J. H. Petter.

Saginaw, Dec. 20.—Thanks for your continued interest in the retail grocer. I haven't heard from the National Retail Grocers Association. Don't think I will. In case they reply will mail you their letter.

There should be some relief as to quantity discounts to the small merchant. They are being driven out of business and if things continue you will see very, very little independent business in the U.S.A. inside of ten years.

Thanks very much for your attention. It is a pleasure to have you run a really fearless periodical in the state. The fifty-first anniversary edition is superb.

A. H. Kreschmer.

Ludington, Dec. 8.—It is with pleasure that I extend to you my heartiest congratulations for having rounded out fifty-one years as publisher of the Michigan Tradesman. I wish you continued success.

Louis E. Courtot.

Grand Rapids, Dec. 10.—Thanks so much for your letter of Dec. 3 enclosing tear sheet of article contributed by John Lake. All of this helps very much. I congratulate you on the fifty-first annual edition. I have been away so much lately that I haven't had time to thoroughly read it, but I shall take it home and try and make it next Sunday's job.

H. J. Gray.

Muskegon, Dec. 12.—Please find \$3 check enclosed for another year's subscription to the Michigan Tradesman.

I wish to congratulate you, Mr. Stowe, on your fifty-first anniversary edition. I enjoyed it very much, especially the poem by Douglas Malloch. That alone is worth the price of a year's subscription. The Out Around column is always very interesting to me.

When you come to Muskegon again, please don't fail to come in, even if for only a few minutes. I certainly appreciate your visits and also the sound business advice which only comes from men of your long experience.

John Kolkema.

Atwood, Dec. 2.—Each year as the anniversary number comes to us, we know it is time for us to send our \$3 for another year of advice, admonition and the countless other valuable features which our paper has always contained. We are thankful that you have passed another milestone in your career as editor and manager. The anniversary edition reached us last Saturday and we have gone through the paper and read some of the articles, but not all, as we have been rather busy buying new equipment to rearrange our store and are also putting in equipment to handle fresh meats.

We found, as usual, a great many valuable articles in this year's number and figure we can use the paper to great advantage during the winter evenings.

We wish to congratulate you on the long record of usefulness you have of being such aid to all who would listen or read and learn of you or apply the teachings to their business.

We have had a great many changes in the past year and are making the biggest change now in putting in a meat market out here in the country. Our business has shown a nice increase the past year and November happened to be the best November in dollar volume in the history of the store, even going above 1927 and 1928, when our grain and feed sales were large and prices high.

We have rented our warehouses to an elevator man for a branch of his business, so we can apply all of our time to the store proper.

Rather sorry Mr. Stebbins did not get to our place on his visit up here the past summer, but hope that if either of you come next season that you will stop and see if we are living up to our caption at the top of this letter: "The Best Country Store in Northern Michigan."

Wish you the season's heartiest greetings and hope that we all may see and enjoy next year's anniversary Tradesman and each weekly issue in the meantime.

John Bos.

Grand Rapids, Dec. 7.—I do not feel that you are the one to thank me for the small advertisement which we had in your edition, but I do feel that I, personally, should thank you for your interest in Scouting and for the privilege of presenting in your magazine the article which you permitted me to write, which really was a privilege. We in Scouting appreciate this action on your part a great deal.

L. V. Mulnix.

Los Angeles, Dec. 12.—I have just finished perusing the fifty-first anniversary edition which, to my notion, is the most interesting of any of its predecessors that I have seen. In my abode here, almost everybody "begs the loan" of the Tradesman each week, not especially because they are interested in my offerings, but, as they say, "because it is different."

Frank S. Verbeck.

Orlando, Florida, Dec. 15.—My copy of the fifty-first anniversary number of the Tradesman at hand and I want to extend hearty congratulations.

It is a masterpiece in every way. The class of contributors and the varied subjects covered show your genius in picking your writers and the value they place in the Tradesman as a medium of conveying their thoughts to the thinking public; also the value the best advertisers place in it as a means of getting their products to the attention of the best buyers.

The growth of your magazine from its small beginning in 1883 and its steady improvement through the years, culminating in this great issue, should be and must be an inspiration and great satisfaction to you who have made it possible.

The untiring work of yourself and able helpers has been of untold value to your subscribers in more ways than one. The poems on the cover, the Out Around and Rascally columns, the oleo tax refund—in fact, the fighting of the merchants' battles throughout the years—to say nothing of the wonderful articles and letters in every issue, have been worth hundreds of dollars to your readers.

You have completed fifty-one years of great service to your readers and most men would think of retiring, but not you—you would only be happy in continuing the great work and may your health be such that your guiding hand may be with the Tradesman for years to come.

Best wishes and the season's greetings from a reader of your journal for forty years.

Lewis A. Smith.

Cedar Springs, Dec. 15.—Accept my congratulations on your fine issue marking the fifty-first anniversary of the Tradesman.

(Continued on page 23)

OUT AROUND

(Continued from page 9)

show how this may be accomplished.
Frank T. Bell,
Commissioner of Fisheries.

It is an old and a universal saying that the prosperity of the country—all the country—depends upon the quantity of the produce raised on the farms. No other industry so seriously affects the business of the country as a crop failure. If the crops are generally good throughout the country, business feels its effect in every department of its industry. But should the crops fail in certain localities, both the farmer and the merchant feel the ill effects. The farmer because he cannot meet his obligations to the merchant; and the merchant because he will be obliged to carry the farmer until the farm yields a paying crop. As their interests are mutual, their business should be in harmony. The merchant always buys his produce from the farmer and never for one moment thinks of sending out of town for his hay, grain or other rural produce necessities. But for some reason we have farmers in every locality who do not follow the practice of reciprocity, but, on the other hand, buy a great amount of household necessities in the large cities. This is an injustice, not only to the merchant but the farmer himself, as it reduces property values of the local towns, and, in a very short time, will affect the farm values. It has ever been conceded that thriving farms are in the vicinity of prosperous towns or cities.

In his remarkable talk over the radio Sunday evening, Arthur Sears Henning stated that the tendency of the NRA was to make the rich richer and the poor poorer; that the great merchants are fattening on the code and that many of the small and medium sized merchants are losing money which properly belongs to them every day. It does not require a great newspaper correspondent to tell us this condition. We all know it and fully realize that unless the NRA is shortly abolished the business interests of the country will reach a condition of chaos.

A St. Joseph friend writes me as follows concerning the new line-up at the New Whitcomb Hotel:

"Leon J. Harris is the general manager of the hotel and will so continue in the future. Mr. Harris has been general manager since the hotel was purchased by the Chicago party last February and he is connected with the purchaser.

"Irving Hallett, who was head clerk and has been connected with the hotel for about eight years, has been promoted to assistant manager, taking Mr. Renner's place. Mr. Hallett is well known to the traveling public and to the hotel men of Michigan. He is very pleasing, efficient and obliging and will make a most capable assistant manager."

General Hugh Johnson, who gave birth to the NRA, says the bird is now as dead as a dodo. He ought to know,

because a soldier is usually able to determine when a thing is non est.

Hancock, Dec. 15—We are in receipt of your letter and are more than glad to co-operate with you in advising how the letter writing contest, "Why I Like to Shop at Gartner's" worked out.

We have been running this contest for seven weeks and there is no question that it is the best advertising our department store has ever published.

One reason is there is more power in such advertising, to have the customers themselves tell other customers how nice it is to shop at Gartner's. It is the most profitable advertising imaginable, because any time a customer wins five dollars in merchandise for the winning letter, she always buys a little more in order not to make you think she is greedy. In one instance we sold a \$79.50 coat.

You would be surprised over the interest it stimulates in a small community, because each and everybody knows one another. So far as the newspaper is concerned they will be more than glad to publish the winning letter each week, as it makes wonderful Sunday morning reading. Altogether we have had about fourteen to sixteen hundred letters. The contest closes Christmas morning. We consider this contest a 100 per cent success.

In case you wish to know more about this or have any questions to ask we will be more than glad to give you the information desired.

Gartner's,
Norbert L. Kahn.

Hudson, Dec. 15—Your letter addressed to the Waldron State Savings Bank has been referred to me, and I was very much pleased to receive a copy of the article published in the Michigan Tradesman in regard to John K. Boies.

I enclose a clipping cut from the Hudson Post-Gazette in regard to the Waldron State Savings Bank and the Hudson State Savings Bank. The writer began business with the Exchange Bank of Boies, Eaton & Co. on Sept. 1, 1892, about one year after John K. Boies died, but I remember him very well, and remember the business that was done at the old corner store. You will remember that about that time Oren Howes purchased the old corner store of the John K. Boies estate and moved his stock of goods into the building. I am sure that you will be interested to know that Oren Howes, only a few days ago, discontinued his business here and sold out his stock and the store is now occupied by the Atlantic and Pacific Tea Co.

You will remember that the old Boies Bank was established Jan. 1, 1855, by John K. Boies, Nathan Rude and Henry N. Boies. Later the name of the bank was changed to Boies & Co. About the time that I began with the Bank, the business was Boies, Eaton & Co. A short time later this was incorporated as Boies State Savings Bank. Later, in 1920 the name of the bank was changed to the Hudson State Savings Bank. No member of the Boies family was in this vicinity at that time.

In 1920 the stockholders of the Hudson State Savings Bank established the bank at Waldron, and that bank, like the Hudson State Savings Bank, has had a very enviable record. Neither bank in the years of their existence has ever suspended payment, has ever been compelled to compromise with their creditors, has ever been compelled to seek assistance from the Government or otherwise, has never been restricted in their operations, except a few days on account of state and Federal proclamations.

When the National Park Bank of New York consolidated with Chase National Bank of New York, we were their oldest customer, having begun business with the National Park Bank when it was the Park Bank of New

York, before the civil war and before the National banking act was passed.

Now these two banks have been consolidated under the name of the Hudson State Bank with the main office at Hudson and an office at Waldron.

Byron J. Foster,
Pres. Hudson State Bank.

Chester L. Beach, whose bankruptcy is played up under the heading of bankruptcy proceedings in this week's paper, shows the greatest disparity between assets and liabilities I have ever seen. His net assets are \$5 and his total liabilities are \$69,681.14. I take my hat off to such an artist.

I doff my hat to Dr. Preston Bradley (Chicago) for the remarkable compliment he paid the Tradesman in his last Sunday sermon. His designation of the Tradesman as the "greatest trade journal in the United States" may be somewhat extravagant, but rather than have any controversy with the distinguished divine, I am disposed to accept his estimate without protest.

At one time the James Butler Grocery Co., New York, operated 1,350 chain stores, but in the last four years the company has closed 680 of them, leaving 670 stores employing 1,800 workers. Attorney L'Heureux said that the policy of reducing the number of stores by the Butler company was similar to that adopted by the other chain stores. "The company has been losing money very heavily in the last six years," the attorney of the company stated, "and the Butler family has contributed approximately \$1,900,000 in that time to save the business. The estate feels that it cannot continue to put money into the business at that rate. It is a case of trying to save the organization and to keep employees now in service." This shows how hard the chain systems have been hit in the past few years. Probably there are others that are shaky.

Boot & Co. are installing two new meat equipments this week—one for Klooster & Co., Atwood, and one for R. K. Gunther, East Jordan.

Gerald K. O'Brien, Deputy Attorney General, writes that the chain store coproations which appealed to the Michigan Supreme Court from the lower court decree sustaining the constitutionality of the Michigan chain store tax law, have deposited additional security for the second year chain store taxes. E. A. Stowe.

How Some Readers Regard the Anniversary Edition (Continued from page 22)

The issue is a credit to you certainly. But not only this particular issue reflects your ability, but every issue of the Tradesman. If my Clipper can ever be such an important influence in this community as your magazine is over the state, I shall feel amply repaid and that my life has not been lived in vain. No periodical that I know of in Michigan is more relied upon than yours in the mercantile field.

We appreciated your recent reference to the Clipper owners after your visit to our town. I wish you had stopped in the office. I have been in your office several times, but you were

always away. My uncle, Dr. Burr Babcock, of Kalkaska, will probably be with me during the holidays and when we are in Grand Rapids we shall come in to see you. Nina E. Babcock.

Concluding Session of the State Pharmaceutical Association (Continued from page 18)

State Senator of this state sat up at my desk and he asked me about it and I gave him a few of the facts. I told him the boy had gotten his money back, but we wished we had the opportunity to tell the drug students of Michigan that these things can't make any difference. I am glad this has been aired this morning. Anyone who has any question knows it will be given proper consideration. Now we have one more speaker. I want to say while I am on my feet that I certainly have enjoyed this convention in Pontiac the last three days. I will turn the meeting over to Mr. Allan.

Mr. Allan: We are privileged this morning to have with us Mr. Martin Moll, of the University of Michigan. He will put on a comedy skit entitled "Casey at the Bat."

Mr. Moll's efforts were very much appreciated and he was given a great ovation.)

President: I think we can now have the results of the election.

For President

Paul Gibson -----43

J. Ernest Mahar-----80

Nick Heeres -----

1st Vice President

Ben Peck -----89

Marvin Tomlin -----19

John Miller ----- 9

2nd Vice President

Glenn Staines -----24

Roy T. Smith----- 8

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Joe Malts	-----87
Treasurer	
Pete McFarlane	-----42
A. B. Clement	-----12
Henry Hadley	-----62
Secretary	
Clare Allan	-----74
F. B. Drolet	-----9
Bill Taft	-----40
Executive Committee	
Nort Henry	-----57
Frank Jones	-----33
James Lyons	-----60
Louis Middleton	-----12
Howard Hurd	-----32
Guy Phillips	-----7
Trustee Prescott Memorial Fund	
Charles Stocking	-----123

President: You have, gentlemen, for your new officers according to the returns received:

President—Ernie Mahar
1st Vice President—Ben Peck
2nd Vice President—Joe Malts
Treasurer—Henry Hadley
Secretary—Clare Allan
Executive Committee—Nort Henry and James Lyons
Trustee Prescott Memorial Fund—Charles Stocking.

The newly elected officers were properly installed in office.

Mr. Mahar: Gentlemen, I want to thank you for the honor you have conferred upon me. I believe if there is no further business a motion is in order for final adjournment, so far as the convention proper is concerned. You know we have our round table discussion this afternoon, but that will not be reported. Thank you.

Final adjournment.

The Origin of Christmas and Santa Claus

From the early centuries of Christianity, the anniversary of the birth of Christ has been celebrated by a special church festival. In early England, this festival was called "Christes Messe," meaning "Christ's Mass," whence we get our word "Christmas."

At first the date of the celebration varied in different places, some churches observing it in December, others in January, April or May, because of the absence of historical record as to the exact date of Christ's birth. January 6th was the usual date observed in the Eastern church, and it still continues to be in the Armenian church. The celebration of December 25th spread to most parts of the Christian world in the fourth and fifth centuries; but differences in the calendar still cause differences in the time of celebration.

One of the causes that worked to establish the new festival on December 25th was probably the fact that this day marked the beginning of the great winter solstice festival of the pagan Gauls, Germans and Britons. As in other instances where pagan festivals were replaced by Christian, many of the old pre-Christian customs and symbols were taken over. The Yule log, holly, mistletoe, and wassail bowl are all relics of pagan observances.

During the middle ages Christmas became the greatest of popular fetes. Churches were adorned with rustic decorations and quaint little plays were

given portraying events connected with the birth of Christ and his early years.

The jovial old Dutch settlers of New York brought with them across the ocean the joyous observances of the fatherland. We of the New World owe our Santa Claus to them, for this jolly old Santa is none other than St. Nicholas or San Nicolaas—the patron saint of children—as pronounced in Dutch.

Today the observance of Christmas is well nigh universal throughout the Christian world. Everywhere it is above all the children's holiday. In England and America the little folks hang up their stockings in a row before the fireplace and Santa Claus, we are told, rushing down from the north in a sled drawn by reindeer, scrambles down the chimneys and fills them from the great pack on his back. In some of the Baltic lands the gifts are supposed to be brought by the Christ Child (Kris Kringle) himself. In France the children place wooden shoes on the hearth to receive the presents which "Bonhomme Noel" (Father Christmas) brings. Norwegian children have a lot of fun hunting their new toys which have been tucked away in unexpected places. In Italy presents are drawn from the "Urn of Fate"—a custom which originated in the urn of fate of the ancient Romans.

Almost every land of Christendom has its own Christmas carols. In England "waits" sing under windows on Christmas Eve as they have done for countless Christmases. In Russia the ancient Kolyada songs once sung to pagan gods, now dedicated to Christian saints, are sung about the streets. The French Noel songs and the famous German "Krislieder" are heard wherever there is Christmas music.

The Christmas tree, with its golden star and lights, and its imitation frost-trimmed boughs, is as much a part of the celebration as is the Christmas carol. Some trace its origin back to Roman days, but its first appearance as a regular institution was along the Rhine sometime in the 16th century. At the beginning of the 19th century the fashion spread all over Germany, and by 50 years later had conquered all Christendom. — Compton's Pictured Encyclopedia.

Plea of Retail Grocer Who Is Confused

East Jordan, Dec. 16.—I wish to compliment Mr. Miles A. Drallette on his article that appeared in your magazine two weeks ago, in regard to the buying price of the small merchant compared to the selling price of the chain.

I also noticed that Mr. Drallette stated he would like to hear from a manufacturer or jobber who would sell him cheap enough so that he could sell at chain prices, and bet that he did not hear from one.

I noticed that several manufacturers made rebates on car lots and no matter who bought at the car price the price would be allowed, but this would not apply to the one or two case merchant. However let us look into the matter a trifle closer. I compared a few items in car lots and find that a certain flour the chain was selling at 67c at that time, delivering it from Grand Rapids, or two hundred miles (buying in car lots, of course) the same week a jobber had an extra special on this flour, delivering it fifty miles and asking 69c

per sack. (Buying same in car lots.) Now then, I wrote to the flour company and asked them where the confusion came in, he stated that the flour was cheaper in car lots. They both bought in car lots, only the chain delivered it 200 miles further than the jobber, who delivered it fifty miles. I asked a jobber what he wanted for chocolate drops which the chain was selling for 10c per pound and he stated 10½c and the same can be bought in Chicago for 7¼c after freight is paid. It would cost about eight cents or perhaps 7¾c if we bought in Chicago. We would be held a communist by the jobber, but I wonder why the jobber cannot meet this competition. No one is asking the jobber to work for nothing. No, but why should a jobber expect us to work for nothing? Of course, he says, the chain. I bet two to one that if we would get busy—the jobbers and the merchants—and both get a shorter margin of profit, and go out for business, instead of sending it away we would have a larger turnover and the chains would be beaten in six months and willing to co-operate at reasonable prices on their merchandise. I think this would tune them down much more than chasing our customers over to them by (too high) prices. I will live to see the day when we will operate on a 10 per cent. basis and the wholesaler will get 5 per cent. and will be able to operate.

This may seem only a dream, but it is not far off and the wholesaler who thinks he is putting one over on the retailer will find himself out of business, for the involuntary chain will come through and line the retailers up with a 5 per cent margin and the retailer will join up with him, which will compel other retailers to do likewise, and the wholesaler will be sitting holding the bag and wondering why he did not think of that.

There is no use of us fellows trying to do business if we cannot get co-operation and the way for the wholesaler to do is to get the merchandise the chain has, and deliver it as cheap as the chain will, so that the little fellow can sell the same quality at the same price as the chain does. Until that time comes the wholesaler will just get by and the retailer will if he can. What we want is the same merchandise as the chain, the same quality as the chain, at the same price as the chains.

I cannot understand why a wholesaler cannot get it. He buys a carload at a time, unless he is asking for too much profit on deliveries. There are plenty of articles the chains are charging more for than the independent. Why cannot the wholesaler raise his price on those articles and lower them on the ones the chain is using for a football?

I personally am willing to do more business for less profit if there is some way of keeping the customer away from the chain. Every customer who goes to the chain may become a steady customer for them. At present we are driving them away from us to the chain and it is mostly high prices that are doing it. God only knows that the merchant should not sell all his merchandise at cost while the wholesaler sits back and gets a long profit, the same as he always did. Those days are past. At present it is necessary to buy from six or seven wholesalers to be able to operate at all. We would like to buy all our needs from one or two, but we cannot, as we perhaps can get a little better price from one than we can from the other on various items; therefore we have to shop around. Also the wholesaler must call on three or four customers to get the amount that he could get from one if he would furnish. What we need is same goods, same price and same quality for the money as they would get from the chain. A short time ago the wholesaler came through with a Tall Boy soup which the chain is selling at 10c and the wholesaler asks 10c from

us—a fine kettle of soup. A customer comes in and says I can buy that same size can at the chain for 10c and she goes there next time she wants it. I wonder if anyone can blame the customer? I personally would buy from one or two wholesalers, but none of them want to handle what the chain carries and if they do they want more than if we bought it from the chain. I cannot get that through my head. There may be some articles that the wholesaler cannot buy as cheap as the chain, but it would not be everything. The chain is now selling peanut butter for 23c for a 2 lb. jar. We must pay 28c for a 2 lb. jar. Why is it that we cannot have our wholesaler get into the game and get a better price?

He should be businesslike and just because he has been buying his peanut butter from the same manufacturer for 30 years does not mean that he should accept any price the manufacturer wants for it. I would say to Mr. Jones, "We have always been friends, Mr. Jones, and always will stay friends, but we cannot pay that price, as we must meet competition. No matter how good a friend a fellow is, if he hasn't got the price and quality he is not selling to me if there is any other way of getting it, and there mostly always is. If a fellow wants too much he is not a friend, but an enemy who wants to put you out of business as quickly as he can by sending your customers away from you. So let us wake up. I want to stay independent, but if the boys do not wake up pretty soon, others as well as myself will line up with some wholesaler who is running a chain of independents and who is willing to co-operate at a lower margin, so that we can meet competition."

I personally believe that if some good wholesaler were to go through Michigan with the right price he could get more business than he could take care of. I believe there will be shortly and he is the baby that is going to get ahead, and get the business. We want a wholesaler who is for the Independent every minute, who is not afraid to demand his rights to buy as the chains buy, and is not afraid to leave a manufacturer, no matter how long he has bought from him, unless he can get the price so that the retailer can meet competition. This article may sound as if the wholesaler is to blame for our prices. Perhaps he is not on some, but he most certainly is on others. This I know personally. Buy the same as the chain and deliver the same as the chain and sell the same as the chain and we will all be back to prosperity in six months time. It will not take longer, we will get our customers back and can buy volume again instead of a case or dozen of this or that. Get us the merchandise, so we can meet this class of competition. I do hope this will wake up someone to get some action and business for himself.

R. K. Gunther.

Japanese Seek 1935 Toy Orders

Reports that Japan is prepared to supplant Germany completely next year in the sale of toys in this market were current in the import market this week. Representatives for Japanese manufacturing houses have already visited the wholesale market with samples of 1935 Christmas lines. In practically all instances, it was said, the new toys are of better quality than those shipped for sale this season. In addition, the selection of goods offered by the Japanese has been widened considerably by the inclusion of a number of German type mechanical toys and games. Several local importers will leave for Japan next month to inspect the enlarged toy lines.

Building should soon begin to rise.

DEPARTMENT OF COMMERCE

BUREAU OF FISHERIES UNIVERSITY MUSEUMS BUILDING



Ann Arbor, Dec. 13—I have received your request of December 10 with reference to the operation of deep trapnets in the Michigan waters of the Great Lakes. For your information I am inclosing some literature on the subject. You may also secure an article on the deep trapnet by writing to Fred Westerman, Fish Division, Department of Conservation, Lansing, Michigan, who will be glad to send you his article that appeared in the Michigan Department of Conservation Monthly Bulletin, Vol. 2, No. 11, November, 1932. The article that appears in the October, 1934, issue of *The Fisherman* (copy inclosed) was taken largely from Mr. Westerman's article.

Our investigation of the deep trapnet was carried on in co-operation with the Conservation Department of Michigan. It was completed on October 20, 1932. We found that the deep trapnets threatened the whitefish population of the Great Lakes because they tended to increase the annual production beyond the safety point and because they were set on previously protected summer feeding grounds of the whitefish. We found that the whitefish were definitely concentrated during the summer months between the depths of eighty and 110 feet. Fishing these grounds in the summer time with deep trapnets would be more or less comparable to fishing on the spawning reefs in the fall during the spawning period. You can, therefore, readily see that such fishing must ultimately prove disastrous. In fact, disaster has already overtaken the whitefish industry in Lake Huron. Statistics on Lake Huron show that the whitefish has been seriously depleted in that lake, depletion being very evident and marked in 1933 and 1934. In this connection I would like to quote from an unpublished report submitted to the Conservation Department on April 13, 1933:

"Deep trapnets were first introduced in the state of Michigan on Lake Huron in 1928 and most of the deep trapnets are fished on this lake at the present time. In view of these facts it may be interesting to review briefly the effects of fishing of deep trapnets on the commercial yield of whitefish. Whitefish is the principal species taken in deep trapnets. The greatest whitefish catch on record for Lake Huron, Michigan waters, is for the year 1880 when 2,700,000

pounds were taken; the next highest annual catch occurred in 1916 when 1,996,317 pounds were taken. But in 1929, after the deep trapnet was introduced, Michigan fishermen on Lake Huron produced 2,178,534 pounds of whitefish in 1930 some 3,379,776 pounds, in 1931 some 4,491,458 pounds, and in 1932 some 4,292,617 pound, a total of some 14,342,385 pounds during the last four years. To emphasize the magnitude of this catch it may be pointed out that the yield of these four years approximately equalled that of the twelve years from 1917 to 1928 inclusive, when 14,560,851 pounds of whitefish were taken. The average annual catch for the period 1913-1928 was 1,226,087 pounds and for the period 1929-1932 some 3,585,596 pounds. In other words since the introduction of the deep trapnet the average annual yield of whitefish on Lake Huron increased 2.9 times. The 1931 catch was 1.7 times the record yield of 1880 and 3.7 times the average annual yield of the period 1913-1928, while corresponding figures for the 1932 catch was 1.6 and 3.5 respectively. Every year, from 1929 on, was a record breaking year and the catch increased progressively each year until 1932 by jumps of more than 1,000,000 pounds, which amount is only slightly less than the average annual catch of the years preceding 1929, the first year after the deep trapnets were introduced on Lake Huron. Such unprecedented, phenomenal increases in four consecutive years can not be due solely to fluctuations in natural abundance. Besides, records show that at present some 600 deep trapnets have been introduced on Lake Huron alone and that trapnets increased in number in the state of Michigan, Lake Huron, from 1,362 in 1928 to 2,497 in 1931, an increase of 83 per cent. Most of this increase is, no doubt, accounted for by the deep trapnets. During the same period poundnets decreased in number from 871 to 612 a decrease of 30 per cent. Whitefish gillnets did not vary significantly in quantity these years."

Statistics for 1933 show that 3,284,901 pounds of whitefish were taken on Lake Huron, most of these in deep trapnets. The outstanding fact in this connection is that approximately 1,548,706 of this total catch

were produced in District No. 5, the Harbor Beach district. Previous to 1933 this district produced relatively small amounts of whitefish. The enormous catch in 1933 in the Harbor Beach area was due entirely to the fact that virtually all the deep trapnetters of Lake Huron concentrated their whitefish fishing at Harbor Beach. Whitefish ports North of Harbor Beach had been heavily fished by deep trapnets, with the result that the fishermen did not find it profitable to continue deep trapnet operations at their home port. In 1934 the Harbor Beach area gave out and some of the fishermen migrated to Michigan ports on lower Lake Michigan. You may have read about the furor created at Frankfort, Ludington, Grand Haven and ports South when the deep trapnetters transferred their operations from Lake Huron to Lake Michigan. We found that, as a rule, whitefish grounds were depleted after having been fished rather intensely by deep trapnets for a period of two or three years. The Harbor Beach grounds were depleted in two years because of the heavy concentration of deep trapnets there in 1933.

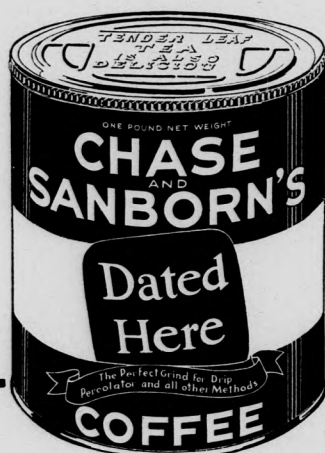
On the basis of our investigation on Lake Huron and Lake Michigan, the Conservation Department at Lansing submitted a bill to the legislature restricting the fishing of deep trapnets and all nets of similar design to waters 80 feet in depth and less and providing for a minimum size of mesh in the lifting pot of 4½ inches. The first provision, however, did not pass the regular session but it did pass the special session of this past summer. These regulations were recommended for Lake Huron conditions entirely. Greater restrictions are necessary for the waters of the other lakes.

I am glad to note the interest that you are taking in securing proper restriction of deep trapnet operations. The commercial fishery is a very valuable asset to the state of Michigan and the whitefish is one of the most valuable species taken by the industry.

If further information is desired, I shall be pleased to give it to you.

JOHN VAN OOSTEN,
In Charge Great Lakes Fishery
Investigations.

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