

# MICHIGAN TRADESMAN

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Fifty-second Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 26, 1934

Number 2675



## Happy New Year



HERE'S A PLAIN OLD-FASHIONED GREETING

FOR THIS DAY THAT'S FULL OF CHEER.

IT IS SIMPLY "HAPPY NEW YEAR"—

MAY IT COME TO YOU THIS YEAR.



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

## Grand Rapids Metalcraft Corporation

### STAMPING DEPARTMENT

COMPLETE FACILITIES  
SHEARING, STAMPING, FORMING  
ALL METALS

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AUTOMATIC RIVETING  
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# 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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E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING  
Detroit Representative  
507 Kerr Bldg.

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NRA Conditions

## GIGANTIC PROJECT

### Critics Refer to it as \$280,000,000 Gamble

Prompted by the exigencies of a war, which had become almost universal throughout the world when the Congress of the United States declared this nation a party to it, this high legislative body took quick action to provide our armed forces with the necessities thereof. Anticipating somewhat the actualities of war the Congress had some months before its declaration taken action to provide a hydro-electric power plant for the manufacture of explosives. Naturally, the ideal site for such a plant should provide abundant power with ease of construction. For upwards of a hundred years engineers had known that such a location existed at the shallows of the Tennessee river, in northern Alabama, where, in a distance of thirty-seven miles there was a fall of 134 feet. From earliest times this had constituted a handicap to navigation, which more than offset in the local public mind any possible advantage which its future power possibilities provided. Yet, as time passed, the value of its potential power development became more fully recognized and attempts were made to capitalize upon this provision of nature, for the especial benefit of corporate interests. In one instance such a movement was halted by President Theodore Roosevelt, who, on March 3, 1903 sent a veto message to Congress in which he said:

I return without approval House Bill 14051, entitled "An Act granting the consent of Congress to N. F. Thompson and associates to erect a dam and construct a power plant at Muscle Shoals, Alabama."

Wherever the government constructs a dam and lock for the purpose of navigation there is a waterfall of great value. It does not seem right or just

that this element of local value should be given away to private individuals...

I think it desirable that these valuable rights shall not be practically given away, but will be disposed of after full competition in such a way as shall best conserve the public interests.

Theodore Roosevelt.

While distinctly not of a political nature, this article will have something to do with the political history of the various undertakings in which the site has been involved. Reference having already been made to action under the first Roosevelt and the Wilson administrations, we will remark here that it might well be noted as significant, that while the first Roosevelt put an early quietus on an attempt by private interests to gain personal control and profit from a project which public funds were then to develop, that another Roosevelt, in like position, has a similar attitude and even a greater vision of the possibilities in a larger development of potential power for public benefit.

The Muscle Shoals private project, vetoed by Theodore Roosevelt in 1903 and later developed in a larger way as a Government war project, has now grown into the TVA—Tennessee Valley Authority—and is one of the big undertakings of the present administration. This project contemplates not only a more complete development of the original Muscle Shoals undertaking, but also hooks-up, throughout the valley of the Tennessee, a series of power projects and navigation aids which include the Norris dam on the Clinch river—a Tennessee tributary—twenty miles North of Knoxville; the Joe Wheeler dam, some fifteen miles upstream from the Wilson dam at Muscle Shoals and the Pickwick dam, fifty miles down stream from the Muscle Shoals key structure. Each of the series, though complete in itself, plays an essential part in the value of all in power economy and flood control—the several units being especially valuable in the latter capacity. The Wilson dam is 100 feet high, but, owing to the rapid fall of the river to it, backs up a "pool" but fifteen miles long, while the Wheeler dam, constructed at the head of the Wilson pool and only half its height forms a lake ninety miles long, extending to the city of Guntersville, which is about seventy-five miles from Birmingham. Taken altogether, it is said that the shore line of these several lakes, included in this chain will equal that of Lake Michigan. I have not taken the trouble to check up on the assertion and it seems rather difficult to accept without some measurements.

This is so largely a digression on geography that a map of the region might be helpful to anyone desiring to follow these remarks in detail. I confess a considerable lack of information

along this line until it was brought to my attention when, in the spring of 1933, I came in contact at LaFollette, Tenn., with a group of U. S. engineers, who were making the early surveys for the Norris dam, to which I have previously referred and which was named for Senator Geo. Norris, of Nebraska, who had battled so persistently against any private or corporate interests gaining control of the original project. My first sight of the Tennessee river was at Chattanooga, some thirty years ago, where, from the heights of Lookout Mountain, I saw that extraordinary shaping of the river's course, which constitutes what is known as "Moccasin Bend," and not until the TVA came into existence did I follow the further directional meanderings of the waters which traverse or border four states, flowing from the highlands of Tennessee down into Northern Alabama, where its further peculiarities lend themselves to power development, then back across the state of Tennessee, onward North through Western Kentucky to make confluence at Paducah with the Ohio river, some fifty miles above where the latter joins the Mississippi at Cairo, Ill.

I am assuming that the reader understands that the first purpose of those promoting this gigantic project—spoken of by its critics as a \$280,000,000 gamble—is to produce power to lighten the burdens of the people within its radius and to bring light where darkness now prevails. A further reference to the map, especially as it relates to distances, might prove surprising to many. Cairo is but 250 miles from Muscle Shoals; Memphis, 180 miles; Nashville, 150 miles; Atlanta, 270; Louisville, 310; St. Louis, 410; Cincinnati, 415; Chicago, 590. Several of these cities, of course, have nearby hydro-electric power possibilities and the TVA development but leads the way for many possible projects for public benefit. And incidental to the power development and application here being discussed the Tennessee river is made navigable the year around from Knoxville to Cairo. Realizing the economy and convenience of water transportation as do the people in the Michigan fruit belt, they will better understand than others might, the economic value of this feature to the 2,000,000 of people who will be directly affected by this particular development.

One gets a thrilling impression of the potential power being harnessed by the several dams in the series here mentioned as he sees the foaming waters rushing from the Wilson dam spillways and even casually inspects the gigantic plants which will turn this energy into useful purposes—this combined power of 4,000,000 galloping horses, harnessed for man's use. A

hundred feet above the base of the dam I drove twice across its top, by the wide roadway which traverses it and looked over the development which have been and are being made. Scanning the river in both directions I recognized the project as one of the country's greatest undertakings, regardless of the policy which may eventually be followed in its general management.

It having been more or less of a "dead horse," since its use for its original purpose was, happily, little required, the people of the area have gone through a period of expectant waiting, hoping that some logical solution of the problem presented might develop. Many of the local residents and property owners throughout the section looked with much favor upon the proposal made some years ago by Henry Ford to take over the Wilson dam and power installation to put them into larger operation and usefulness. To these people a condition of comparative idleness meant stagnation rather than action and they were not much impressed with the sentiment in Congress, led by Senator Norris, which held out for public rather than private, or corporate, development and operation. Action was their desire, regardless of the management involved.

It mattered less to them under which plan or policy of operation the idle horsepower was put to work, than that it should be on the job in the most effective way. So, when, as President-elect, Franklin D. Roosevelt made a personal inspection of the territory and the project, and word seeped out that Muscle Shoals would again be "on the map," both figuratively and industrially speaking, a heartening wave of encouragement went up and down the valley of the Tennessee, rich in so many ways besides its practical power development. The TVA was one of the early acts of this administration and may develop, by precept as well as accomplishment, into one of its most important.

Following by but three weeks the President's most recent visit I can testify to his universal popularity—averaging one of his pictures to about every window in the adjacent towns—and the very general acceptance of the now favored public operation of the great power system. Among the sayings of the President to the people none are more treasured than the following oft quoted remarks, which indicate his early understanding and purpose:

The continued idleness of a great national investment leads me to ask Congress for legislation necessary to enlist this project in the service of the people" and further "It is clear that the Muscle Shoals development is but a small part of the potential public

(Continued on Page 3)

### Interesting Message from the State Association

Last January, President Dillon said that "1934 looks brighter at the beginning of the year than any of the past three." Bill was right. Sales in Michigan hardware stores ran 28 per cent. ahead of 1933. This brings a large number of hardware stores into the profit column. 1935 will be a good year for those who are willing to put in the necessary work. Success to you in 1935.

I was proud of the way our members turned out for the meeting sponsored by the Michigan Federation of Retail Merchants, in honor of the newly elected Senators, Representatives and State officials of whom over 60 were present. 500 retailers (of which nearly 100 were hardwaremen) attended this meeting. Among the speakers at the meeting were Alton J. Hager, President of the Federation; Tom Reid, Lt. Governor-elect; Orville E. Atwood, Secretary of State-elect; John K. Stack, Jr., State Auditor; Theo. I. Fry, State Treasurer; Andrew L. Moore, State Senator; Paul F. Voelker, State Supt. of Public Instruction; Congressman Fred L. Crawford; Leon D. Case, State Senator; James E. Mogan, Sales Tax Commissioner. The Federation is composed of ten retail trade associations, including the Hardware Association and it is expected to be a big factor in securing adequate protection to retailers' interests in legislative matters.

Welcome to Grand Rapids. The last report from the Secretary shows that over 100 spaces have been sold at the Hardware Show and that the display space has been enlarged due to the exceptional demand for exhibit space. A strong program is being planned . . . new and interesting ideas in presenting live topics. You'll get news, every week, from the first of January on, about the convention, the exhibit, and the entertainment. Everything will be "bigger 'n better than ever." Have lunch with me (I'll okeh the ticket) at the Pantlind Hotel, Tuesday noon, February 12th.

Henry A. Schantz, Pres.

I wish to add my hopes to those of President Henry's, for your success in 1935. The activities of the Michigan Retail Hardware Association will be again expanded in '35. The Association will occupy an increasingly important part in the economic affairs of the hardware industry and the legislative activities of the state. To all of you I wish

A Year of Health and Happiness,  
A Year of Prosperity and Peace,  
A Year of Joy and Thanksgiving.

H. W. Bervig, Sec'y.

Every hardware retailer is invited to the President's Luncheon, Tuesday noon.—

Music—Fun—Activity—Special features.

The Convention Program  
Tuesday Afternoon, February 12

Concert Program  
President's Luncheon

"Look at the Record," President's Address

"Sales Opportunities in Home Building"

"Step Out in 1935 and Sell"

Wednesday Morning, February 13

(The Question of Legislation)

"Taxation and Business"

"Conservation—and a License Fee"

"The Michigan Federation of Retail Merchants"

"The Business Man and NRA"

Question Box Discussion

Thursday Morning, February 14

(The Problem of Price & Service)

"The Manufacturer—His Problems and Policies"

"The Wholesaler—and Where He Stands"

"The Retailer—and What he Expects to do about it"

"The Association in Action"

Friday Morning, February 15

"The Plan for 1935"

"Teaming Up With the Times"

A real innovation is planned for Friday morning. Special announcement later.

Retail Salesman's Meeting—Wednesday evening, 8 o'clock. We've secured one of the best speakers in the Middle West. He knows salesmanship, sales promotion and salesmen. Every retail salesman should be present for this talk and the open discussion which will follow the talk.

Entertainment

Tuesday Evening—Reception and Dance.

Wednesday Evening—Open House at the Exhibit.

Thursday Evening—Carnival—Stunts—Dance—Special Entertainment.

Remember the Big Time last year in Detroit and two years ago in Grand Rapids?

Entertainment Committee—(A guarantee of a good time) L. J. Cortenhof, Chairman; Orson Page; Chas. Hawley; Walter Cornell; Jas. W. Phillips.

Special entertainment every day for the ladies.

Exhibit. The largest array of hardware and allied lines ever shown on one floor in Michigan. See the list of exhibitors sent with this issue.

Exhibit Committee—(They're doing a wonderful job) A. H. Hunt, chairman; John Bouma; Evert Stadt; Martin Hoogerhyde; N. DeKruyter.

Assisted by

Detroit Exhibit Committee—Wm. J. Dillon, Detroit, chairman; Julius Nagel; C. S. Everett.

Important Information on the Sales Tax

Two important cases have been decided in the Circuit Court and will probably be definitely settled by the Supreme Court sometime in January. The first of these cases affects sales to factories of goods used in the production process.

The second of the two cases concerns the suit brought by the Farm Bureau relative to exemption of merchandise used in the production of farm crops, for sale, as being exempt from the tax under the legislative resolution passed after the sales tax law, interpreting the intention of the legislature. That resolution was as follows. To exclude from the provisions

of the act any sale of anything used exclusively in the manufacturing, assembling, producing, preparing, or wrapping, crating, and/or otherwise preparing for delivery any tangible personal property to be sold." The legislature further stated, in the same resolution, that the word "producing" should be construed as including agricultural production. The decision, handed down by Judge Leland W. Carr is that the contention of the Farm Bureau is upheld and that such sales are exempt from the sales tax.

Naturally the sales tax board will not issue specific instructions as to what precise items are or are not subject to the exemption, mentioned above, until and unless the Supreme Court passes on the question. Hardware retailers, to protect themselves, have two courses open. First, they can continue to pay the tax on merchandise assumed to be exempt by paying the Sales Tax on such merchandise, under written protest. Second, dealers could refuse to paw the tax on such merchandise, deducting the amount from the gross sales reported on line 1 of the Sales Tax report, with this notation on line 2 (o) "not subject to tax under the Farm Bureau Decision."

If either of the above courses are followed it would be advisable to have purchasers of such merchandise sign the following certificate, preferably stamped on the sales slip when making such purchases.

"Date . . .

The undersigned hereby certifies that the merchandise listed herein is to be used or consumed, directly or indirectly, in connection with the manufacture, processing, assembly, production, preparation and/or delivery of tangible personal property destined for resale.

Signature."

If the Farm Bureau case is upheld it is probable that the following items, or the major portion thereof, would be exempt (and perhaps some others).

Bags, Food	Paper, Waxed
Bags, Grain	Posts, Fence
Dairy Supplies	Poultry Equip.
Feeds:	& Supplies
Dairy—Hog	Pumps
Mill—Poultry	Remedies:
Fertilizer	Poultry
Grains—Barley	Stock
Corn—Oats	Salt, for stock
Wheat	Seeds, Farm
Harnesses	Silos
Hay	Straw
Inoculation	Tanks, Water
Machinery	Tile, Drain
Farming Impls.	Twine:
Spraying Mac'y	Binder
Tractors	Grape
Farm Trucks	Wool
Wagons	Wire:
Nursery Stock	Bale Ties
Orchard Supplies	Barb Wire
Packages	Brace Wire
Celery—Eggs	
Fruit—Onions	

It is advisable to continue to collect the tax on these sales so you are protected in case the Supreme Court does not uphold Judge Carr's decision. The amount of the sales tax collected should, however, be carried in a special bank account for repayment to purchasers of tax exempt merchandise.

If the decision is not upheld this money would have to be paid to the sales tax commission. Write if further information is desired.

Price Competition—Again. Members are being sent the third and last installment of the series of price comparisons. A total of fifty-one pages in the entire series. It cost the association real money—your money—to prepare and mail this information. What use are you making of it? The answer for a fairer price structure in the hardware field is in the hands of the hardware retailer himself. If the hardware retailer is sufficiently interested in the situation most of the conditions complained of can be cured. Some manufacturers and some wholesalers (not in this area) have stated that the whole matter of price competition is a subject that was simply stirred up by the association and in which the hardware retailer himself is not particularly interested. We do not believe that statement but we do believe it necessary to inform wholesalers and manufacturers that the stand of the association in demanding a fair price structure has the complete support of the hardware retailer. The battle to secure a fair price goes on.

The sales manager of one of the largest auger bit companies informs us that a buyer in Sears' hardware department threatened that, unless the auger bit company receded from its policy of placing the hardware man in a position to meet Sears' prices on auger bits, that Sears would take a loss of four or five thousand dollars, if necessary, on auger bits and would put bits in their spring catalogue at 15c each.

Sears advertised a special on the "Buck Jones" air rifle at \$2.29. The manufacturer was informed, by the Association, of this price which was believed to be contrary to the manufacturers' marketing policy. The manufacturer replied that the special price was made without consulting him and, in the new catalogue to be issued soon, the rifle will be listed at a price permitting independent competition.

More About Codes. The Builders Supply Code (brick, lime, cement, gravel, etc.) now carries no provision for price fixing, but dealers are required to file prices and to abide by those prices until new prices are filed.

Every member of the Association was sent a blank petition and asked to secure signatures from retailers selling any merchandise subject to the general retail code, asking for a change in the loss limitation clause of the retail code. A fair number have been returned but we should have more. If you have not sent in your petition, secure at least two or three signatures in addition to your own and mail to Lansing.

The Standard Hardware and Auto Supply Co. of Detroit, a cut rate store, as a result of unethical advertising and the working of employees excessive hours, was brought before the grand jury for failure to observe code provisions. Upon promise to conform to the code, paying employees \$1,066 as back pay and signing a certificate of compliance agreeing to respect the wage and hour provisions of the code

and the trade practice provisions, the case was dismissed.

Again the suggestion is made that labor provisions must be posted as required by presidential order. If a sheet metal or plumbing shop is operated, the labor posters governing those trades should be posted. This does not subject the store to assessment under those code authorities.

In Memoriam. With regret, mention is made of the deaths of two hardware men, state representatives, in the Hotel Kerns fire. Chas. D. Parker, Otisville, died from injuries received in escaping from the burning building. He was held in exceptionally high regard not only within the hardware industry, but in political and legislative affairs of the state. He is survived by the widow, two sons and two brothers, John and W. H. (traveling representative American Steel & Wire Co.). T. Henry Howlett, Gregory, also failed to escape from the tragic fire. Other deaths among hardware men, over the state, are G. D. Rose, of Moline, and M. E. Williams, of Elsie.

Investigate before Investing. Write your Association before signing contracts or ordering merchandise from sources of supply with which you are not thoroughly familiar. Information available on:

United Tableware Company, Detroit Economy Screen Co., Holland.

Notices on Electric Line Extensions. For the past two years members have received information concerning extensions of power lines. Some dealers have used this information very effectively. One member sold \$1,000 of appliances within two days after receiving the notice. Edward DeYoung, McBain Hardware Co., McBain, writes under date of Dec. 11, "We are in receipt of your card of Dec. 8, referring to the extension of line by the Consumers Power Co. We are pleased to advise that we have the contract for all this wiring. Your courtesy in advising us is appreciated." Information, concerning line extensions, goes to members the same day the original information reaches this office. It should be acted on immediately on receipt.

Bounty System. The bounty system of control of predatory animals, effective Jan. 1, replaces the plan of employing special hunters for this purpose. Bounties will be paid according to the following scale: Bobcats, \$5; male or female bobcat kittens, \$2.50; male coyote or wolf, \$7.50; female coyote or wolf, \$10; male or female wolf and coyote pups, \$5. Any qualified resident of Michigan who holds a small game hunting license and a gun permit may apply to the Conservation Commission for a contract to participate in the bounty, after signing an affidavit of eligibility and having it certified before a notary public. The bounty system should result in sales of guns, ammunition, traps and other supplies by dealers in northern parts of the state.

Business Conditions. Hardware volume in Michigan and throughout the country had a heavier increase in sales than most other lines. Increased farm income, which will favorably influence sales for at least the first half of next

year is one of the principal reasons. The industrial situation in Michigan should be exceptionally good, as compared with the last few years, for the first part of 1935. The announcement of automobile manufacturers to stagger the introduction of new autos will operate for more uniform employment and stabilization of business in the Detroit area. Holiday trade, all over the state, has been remarkably good and averages around 30 per cent increase over last year.

The Amended Bankruptcy Act. The Frazier-Lemke amendment to the bankruptcy act makes it possible for an insolvent farmer to file a petition with the bankruptcy court and to have all of his property appraised and his debts made payable on the basis of the appraised value of the property, rather than on the price originally agreed upon by the parties. If the bankrupt offers a compromise agreement and if a majority, in number, of creditors refuse to accept such compromise the bankruptcy court can make an order preventing the bringing of any legal proceedings against the bankrupt for a period of five years, during which five years the bankrupt may retain possession of all his property. However, during the five years he pays a rental, to be fixed by the court and to be distributed among the secured and unsecured creditors as their interest may appear. The act does not take away the lien of any secured creditor, but it makes it impossible for the secured creditor to bring any action if an order is made staying all proceedings for five years. Dealers should continue to draw chattel mortgages and conditional sales contracts in the ordinary form as there is no way that a chattel mortgage or conditional sales contract can be drawn to avoid the effect of the act. A case involving the validity of the act has been decided by the Federal District Court of Maryland, as unconstitutional. Final decision will be made by the Supreme Court of the United States. If farmer debtors take advantage of this act, members should be sure that claims are filed, to conform to the act.

H. W. Bervig, Sec'y.

### GIGANTIC PROJECT

Continued from page 1)

usefulness of the entire Tennessee river. Such use, if envisioned in its entirety, transcends mere power development. . . . In short, this power development of war days leads logically to national planning involving many states and the future lives and welfare of millions. It touches and gives life to all forms of human concerns."

Electrical power charges by the TVA in the territory it now serves are not only important to it but to everyone who either makes or uses power, or pays for it, either directly or through some tax assessment. Few will agree, I think, that TVA can justify its existence by selling electrical units at low rates, if they be below the actual cost of production and the deficit made up by some tax levy. The proponents of the project declare, however, that while the current is cheap to the consumer the circumstances of its production make its cost so low that it is sold at a profit. And these prices are referred to, in discussions affecting them, as a

"yard stick" for other publicly or privately operated plants distributing electrical current.

In these Remarks last week reference was made to the "tri-cities," Florence, Sheffield and Tuscumbia, which are most largely associated with the Muscle Shoals project. I use this expression because it designates their size and extent of interest. The city of Muscle Shoals, equally close, is of more recent origin and is, as yet, a promotion proposal, such as has lined my path of travel in various sections of Florida. It has all of the appearances of a boom town anywhere and its development and growth are largely "promoted" and its future premised upon the future development of the sector. The three towns mentioned last week and here referred to in the same order is in designation of their respective size, without presuming to indicate their comparative importance.

Florence is the largest in population and here is located Alabama's State Teachers' College, established in 1872. Tuscumbia, smallest of the three, predates the others in its history by many years, having originated as a trading post, established in the late 1700's, (before the adoption of the federal constitution, about which a lot of people are now worrying) at the mouth of Spring Creek, the Indian name for which was "Oocoseapoosa," meaning cold water. This creek still flows on in unabated volume and is said to be one of the largest and most beautiful in the whole state. Here lived the family of Helen Keller, one of America's most noted women and here she was born—the modest cottage of her nativity being still "home" to her. She is the most noted native of the community, though numerous distinguished men have been born here.

The first railroad South of the Ohio river and West of the Allegheny mountains was constructed from the Tennessee to Tuscumbia, back in 1831 and later extended up-river to Decatur, serving to transfer freight from Mississippi river points as far South as New Orleans around the barrier, which Muscle Shoals then presented to river traffic, sending it onward by boats of lesser draft to Chattanooga, Knoxville and other points.

We found most commodious accommodations at the Hotel Sheffield and gained much valuable information there and at the nearby Chamber of Commerce, which evidenced pride in the past and confidence for the future. It was from this point that we made our drives about this interesting territory and from where we started onward to again pick up US-31 at Decatur, forty-five miles to the eastward, thence southward on our journey.

Harry M. Royal.

### Citrus Fruits Price Outlook

Although the citrus fruit marketing agreement has been declared effective in the various producing areas the local citrus trade does not anticipate any considerable reduction in market supplies, nor any substantial upturn in prices in the near future, unless

further unfavorable weather is experienced.

Unusually cold weather earlier in the month has cut down production of some of the Florida citrus fruits. Crop prospects were so good, however, that this restriction has not checked supplies to an important extent, nor has it resulted in firming the fruit auc-

Citrus fruit growers in Florida, it is pointed out, have shown a great reluctance to co-operate in curtailing shipments to markets in the past, and, hence, strict regulation of this season's crop is highly problematical. Prices have as yet shown virtually no improvement over the levels of last fall when Florida growers had not agreed to curtail shipments.

### Showdown on Hour Week

Organized labor is attributing to the National Recovery Administration a movement toward a universal thirty hour week to be covered into some 400 basic industry and supplemental manufacturing codes.

Labor charges that this would not put more men to work and, therefore, a thirty hour week should be made mandatory and without diminution of wage payments.

The American federation of labor and other organizations of workers are committed to the thirty-hour week principle, and in their behalf a bill will be introduced in Congress necessitating a showdown on the question.

### Canned Goods Market Stronger

With reports from Florida that damage caused to fruit and vegetable crops by the recent frosts was much more serious than at first indicated, the primary market for canned goods shows a stronger tone. Canners will be able to obtain only a small portion of their usual requirements for early packs of certain types, as many of the crops suitable for canning were entirely wiped out. With a shortage of supplies of fresh fruits and vegetables in the markets, consumer demand for canned supplies is expected to show a sharp rise later this month and during January, causing further strengthening in the market for certain canned goods. Large distributors are already beginning to order out shipments on early 1935 contracts and placing new orders for canned goods and staple lines of groceries.

### Made Them Look Prettier

Sales Manager: Were you able to entertain yourself while waiting for me here in the office, darling?

His Wife: Yes, dear, I amused myself with those colored pins in that map on the wall. I changed them all around and made them look a lot prettier.

If a man tells you your virtues, watch him; if he tells you your faults, heed him.

## MOVEMENTS OF MERCHANTS.

Detroit—Walter Henkel, former Detroit wholesale grocer, died this week in Los Angeles.

Dexter—The Dexter Savings Bank has increased its capital stock from \$40,000 to \$55,000.

L'Anse—The Upper Peninsula Tractor Co. has decreased its capital stock from \$100,000 to \$50,000.

Frankenmuth — The Frankenmuth Brewing Co., has increased its capital stock from \$50,000 to \$200,000.

Detroit—The J. K. Hofer Brewing Co., 3156 Penobscot Bldg., has a capital stock of \$1,000, all paid in.

Plymouth—The Plymouth United Savings Bank has increased its capital stock from \$100,000 to \$200,000.

Detroit—J. R. Cooley, Inc., 8220 Gratiot avenue, has decreased its capital stock from \$75,000 to \$7,500.

Detroit—The General Foods Corporation is spending \$400,000 on current expansion program in Michigan.

Detroit—The Book Furniture Co., 237-39 Michigan avenue, has changed its name to the United Furniture Co.

Detroit—The J. S. Sauls Corporation, 1324 Hastings street, has increased its capital stock from \$1,000 to \$4,000.

Battle Creek—The American Steam Pump Co., has changed its capital stock from \$1,000,000 to 40,000 shares no par value.

Detroit—The Lyon Tailoring Co., 1308 Broadway, room 204, has changed its capitalization from \$1,000 to 500 shares no par value.

Detroit—Baker, Simonds & Co., 1132 Buhl Bldg., has decreased its capital stock from \$200,000 and 10,000 shares no par value to \$155,000.

Detroit—Auto Products Transport Sales & Warehouse Co., Inc., 6970 West Jefferson avenue, has a capital stock of \$10,000, all paid in.

Williamston—The Cedar Valley Coal Mining Co. has been organized to mine and deal in coal with a capital stock of \$2,000, \$1,000 being paid in.

Laingsburg—The Clinton Mint Co. has been organized to grow and produce peppermint with a capital stock of \$10,000, \$1,000 being paid in.

Detroit—Burtenshaw & Co., 944 Free Press Bldg., has changed its name to Burtenshaw & Hughes, Inc., and decreased its capital stock from \$25,000 to \$5,000.

Detroit—The Federal Coal Co., 6356 Mack avenue, dealer in all other fuel except oil, has been incorporated with a capital stock of \$10,000, \$1,000 being paid in.

Royal Oak—The Midwest Laboratories, Inc., 114 Catalpa Drive, soap and cleaning fluids, has been incorporated with a capital stock of \$25,000, \$5,000 being paid in.

Gaines—Thieves entered the grocery store of A. R. Smith and carried away the contents of the safe, \$1,100, including \$600 of village funds, Mr. Smith being the village treasurer.

Morenci—Frank D. Kellogg, senior member of the Kellogg and Buick Milling Co., died last Tuesday at his home here. He was 75 years old. He leaves a widow and two daughters.

Traverse City—The John C. Morgan Co., 102 Bay street, canned fruits and apple products, has changed its capitalization from \$200,000 to \$125,000 and 3,000 shares no par value.

Detroit—The George Weston Biscuit Co. will open its new plant at Battle Creek about February 15. Approximately \$200,000 is being spent for new equipment for the company's plant.

Birmingham — Remco, Inc., 534 South Woodward avenue, welders, tool makers, brass founders, etc., has been organized with a capital stock of 1,000 shares at \$1 each, \$1,000 being paid in.

Holland—The Home Furnace Co., Sixth street and P. M. tracks, has decreased its capital stock from \$200,000 common and \$100,000 preferred to \$100,000 preferred and 30,000 shares at \$1 each.

Detroit—The Michigan Cut Rate Paint & Supply, Inc., 735 Penobscot Bldg., dealer in painters supplies and hardware, has been incorporated with a capital stock of \$10,000, \$4,000 being paid in.

Lansing—The National Parts Co., Inc., 524 East Michigan avenue, manufacturer and dealer in parts for all automobiles has merged the business into a stock company under the same style with a capital stock of 5,000 shares at \$10 a share, \$10,370 being paid in.

Iron Mountain — Felix Wittock, owner of the Big Jo bakery, has sold it to his brother, E. J. Wittock, who conducts a bakery at Stambaugh and will give his personal attention to both bakeries. Antone Germac, for six years connected with the local bakery will continue as foreman.

Detroit—Al Gould, proprietor of Gould's Family shoe store at 3901 Fennell avenue, has opened his second store at 6232 West Fort street. This is also a family store, but specializing in women's novelties. The section in which this store is located is rapidly becoming one of the best business spots in the city. The store is in charge of Al Gould, while his brother, George, takes care of the Fennell store.

Detroit—The Physical Culture shoe shop, in the former Dixieland hotel, is using a unique new display consisting of tall cylinders, about eight to ten inches in diameter, each surmounted by a single pair of shoes. The fixtures are trimmed in tan, yellow, and medium dark blues, with a silver band near the top and on the upper surface to emphasize the shoes each bears. The columns are of irregular height, but sufficient to show over the top of the background, being visible with the shoes on them from the interior of the store as well as in the windows. The columns are placed in the corners of the windows and a pair, not of matched height, in the center, without interfering with other shoe displays in the windows.

Lansing—Just how many traveling salesmen, representatives of Michigan firms and corporations, lost their lives in the Kerns hotel fire is a matter of speculation. But the Michigan compensation laws adequately cover all such fatalities. This applies also to those injured. According to the department of labor and industry, the

Michigan compensation laws classify the traveling salesman out on the road as a "24-hour employee." At least this is the substance of this protective ruling. The law discriminates, however, in certain instances. If a traveler, representing a Michigan corporation or employer out in the territory, should suffer injury or death while attending a theater, there would be no claim. It was pointed out that in event a salesman had taken a side trip, not in the interest of his employer but for pleasure, then there would be no claim should such a traveler be injured or killed by accidents. If, however, a traveler keeps to his itinerary and lodges in a hotel while in pursuit of his duties and his business, then should he suffer injury or death by accident in such a hotel a legal claim arises. Travelers who lost their lives in the Hotel Kerns or who were injured in escaping are covered by the compensation act, provided however, they were lodging there for the firm's benefit.

## Manufacturing Matters

Detroit—The Monchnik Wholesale Food Co., 12130 Joseph Campau avenue, has been organized to distribute food products at wholesale.

Detroit—The Zane Products Co., 1980 Trombly avenue, manufacturer and dealer in mechanical products, has been incorporated with a capital stock of \$5,000, \$2,000 being paid in.

Saginaw — The Huebner Quality Dairy Co., 2233 Bay street, has been organized to deal in dairy products and manufacture ice cream with a capital stock of \$18,000, all paid in.

Detroit—The Muncie Products Co., 1015 Dime Bank Bldg., manufacturer of stoves and apparatus, designing of tools, etc., has been organized with a capital stock of \$2,000, \$1,000 of which has been paid in.

Detroit—Taylor Optical, Inc., 313 Michigan Theatre Bldg., manufacturer and dealer in optical goods, has merged its business into a stock company under the same style with a capital stock of \$25,000, \$15,000 being paid in.

Detroit—The Cadillac Engineering & Manufacturing Co., 1606 United Artists Bldg., manufacturer and dealer in machinery and consulting engineers, has been incorporated with a capital stock of 500 shares at \$10 a share, \$5,000 being paid in.

Detroit—The Arctic Frozen Food Products, Inc., U. S. Warehouse Co., No. 500 1448 Wabash avenue, has been incorporated to manufacture and deal in frozen foods wholesale, and has been incorporated with a capital stock of 1,000 shares at \$10 a share, \$9,000 being paid in.

## To Meet Mail Order Competition

Many merchants in smaller towns still find mail order house competition one of their big problems.

But what are you doing to meet it, is a question we always ask the merchant who complains of this kind of competition. One of our good merchant friends recently complained to us that many of his old customers (and some of his most personal friends) did not come to his store and trade with him

as much as formerly. He said, in one instance, one of his old reliable customers had cancelled an order for canned goods. "Why?" was our first question.

It developed that his customer had cancelled the order, and sent his money to the mail order house. Again the question was "why?" and the true answer undoubtedly would have been "simply because the mail order house had kept right after the customer—telling about their goods."

So the question, Mr. Merchant, what are you doing to meet this kind of competition? is a very timely and pertinent question. There are still some merchants in this country who are doing nothing to meet the competition of outside concerns except just running the same little, old, hackneyed statement, "we have been in business for forty years," etc., etc., and saying to the people, if you need anything in our line, come in and see us.

But people to-day are not interested in whether the merchant has been in business forty years, or opened his store but last week. The thing the public wants to know is what the merchant has to offer to-day.

The merchant who thinks advertising is money wasted should pick up one of the big encyclopedias of merchandise, commonly known as a mail order house catalogue, and note the hundreds of pages they are using telling the public of their very latest offerings. They continue advertising through their catalogues, through the newspapers, and through special letters and circulars, because they find it pays to tell people of their merchandise.

So to the merchant who complains that somebody from outside is coming in and robbing him of his business, we always say, "Well, why don't you try going after business in the same direct, friendly, personal way that your outside competitors go after it?" Write letters to the people of your community, young and old; tell them of your offerings; use your newspaper advertising space to tell a real story; use a duplicating machine—take advantage of the mail service that is offered to you; reach out, tell people what you have to offer, and invite them to come in.

You say you hesitate because people live outside your territory, but don't forget that the big direct-to-consumer concerns all consider the whole world their territory, because the mail service makes the world their territory. Good roads, the automobile, even the flying machine have torn down that imaginary fence that used to hedge in your territory, and your possibilities have been expanded just in proportion to your vision and your initiative in reaching out.

To-day as never before, the old adage, "Business belongs to him who goes after it," is true.

Many a man has made a needless failure because for purposes of immediate gain, he has let himself lose the reputation of dealing fairly and generously with others.

Money does not talk until it gets big.

### Essential Features of the Grocery Staples

Sugar—Jobbers now hold cane granulated at 4.85 and beet sugar at 4.60.

Tea—Practically no change occurred in the first hands tea market during the week. Business is quite light and prices unchanged throughout the whole list. In primary markets Ceylons, Indias, etc., have weakened a little. In Japan some undergrades of teas are higher. Consumptive demand for tea about as usual.

Coffee—The market for future Rio and Santos coffee, green and in a large way, has shown some slight fluctuations both up and down since the last report, due mainly to various conditions in Brazil. Prices of futures have not materially changed from a week ago. Spot Rio and Santos, green and in a large way, began the week unchanged, but about the middle of the week showed some shading. The demand is light. Mild coffees have been gradually and slowly working down and at present buyers and sellers are somewhat apart as to what ought to be paid. The jobbing market on roasted coffee shows no special change since the last report. Consumptive demand for coffee is pretty good.

Canned Fruits—There have been few developments since the widespread frost which did so much damage in Florida. It is understood that the full extent of this frost is not even known as yet, as fruit on the tree which has been nipped has not as yet shown the effects. The sugar content, juice and other qualities of the fruit are impaired. The crop will doubtless be reduced substantially by the frost, and this will affect both the fresh and canned grapefruit markets. Oranges and tangerines have been even harder hit, with the result that mixtures of citrus fruits and juices, for which an increasing market has been developed here, will probably be higher.

Canned Vegetables—There is little to talk about in vegetables, except the stronger tone which the Florida frost has produced. Vegetable crops in the Southern state were badly nipped by the recent frost and a large part of these crops was lost. As a result, there has been a tendency to hold canned vegetables as little firmer.

Canned Fish—Tinned fish is for the most part steady with a fair demand. Fancy salmon is still wanted to some extent. Maine sardines, as previously reported, are scarce with no pressure to sell. The salmon people are talking about a better demand next year because of the shortage of meat.

Dried Fruit—The dried fruit market winds up a year of definite improvement this week, with prices having been maintained on an advancing scale, and better profit margins for all hands, from growers to retailers. In spite of the unpopularity of higher prices, there was not undue resistance in consuming channels, for dried fruits were depressed out of all proportion to their worth, and even with the advances made they were still cheap. Sellers look for improved business to develop soon after the first of the year. Stocks of fruits carried over here are not large, and prices have been fairly stable on the

spot. There has been little forcing of the market and excessive, price busting competition has been curbed. Primary markets have held well above the spot market, thus making it a headache for anyone to sell at too low prices. With the holiday season over, distributors can give more attention to the principal items like raisins, apricots and prunes. Attempts to stimulate demand for prunes will go forward, and apricots are expected to move out in much more seasonal shape during the first part of the new year. Packers are holding stocks firm, confident that they can merchandise their holdings at present or even higher levels.

Beans and Peas—No change has occurred in dried beans and peas since the last report. Throughout it is a buyers' market. Demand poor, prices not materially lower, but in buyers' favor.

Nuts—The market is pretty quiet now, as the trade has been well supplied with nuts in the shell for the Christmas season. Business this year was encouraging. There was something of a squeeze in Brazils and medium grades of pecans moved out without difficulty. Almonds proved adequate to requirements, and walnuts, of course, were plentiful enough. Large handlers here expect prices to be well maintained after the holidays.

Olives—The holiday demand for olives is just about over. Sellers have their stocks. Prices hold firm, with supplies pretty well worked off here. The pressure of the new crop may soon bring about a moderate lowering of values here.

Olive Oil—The olive oil market was unchanged abroad. Prices in Italy have strengthened considerably and the price structure in Spain has also developed more stability. Importers are covering their requirements in a fair way, but not anticipating very far ahead.

Pickles—Pickles continue to do a slow business. Demand for dills and brine stock not up to the usual levels. Prices steady on the surface, although the lack of demand has weakened the undertone.

Rice—Demand for rice is slowing down for the holidays, as is to be expected. Buyers have covered their needs pretty well. There is, however, still an encouraging business being done in rice for delivery after the first of the year. Thus, when any top grades of long grains, Japans, Rexoras, etc., are available, there is no difficulty in finding a market for them. There is also a better sentiment for Prolifics and Blue Rose for deferred needs.

Salt Fish—There is a light demand for mackerel and other salt fish, as is always the case at this season. Prospects, however, are for firmer prices on account of small supplies.

Syrup and Molasses—Sugar syrup remains unchanged for the week. Production is still limited; demand steady. Compound syrup is slow without change in price. The better grades of molasses unchanged; moderately active.

Vinegar—Sweet cider very firm in tone. Supplies throughout the country at a low level, the holiday demand and

buying by apple brandy distillers having been good.

### Review of the Produce Market

Apples—Jonathans, \$1.50; No. 1 McIntosh, \$1.75; No. 1 Spys, \$1.50 and \$2. Artichokes—80c per doz. Avocados—\$2.75 per case from Calif. Bananas—5c per lb. Brussels' Sprouts—17c per qt. Butter—Creamery, 31c for cartons, and 30½c for extra in tubs and 29½c 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. H. P. from farmer.....	\$2.35
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 18c per lb. for all clean receipts. They sell as follows:

Large white, extra fancy.....	32c
Standard fancy select, cartons.....	28c
Medium.....	27c
Candled, Large pullets.....	25c
Checks.....	23c

Storage eggs are being offered as follows:

XX April.....	24c
X April.....	22c
Checks.....	21c

Garlic—15c per lb.

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

Grapes—Tokays—\$2.50 per box.

Green Beans—Louisiana, \$7 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.....	\$5.00
Leaf, hot house.....	8½c

Limes—25c per dozen.

Mushrooms—29c per box.

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

Oranges—Fancy Sunkist California Navels are now sold as follows:

126.....	\$3.50
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, 40c per doz. bunches.

Spinach—\$1 per bushel for Kentucky grown.

Squash—1½c per lb. for Red or Green Hubbard.

Sweet Potatoes—Virginias, \$2.50 per bbl.

Tomatoes—Hot house, \$1.30 for 8 lb. basket.

Turnips—50c per bu.

Veal Calves—Wilson & Company pay as follows:

Fancy.....	8c
Good.....	7c

Wax Beans—\$7 per hamper for Florida.

### Engineer Solves Sewage Problem

The Grand Rapids Packing Co. has just put into operation a sewage disposal plant for the treatment of the waste from the killing floor.

For a number of years the company had had a great deal of trouble with the sewage problem. This waste has 15 to 20 times the polluting strength of ordinary sewage.

At one time a large septic tank capable of holding more than 40,000 gallons was built for waste treatment. Due to the nature of the waste, however, this treatment was not successful. An attempt then was made to pond the waste in a sandy area in the hope it would seep into the sand. Again the treatment was unsuccessful.

In the spring of 1934 the company solicited the aid of E. F. Eldridge of the engineering station of Michigan State college. As the result of work carried on in the sanitary engineering laboratories of the college, a successful method of treatment was developed.

During the summer the packing company constructed a sewage unit. The plant consists of a 5,000 gallon iron tank fitted with stirring paddles. Chlorine gas is passed into the waste under pressure from chlorine cylinders. The gas combines with the blood in the waste, causing it to coagulate and settle out. The comparatively small amount of liquor containing the coagulated blood is drawn into a storage tank and the clear treated waste, now free of the major portion of its polluting material, is discharged to the stream.

With this equipment in operation the packing company now can give relief to the riparian land owners below them and keep the stream in excellent condition, according to Eldridge.

Governments, like clocks, go from the motion men give them, and as governments are made and moved by men, so by them they are ruined also. Therefore governments depend upon men rather than men upon governments.—William Penn.

Drop the hammer and pick up the shovel.

## MUTUAL INSURANCE (Fire and Life)

### Read Your Policy Before the Fire

John Caldwell, the hardware dealer, has just come home from the movies. Suddenly the phone rang; a voice shouted in his ear, "Your store's on fire!" Caldwell dropped the receiver and dashed for the door. "Thank God I'm insured!" was his first thought, comforting indeed. But was he?

Three days later John Caldwell stared with glassy eyes as the adjuster repeated: "I tell you again you voided all your insurance policies three months ago when you put a chattel mortgage on this stock to raise a little money, and did it without notifying the insurance agents."

"There is nothing personal in this, Mr. Caldwell, but the insurance companies feel that a man becomes a far greater moral risk when he gets down to the point of putting a chattel mortgage on his stock. That is why they insist on being notified. Had you done so they would have either given their permission or else cancelled your policies. Since you failed to notify them, your own act voided your policies immediately. Read your policy."

John Caldwell's head dropped. Last week he was a solid, substantial merchant; this week, just a broken old man. Why? Simply because he had never read his insurance policy. Yet it constituted the most important contract of his entire career.

Suppose John Caldwell had taken his brother-in-law into partnership. In that case too he must notify the insurance companies, for they insist upon knowing at all times whom they are insuring. That's reasonable, isn't it?

The store next door to Caldwell's was also damaged somewhat, mostly by water in the basement. Somebody told the owner, "Don't you dare touch a thing till the adjuster arrives." The next day more stock tumbled into the water and was ruined.

Nothing disgusts an adjuster more than this piece of misinformation. He is quite within his rights in refusing to pay for damage caused by "neglect to use all reasonable means to save the property at or after a fire or when it is endangered by a fire in neighboring premises." Read your policy.

"Protect your property" said the adjuster, "just as you would if it were not insured. We always pay whatever legitimate expenses are necessary to save it from further damage."

Across the street another merchant thoughtlessly decided to save garage rent by enlarging his back door so he could run his car into the empty room there. He did this notwithstanding the fact that his insurance policy, and yours, says plainly, "this company shall not be liable for loss or damage occurring while the hazard is increased by any means within the control or knowledge of the insured." Read your policy.

In another town Henry Goodman's store was gutted. He told the adjuster

he "thought" his stock was worth at least \$12,000. His January inventory did not list his stock item by item, but lumped various lots together at "values" which were plainly nothing more than careless guesses. The total was about \$7,000.

"But," said Goodman, "I always take my inventory low. I'm sure my stock cost nearly twice that much."

"The insurance company pays only the present depreciated cash value of the destroyed stock, regardless of the original cost," the adjuster explained. "Besides, any inventory put together as carelessly as yours is, on its face, a completely unreliable document. And half your original invoices are missing!"

However, judging from the figures I can find, I estimate your stock was really worth about \$5,500 at the time of the fire. That is all you can recover, even though you have been thoughtless enough to carry \$9,000 insurance."

Who was right? If the merchant keeps such inadequate records that he himself must guess blindly at the worth of his stock, he cannot blame the adjuster for making his guess also. And remember the adjuster is a much more experienced guesser.

In general, the adjuster will quickly approve all losses that can be proved. The reason there are so few law suits over fire loss adjustments is that if the insured cannot prove the loss to the adjuster he will have equal difficulty proving it to the court.

Keeping a perpetual inventory may be a little trouble and expense. But, if watched, it prevents under-insurance, which is dangerous, and over-insurance, which is a waste of money. Furthermore, it provides the basis for a definite "proof of loss" in case of fire. The adjustment is then bound to be fair and liberal, for the adjuster will feel he is dealing with an efficient and honest business man. Inadequate records make the adjuster suspicious.

Then there is the case of the Fitzhugh Company, which carried its insurance under the 80 per cent. coinsurance clause. (This means that in consideration of a reduced rate the policy holder agrees to keep his stock insured at all times up to 80 per cent. of its actual value.)

When this firm checked up its insurance on January 31 the stock was at its lowest point. Its value was then \$10,000, so they insured it for \$8,000 (80 per cent. of \$10,000). During the next six weeks spring merchandise piled in fast. In the rush of business Fitzhugh forgot to increase his insurance.

On March 15 a fire destroyed \$3,000 worth of stock. The adjuster shook his head. "Too bad, Mr. Fitzhugh, but you can recover only \$2,000 instead of \$3,000," he said.

"I find the total value of your stock at the time of the fire had risen to \$15,000. Under your 80 per cent. coinsurance clause you should have been carrying at least \$12,000 insurance (80 per cent. of \$15,000). Instead, you are still carrying only \$8,000. Therefore you can recover only 8/12 of the actual \$3,000 loss, or \$2,000. Read your policy."

"A merchant who insures under the coinsurance clause will play safe if he carries a policy containing a 'fluctuating value clause.' He pays a deposit premium at first, reports the actual value of his stock once a month, and the face of his policy fluctuates accordingly."

A hardware man returned from his vacation, left his grip in the store and hurried out to lunch. While he was gone fire destroyed his grip and all the clothing in it. He could not collect.

"Read your policy," explained the adjuster. "It is a standard form covering merchandise, fixtures and supplies incidental to the business—but nothing else."

"You could recover on your clothing if your agent, in writing the policy, had been careful to use what is known as the 'contents' form. This form covers, at no additional cost, everything of an insurable nature belonging to the insured or for which he is legally liable."

Notwithstanding the truth of all these stories, no reader should get the idea that insurance companies continually seek loop-holes to avoid paying fire losses. Such is not the case. The restrictions on your policy are there for the purpose of telling you as plainly as possible what the company will do or will not do under certain circumstances. If there were fewer restrictions the rates would be correspondingly higher.

In fact the usual generosity of most adjustments is the very factor which

has built up our present confidence in insurance. The honest man's policy would be worthless if that same policy left the door open to crooks. So read your policy.

From the merchant's standpoint the keynote of an adjustment is that word "replace." It means just what it says. The company agrees to "replace with material of like kind and quality to the extent of the actual cash value."

A machine will be "replaced," that is set up ready to operate, even though the cost of the setting up be more than the cost of the machine itself.

In the same way, merchandise burned on the shelf will be replaced on the shelf, ready for sale. If, in order to replace a burned stock of merchandise, it is legitimately necessary to make a trip to the wholesale market, the cost of the trip can be recovered, along with the cost of the goods, the freight or express, the unpacking, the marking and putting the stock in place on the shelves.

The tragedy of fire insurance is this: The business man seldom comes into direct contact with his policy requirements until after the fire—when it is too late!

So read your policy! Read it before the fire!—Hardware Age.

I never allow myself to become discouraged under any circumstances. The three great essentials to achieve anything are: First, hard work; second, stick-to-itiveness; third, common sense.—Thomas A. Edison.

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

**Finnish Mutual Fire Insurance Company**  
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## DRY GOODS

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

### Stores Anticipate on Silver

Reacting to reports that sterling silverware will advance in price after the first of the year, retailers yesterday began placing orders for post-holiday requirements. Most of the commitments were for cheaper merchandise as retailers believed the advances will be largest on low-end goods. Producers have pointed out that bullion quotations have advanced more than 35 per cent. in the current year and that only part of the increase has been passed one by them to date. Holiday buying this season ran well above expectations. So far, sales are ahead of both last year and the year before.

### Rayon Product Prices Firm

While the yarn price advance will have the effect of strengthening quotations in a number of rayon lines, actual increases for the time being will be few in the knit goods field. All-rayon fabrics and some mixtures are moving up slightly, but such items as underwear, seamless hosiery and half-hose are not expected to be affected immediately. Additional yarn advances, however, are looked for in the near future, because of the modesty of the initial rise, and if substantial they will be reflected in higher knit goods quotations. Spring lines of rayon bedspreads will not be revised for some time from the levels which manufacturers are now establishing.

### Stemware Prices to Hold

Quotations on popular price stemware and other table glassware will be unchanged when the 1935 lines are opened at Pittsburgh next month, in spite of strong sentiment in the industry in favor of higher prices. Manufacturers are being deterred from raising quotations by fear of Japanese competition. A number of volume producers have pointed out that Japan will be forced by higher production costs at home to advance her prices to the American market. Domestic producers have decided to hold to Fall quotations and benefit by the higher prices on Japanese wares.

### Some Bedspread Lines Ready

While official price lists are not yet ready for the trade in general, about 50 per cent. of the Spring bedspread collections are now being shown to large buyers. The preliminary prices quoted are practically unchanged from the Fall level, as mills are anxious to retain established retail ranges, and the changes in material content, such as rayon and cotton are minor. Pattern ranges have been broadened and buyers reported that the styling showed definite improvement over the Spring ranges.

### Sheet Market Turns Stronger

A definite turn for the better after many months of slow business and sagging prices appears to have taken place

in some sections of the sheet and pillow-case market last week. Orders picked up definitely, some mills taking business as far ahead as March, while others refused to go beyond January. In a few instances a shortening of discounts by about 2½ per cent. was reported. Houses that reduced the discounts found it slowed down business somewhat. According to selling agents, however, the main significance was the belief that the lowest point in prices had been reached and that from now on they would head upward.

### Garment Prices Due After Jan. 1

The price situation in the cotton garment industry will probably be cleared up after the first of the year, when manufacturers, who are still hesitant find it necessary to send men on the road. Wholesalers, of course, have already covered their initial requirements at prices comparable to the Fall levels, but retailers have not done so and manufacturers selling to stores have not priced their lines. Retail executives are beginning to doubt that there will be much of a change in quotations, in the event that the 36-hour week is upheld, and said that any revision will apply mainly to very low-price ranges.

### To Push Knee-Length Hosiery

With many mills now making preparation to produce women's knee-length hosiery for Spring, a sharp expansion in the sales of these styles is looked for. Manufacturers turning out seamless goods, in particular, expect to rely more strongly on the knee lengths as a spur to volume, as lack of any new selling points has retarded seamless activity this year. Two lengths will be produced, one coming to just below the knee-cap and the other above the knee. Elastic bands hold the stockings up.

### Notion Season Best Since 1930

Holiday business in the notion industry has touched the highest levels since 1930. Calls for ribbon novelties, handkerchief cases and other items specially designed for holiday selling have been better than at any time since 1929. Contributing to the general increase in volume have been heavy purchases of home sewing accessories by stores in the West and South and the unusually active general demand for staple merchandise of other types. Early orders for Spring delivery, producers said, are more than 50 per cent. larger than they were a year ago.

### The Shuffle Board

When called to reformation  
Shall one forthwith begin  
Upon a State, a Nation  
Or individual sin?  
If right is quite outwitted  
In all of freedom's land  
Then, really, who is fitter  
To take the task in hand.

It might perhaps be better  
If one were flying by  
That we should try to fetter  
An angel from the sky  
And beg he look us over  
The east, the south, the west  
To see could he discover  
Just what new deal is best.

And when he leaves our portals  
Returning to his skies  
To make report on mortals  
The wise, and otherwise,  
Me-thinks I hear him saying:—  
"I never understood  
About reform—but praying  
Would do 'em lot o' good."  
Charles A. Heath.

## IN THE REALM OF RASCALITY

### Questionable Schemes Which Are Under Suspicion

The Federal Trade Commission has ordered Nacto Cleaner Corporation, of New York City, to cease and desist, in the sale of Nacto Fabric Cleaner, from representing in published advertisements or over the radio, that this cleaner, when used on materials, will not injure them or their color. The order was issued with the provision "unless and until the said product shall be so composed that in connection with its use it will not in fact injure materials or their color." The respondent consented to issuance of the order.

Alleging unfair competition in the sale of tobacco pipes, the Federal Trade Commission has issued a complaint against the Briarwood Corporation, of Cleveland. According to the complaint, the respondent's advertising tended to mislead pipe smokers into believing that when they purchased its pipes they were buying genuine briarroot products made from the natural briarroot, when in fact they were purchasing a fabricated product made from briarroot dust with a vegetable binder.

Unfair methods of competition are alleged by the Federal Trade Commission in complaints issued against two companies engaged in the clothing and apparel business.

G. A. Goebel Co., Inc., of Chicago, military uniforms and insignia dealer, is charged with representing certain officers' corps devices as being of "solid-thoro-metal" which "will never tarnish," when in fact such devices are not of solid thoro metal, but are made by plating the gilt or gold on a baser metal.

Marksmanship and gunnery medals were described by the respondent as silver plated which will never tarnish, but both these medals and the officers' corps devices will tarnish, the complaint alleges.

In another complaint, Maiden-Form Brassiere Co., Inc., of New York City, is said to have used the word "Fashion" or "full-fashioned" in describing its products so as to have a tendency to deceive purchasers into believing that the products offered are "fashion" brassieres made by a process similar to that used in making full-fashioned hosiery, when this is not the fact.

Unfair competition is alleged by the Federal Trade Commission in a complaint issued against Hibbard, Spener, Bartlett & Co., of Chicago, dealers in "Neats Foot Compound." According to the complaint the respondent's method of advertising its product has a tendency to deceive buyers into believing that in purchasing Neats Foot Compound they are actually buying genuine Neats Foot Oil, often used as a softener and preservative of harness, saddles and other leather goods. But Neats Foot Compound, according to the complaint, "is made of from 10 to 25 per cent. Neats Foot Oil and the remainder of paraffin oil, and while used for the same general purposes as Neats Foot Oil, is of a quality inferior to the genuine Neats Foot Oil."

The Federal Trade Commission announces the settlement by stipulation of several cases of unfair trade practices, as follows:

Abram Cashinsky, of No. 2 Oxford Terrace, Gloversville, N. Y., trading as Economic Shamy Co., agrees to cease using the trade designation "Shamy" or other phonetic spelling of the word

(Continued on page 22)

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.  
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### BUSINESS PROGRAM

Opinion upon the proposals drawn up by the conference on business recovery at White Sulphur Springs last week was not sharp one way or the other among commercial interests. Trade and industry have shown enough life in recent weeks to switch attention from broad problems to those of individual interest.

On the other hand, criticism from Government quarters was to be expected. It has rarely happened that industrialists take into account conditions which affect all phases of public welfare, and they miss important factors because of their lack of full information concerning them.

Government officials have such data and their perspective is wider. They may be ignorant of many of the practical aspects of business and it is for this reason so often that business men have small respect for their other knowledge. Nevertheless, in a National emergency that knowledge cannot be altogether discounted.

A fair criticism of this latest business recovery program would seem to be that once more there is urged action which every one would like to see but which circumstances prevent for the time being. Into this category fall monetary stabilization, budget balancing and relief curtailment.

Similarly, it would probably soon be found that voluntary codes would prove no codes at all if trade association endeavors of the past offer any guide. When agriculture, labor, distribution and the consumer enter these discussions it is likely that a more workable formula may be devised.

### PRICE FIXING UNSOUND

The majority of the price control provisions in NRA codes will be scrapped because of inability of manufacturers to produce concrete evidence of their successful operation, at the January 9 hearing, according to opinions expressed by Code Authority executives.

At the same time, however, because none of these executives has yet received definite invitations from S. Clay Williams, chairman of the NIRB, to attend the hearings and give evidence, the character of the conference is in doubt. Whether it will be attended chiefly by those groups desirous of retaining some form of price control and therefore apt to be a one-sided discussion depends on whether the recovery board leaves attendance on a purely voluntary basis or expressly invites all Code Authority representatives.

While various shades of opinion were obtained from executives, in general they felt direct price-fixing was absolutely unsound, with the exception possibly of some natural resource industries, and that other forms of price control were unworkable. It was pointed out, however, that in all fairness these price control plans, based on bans against selling below cost and the use of uniform costing systems, had not been afforded the broad experience generally attributed to them. For instance, a survey completed last week by W. Clement Moore, business economist, revealed that about 80 per cent. of some 300 industries submitted to

the NRA some form of cost system, but that only 18 per cent. have received approval.

Many executives who originally favored price control admit they have changed their minds regarding their practicability. Bans on sales below costs proved useless, it was said, because operating expenses varied widely with practically every plant, and it was impossible to establish a fair and workable average cost for an industry. In the photo-finishing industry in New York, for instance, a cost spread of as much as 40 per cent. has been unearthed. Equally wide variations were found in other industries.

It cannot be expected, however, that price control provisions will be thrown over without a battle by some sections of industry, regardless of whether or not they can prove their practicability. In the minds of some executives, minimum wages and price control are synonymous, and the scrapping of the latter will mean collapse of the former, it was pointed out. One executive yesterday declared that industry entered this partnership with government, raised wages and cut hours on the assumption that it would be given a certain amount of protection from predatory competition.

Elimination of these safeguards will be construed as a breach of faith, he added. He expressed the thought that in some form or other certain floor levels should be established for various industries, affording at least a small amount of protection.

### QUALITY QUESTION RAISED

With the appearance in the holiday shopping season of a long-dormant demand for luxury goods, the question among retailers of giving more attention to quality products again comes to the fore. As store executives see it, this revival may be encouraged to its old-time level or again come to grief under the continued barrage of cheap promotions.

Last year after the pre-code boom there was an attempt to push the high-price lines of merchandise. The stores soon found they had made a mistake in gauging consumer demand. Sales made late in the Summer proved an unreliable index to Fall business, but more or less because inflationary fears had dwindled and the industrial spurt had languished.

In the present circumstances, however, there appears to be a much sounder basis for working up more business on the better types of merchandise. Even though the call for luxuries is not pronounced, it has been remarked upon throughout the holiday shopping period. Undoubtedly it could be nourished to fuller strength.

A leading retail executive several weeks ago upon this page expressed the view that the public is ready to favor quality products and that unless the stores soon reduce their price promotions the new generation of customers will know little else but what is cheap. In answer to his remarks several manufacturers have pointed out that there is usually verbal, and not much real support of quality by high store executives. The taste of many small-

salaried buyers was criticized as the principal fault.

Possibly a way around this difficulty would be to have a special store executive who would keep a close eye upon quality standards throughout the establishment.

### LABOR PROPOSALS MADE

Because of the still unsettled position of labor under the Recovery Act, particular interest was taken during the week in the recommendations of the Labor Advisory Board. Six amendments were proposed to the act in order to have labor share more fully under the law.

These covered requiring codes where none exists, providing for skilled labor on all authorities, enforcement through inspection, reopening codes and gathering statistics.

Although all these suggestions were of a highly practical type, the proposal for other than unskilled labor minimums seemed to have particular significance. It has been a rather general complaint that wages have been tending downward toward the minimum levels, due to the desire of employers to keep near the pre-code averages.

The large labor surplus at present and the slow progress made in union organization have combined to affect the status of the skilled workman. All too frequently wage minimums have been raised at his expense except in those well organized fields where differentials have been preserved.

In order to gain the light that is needed upon this and many other labor questions, the board would have a Government agency with mandatory power to collect statistics from each industry on employment, wages, payrolls, production, income, etc. Whether the full program is adopted or not, there has been a crying need for this information for years and the proposal should have support from every quarter.

### INDEX RISES SHARPLY

Highly satisfactory trade returns for the Christmas season and the further expansion of basic industrial operations combined in the week to lift sentiment higher. The business viewpoint is obviously becoming more practical and less concerned about political matters.

A joint conference of business leaders held last week to devise means of pushing recovery fixed upon a very orthodox platform which in some respects failed to take account of emergencies which must be met. A more hopeful report seemed to be the one furnished by the Labor Advisory Board, which has submitted six proposed amendments to the NRA for promoting a larger measure of "economic democracy."

Among the first of the appraisals of 1935 business prospects is that of the National Association of Purchasing Agents, which appears to be quite cheerful concerning at least the early months of the new year. It is emphasized, however, that "indecision regarding NRA price and labor policies continues to exert a depression effect and holds back placing of commitments."

All six of the components of the business index advanced for the week ended Dec. 15, sending the combined figure to the highest since late June. The index, in fact, is within 3.7 points of the high mark for the year, made in the week ended April 28. The heaviest gains were scored by carloadings, steel activity and electric power production.

### WIN FURNITURE FIGHT

A new regulation definitely curbing activities of furniture manufacturers who sell direct to consumers at prices lower than retailers can quote has been included in the furniture industry's code, according to word received from the National Code Authority yesterday by James B. McMahon Jr., chairman of the Eastern Seaboard Council of the National Retail Furniture Association. Incorporation of the clause outlawing the practice climaxes a fourteen months' fight on the part of retailers to force furniture manufacturers to conform to selling rules similar to those in force in the rug and other home furnishings industries.

Retailers cite the new rule as the first step in a fight to stamp out unfair competition from manufacturers and wholesalers. Last week 2,500 to 3,000 retailers represented in associations included in the Eastern Seaboard Council will start mailing to producers and wholesalers copies of standards of practice adopted last week by the group. The standards set up bar direct sales by manufacturers to consumers and the quoting of prices to any but authorized dealers. Letters accompanying the copies of the standards will ask manufacturers for their reaction to the rules. The letters will also point out that the attitude of the manufacturer with regard to the standards will be used as a guide to retailers in making selections at the Spring furniture markets which open next month.

### DRY GOODS CONDITIONS

The first figures to appear upon Christmas volume done by the stores was the canvas of seventy cities made by the National Retail Dry Goods Association and covering the first two weeks of the month. An increase of 16 per cent. was disclosed for the country, with sales the best since 1931. Merchants reported that the public seemed to be in "spending mood."

By sections this survey showed the following increases: New England, 10 per cent.; Middle Atlantic, 11.5 per cent.; Middle West, 17 per cent.; South, 20.8 per cent.; Southwest, 24 per cent.; Far West, 15.5 per cent., and Pacific Coast, 16 per cent. New York stores reported a gain of 11 per cent., which was raised in the Federation Reserve Bank report for the metropolitan area to 12.7 per cent.

Although rising prices are not present this year to enhance profit returns, along with somewhat higher mark-ups, retailers are more than satisfied with the holiday volume, which has exceeded their expectations. The country-wide increase may reach 20 per cent.

Retail stocks are well depleted and the wholesale markets look for excellent business after the holiday. Buying budgets of the stores have been expanded somewhat.

## OUT AROUND

Things Seen and Heard on a Week  
End Trip

The writer feels that he has cause for congratulation over the fact that he has been permitted to have a hand in every one of the 2675 editions except the thirty issues from Oct. 15, 1910, to May 15, 1911, when he was ill in the hospital and absent during convalescence in Bermuda. It has been a privilege no other man has ever enjoyed; because the Tradesman is the only trade journal in the world which has been published more than fifty-one consecutive years without change of ownership, editorship or business management. As previously stated in these columns on anniversary occasions, the greatest ambition of the writer was that he be spared to round out fifty years with the readers of the Tradesman. That ambition having been accomplished, I am encouraged to think that perhaps the Good Father will permit me to remain with my Tradesman friends ten or fifteen years longer.

The editorial columns of the Tradesman have not been confined entirely to the discussion of technical commercial matters. A wide range of topics, bearing directly or indirectly on business and the news of the day, has been touched. Business has an important place in every active life. There is a business side to every human activity. Business has more dignity than royalty. It is the first necessity in government. Life itself is business. These truths we have sought to impress upon all business people that they might understand that their daily work is the chief support of all nations, all human institutions, all advances in civilization. There is business everywhere—in the home, in church and the state. Without it society could not exist. The business man is the peer of any man in usefulness and entitled to respect and honor. "Seest thou a man diligent in his business? He shall stand before kings," said the wisest of men, meaning that no diligent business man should stoop to cringe before any other man on earth, but stand erect as his equal. That has been our estimate of business and business men and women and has controlled our writing for them.

Hence, our advocacy of sound business principles, good morals, obedience to law. Hence our opposition to wild theories, dangerous ideas and crooked practices. Hence our frequent allusions to the wise maxims of industry, integrity, thrift, health and other qualities which build and support the highest business character. Hence our invitations to our readers to consider matters historical, sociological, scientific, philosophic and religious. They all belong in the mind of the business man because they are vital parts of the business of nations, states, communities and families; and the business man is the chief support of them all.

In an earlier day, a few trade journals concerned themselves almost solely with the relation of man to man in

large organized masses, of states and governments and parties with each other. The relation of men as individuals now gets some share of attention, a share that is reasonable or disproportionate according to the character of the paper and the class it seeks to attract. This means that a great deal of valuable information that our grandfathers would have considered trivial now finds its way into print. There is justification. In the first place, it is an undeniable truth that there is an essential interest in every human life; moreover, there is nothing in the world of keener and more immediate interest to men and women than the behavior of other men and women. In providing for its readers a certain volume of information about men and women the trade journal is within its legitimate field in this day and generation. News of this nature—human interest news in the better sense—naturally attracts a considerable number of readers who are not primarily wrapped up in the sterner business of the world; and it should be borne in mind that without a large circulation and advertising patronage, and the business revenue resulting therefrom, a trade journal would not be able to bear the cost of collecting and printing mercantile information for the seriously inclined from all the lands washed by the waters of the seven seas. More than that, even the reader of lighter taste may derive some information and casual benefit from the news reports of larger moment which he cannot altogether overlook in turning over the pages of his favorite trade journal—and so its educational value inures to the benefit of a larger circle.

Probably no feature of the Tradesman disturbed many of its readers so much as its attitude on the kaiser's war—before, during and subsequent to that gigantic upheaval. We are a self-governing people, but an ignorant democracy is an abomination. It is lamentable, it is humiliating, but it is true, that for two years after the outbreak of the Teutonic monster a large part of the American people were ignorant of the causes and meaning of the war and seemed to be indifferent to its course and outcome—due, of course very largely, to the mistaken policy of our then Chief Executive in enjoining neutrality of thought, speech and action on the part of the American people. They failed altogether to perceive what it meant for us. The two great political conventions of 1916, more notably the St. Louis convention, furnished appalling proof of the inability of large masses of the people to "understand the war." Perhaps the shock of their awakening was all the more salutary because of their previous apathy in the face of great and growing danger. The results of that awakening are everywhere visible at the present time. People are no longer indifferent about what is going on in the public affairs of this and other countries. It is certain, at any rate, that there never was a time in the history of the country when so many men and women, so large a part

of the people, were interested in and informed about the large concerns of governments and peoples. In view of the extension of the privilege of the vote to women, it is of happy augury that women now creditably bear their part with men in discussions of National policies and international concerns.

If the people, men and women, are to rule, judge and decide, it is imperative that they should know what they are doing. The decisions of massed ignorance would lead pretty certainly away from democracy to the rule of the few, perhaps no wiser but much better informed. In surveying the achievements of its career during and since the war—a record not wanting in service to the loyal portion of the American people—the Tradesman finds nowhere cause for higher satisfaction than in the belief that it has been a means of storing the minds of multitudes of Americans with a great deal of valuable information which has served them well in their efforts to determine their duty as citizens.

It will be recalled that the Tradesman was the first publication in the world to present to its readers the kaiser's prediction of the war by his relative, Admiral Von Goetzner, expressed to Admiral Dewey at the time of the Battle of Manila in 1898. Admiral Dewey transmitted the prediction to the Navy Department, where the writer was given the privilege of seeing it in 1911. It read substantially as follows:

"In about fifteen years my royal master (meaning the kaiser) will precipitate a war which will have for its object the destruction of France, the ruin of Russia, the humiliation of England and the subjugation of the United States."

When the bloodthirsty warlord invaded Belgium, the Tradesman gave place to this prediction, which was immediately denounced as spurious by Germans and German sympathizers in this country. A local German business man who had been a friend and patron of the Tradesman ever since it started in 1883 came to the office in great rage to denounce the publication as "false as hell" and to state that not a penny of his money should ever again be permitted to cross the threshold of the Tradesman. He has kept his word and his vigil, but he is no longer engaged in active business, his sympathy with the German cause during the war having forced his associates to eliminate him from the establishment of which he was one of the founders.

The unfortunate condition under which the world is now suffering is due, in the opinion of the Tradesman, to the premature armistice insisted upon by Mr. Wilson and the wild and idealistic ideas of our then President undertook to exploit at Paris. If the men of the allied army had been permitted to chase the fleeing Germans to Berlin and had established themselves there as the Germans did in Paris in

1871 and had refused to leave the German capital until the treaty of peace was ascertained and turned over to the allies in money and bonds, all the trouble and uncertainty which now exists would have been prevented. Germany might wriggle and writhe under her burden, but she could have gained nothing by whining and welching, as she has been doing. The manner in which the settlement was prolonged to gratify the ambition and insane imaginings of Mr. Wilson constitutes the greatest crime ever inflicted upon the world.

Florida has evidently come back—with an exhibition of greed which will kill the goose which lays the golden egg. Landlords and home owners have nearly or quite doubled their rates for accommodations over the prices charged last year. Tourists may stand for this sort of treatment once, but they will not put up with it two times in succession. The Florida grabbers, when they bid good bye to their guests this season, will probably not see many of them again for several years. Many of the people who have been spending their winters in California are thoroughly weaned from that state by the floods and earthquakes, so this year they turned back to Florida—to be robbed good and plenty.

Harry Nelson, manager of the Chipewa Hotel, at Manistee, was in the city last Thursday. Sorry I was not in when he called on the Tradesman. Was told on my return that he looked fine.

The song of the celestial host at the advent of the Man of Galilee rings with significance at the threshold of 1935. "On earth peace, good will toward men."

Some of the lesser lights in the Kaiser's war have not tamed their belligerent spirits, and seem to feel the limitation of armaments to be unwise. To such spirits comes with ringing invocation the message of our own warrior, Grant, after battles had been fought and won, when turmoil should have ceased, "Let us have peace."

We must understand that small armaments do not guarantee peace, nor large armaments prevent war. It is the spirit of the people which always determines. This attitude is what we want to control now, leading it in the direction of peaceful pursuits, and to a recognition that co-operation among the Nations will work out divine purposes and will heal the wounds of the Nations, where suspicion and inordinate ambition will merely cause the sore spots to fester and will lead eventually to war.

The epochal conference for the limitation of armaments should have been hailed with delight by all the peoples of the world. We of America have the right to be particularly proud of the direct and frank diplomacy which made clear the absence of ambitions on our part, and showed that we desired nothing.

(Continued on page 23)

## FINANCIAL

### CANNED GOODS CONDITIONS

#### Business Has Shown a Most Substantial Growth

Forty to fifty years ago the production of fruits and vegetables was of minor importance in the state of Michigan, aside from apples, which were in quite plentiful supply. Other fruits were largely shipped in small lots by express or forwarded across Lake Michigan to Chicago and Milwaukee.

Through the unceasing efforts of such men as T. T. Lyon, of South Haven, Columbus Engle, of Paw Paw, and other pioneers who demonstrated the worth of Michigan's natural adaptation to the culture of our finer fruits, the acreage rapidly increased from this period to a point where thirty-five years ago carload shipments were the rule rather than the exception, due to increased acreage and the fact that the old transportation methods of express and boat shipments were far inadequate to take care of the tonnage, both from lack of traffic facilities and from the need of a far wider distribution.

Along about this time the Dunkleys, of Kalamazoo were actively experimenting and actually packing various types of fruits and vegetables in both tin and glass. In fact, it is to the Dunkleys that the canning industry today owe a great deal for their contribution in inventing modern machinery which has materially cut the cost of processing and packing and enabled our factories to care for enormous quantities of our fruits and vegetables during the peak harvesting time.

Along about this time more or less activity was apparent in the manufacture of grape juice and Michigan's grape industry was well on its way toward being recognized as the finest producing section in the world for the Concord grape, hence any portion of the crop used for juice purposes would to that extent relieve the fresh fruit market.

Previous to this time, most of the fruits consumed by the families within this state and adjacent territory were either dried fruits or those prepared by the housewife. The outlet, however, was not sufficient to take up the rapidly increasing supplies with satisfactory returns to the grower. While some sales were made at very satisfactory prices, the great volume of the fruit crop always appears at the peak and the growers of this state could very readily realize that some means must be provided to take care of the surplus in order to keep the open market in a healthy condition to absorb the balance.

Small canning plants which started both co-operatively and otherwise were largely the result of the activities of equipment salesmen. Some of these smaller factories were fairly successful. The greatest good, however, was in the removal of a part of the surplus, rather than any profit that might be considered from their canning operations.

This period was quickly followed by far greater expansion, resulting in the formation of numerous co-operative associations which built warehouses and packing houses for the purpose of standardizing their grades, expanding the distribution of their products and above all, unifying their pack to a point where it would be readily accepted as standard on the part of the consumers over a large area.

Right at this time commercial canning was rapidly coming to the front as an important industry, both from the standpoint of remuneration to itself and a relief to the over-burdened grower.

Canners at that time were, however, looked upon as an outlet for over-ripe fruit and off-grades, except at such times as surpluses accumulated, and the price of the standard product reached the ideas of the canners.

During this period the average family considered, and truly so, that mother's canned fruit was of much better quality, prepared under more sanitary conditions and therefore more desirable. The average consumer did not take kindly to canned goods which were the product of a quality not otherwise marketable.

A few of our enterprising canners foresaw that to overcome this feeling and induce the general consuming public to use their product with a degree of satisfaction wherein they could really place volumes of canned goods with the consumers, they must meet the situation with a quality equal to the best, not over-ripe or off-grade. Therefore, they went out and contracted the whole crop from the best fields to be found and put up an article which at once met with public approval, yet a few chiselers were present in the industry, who, by buying cheaper grades of fruits and vegetables, paying lower wages for help, paying less attention to sanitary conditions and perhaps giving a less solid pack or one with a lower grade of syrup, were not only able to under-sell, but were a major factor in continuing public sentiment in favor of the home canned article.

This led to a realization of mutual interest on the part of the better canners within this state. It was the real cause of the organization of the Michigan Canners Association, the members of which met together as brothers and discussed their problems from a mutual viewpoint regardless of their competitive interests.

After fully realizing the situation they were facing they appealed to the Michigan State College, to the Michigan Department of Agriculture and especially to our chemical laboratories for assistance in meeting their problem.

This resulted in the perfection of Act 411 and its presentation to and enactment by our legislature in 1919.

From this act were promulgated rules and regulations for the conduct of a canning factory, brought out largely by the combined experience of the co-operative work of the canners themselves, with the above stated official departments of the state.

Wisely in constructing this act, and at the canners' request, a modest license fee of \$25 per year was provided for the purpose of assisting in the cost of inspection. Competent inspectors were supplied who worked with the canners at their plants and on their problems, thereby becoming familiar with each step in the operation and the reason therefor.

Much credit must be given to Mr. Wm. C. Geagley, whose chemical knowledge and untiring efforts have been of invaluable service in solving the greater portion of the processing troubles.

The result has been a steady growth in the industry to the extent that today we have eighty canners licensed under this act who are regularly patrolled in the inspection and conduct of their work. Sanitary conditions are kept to the very highest point. The public have learned that to buy Michigan canned goods gives them the same assurance of purity and cleanliness under which the product is packed that could be obtained in the purchase of the fresh article and doing the work at home over a hot stove.

The result of this is that the housewife to-day very rarely cans fruits or vegetables, realizing that at all times a dependable article is on her grocer's shelf, readily obtainable whenever wanted and at a price so economical that she can ill-afford to spend her time and energy in preparation.

This is especially true in sour cherries. Not over fifteen years ago the

great bulk of sour cherries were shipped out of Michigan in carload lots. Whole trainloads left Grand Traverse, Mason and Oceana counties every night, finding ready purchasers in the markets within a five hundred mile radius. To-day the shipment of a single car of sour cherries is indeed a curiosity, yet some fifteen years ago we were shipping from five to seven hundred cars in a peak year. We perhaps have overlooked the rapid expansion in sour cherry production of the last ten or fifteen years.

Quite true that many thousand cases of sour cherries find their way to market in the fresh state by truck and a few by boat shipment and occasional cars by rail, but the aggregate of all of these will not exceed six hundred cars in any one season, while our records of inspection indicate that the average pack of the canners over the past three years has been well above 40,000,000 pounds annually, which represents over two thousand cars of fresh cherries, hence were it not for our canning industry a market could be found for not to exceed 40 per cent. of our present production.

Another crop in which the canners have been the salvation of our Michigan growers is the Kieffer pear. Some thirty years ago the Kieffer pear be-

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Phone 2-3496

came very popular. It was a hardy tree and a very prolific bearer, and was reported by the nurserymen soliciting orders for the trees to be in reality a winter Bartlett of excellent quality and a real moneymaker.

The result was that in less than five years the number of Kieffer pears planted in the state of Michigan exceeded all other varieties by better than 40 per cent., yet when they came to bearing the growers discovered, as well as the consumer, after buying the first bushel, that while the pear had attractive appearance, it was so full of the hard fibrous cells in the fruit that the first impression indicated that it was filled with grit. The flavor was only moderate, not at all attractive, and the growers were faced with the problem of finding a new customer each time they sold a bushel. The situation reached a point wherein this product for a year or two was considered more valuable for cider than any other purpose and many cars of Kieffer pears were shipped directly to cider mills.

However, through the co-operation of various state agencies and the experimentation on the part of some of the leading canners, a method was devised to properly ripen this fruit wherein this objectionable feature of the gritty spots in the flesh was removed, the flavor of the fruit materially improved and it was found that as a canned product it held its shape, color and flavor better than other varieties. In fact, the flavor improved by canning to the extent that to-day the major portion of Michigan's Kieffer pear crop goes into cans at so satisfactory returns that there is now some talk on the part of growers again planting this variety, especially for canning purposes.

Canning starts off in Southwestern Michigan very early in the season, with asparagus, to be followed immediately with strawberries, raspberries, dewberries, gooseberries, cherries and other small fruits with cherry supplies extending from the Indiana state line North to Petoskey with the heaviest volume appearing in Oceana, Mason, Leelanau, Grand Traverse and Antrim counties.

The help that these canners give us during the distressed periods of markets on plums, peaches and apples cannot be over-estimated and in many seasons of heavy crops they have proven to be the salvation of the industry.

The depression may have cooled the zeal of the canners. It certainly changed their methods of operation: for in former years the general policy has been to book heavy contracts in advance, wherein the canner received liberal advances in financing of the project. This practice has practically been discontinued, due to lack of funds on the part of the wholesalers, and the canners, together with the growers, have been obliged in many instances to assume their own financial burdens but they have operated and while prices paid to the grower on some lines have been admittedly too low, growers have fared no worse than other lines of agriculture.

Jobs which have been so sorely needed throughout the state have been

given the laboring class and brought millions of dollars into this territory.

On cherries alone over \$400,000 was paid out for picking and nearly as much for processing.

An equal amount went to labor in harvesting and processing the small fruit crop but it is in canned vegetables that labor gets the greater share of the canner's dollar. Unfortunately, complete statistics are not available, but we find that in 1930 there were sold by Michigan canners:

91,159 cases Beets  
307,076 cases Green Beans  
189,016 cases Wax Beans  
880,130 cases Peas  
110,898 cases Tomatoes

This represents 1,578,279 cases, containing twenty-four cans each, or 37,878,696 cans of these five vegetables.

I have it on good authority that the annual turn-over or sale of Michigan canned goods is well over \$20,000,000, which, of course, includes pork and beans, soup, baby foods, etc.

The official census of 1929 shows that eighty-three Michigan canners sold \$16,269,578 worth of fruits and vegetables alone, which shows that Michigan's canning industry is well worth while.

We of the Department of Agriculture are proud to have done our bit in its advancement. We feel that there is an excellent opening for greater achievements in the manufacture and sale of pure fruit jellies, butters and marmalades, as well as a wonderful opening for pure fruit juices, in their natural state as well as concentrated into syrups for flavoring carbonated beverages and use at soda fountains.

The gratifying thing is that no state in the union stands higher in reputation for the quality of her canned goods than does Michigan. No state is in better position to supply the additional needs of the consuming public in the way of pure jellies, jams, marmalades, fruit juices and syrups, so why rest easily on our oars? Let us go ahead and give the consuming public what they want and reap the financial benefit.

G. E. Prater,

Director Bureau of Foods and Standards.

#### A Business Man's Ideal

"To have endured early hardships with fortitude, and overcome difficulties by perseverance; to have founded or developed a large business, useful in itself, and given employment to many; to have achieved fortune, independence, position and influence; to have established a character above reproach; to have accumulated esteem, the confidence and the friendship of his fellows; to have given largely of money to charity and of time to citizenship; and to have gained all this of the world, without losing the soul by avarice or by starving the heart into hardness—I say, he who has so lived has nobly lived and he should find peace with honor."

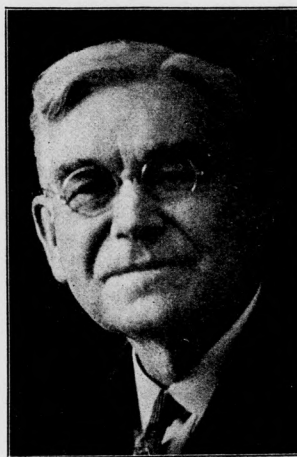
David R. Forgan.

A man is relieved and gay when he has put his heart into his work and done his best; what he has said or done otherwise shall give him no peace.—Emerson.

#### CHURCH INFLUENCE

##### Its Potency Depends on Recognizing Life As It Is\*

An editorial in the Tradesman of December 4, entitled "Great Fight Half Won," awakened a sympathetic cord in my heart. I have never been an earnest advocate of what is known as political prohibition. It has always seemed to me that when we desired to promote a great moral principle the last place to exert our energies is in partisan politics. But the movement which is so strongly in evidence over a wide area of our country, having for its object the reduction of the influence of the saloon, indicates that the people are getting ready for an epoch which shall be characterized by a determination to reduce to its lowest terms a



Chas. W. Garfield.

#### Four Loves

I love the Stars the first of all  
Bright candles of the sky  
Around this world they so enthral  
Our bounden thoughts do fly  
At night to yonder stellar spheres  
Whose glowing fellowship appears  
To signal us life real begun  
As soon as once was born a sun.

And next I think I love the Trees  
That guard our earth:  
Some growing on for centuries  
To greater worth;  
I love the root, the stem, the branch  
Great Trinities! Our avalanche  
Of living form, entrancing line  
The which no mortal could design.

No less, perhaps, I love the Flowers  
Which fairies send  
To add enchantment to the hours  
And further lend  
Whatever loveliness they grow  
To be a pattern and to show  
That in their day I too may see  
A common opportunity.

I shall not fail to name the Grass  
That decks the land  
Then gives rich harvests which surpass  
The heart or hand—  
For ever since fair Eden's Spring  
The blade has been developing  
Till cane, and corn, the rice, bamboo—  
A thousand more—are grasses true.  
Charles A. Heath.

#### Refrigerator Volume Revives

A distinct revival in consumer interest in electrical refrigerators in the last ten days has brought sales volume in that industry 11 per cent. above last December's figures. Through November and the early part of this month orders dropped steadily and refrigerators were the only major items in the appliance field which failed to show substantial gains for that period. Current buying is confined to medium-price refrigerators.

The successful man lengthens his stride when he discovers that the signpost has deceived him; the failure looks for a place to sit down.

\*Reprinted by request from the Tradesman of Dec. 11, 1907.

## 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.

### Value of Being Self Contained When You Travel

Bus travel is on the old railway eating-house plan, as when we used to hear: "Watertown Junction—twenty-five minutes for supper!" Well I recall how eagerly I entered the first dining car in my experience and how sharp was my disappointment facing the fancy service and outrageous prices. Against the Junction eating house supper for 50c, lavish and hearty, here was a 30c charge for a bowl of soup!

The bus reversion to leisurely travel with flexible schedule is welcome as a break and rest; but the food offered—O, what a difference! It is, of course, part of the adventure to experience various ideas of what constitutes "service." Traveling salesmen, as of old, get onto the curves promptly and do themselves quite well. The tenderfoot takes chances of pot-luck—mostly ill-luck.

On our run down the Coast one day we lunched at, say, the One-Stop Inn, anyway, we should not want to stop there again. Service was so casual we wondered whether those folks knew that buses travel on schedule. Against this, we had our first try on Rock Oysters. These were sweet, tasty and tender, but really a sort of clam. How they come to be called oysters escaped me.

A chance glance into bedrooms in one inn made us thankful it was not to be our lodging. How do innkeepers anywhere get by with such undisguised disorder, plain dirt and beds of utter discomfort on any main traveled highway? Surely only want of competition can account for such conditions. Our first night we slept in a little cubby hole into which two beds were crowded; cost \$2, though advertised at \$1.50 and \$1 would have been liberal. Fortunately the beds were fairly sleepable; but all conveniences were terribly unkempt, unsanitary, used only with infinite care and precautions; furnishings down at the heel and broken. The one redeeming feature—important, I admit—was the food. The cook was a tidy, efficient woman, who served good things well prepared and at fair prices. But eating is mostly at typical slop joints—and typical is the right word because of American "standardization" under which any given dish is apt to be the same tasteless mess, whether served in San Jose, Birmingham, on this trip or at the railside in Louisiana. What a great contrast there is in Europe! There three characteristics prevail: the cooks have their own individuality of recipe and preparation; they believe in taking pains and time enough to do real cooking; and last but far from least, food comes to one's table hot from the fire.

Our characteristic national impatience—so much of it futile and aimless—permeates our eating, which should be a time of leisure, relaxation and at least moderate enjoyment. We seek returns too rapidly, for too little effort, in a rush. The same bottles of ready-made sauces and condiments penetrate every section; or, if one manufacturer produces something distinctive and extra meritorious—as, thank goodness, a few do—a thousand others rush in with something "just as good."

The oases are likely to be staffed by Frenchmen and Italians who, right here in America, paying the same scale of prices for materials, manage to set up splendid meals, tasty and pleasingly liberal in portions—mostly ad lib, as the English say it—for less money than Americans charge.

It is best, therefore, to provide your own food and bedding when camping or driving, when possible, as I have shown in previous articles. It was the practice of a certain army officer and his family of wife and two daughters, who stopped for a week in Lane's and moved on a day or two in advance of ourselves.

Army officers have to go where they are sent, of course, and the family gets used to extended treks. This man had been in El Paso for some years and was now transferred to Fort Riley, Kansas. That seemed sufficient punishment for anybody—from the salubrity of 3710 feet elevation and the rarified, bracing air of the desert, to the low-lying plain of Kansas and the wide variation in temperature thereof. But "you're in the army now" means that you do as you are told to do.

These folks were making not only the best of it, but that best was exceedingly good. They were taking three months and driving 9,000 miles. Here they were in the middle of the West Coast. They were heading for our Northern border and would run into Vancouver, thence East among the Canadian Rockies and so on down, by easy stages, to Fort Riley.

Their car was well equipped with the needful for comfort for four persons and they could prepare their food as they went along. Thus they were independent of wayside inns and sundry hash houses.

Getting acquainted with these folks at the swimmin' hole and learning of their army connection, we mentioned an officer of our acquaintance, lately in Texas, asking if by chance they might know him. But it soon developed that our friend was an infantry officer, and then this wife's expression grew coldly rigid. Her husband was a cavalry officer and "they knew almost nobody in the infantry!"

We were, of course, properly rebuked; and reflected on human vanities and the universality thereof.

I have mentioned the close-set cottages and "conveniences" of Lane's which robbed the camp of the outing flavor we, at least, wanted. Another feature was the nightly bonfire. A big pile of wood is brought into the camp, center each day which is lighted at dusk, burns briskly with such vigorous heat as drives most folks off the sur-

rounding benches, dies down and is glowing embers in the morning.

This is done because it is "the thing to do"—typical of what other camps everywhere exhibit; the same lack of originality to be noted in our cooking and eating places. Enough fire wood is burned each night to keep a Pittsburgh worker's family warm through a week in the depth of a Pennsylvania winter. Seems as if things might be better adjusted, but perhaps not.

It always seems as if simply to rest quietly and do nothing particular would be the proper "thing to do" in a camp in the redwood forests; to associate with the great trees, emulating their own dignity of quietude. But we Americans fear our own company. The society of nature is not enough for us.

But we who had lived in our tents, removed from all the jazz and radios, were a bit regretful as we left Lane's. The drive South was not trying, over the smooth highways under the care of two lusty good natured lads who spontaneously laughed off every semblance of difficulty. Because they were so genial their names remain with me: Austin Minto and Ralph Leete.

The comparative heat of the sheltered roadway gradually gave place to the bracing air of the Bay Region and by supper time we arrived in the incomparable atmosphere of San Francisco—our Redwood Camp adventure for this season now a happy memory.

Paul Findlay.

### Holiday Purchasing Features Markets

Activity last week centered principally on merchandise for holiday promotions. This development, along with the inclement weather experienced, was the direct cause for the slump in ready-to-wear demand, according to the market report prepared by a leading dry goods establishment.

"Accessories, including handbags for dressy, street and evening wear; costume jewelry and ensembles, hat-glove-and-scarf sets, smokers' accessories, occasional piece and home items," the report said, "were heavily ordered."

"In better dresses, mail orders during the week stressed formal styles, principally to retail at \$29.50 and \$39.50. An interesting feature was the fact that practically every order stipulated 'no blacks.' Retailers apparently have sufficient blacks in stock. The dyers' strike, however, is making it extremely difficult to fill orders on specific materials and colors. In fact, no orders can be placed for immediate delivery.

"In the medium-price brackets, orders for street dresses were unusually light. However, special orders for formal styles, including the dinner types, were noted. In these price ranges we also find deliveries difficult on specific colors. Manufacturers also feel uncertain about deliveries on the new prints, as desirable piece goods are growing scarcer. In low-end dresses, there was a spurt of activity at the beginning of the week on dressy afternoon and Sunday-night styles. High shades are especially requested, with very few blacks or browns sought. The silk strike has seriously affected the cheaper-end market. So far we have had no real difficulty in low-end deliveries, but the situation is becoming more acute daily.

"Furs should be included in merchandise which is experiencing considerable activity due to holiday promotions. Fur jackets, especially white bunny and lapin styles, and neckpieces are conspicuous in orders. There were quite a number of requests for silver fox scarfs.

"In coats and suits, activity on Winter merchandise has simmered down to special orders. Retailers are working on small stocks, which consist principally of promotional groups. Coast and Southern stores are evincing interest in new Spring merchandise, especially suits for December and January promotions."

### Corporations Wound Up

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

Interior Finish Co., Saginaw.  
Springwells Dept. Store, Inc., Detroit.  
Grape Distributors' Exchange, Inc., Detroit.  
Cunningham Stoker Co., Detroit.  
Battle Creek Taxicab Co., Battle Creek.  
Barton Hills Motorbus Co., Detroit.  
Beyer Machine Co., Jackson.  
Grabon Oil Co., Detroit.  
Drs. Weiss Foot Comfort Specialties, Inc., Detroit.  
Goodyear Service, Inc., Detroit.  
Economy Tool Co., Detroit.  
Hyslop-Strange Hospital, Inc., Mt. Pleasant.  
Munger Realty Co., Detroit.  
National Parts Co., Inc., Lansing.  
Aqua Systems, Inc., Lansing.  
Hood Rubber Products Co., Inc., Detroit.  
K. & N. Penny Cafeteria, Inc., Detroit.  
New Castle Realty Co., Dearborn.

**ROWENA!**  
(SELF-RISING)  
**PANCAKE FLOUR**  
IS 'NIPOLAR' DEMAND!  
**VALLEY CITY MILLING CO.**  
Portland, Grand Rapids, Kalamazoo, Holland, Traverse City

## MEAT DEALER

### School of Meat Cookery Gains in Momentum

A new educational meat advertising campaign which is said to overshadow anything ever done previously along this line in all the history of the live-stock and meat industry was reported upon today by R. C. Pollock, general manager of the National Live Stock and Meat Board at the semi-annual meeting of that organization being held here. Charles D. Carey, well-known stockman of Chyenney, Wyo., and chairman of the Board presided.

The advertising campaign which is sponsored by the Board and leading newspapers, and financed by 4,500 retail meat dealers is now under way in three Eastern cities. Centered in Boston, Philadelphia, New York, and adjoining territories, it is reaching a population of more than 20,000,000 persons with the message of the value of meat in the diet. Each campaign is carefully mapped out for a full year. From every portion of this heavily populated area, the reports received show that the intensive effort is bringing excellent results. Impressed by the possibilities along this line retailers of Pittsburgh are backing a similar campaign which is expected to swing into action in that city the first of the year.

Taking up other phases of the Board's work, Mr. Pollock stated that the school of meat cookery program gains in momentum daily. Attendance is on the up grade. Schools held in 29 cities since the beginning of the fiscal year last July 1, have been attended by an average of 8,310 housewives per school. The 240,000 homemakers who have witnessed the demonstrations of the preparation of meat dishes, and have heard the lectures featuring the selection, preparation, and food value of meat spend approximately \$70,000,000 for food annually.

That new records have been set since July 1 in the meat merchandising activities of the Board was brought out. Lecture-demonstrations featuring modern meat cuts and meat-cutting methods, have been presented in 59 cities of 16 states, reaching 164,000 persons. Retail meat dealers display widespread interest, men of the trade from 601 cities being present at 49 meetings, many coming from 75 miles and more. Fifty demonstrations featured on high school assembly programs each reached from 500 to 3,000 students. Homemakers, service clubs, hotel and restaurant groups, etc., have also been contacted. Increasing interest of the homemaker in the subject of meat and meat cookery is responsible for increased activities by the Board in the field of home economics. The calls for service in this field come from every part of the nation. National organizations in the industrial, institutional, and professional fields are numbered among the many requests for lectures, demonstrations and literature on meat.

Activities in the field of nutrition are making it possible for the Board to give nation-wide dissemination to authoritative facts on meat's food value. Lectures before doctors, den-

tists, dietitians and laymen, educational exhibits at conventions of these groups, nutrition literature, etc., are telling the story of meat as a food to the Nation.

Reviewing the work under way in the Co-operative Meat Investigations project, Mr. Pollock pointed out that marked progress is being made in determining the factors contributing to differences in yield, quality and palatability in meat. This work, which was initiated by the Board, is being carried on in the pens, pastures, and laboratories of a large group of agricultural experiment stations and the U. S. Department of Agriculture. These studies are revealing facts helpful to consumers as well as to all branches of the industry, he pointed out.

Evidence of the constant and increasing demands upon the Board for literature on the subject of meat, is seen in the fact that since July 1, requests for material have poured in from over 700 cities and towns. New colored and illustrated Food Value charts are filling an important place in stressing the food value of meat. A new folder, "Ways to Use Economy Meats" is in extensive use by emergency relief and welfare organizations across the country. Meat merchandising manuals have been revised and reprinted for use by retailers in pushing meat sales. The new 1935 meat recipe book, featuring beef, veal, pork and lamb dishes will go into more than one million homes. More than a score of other types of meat publications go into circulation daily.

"Never in the history of the National Live Stock and Meat Board has there been evidenced such a whole-hearted response to the program under way," asserted Mr. Pollock. "The bigness of the live-stock and meat industry and its relation to human welfare is being recognized more and more; meat is being given its just dues as the center around which balanced meals are built. Especial mention should be made of the part taken by the nation's press in carrying this message of meat to all corners of the country. Without the co-operation of organizations and individuals, both within and outside the industry, the program in behalf of meat would not be possible."

### Price of Meat Affected by Buyers' Tastes

Housewives sometimes wonder why some choice cut of meat may cost them considerably more per pound than the live animal cost the packer.

There are two reasons for this. One is that each hundred pounds of animal will at best make only sixty or seventy pounds of meat; and the second is that as long as the great majority of housewives insistently prefer the same choice cuts of meat, other cuts must be sold below their real value—in fact, at any price they will bring—even though they may be just as wholesome and nutritious as the best.

Any dressmaker can tell you that it may take three yards of silk crepe to make a dress, although the owner of the dress is far less than three yards high. Some waste is unavoidable, the dressmaker will explain. And any packer can tell you that a hundred pounds of live animal will yield but

about fifty pounds of lamb; or about seventy pounds of pork, even including lard. The remainder, of course, is not entirely waste, since it can be manufactured into by-products in many cases—just as the dressmaker might conceivably make doll clothes also.

But the packer is primarily in the meat business, and if he is to stay in that business, and be able to meet his obligations for his live stock, supplies, payrolls, and other items of business expense, he must ordinarily get back from the sale of sixty pounds of dressed meat approximately as much as he has paid for the corresponding hundred pounds of live animal. That inevitably means that there shall be a spread between the price of live stock and the price of meat; but the difference is not a large one, and it represents a very real service to the retailer and the consumer—a service they would much prefer to pay for than to perform themselves.

In the second place, the situation where housewives concentrate much of their demand on a few choice cuts of meat, to the neglect at times of many more cuts just as wholesome, might be compared with that in a household where every member of the family wanted to work or play or study in the kitchen. There would be fights and spills and uproar around the cookstove, and silence and dust and cobwebs in the rest of the house; and if the habit spread to other families, contractors would have to start making their houses all kitchen.

Perhaps the farmer would like to start raising hogs that were all ham or bacon or pork chops, too; they would be easy for the packer to sell, and there would be no superfluous parts for him to try to dispose of. But, unfortunately, nobody has invented a hog with only two legs and no head or neck or feet; and even if someone did, this highbrow hog would starve to death instead of getting fat, because he couldn't even see or eat. But until that kind of a hog does come along, all the packer can do is to take him as he is, and sell the various cuts for what they will bring—hoping the income from the favored cuts will make up for what he ought to get, but can't, for those at present neglected. And on days when he can't even break even that way, all he can do is to keep hoping that housewives will some day buy meat for its nutrition instead of position, or dream that raising a hog to be all pork chops were as easily accomplishable as building a house, especially a house that would be all kitchen.

### Planning Menu for Christmas is Made Easier

True, some families have their own favorite menus for the different holidays, yet many more always dread those "big" dinners because they have no set menu, and scarcely know where to begin with the planning. It is for those that Inez S. Wilson, home economist, suggests holiday foods, some of them old and some of them new, but all are favorites.

In many families, the entire Christmas week is one of intense excitement.

The young folks are home from college, and are apt to bring friends in for a raid of the ice box at any time of the day. For those housewives who are likely to be called upon to serve refreshments on short notice throughout the week, Miss Willson suggests a whole baked ham. Of course, it should make its first appearance, dressed in all its glory for the Christmas dinner. Then it can be used sliced cold for sandwiches, or hastily prepared in dozens of attractive ways.

A very special way of preparing the baked ham is to use brown sugar and honey or maple syrup.

First, place the ham fat side up on a rack in an open roasting pan and let bake in a slow oven. For a ham weighing 10 pounds allow four hours, or twenty-five minutes per pound for baking; for a large ham, allow twenty minutes per pound; for a smaller one, allow thirty minutes per pound. Forty-five minutes before the ham is done, remove it from the oven, take off the rind and score the fat to form diamonds. Spread this with a mixture of honey or maple syrup and brown sugar, and return to the oven to finish cooking and brown the outside. It may be basted occasionally with honey or maple syrup. To serve, place it on a large platter, decorate with candied cherries and slip a paper frill over the shank bone. This paper frill may be made from a letter size piece of paper doubled and cut partially through from the doubled side in parallel slits.

Mashed sweet potatoes, buttered asparagus, cranberry salad, olives, and mince pie complete the dinner.

An old, old southern way of preparing sweet potatoes, and truly a favorite way, is mashing them and adding to each 3 cups of sweet potatoes,  $\frac{1}{4}$  cup hot cream,  $\frac{1}{2}$  cup walnut or pecan meats, and  $\frac{1}{4}$  cup peanut butter. These are then placed in a buttered casserole and heated in the oven until nicely browned on top.

In many homes, roast beef is always served on Christmas. If this is your choice, here is a hint or two for the roasting. Place it in the pan with the fat side up. This makes basting unnecessary for the fat melts during the roasting and trickles down over the meat, thus keeping it moist. The temperature for roasting should be very low, not higher than 350 deg. F. At the temperature of 350 deg. F., allow eighteen to twenty minutes to the pound for cooking a rare roast, twenty-two to twenty-five per pound for a medium, and twenty-seven to thirty minutes for a well-done roast. To serve, place on a hot platter and decorate with crisp parsley.

Adequate distribution of goods makes, unmakes — or remakes — all capital values!

Pushing others brings pull.

## 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.

### Speak the Farmer's Language

Some time ago Eddie Cantor wrote a book entitled "Yoo-hoo Prosperity!" The principal idea of the work was that prosperity was just around the corner, but Dr. Cantor couldn't find out which corner.

His book was priced at one dollar or a carload of wheat.

I don't know whether anyone actually bought the book for a carload of wheat, but I do know that back in 1931-32 many a distraught wheat farmer was tempted to offer a carload of wheat for practically anything, from a pet skunk to a folding bath tub, or even a book on prosperity.

One dollar for a carload of wheat was a merry quip burlesquing a situation that was tragic and real. Crop parities were at rocky bottom. So were farm buying and business.

Now the story has changed, and so have farm crop parities. Two years ago the farmer's dollar was worth about 44 cents. Now it is worth about 84 cents. Two years ago, corn, the greatest of American crops, was being dumped at 14 to 16 cents a bushel. Cotton dragged at four cents, and wheat limped along at 40 cents and thereabouts. Now corn is selling from 90 to 95 cents a bushel (74 to 76 in Chicago), wheat \$1.10 to \$1.15, middling cotton ranges from 12 to 13 cents a pound—on the sunny side of \$60 a bale. With minor zigzagging excepted, the general direction of crop prices is upward in almost all departments; grains, fruits, vegetables, poultry, and milk. And speaking broadly, farm prices are out-climbing industrial prices as farm buying power for 1934 rose 44 per cent. over its total for 1933.

Farm buying is getting back to old and proved ratios. Those of us who can remember back of the upsetting and tumultuous 'twenties, remember when a dollar a bushel for wheat, 50 cents for corn, and 10 cents a pound for cotton were the proved and staple prices, the real bases for farm buying and prosperity.

Agriculturally speaking, those were also days of commodity buying. Two bushels of wheat bought a pair of shoes; a fat hen bought a new hat, a wagonload of corn a new suit. These parities were specific and tangible. They were business getters and builders. A good farmer could budget his crops even before harvests were sold.

Speaking as a farmer and an interested onlooker, it seems to me that the time is again ripe to sell to farmers in terms of restored parities and of commodity values. I am not exhorting a return to barter. But I am suggesting commodity salesmanship.

As a first why not? I suggest a wheat window. A bushel of wheat, preferably locally grown, should be the center of interest. The sample might

well be tagged with a card, stating variety and grower's name. About the bushel of wheat could be attractively grouped a display of tools, farm and household hardware, utensils, china ware, and various and sundry items that can be bought for the price of a bushel of wheat, i.e., \$1.10, or the current local price.

The idea should hold excellent possibilities for related selling and assortment selling.

Items featured as buyable for the price of a bushel of wheat would, of course, vary with season and type and trends in local trade. But hundreds of staples and notions in hardware and furnishing lines might be grouped and displayed at the exact or approximate price of a bushel of wheat.

Other great crops would hold as great or greater opportunity for display selling in terms of commodity. A window display centering about a bale of cotton might include excellent oil ranges, refrigerators, dining sets, chair sets, table services, beds, and innumerable articles of household and staple hardware and farm equipment, all buyable at exactly or approximately the current farm price of a bale of cotton.

Apples, potatoes, oranges, grapes, butter, wool and many other crops of outstanding importance in your farm trade territory might respond to commodity display. The display would provide excellent advertising for the grower. It would interest the country public particularly, the town public generally, and would play to the old-time country fair rule that good produce is always good display. And it would be in keeping with the nationwide truth that farmers are buying again, and the great old business maxim that tells us it's the farm dollar that turns the wheels of prosperity.

If the window display proved a business builder, then the idea might profitably be applied to country newspaper advertising and to direct mail advertising.

Finally, I should like to make a suggestion as to statement of produce prices. These should be locally accurate. The quotations herein quoted on corn and wheat, for example, are taken from the New York exchanges, Chicago, Kansas City, Minneapolis, etc., prices are lower.

And the display quotation should be the farmer's price, at the time of display.

Chas. M. Wilson.

### China and Glass Sales Mount

Calls for replacement goods swamped the wholesale glass and chinaware markets this week as retailers attempted to replace stocks reduced by the most active consumer purchasing witnessed here in three years. Stores in the metropolitan area Saturday did the largest single day's volume on china and glass since 1931 and buying so far this week has been 10 to 33 per cent. above average. Producers, who are striving to complete shipments on goods ordered early in the Fall, were unable to assure delivery on current reorders. The demand for merchandise includes all price ranges in both china and glassware.

## HARDWARE RETAILING

### Many Methods By Which It May Be Improved

Prior to 1910, hardware retailing consisted primarily of being alert and intelligent as to the requirements of the shopping area, and then being smart enough to know where to buy and at what price to buy them, lay in an enormous stock and control the market.

Hardware stores in the latter part of the last century and the first ten or fifteen years of this century were primarily successful because they were good purchasing agents. Merchandising was an unknown factor. Display was thought to be a giddy, silly idea of some of the big town merchants. Cleanliness was never considered, and the ease of shopping was something that never concerned the hardware merchant. The old hardware merchant used to be proud to know that he could put his merchandise anywhere, have it in most any condition and charge most any price for it as he knew the public would have to come to him and would take it away from him—he was right then; but what a difference there is today!

Competition started to affect the hardware retailer when national mail orders houses sent out their attractive sales compelling and interesting catalogs, the beautiful pictures and the vivid descriptions of the merchandise, enthralling the gullible public and farmers who wanted the thrill of buying their hardware, housewares and wearing apparel from the big city. Then the hardware dealers got worried and they got mad, but what did they do? Nothing—which has been their most consistent performance from the beginning of hardware retailing up to the present. They didn't realize that the public was weaned away from them.

Now we will skip over a broad expanse of time and come down to practically the present—let's look at the average city or community and we find hardware store merchandise being sold by more merchants than have perhaps attempted to steal other lines from their fellow merchants. We find hardware competition now includes mail order chain stores, national chain stores, dollar stores, department stores, drug stores, grocery stores, malt shops, furniture stores, electric shops, radio shops and then we have the additional merchandising hazard in places of public utility companies reported to be selling without regard to profit, gas and electric major appliances. Then we look around us and study the effort made by the circulation managers of newspapers, magazines, etc., and we find that they are using as prizes for circulation campaigns more hardware and housewares items than any other line of business or merchandise.

The old trading stamp racket seems to bob up occasionally, and we find trading stamps and makers of canned cream, coffee and other foodstuffs, urging public to save their labels and after they get ten million or more, to send for the catalog of premiums—when they study the premium list, it consists

mostly of hardware store items. Then the direct sale from house to house canvassers and organizations who thought they could take their merchandise to the public at their homes developed a new phase of merchandise handicap. We find that 75 per cent. of the merchandise so offered is hardware store merchandise.

Later we find our National Government employees and the employees of our States, counties and cities, particularly in the larger centers, who organize for the apparent purpose of protecting their salaries, and for perhaps some very cheap mutual insurance policy, or free hospitalization when they are ill, whose organizers and secretaries find the greatest drawing power for paid membership in employee groups to be the offer to purchase for them at wholesale their personal household requirements. The writer has seen dozens of pamphlets and mimeographed catalog sheets put out by employees, associations featuring 90 per cent. hardware store items.

Some marvelous co-operative producing and distributing groups having a basic marvelous idea and function have grown into enormous proportions in the State of California, and undoubtedly their influence and purposes have been reflected in other states and regions, referring to such eminent organizations as the Farm Bureau, the Walnut Growers' and Fruit Growers' Associations. Yet the organizers and officials of these groups which have produced such marvelous help, aid, counsel and remuneration to its members, have found it necessary to hold their membership together by offering them an additional inducement. What is this inducement? Nothing but a further handicap to the hardware retailer because the members of these groups can buy all of their agricultural implements, supply parts, lubricants, oils, gasoline, tires and batteries, insecticides, etc., and even their household and house furnishings, at wholesale.

Then add to this situation the fact that most of our hardware jobbers find it most interesting and perhaps profitable to sell at wholesale prices those nervous persons who find out where the jobbers are located, and through a friend who has a friend that knows a friend their requirements are filled. How these retail customers enjoy and use the privilege of buying their tools, implements, accessories, supplies and housewares at wholesale prices through our jobbers!

From a perusal of the foregoing, perhaps it will indicate to you that we must be selling important necessities. Yes, that is the secret of the whole thing, we are in an important business selling, for the most part absolute natural human requirements. That's why our business has induced so many unfamiliar with it to embark upon the selling of hardware and housewares.

From the standpoint of a metropolitan area modern hardware store, it seems appalling that most of these dealers were negligent in not taking on many new lines years ago, that were offered them because they were articles of merchandise and supplies that would

naturally be sought for in a hardware store.

Years ago the hardware retailer had the gas stove and gas heater business right in his lap. I am afraid they were rather careless in not meeting competitive prices and demand of the public; then suddenly the furniture stores became active and, with the aid of department stores, have stolen a large percentage of the gas stove business from the hardware retailers.

When household electrical lamp socket appliances were first introduced, they were handled by electric jobbers who wanted to keep this merchandise in the electrical field and refused to sell hardware dealers. After the average electrical contractor-dealer so miserably failed as a merchant, then the manufacturers of these goods sought the hardware jobber, who wasn't any too alert in accepting the task of distributing such appliances through the hardware retailer, but finally our jobbers did take the line on. Then, too, many hardware retailers felt that they shouldn't take on new lines that had to be pioneered.

Right here is one of the hardware retailer's weaknesses—he is prone to let someone else pioneer a line and create a demand, and when the demand is apparent, he wants everyone to get out of the business so that he can enjoy the fruits of someone else's endeavors, and he is annoyed when the others won't go out of business. To-day the electrical household lamp socket appliance business should be in the absolute control of the hardware retailer, yet he sells less, nationally, than 20 per cent. of the demand. Then he looks around and finds that drug stores and department stores are selling quite a few and that the prices are so much lower than the hardware retailer can sell at. Unfortunately, most drug stores are better druggists than they are buyers of household goods; therefore they would sacrifice the public's interest in quality to a very serious extent.

What must the hardware retailer himself do to regain the most important factor that will determine his future? First, let us analyze this fact: The hardware retailer needs, more than anything else to-day, a renewal of public confidence. As to the means of regaining this confidence, perhaps some of the following suggestions might serve:

Poor window displays and lack of sufficient window display, which is an inherent failing of hardware retailing. Inadequate and unsuitable illumination of windows and stores is most apparent and requires a decided improvement. Poor purchasing judgment is often apparent to the keen merchandising analyst who so often finds the type of merchandise selected by the hardware store entirely out of line with the environment and personnel of the community or buying radius of certain dealers. A retail hardware store, to be a success, should be conducted on the basis that, after all, it is but a purchasing agent of the community's requirements. Later developments in merchandise display have shown a tremendous improvement in that the modern open table display, with bins,

shows a price ticket for every article.

I wish every hardware retailer would discontinue, absolutely, the further use of any hardware jobber's price tags that are furnished so graciously by the jobbers, and which show the name of the jobber, the address and the caption "Wholesale Only." I fully realize that the jobbers never intended these free price tickets should be used to your detriment. But consider the psychology of a customer entering your store, looking at merchandise and finding thereon a price ticket indicating that you purchased this merchandise from a certain wholesale house. There is prevalent in the United States to-day the most devastating national "plague" in our history. This epidemic is commonly called "Let's Buy It at Wholesale."

Your average customer—man or woman—is pretty smart, at least along these lines. Customers note the name of the jobber (which should be unknown to them), take a mental or physical note of same and go looking for a neighbor, a friend, or a relative who, through a chain of friendships, can locate someone who has a buying connection with said jobber and, of course, the retail consumer gets his personal home requirements from some jobber.

My suggestion is to throw every hardware jobber's price ticket in the incinerator and buy your own. Better yet—have your name on them, and let the tag remain on the merchandise, so that when it reaches home, it is a further advertisement for you.

New goods, lines and improvements, particularly those nationally advertised in magazines or by radio, are not found in sufficient quantity or soon enough in the average hardware merchant's store. This fault may not be entirely the hardware merchant's, as undoubtedly our usual source of supply, namely, the hardware jobber, is not too alert in getting these new lines in stock to offer the merchants. The fact still remains that many merchants are asked to buy even samples of the new lines and still do not comply, with the result that the public, not finding such merchandise in the average hardware merchant's store, is fast losing interest in him and looking to other, more alert types of outlets where it finds this merchandise.

Store personality is actually the atmosphere and environment—its attractiveness both inside and outside and its type and mode of display of merchandise, and the ease, comfort and modernization affecting and pleasing the customer. In too many instances and as an average, the hardware merchant has not kept pace with other merchandising crafts in his own community or city. The public is attracted by the store personality and, believe it or not, people are looking for it to-day more than ever. If a hardware merchant would analyze where and why he and his family favor certain stores in his community, he would readily appreciate the fact that his own analysis is oftentimes similar to the public's analysis of his and competitive stores.

The store personnel among hardware merchants is lacking, in average, in adequate service, courtesy and aid to

the customers. Mr. and Mrs. Public of to-day, with real money to spend, are very exacting and demand more service and consideration than they have ever expected heretofore. The public is very choosy and, in fact, snooty. If a hardware merchant finds his store traffic falling off and many old and familiar faces missing in his customer traffic, he had better analyze this particular phase of his business and service as against his worst competition, namely, chain stores and mail order chains. He has a decided advantage over them because the hardware store salesmen (and they should be salesmen instead of clerks) must spend many years of apprenticeship, learning his merchandise, and they become quite expert. They understand, or should understand, the material that every product is made of, its advantages over competitive cheaper lines, the true and complete function, need and requirement of everyone of the countless thousands of pieces of merchandise making up the average hardware store stock.

The customer entering most chain stores finds poorly paid, below the average clerks who have spent little, if any, time in their present work and who know little, if anything, about the merchandise other than to be alert, to wait on the customer, to have the merchandise out where the customer can see it and handle it, so have a price on every piece of merchandise, and then put it up and hand it to the customer. Certainly the public can get more accurate, dependable information and help from a hardware store salesman, but this must be coupled with a pleasing attitude, smiling happy faces, a very decided and evident desire to please and satisfy, plus an enormous amount of courtesy and consideration. This, in time, will build up a great public confidence and interest.

The appearance of the store staff, including salesmen, clerks, bookkeepers, stock men, delivery men is also very important. The writer has had quite an obsession for many years on this point and still believes that the day is not far distant when it will be a standing rule in all hardware stores that the salesmen will be obliged to wear their coats, or preferably a smock with a wrap-around belt. The most appalling sight in a hardware store is to see a man come out to wait on a customer in the front of the store with perhaps dirty overalls and an equally dirty sweater, or still worse, a dirty white shirt or an atrocious blue work shirt. Chain stores dealing in general merchandise, have recognized the necessity of standardizing their sales clerks, and in a great many cases uniform them in smocks. The new super food, meat markets and vegetable markets have utilized this to the greatest extent.

It is always more desirable to a customer purchasing food, meat or vegetables, to see a clean, standard garb or uniform on the clerks, because it produces a satisfactory effect of sanitation and cleanliness. Of course, the old hardware man will complain that he is not going to turn "sissy" and wear any smock or expect to be too clean when

he has to handle bolts, chains, paints and oils and all of those non-profitable bread and butter items that used to be the hardware store's principle sale, and to-day, for the most part, represent his principal merchandising hazard and item of profitless merchandising.

So many outstanding and modern hardware stores have made a success of specialty salesmen, or regular men in their organization specially trained and educated, who have produced a remarkable volume and profit in the sale of gas ranges of the better type, and such other important departments and items as electric washers, vacuum cleaners, electric refrigerators and radio receiving sets. Any item or article that is essentially a household utility or necessity, should find its principal demand and sale in a hardware store; but if the hardware dealer does not accept this type of merchandise and open his heart and mind to it, this will produce other types of merchants even perhaps unknown to us to-day, who will buy, exhibit and sell this type of merchandise. The public wants it and is buying it. Unfortunately, up to the present, not enough of this sales volume has been coming to the hardware merchant.

Our greatest competition lies in chain stores, national mail order houses, dollar stores—all highly organized—whose merchandising directors receive large compensation, and justify it because of their minute study and analysis of the trend of the public demand, the price levels, and watching national advertising in magazines, newspapers, radio broadcast advertising and all types of local competitors' advertising.

How then, can the "lone wolf merchant" in the hardware field expect to compete against such strongly organized, efficient national organizations, unless he too, individually and with his fellow local hardware merchants and with all the other hardware merchants in his state, give support to, both morally and financially, their own trade association so as to authorize and demand the compilation of such figures and the dissemination of same. Then each and every member may receive such valuable data, give it personal study and attention, and act co-operatively and quickly upon the suggestions, warnings and advice so produced.

Time payment sales or conditional sales contracts have worried, unnecessarily, too many hardware merchants. This type of merchandising is growing, but it is not hazardous. The public demands it and is interested in buying much merchandise on deferred payments, and Mr. Hardware Merchant must put himself in a position to supply such service to his trade.

Consumer and public advertising to interest them in the hardware store and its merchandise and prices, plus its service, has been quite inadequate. This is perhaps one of the most serious shortcomings of the average hardware merchant of to-day. You must advertise to keep your name, your address, your type of business and the merchandise you sell before the eyes of and in the minds of the public that you

(Continued on Third Cover Page)

## HOTEL DEPARTMENT

### The Psychology of the Front Office

In this article it is my purpose to touch only upon some of the high spots of this subject, as I realize that if I were to treat it in the manner of its scope it would require more space than could be allotted to me. The subject of applied psychology as related to the front office is a subject of keen interest, not only to the office clerk, but to the manager as well.

The hotel industry, like every other well established business, is maintained and operated upon a systematic understanding of the underlying principles of business psychology.

To begin with one of the greatest essential qualifications of a successful operator or clerk is the ability to assimilate courtesy, geniality and a working sympathetic understanding of human nature and its needs.

There was a time when hotel operators and clerks maintained an attitude of "take it or leave it," but in these days of keen competition the attitude of the industry and employe has changed. To-day the front office man and operator are students of applied psychology; they are devoting their energies to please and build up a constructive clientele of satisfied guests. This idea suggests the principle of salesmanship and, after all, what is the front office man or the operator but a salesman? Some great bard has said "know thyself." Can it not be said that this principle is applicable to the hotel industry? A successful employe must be sold on his own ability before he can hope to convey the sincerity of the thing he has to sell to his prospective customer. Many a person entering your hotel for the first time feels a sort of timidity; he or she is keen of the observations and criticisms of the hotel seat warmer as well as the attitude of the reception he or she may receive from the room clerk or manager.

If the clerk or manager is a student of human nature he will be quick to allay these misgivings of his guest; he will know when it is wisdom to speak and when it behooves him to be still. It may be true that your competitor may have a newer hotel; his rooms may possibly be a trifle better furnished; he may be able to offer a few inducements that you are unable to give, but I maintain that if a manager or clerk is thoroughly sold on himself and his house; if he applies the psychology of real salesmanship, he will have no difficulty in making of his guest a satisfied customer who will in turn become a booster for his hotel.

Again, I believe it is possible for a person in the hotel industry to go through life without ever discovering himself or the value of the meaning of the word "service." The worst deceived persons are those who hypnotize themselves into the belief that they are really accomplishing things because they have learned to do their work more mechanically than mentally. By this I mean that many a man has failed because of his lack of ingenuity, his dislike of long hours, his unwillingness

to pay the price that will eventually bring success. Many an employer has failed because of his lack of appreciation of the service rendered by his employe. If an employer is desirous of securing the best service possible out of his front office man, then he, too, must be alert to the fact that the same psychology he expects of his clerk in maintaining and building trade is to be exercised on his part by appreciating the latent talents of his employes. When these qualities, Mr. Employer, are discovered or encouraged, if the employer will aid his employe to use them by giving him tasks that require mental as well as physical effort beyond that which is normally expected of him, then I think I can safely say without fear of contradiction that the effort thus expended will result in increased receipts at the end of the month.

Hotels will make money, guests will be entertained and feel a sense of comfort as the mental and physical qualifications of the front office man are developed. Even the small hotel keeper should know, in these competitive days, he must give something more than superficial service if he is to make real friends for his hotel. Cordiality, sympathy and good will are his best stock-in-trade.

To succeed one must pay the price; lay hold of every opportunity to make of himself an indispensable employe, and I am sure the rewards will be forthcoming.

Now a final word to the operator: Treat your front office man with respect, if he is worthy. Encourage him by counselling him, rather than to build up the morale of your organization by appealing to fear, which is what you do when you merely demand instant compliance with all of your orders. A few words of encouragement directed to your employe, appealing to those qualities of loyalty, will cultivate habits of prompt response and intelligent co-operation.

To the office man: Make the best of every opportunity that comes your way. Learn the value of a silent tongue when trying situations arise. Be "Johnnie on the spot." Cultivate a pleasing disposition and treat your guests with diplomacy, courtesy and friendliness and you will find that the efforts will be appreciated, if your employer is half human.

W. F. Chase.

### No Mass Production Seen

There is to be no "mass production" of new municipal lighting plants throughout the country with the use of Federal funds, White House spokesmen are said quietly to be advising business interests.

At the same time it is indicated that there has been overemphasis placed upon the controversy over the constitutionality of the TVA law as influencing President Roosevelt to advocate additional construction everywhere.

Observers here are of the opinion that the President wants it known that plants can be built with Federal money if warranted, but resort to such a measure would

be had only where it is impossible to come to terms with the utility company as to "reasonable" rates to consumers—Government and private.

### Slip it in Sideways

Rastus was sent to the general store. "My boss," he said to the clerk, "wants a pane o' glass nine by 'leven."

"Hain't got none that size, Rastus," said the joking clerk, "but will a 'leven by nine pane do?"

### Store, Office and Restaurant Equipment

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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

"I'll try 'er," replied Rastus; "mabbe if we slip 'er in sideways nobody'll notice it."

Be wiser than other people if you can, but do not tell them so.

## An Entire City Block of Hospitality



### Have You Seen Our New

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750 ROOMS \$2 UP

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RATES—\$1 up without bath.  
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CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO  
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### THE REED INN

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

### Park Place Hotel

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Rates Reasonable—Service Superb  
Location Admirable  
GEO. ANDERSON, Mgr.  
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### New Hotel Elliott

STURGIS, MICH.

50 Baths 50 Running Water  
European  
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### Occidental Hotel

FIRE PROOF  
CENTRALLY LOCATED

Rates \$2.00 and up  
EDWARD R. SWETT, Mgr.  
Muskegon Michigan



### Lines of Interest to Grand Rapids Council

The asinity of high speed driving on our trunk lines has again been demonstrated in the death of Dr. and Mrs. Wilkinson and Mrs. Wilkinson's mother, Mrs. Morrow, which occurred last week on M 12, just East of Paw Paw. High speed contributed to the death of three people and injury to others but the failure to observe the laws of our highways was the direct cause of the accident. Our state traffic laws strictly forbid passing cars on curves or hills yet one may observe infraction of these laws every day on our main traveled roads. Dr. Wilkinson attempted to pass another car on a hill and met a buss head on as he reached the crest of the hill. The impact was so terrific that the engine was torn from the chassis of the Doctor's car and the occupants were terribly mangled. Other drivers who observed the speeding coupe estimated its speed at near 70 miles per hour. Another tragedy was narrowly averted when another car traveling at high speed topped the hill and was driven out through a field to avoid crashing into the crowd that had gathered at the scene of the accident. It is becoming convincing to the public that it will soon be necessary to have laws prohibiting excessive speed on trunk lines and a proper patrol system to take into custody those who violate the laws as enacted. It is becoming unsafe for the moderate and careful driver to be on our heavy traffic lanes because of the addle-brained drivers who defy death and destruction by using a heavy foot on the throttles of the powerful and speedy cars of today. It is apparent that care or curfew must predominate if safety is to be guaranteed the travelers on our highways.

An English newspaper says that American films have been tried and found wanton.

The insatiable desire of mankind to destroy that which nature has bestowed upon the face of the earth never ceases and it apparently increases with each generation. We should all be thankful for the privilege of the Yuletide and be filled with the spirit of good fellowship during this period but, is it not possible to show our respect for this occasion in ways that would not call for the wanton destruction of the clothing with which nature clothes the earth? Would Christ countenance the wilful destruction of thousands of little trees could He be among us in person? Would He sanction this murder of the youth of our disappearing forests upon which to hang gifts that are but empty symbols of the real reason of Christmas. We believe His teachings should deter this practice of destruction among the Christian people. One may visit any city or town in the land before the dawn of Christmas Day and see thousands of little firs, pines, cedars and hemlocks offered for

sale and after that their little skeletons lying on the dumps and in backyards. The National government is spending millions for reforestation, millions to stop erosion and wasting of hillsides and fields and yet nearly as many little trees fall victims of the axe every year as are planted to preserve our timber area. In our opinion our Government should pass laws that would deal harshly with those who dared touch a little evergreen for reasons other than transplanting. The law should reach out so far as to deal with any individual who might have one in his possession during the Yuletide. The amount of money secured through the sale of Xmas trees is but a drop to the inestimable damage that is done to the reforestation projects that are in operation. Stop the commercializing of our young trees and an industry to furnish synthetic Xmas trees will spring up to care for the demand and will aid the employment situation as well. We hold that it is unchristian like to wantonly destroy in order to commemorate the birth of the Christ Child and that God in heaven looks down upon us with disfavor when we destroy his handiwork.

The wife says she would rather have a poke in the nose if I thought it up myself that a diamond necklace she had to ask for.

There is a noticeable hum and stir among the automobile dealers these days. The new models with all the new do-jiggers and gadgets are arriving and are going on preliminary inspection before the big parade in the Auditorium Jan. 8 to 12. The dealers and salesmen all feel optimistic as to the results to be expected in 1935. The past year was quite satisfactory and it is the belief that 1935 will be much better. Now and then you may observe a flirty creation but generally the bigger manufacturers are holding their lines to a conservative design. The buying public is not ready for the freakish designs and they will confine their buying to the more conservative creation. The trend toward greater horsepower, length and roominess is quite noticeable. Automotive engineers are not overlooking the fact that car purchasers have an economy complex so they are building economy as well as comfort into the new models. The industry is getting ready for one of the biggest years in its history.

Very few people go to a doctor when they have a cold. They go to a theatre instead.

Mr. and Mrs. Frank Holman will move their household goods to Detroit on Dec. 27. They will reside on Mark Twain avenue which is just off Grand River avenue. Their many friends wish them every success in their new home.

Selby Miller, who claims he has driven a million miles without a single accident, had his record broken last week when he skidded on a slippery street and tipped over. He had made a long drive from out state and the journey was made without incident until he was within a short block of his home. Nothing serious resulted except a pair of black eyes for Selby.

Jack Laramy, of the Michigan Lithographing Co., suffered a broken bone in his right wrist when he slipped on an icy walk in Muskegon last week. Jack has been an active worker and member of the Travelers Protective Association for many years and will now have a chance to collect for his injuries. Jack is on the Board of National Directors of the Association. The Council wishes him a speedy recovery.

Barend DeGraaf, aged 76, passed away at his home, 750 Lake drive, Dec. 15. His funeral was held from the residence Tuesday, Dec. 18, with Rev. Edw. P. Downey and Rev. J. Vander Meulen in charge of the services. He was a member of York Lodge, F. & A. M., and a former member of Grand Rapids Council. He traveled several years for the furniture industry and then engaged in the contracting and building trade until his retirement a few years ago.

Dr. Bolender and family, of Detroit, spent Xmas with Mrs. Bolender's parents, Mr. and Mrs. H. R. Bradfield, of Lake drive.

Counselor Charles E. Fink, 216 East Fulton street, is spending the holidays with his daughter and grandson at Schenectady, N. Y. He will return about Jan. 10.

Chester Nash and family, of Pontiac, sent Xmas with Mr. and Mrs. Harry Nash, of 547 Fuller street. Chester and Harry are no relation to Charlie Nash.

We wish all of our friends a very happy and prosperous 1935.

Notgniklip.

### Events In Detroit Council No. 9

Snow, ice, slippery and we slide. Fun it is and such delights do we have. It is the Spirit of Christmas. And with that magnanimity of heart and spirit of charity Detroit Council No. 9 gave a Christmas party to about fifty poor children. A real Santa Claus gave a gift to each and delighted every boy and girl by his kindly manner. The Farm Maid Ice Cream Co., in the spirit of the times, donated the ice cream for all. Some kind woman donated the cakes and goodies. Laughter and delighted glee among the kiddies made the scene one of "Peace on earth, good will toward men." A stocking for every child, filled to the brim, made them even more glad for when they reached home there was something to share with mamma or daddy.

And where did we have this party? It was in the beautiful and nicely appointed home of Mr. and Mrs. Stanley P. Ecclestone. And such hospitality did we have—the genuine, that our hosts know well how to give.

Mr. and Mrs. Harry Carrier, who are professional magicians, made the sides of the kiddies split with glee and our members and our ladies doubled with laughter.

Christmas is certainly here. Yes, Christmas with delight and real U.C.T. cheer. Wigstaff.

Five great enemies of peace inhabit with us—avarice, ambition, envy, anger and pride; if these were to be banished we should infallibly enjoy perpetual peace.

We weaken when we exaggerate.

### Items From the Cloverland of Michigan

Sault Ste. Marie, Dec. 24—Christmas brought much cheer to this community. The merchants all report an increase over last year and our postmaster reported that over forty tons of Christmas mail was handled during last week. We congratulate our postmaster for the excellent service rendered. All the mail was promptly delivered and the extra help at the window made it possible to make sending a pleasure, as there was very little waiting in the lines.

As sunshine and rain make plants flourish and bloom, so industry and intelligence make many a business yield profit and pleasure to all connected with it.

The total freight tonnage passing through the ship canals here in the last year nearly doubled the 1932 tonnage when the lowest figures in thirty-five years were registered. Figures just released for the tonnage in 1934 show a gain over 1933 of nearly 2,000,000 tons. The total freight locked through here in 1934 amounts to 42,248,132 tons. This 5 per cent. increase is a trend in the right direction and it shows that business is gradually improving in the Great Lakes area. In 1887 the tonnage locked through the old Weitzel lock was but 5,494,649 tons. There was a healthy growth, but business did not show a total as big as 1934 until 1905. Two years traffic were in excess of 90,000,000 tons and for the ten year period before 1931 the average tonnage locked through was more than 78,000,000 tons. We have a good way to go yet to return to this ten year average. We are headed right and 1935 should show another healthy increase. We have here the world's busiest canals. The further needs will make necessary another lock and in the near future we may read of detailed plans for modernization of the Wietzel lock, which was built in the years from 1870 to 1881.

A friend remarked: "See that man over there? He is worth a million dollars. To look at him you would not think it. He cares nothing for personal appearance, nor the pleasure of living, and he never gives a dollar to charity. And yet he is worth a million dollars." I answered, "You mean he has a million dollars. He is not worth thirty cents."

Looking forward to one of the greatest tourist businesses of its career and looking back on a year of capacity crowds, Blaney Park announces that workmen have been engaged on the improvement of buildings in the Blaney group. Cottages are being rebuilt with closed in porches. All buildings are being reshingled and re-sided. This work will continue through the winter months until completed. Bear Creek Lodge, which heretofore had been kept open all the year, will be closed for the winter months and many of the rooms will be decorated. The entire staff, which has become so well and favorably known to guests from all over the country, will be kept intact and used in other units of the business, such as the store, service station, and game refuge, until Blaney Park is again opened in the spring.

When a man loses interest in the worth while things of life he is just as dead as he will ever be.

W. G. Tapert.

That is what makes science a real adventure—you can reason and prophesy certain things before you make your experiment, but in the middle of it you may stumble on to something just as unexpected as the islands which stopped Columbus on his journey to the Far East.

Experience is a dear school, but fools will learn in no other.—Benjamin Franklin.

## 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.

### Improve Writing on Prescriptions

Some years ago a friend of mine showed me a prescription written by a German doctor. I could not read it. Neither my friend nor his two licensed pharmacists could read it.

He explained to us that one of his customers was in the habit of going to Germany every summer, and on his last visit had had occasion to consult an eye specialist. Before leaving Germany, he requested an extra prescription that he might take with him and have filled in this country if necessary. We were all perplexed, and imagined that the prescription might call for some drug or other that was not common in this country.

Finally one of us thought of examining it with a magnifying glass, and, knowing that it was written by an eye specialist, could make out the directions that it was to be used as drops for the eyes. Bearing this in mind it became obvious that it called for a weak solution of cocaine hydro-chloride.

After we all looked at the prescription several times under the glass and then several times without it, we came to the conclusion that after all it was quite legible. We all felt quite as much to blame as the physician who wrote the prescription.

The fact that it was written abroad had led us astray. We had not approached it with an open mind. We might have deciphered it more easily, but we were looking for something that must be out of the ordinary, something a little different.

That, perhaps, was the most illegible prescription I have ever seen and it is mere coincidence that it came out of Germany for in a recent news dispatch we find that sick-fund officials have complained to the Nazi government about physicians writing prescriptions so illegibly that pharmacists have difficulty in reading them. The new despatch further tells us that the Nazi government has issued a general order to physicians to improve their handwriting.

Physicians' handwriting in America cannot be as bad as in Germany for, in this era of government regulation, no such similar edict has been necessary. However, The National Drug Store Survey shows that of the prescriptions

studied 3.13 per cent. registered "poor legibility" and 76 per cent. were recorded as "fair."

We know that most pharmacies depend quite largely on a small number of physicians for at least half their prescription business—the balance being written by the occasional physician. The pharmacist becomes accustomed to reading the prescriptions of a few doctors and becomes familiar with their manner of writing.

To a pharmacist in a different locality and accustomed to different sets of handwriting, these same prescriptions might seem "illegible," whereas the first pharmacist would most likely judge them "legible." I do not wish to criticize the National Drug Store Survey but we are not told what constituted "poor legibility" and "fair."

It is apparent that what is legible to one man may be quite illegible to another and vice-versa. And, in the case of the survey, were the judges Department of Commerce men, who by training are not schooled in prescription writing, or were they the pharmacists in the stores studied?

It occurs to me that the pharmacist should practice reading different kinds of handwriting just as much as the physician should practice writing more legibly. I believe that it is part of the pharmacist's business to be able to read all manner and kind of prescriptions. I do not mean by this that no heed should therefore be given to the legibility of his handwriting by the physician; but rather I wish to impress the pharmacist with the necessity for retaining the good will of his leading physicians by rendering maximum service.

It is desirable that the pharmacist should cultivate the patronage of additional physicians. If, on receipt of the second or third prescription from such a physician, the pharmacist be forced to admit his inability to read the handwriting, then the pharmacist's business would suffer.

The legibility of physicians' prescriptions, nevertheless, is not to be taken lightly. It is an important point because mistakes have been made, due partially to illegible writing and partially to the pharmacist's inability to decipher a physician's writing with which he is not familiar.

Let us not place the blame for these mistakes directly on the shoulders of either. The fact remains, however, that sixty-five per cent of all prescriptions studied by the survey called for more than one ingredient and we must therefore realize that the busy physician will continue to write his prescriptions. The question of legibility is one that can be readily discussed in the ever increasing get-togethers of physicians and pharmacists.

Another angle which we must also think of is, how much writing does a physician do? He very likely never writes letters in long-hand unless they be personal ones. His nurse types all business correspondence. About the only time the physician writes in long-hand is when he writes a prescription or signs a check.

The same is true of many of us. Since the typewriter has become a

practical necessity in the drug store, how much writing in long-hand does the average pharmacist do? Would your writing be called "illegible" or "fair"? I admit that mine would be judged in one or the other of these categories.

Let us be tolerant of the physician's handwriting and do our utmost to decipher it, even when we think the physician could improve it. The pharmacist is a co-worker with the physician. We should be slow to find serious fault with him.

We cannot make physicians excellent writers by government decree as the Nazi are attempting to do. We can educate, but we cannot force people to do things by legislation. Legislation follows education.

The Volstead Act was the crowning example of an attempt to educate by legislation and we all know the result. By education and tolerance we can do wonders. The only way we can get physicians to become better writers is to know them personally through

our work so that we can, in a polite way, ask their greater co-operation.—Henry S. Johnson.

### Demanding NRA Probe

Opponents of the principles of industrial codes of fair competition will not be satisfied with mere revision of the present law, even as outlined, showing a tendency to give business the kind of a law most desired, it is indicated.

The co-operation of Senators who are against any setting aside of the anti-trust laws has been assured in the campaign looking to Congressional investigation of code operation to date.

If a special investigation is denied these interests, it is said, an effort will be made to accomplish the same results through the medium of the public hearings that would undoubtedly be held as an incident to the consideration of recovery law revision.

Clock-watchers lose out in time.

## Putnam's Valentine Candies

Junior Valentine Ass'tm't, 10 lb.  
 Little Cream Hearts  
 Twin Cream Hearts  
 Panned Red Hearts

Gypsy Hearts, Small Motto  
 Cupid Hearts, Medium Motto  
 Fluted Hearts, Large Motto  
 Penny Choc. M. M. Eggs, 120

### ALSO OTHER SPECIALTY ITEMS

Order From Your Jobber

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

# Happy New Year

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

## WHOLESALE DRUG PRICE CURRENT

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

[illegible]

## 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
Spring Lamb—1c	Compound in Tubs—1/2c
Good Lamb—1c	Prepared Prunes—10c
Pork Loin—2c	Canned Strawberries—15c
Pork Shoulders—1c	Red Kidney Beans—5c
Pork Neck Bones—1c	Baker's Chocolate—5c
Pure Lard in Tierces—1/2c	Pecans—10c
Compound in Tierces—1/2c	

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. 10..... 1 60
Quaker, 32 oz.—2 10	Corn Flakes, No. 124—2 65	
	Pep, No. 224..... 1 25	
	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	
	Instant Postum, 1 oz.—1 10	
	All Bran, 16 oz.—2 30	
	All Bran, 8 oz.—2 75	
	Whole Wheat Fla., 24s—2 40	
	Whole Wheat B's, 24s—2 31	
	Wheat Krispies, 24s—2 40	
	Post Brands	
	Grapenut Flakes, 24s—2 10	
	Grape-Nuts, 24s—2 10	
	Grape-Nuts, 50s—1 50	
	Instant Postum, No. 8—5 45	
	Postum Cereal, No. 10—4 70	
	Post Toasties, 36s—2 65	
	Post Toasties, 24s—2 65	
	Post Bran, PBF 24s—3 15	
	Post Bran, PBF 36s—3 15	

APPLE BUTTER	BAKING POWDERS
Quaker, 12-28 oz.,	Royal, 2 oz., doz.—80
Doz.—1 55	Royal, 6 oz., doz.—2 00
	Royal, 12 oz., doz.—3 85
	Royal, 5 lbs., doz.—20 00

BAKING POWDERS	APPLE BUTTER
Royal, 2 oz., doz.—80	Quaker, 12-28 oz.,
Royal, 6 oz., doz.—2 00	Doz.—1 55
Royal, 12 oz., doz.—3 85	
Royal, 5 lbs., doz.—20 00	

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Royal, 12 oz., doz.—3 85	
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Royal, 12 oz., doz.—3 85	
Royal, 5 lbs., doz.—20 00	

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Royal, 2 oz., doz.—80	Quaker, 12-28 oz.,
Royal, 6 oz., doz.—2 00	Doz.—1 55
Royal, 12 oz., doz.—3 85	
Royal, 5 lbs., doz.—20 00	

BAKING POWDERS	APPLE BUTTER
Royal, 2 oz., doz.—80	Quaker, 12-28 oz.,
Royal, 6 oz., doz.—2 00	Doz.—1 55
Royal, 12 oz., doz.—3 85	
Royal, 5 lbs., doz.—20 00	

Pineapple, Sliced	String Beans	CHEWING GUM
Honey Dew, sliced,	Choice, Whole, No. 2.. 1 70	Adams Black Jack..... 61
No. 10..... 9 00	Cut., No. 10..... 7 25	Adams Dentyne..... 65
Honey Dew, tid bits,	Cut, No. 2..... 1 35	Beeman's Peppin..... 65
No. 10..... 9 00	Marcellus Cut, No. 10.. 6 00	Beechnut Peppermint..... 65
Honey Dew, No. 2 1/2.. 2 45	Quaker Cut No. 2..... 1 20	Doublemint..... 65
Honey Dew, No. 2..... 2 00		Peppermint, Wrigleys..... 65
Honey Dew, No. 1..... 1 10		Peppermint, Wrigleys..... 65
Ukalele Broken, No. 10 7 90		Peppermint, Wrigleys..... 65
Ukalele Broken, 2 1/2.. 2 25		Peppermint, Wrigleys..... 65
Ukalele Broken, No. 2 1 85		Peppermint, Wrigleys..... 65
Quaker, Tid Bits, No. 10..... 8 25		Peppermint, Wrigleys..... 65
Quaker, No. 10..... 8 25		Peppermint, Wrigleys..... 65
Quaker, No. 2 1/2..... 2 35		Peppermint, Wrigleys..... 65
Quaker, No. 2..... 1 90		Peppermint, Wrigleys..... 65
Quaker, No. 1..... 1 05		Peppermint, Wrigleys..... 65

Plums	Beets	CHOCOLATE
Ulukit, No. 10, 30% syrup..... 6 50	Extra Small, No. 2..... 1 75	Baker, Prem., 6 lb. 1/2 2 45
Supreme Egg, No. 2 1/2 2 30	Hart Cut, No. 10..... 4 50	Baker, Prem., 6 lb. 3 oz. 2 60
Supreme Egg, No. 2..... 1 70	Hart Cut, No. 2..... 95	German Sweet, 6 lb. 1/4 1 56
Primo, No. 2, 40% syrup..... 1 00	Hart Diced, No. 2..... 40	Little Dot Sweet..... 2 60
	Quaker Cut No. 2 1/2.. 1 20	

Prepared Prunes	Carrots	CIGARS
Supreme, No. 2 1/2..... 2 45	Diced, No. 2..... 95	Hemt, Champions..... 38 50
Supreme, No. 10..... 6 50	Diced, No. 10..... 4 20	Webster Plaza..... 75 00
		Webster Golden Wed..... 75 00
		Websterettes..... 37 50
		Cincos..... 38 50
		Garcia Grand Bables..... 40 00
		Bradstreets..... 38 50
		Odins..... 40 00
		It. G. Dun Boquet..... 75 00
		Perfect, Garcia Subl..... 95 00
		Kenway..... 20 00
		Budwiser..... 20 00
		Isabella..... 20 00

Raspberries, Black	Corn	Cocoanut
Imperial, No. 10..... 7 00	Golden Ban., No. 2..... 1 50	Banner, 25 lb. tins..... 20 1/2
Premio, No. 10..... 8 50	Golden Ban., No. 10..... 10 00	Snowdrift, 20 lb. tins..... 20 1/2
Hart, 8-ounce..... 80	Marcellus, No. 2..... 1 25	
	Fancy Crosby, No. 2..... 1 40	
	Fancy Crosby, No. 10..... 6 75	
	Whole Grain, 6 Ban-tam, No. 2..... 1 55	

Raspberries, Red	Peas	CLOTHES LINE
Premio, No. 10..... 8 75	Little Dot, No. 2..... 2 25	Household, 50 ft..... 1 75
Daggett, No. 2..... 2 20	Sifted E. June, No. 10 9 50	Cupples Cord..... 2 90
	Sifted E. June, No. 2..... 1 90	
	Marcel, Sw. W. No. 2 1 55	
	Marcel, E. June, No. 2 1 45	
	Quaker, E. Ju., No. 10 8 00	

Strawberries	Pumpkin	COFFEE ROASTED
Jordan, No. 2..... 2 50	No. 10..... 4 75	Lee & Cady
	No. 2 1/2..... 1 20	1 lb. Package
	No. 2..... 92 1/2	Ryco..... 23

CANNED FISH	Sauerkraut	COFFEE EXTRACTS
Clam Ch'der, 10 1/2 oz. 1 35	No. 10..... 5 25	M. Y., per 100..... 12
Clam Chowder, No. 2 2 75	No. 2 1/2 Quaker..... 1 10	Frank's 50 pkgs..... 4 25
Clams, Steamed No. 1 2 75	No. 2 Quaker..... 95	Hummel's 50, 1 lb..... 10 1/2
Clams, Minced, No. 1/2 2 40		
Pinnar Haddie, 10 oz. 3 30		
Clam Bouillon, 7 oz. 2 50		
Chicken Haddie, No. 1 2 75		
Fish Flakes, small..... 1 25		
Cod Fish Cake, 10 oz. 1 50		
Cove Oysters, 5 oz. 1 35		
Lobster, No. 1, wet..... 2 25		
Shrimp, 1 wet..... 1 45		
Sard's, 1/2 Oil, K'less..... 3 75		
Sardines, 1/2 Oil, K'less 3 35		
Salmon, Red Alaska..... 2 20		
Salmon, Med. Alaska..... 1 75		
Salmon, Pink, Alaska 1 33		
Sardines, Im. 1/4, ea. 6@13 1/2		
Sardines, Val..... 1 00		
Tuna, 1/2 Van Camps, doz..... 1 75		
Tuna, 1/4s Van Camps, doz..... 1 15		
Tuna, 1s, Van Camps, doz..... 3 45		
Tuna, 1/4s Chicken Sea, doz..... 1 70		
Tuna, 1/4 Bonita..... 1 25		

CANNED FISH	Sauerkraut	CONDENSED MILK
Clam Ch'der, 10 1/2 oz. 1 35	No. 10..... 5 25	Eagle, 2 oz., per case..... 4 60
Clam Chowder, No. 2 2 75	No. 2 1/2 Quaker..... 1 10	
Clams, Steamed No. 1 2 75	No. 2 Quaker..... 95	
Clams, Minced, No. 1/2 2 40		
Pinnar Haddie, 10 oz. 3 30		
Clam Bouillon, 7 oz. 2 50		
Chicken Haddie, No. 1 2 75		
Fish Flakes, small..... 1 25		
Cod Fish Cake, 10 oz. 1 50		
Cove Oysters, 5 oz. 1 35		
Lobster, No. 1, wet..... 2 25		
Shrimp, 1 wet..... 1 45		
Sard's, 1/2 Oil, K'less..... 3 75		
Sardines, 1/2 Oil, K'less 3 35		
Salmon, Red Alaska..... 2 20		
Salmon, Med. Alaska..... 1 75		
Salmon, Pink, Alaska 1 33		
Sardines, Im. 1/4, ea. 6@13 1/2		
Sardines, Val..... 1 00		
Tuna, 1/2 Van Camps, doz..... 1 75		
Tuna, 1/4s Van Camps, doz..... 1 15		
Tuna, 1s, Van Camps, doz..... 3 45		
Tuna, 1/4s Chicken Sea, doz..... 1 70		
Tuna, 1/4 Bonita..... 1 25		

CANNED FISH	Sauerkraut	COUGH DROPS
Clam Ch'der, 10 1/2 oz. 1 35	No. 10..... 5 25	Smith Bros..... 1 45
Clam Chowder, No. 2 2 75	No. 2 1/2 Quaker..... 1 10	Luden's..... 1 45
Clams, Steamed No. 1 2 75	No. 2 Quaker..... 95	Vick's, 40/100..... 2 40
Clams, Minced, No. 1/2 2 40		
Pinnar Haddie, 10 oz. 3 30		
Clam Bouillon, 7 oz. 2 50		
Chicken Haddie, No. 1 2 75		
Fish Flakes, small..... 1 25		
Cod Fish Cake, 10 oz. 1 50		
Cove Oysters, 5 oz. 1 35		
Lobster, No. 1, wet..... 2 25		
Shrimp, 1 wet..... 1 45		
Sard's, 1/2 Oil, K'less..... 3 75		
Sardines, 1/2 Oil, K'less 3 35		
Salmon, Red Alaska..... 2 20		
Salmon, Med. Alaska..... 1 75		
Salmon, Pink, Alaska 1 33		
Sardines, Im. 1/4, ea. 6@13 1/2		
Sardines, Val..... 1 00		
Tuna, 1/2 Van Camps, doz..... 1 75		
Tuna, 1/4s Van Camps, doz..... 1 15		
Tuna, 1s, Van Camps, doz..... 3 45		
Tuna, 1/4s Chicken Sea, doz..... 1 70		
Tuna, 1/4 Bonita..... 1 25		

CANNED FISH	Sauerkraut	COUPON BOOKS
Clam Ch'der, 10 1/2 oz. 1 35	No. 10..... 5 25	Where 1,000 books are
Clam Chowder, No. 2 2 75	No. 2 1/2 Quaker..... 1 10	ordered at a time, specially
Clams, Steamed No. 1 2 75	No. 2 Quaker..... 95	printed front cover is
Clams, Minced, No. 1/2 2 40		furnished without charge.
Pinnar Haddie, 10 oz. 3 30		
Clam Bouillon, 7 oz. 2 50		
Chicken Haddie, No. 1 2 75		
Fish Flakes, small..... 1 25		
Cod Fish Cake, 10 oz. 1 50		
Cove Oysters, 5 oz. 1 35		
Lobster, No. 1, wet..... 2 25		
Shrimp, 1 wet..... 1 45		
Sard's, 1/2 Oil, K'less..... 3 75		
Sardines, 1/2 Oil, K'less 3 35		
Salmon, Red Alaska..... 2 20		
Salmon, Med. Alaska..... 1 75		
Salmon, Pink, Alaska 1 33		
Sardines, Im. 1/4, ea. 6@13 1/2		
Sardines, Val..... 1 00		
Tuna, 1/2 Van Camps, doz..... 1 75		
Tuna, 1/4s Van Camps, doz..... 1 15		
Tuna, 1s, Van Camps, doz..... 3 45		
Tuna, 1/4s Chicken Sea, doz..... 1 70		
Tuna, 1/4 Bonita..... 1 25		

CANNED FISH	Sauerkraut	CRACKERS
Clam Ch'der, 10 1/2 oz. 1 35	No. 10..... 5 25	Hekman Biscuit Company
Clam Chowder, No. 2 2 75	No. 2 1/2 Quaker..... 1 10	Saltine Soda Crackers,
Clams, Steamed No. 1 2 75	No. 2 Quaker..... 95	bulk..... 11 1/2
Clams, Minced, No. 1/2 2 40		Saltine Soda Crackers,
Pinnar Haddie, 10 oz. 3 30		1 lb. pkgs..... 1 40
Clam Bouillon, 7 oz. 2 50		Saltine Soda Crackers,
Chicken Haddie, No. 1 2 75		2 lb. pkgs..... 2 63
Fish Flakes, small..... 1 25		Saltine Soda Crackers,
Cod Fish Cake, 10 oz. 1 50		3 1/2 oz. pkgs..... 93
Cove Oysters, 5 oz. 1 35		Butter Crackers, bulk 13
Lobster, No. 1, wet..... 2 25		Butter Crackers, 1 lb. 1 60
Shrimp, 1 wet..... 1 45		Butter Crackers, 2 lb. 3 12
Sard's, 1/2 Oil, K'less..... 3 75		Graham Crackers, bulk 13
Sardines, 1/2 Oil, K'less 3 35		Graham C's, 1 lb. 1 49
Salmon, Red Alaska..... 2 20		Graham C's, 2 lb. 2 77
Salmon, Med. Alaska..... 1 75		Graham C's, 6 1/2 oz. 93
Salmon, Pink, Alaska 1 33		Junior Oyster C's, blk. 13
Sardines, Im. 1/4, ea. 6@13 1/2		Oyster C's, shell, 1 lb. 1 71
Sardines, Val..... 1 00		Club Crackers..... 1 76
Tuna, 1/2 Van Camps, doz..... 1 75		
Tuna, 1/4s Van Camps, doz..... 1 15		
Tuna, 1s, Van Camps, doz..... 3 45		
Tuna, 1/4s Chicken Sea, doz..... 1 70		
Tuna, 1/4 Bonita..... 1 25		

doz. ....	1 75	Supreme No. 2.....	1 37½	Frank's 50 pkgs.....	4 25
Tuna, ¼s, Van Camps,		Maryland Chief No. 2	1 10	Hummel's 50, 1 lb.....	10½
doz. ....	1 15				
Tuna, 1s, Van Camps,					
doz. ....	3 45				

CONDENSED MILK

Currents		JUNKET GOODS		FRESH MEATS		HERRING		SOAP		TEA	
Packages, 11 oz.	13	Junket Powder	1 20	Beef		Holland Herring		Am. Family, 100 box	5 20	Medium Japan	19
		Junket Tablets	1 35	Top Steers & Half.	14	Mixed, kegs	85	F. B., 60c.	2 35	Choice	22@30
Dates		MARGARINE		Good Steers & Half.	12 1/2	Milkers, kegs	95	Fels Naphtha, 100 box	4 65	Fancy	30@36
Quaker, 12s, pitted	1 40	Wilson & Co.'s Brands		Med. Steers & Half.	10 1/2	Boneless Herring 10 lb.	14	Ivory, 100 6s.	4 95	No. 1 Nibbs.	32
Quaker, 12s, regular	1 10	Oleo		Com. Steers & Half.	09	Cut Lunch, 8 lb. pails	1 25	Fairy, 100 box.	3 25	Gunpowder	
Quaker, 12s, 1 1/2 lb.	2 30	Nut	11 1/2	Veal		Mackerel		Palm Olive, 144 box.	6 20	Choice	34
Quaker, 12s, 1 lb.	1 45	Certified Animal Fat	13	Top	11	Tubs, 60 Count, fy. fat	6 00	Lava, 50 box	2 55	Ceylon	
Figs		Oleo	13	Good	10 1/2	Pails, 10 lb. Fancy fat	1 50	Camaj, 72 box	3 05	Pekoe, medium	63
Calif., 24-8 oz. case.	1 80	MATCHES		Medium	9 1/2	White Fish		P & G Nap Soap, 100@3 10		English Breakfast	
Peaches		Diamond, No. 6, 144	6 25	Lamb		Med. Fancy, 100 lb.	13 00	Sweetheart, 100 box.	5 70	Congou, medium	23
Evap. Choice	14 1/2	Searchlight, 144 box	6 25	Spring Lamb	15	Milkers, bbls.	18 50	Grandpa Tar, 50 sm.	2 10	Congou, choice	35@36
Eva. Fancy	16 1/2	Swan, 144	5 65	Good	14	K K K K Norway	19 50	Williams Barber Bar, 9s	50	Congou, fancy	42@43
Peel		Diamond, No. 0	5 00	Medium	10	8 lb. pails	1 40	Lux Toilet, 50	3 05	Oolong	
Lemon, Torelli,		Safety Matches		Poor	08	Cut Lunch	1 50	SPICES		Medium	39
4 oz., doz.	90	Red Top, 5 gross case	4 80	Mutton		Boned, 10 lb. boxes.	16	Whole Spices		Choice	45
Orange, Torelli,		Congress, 5 gro. cs.	5 25	Good	05 1/2	SHOE BLACKENING		Cloves, Zanzibar	@24	Fancy	50
4 oz., dozen	90	Standard, 5 gro. cs.	4 00	Medium	05	2 in 1, Paste, doz.	1 30	Cassia, Canton	@24	TWINE	
Citron, Torelli,		MUELLER'S PRODUCTS		Poor	05	E. Z. Combination, dz.	1 30	Cassia, 5c pkg. doz.	@40	Cotton, 3 ply cone	40
4 oz., dozen	90	Macaroni, 9 oz.	2 10	Pork		Dri-Foot, doz.	2 00	Ginger, Africa	@19	Cotton, 3 ply balls	40
Raisins		Spaghetti, 9 oz.	2 10	Loins	15	Bixbox, doz.	1 30	Mixed, No. 1	@30	VINEGAR	
Seeded, bulk	7 1/2	Elbow Macaroni, 9 oz.	2 10	Butts	13	Shinola, doz.	90	Mixed, 10c pkgs., doz.	@55	F. O. B. Grand Rapids	
Thompson's S'dless blk.	7 1/2	Egg Noodles, 6 oz.	2 10	Shoulders	11 1/2	STOVE POLISH		Nutmegs, 70@30	@50	Cider, 40 grain	18 1/2
Quaker s'dless blk.		Egg Vermicelli, 6 oz.	2 10	Spareribs	10	Blackne, per doz.	1 30	Pepper, White	@45	White Wine, 40 grain	19 1/2
15 oz., doz.	8	Egg Alphabets, 6 oz.	2 10	Neck Bones	04	Black Silk Liquid, doz.	1 25	Pepper, Cayenne	@26	White Wine, 80 grain	24 1/2
Quaker Seeded, 15 oz.	8	Cooked Spaghetti, 24c,		Trimnings	10	Black Silk Paste, doz.	1 25	Paprika, Spanish	@36	WICKING	
		17 oz.	2 20	PROVISIONS		Enameline Liquid, doz.	1 30	Seasoning		No. 9, per gross	80
California Prunes		NUTS		Barreled Pork		E. Z. Liquid, per doz.	1 30	Chili Powder, 1 1/2 oz.	62	No. 1, per gross	1 25
90@100, 25 lb. boxes	@6 1/2	Whole		Clear Back	24 00@26 00	Radium, per doz.	1 30	Pepper, Black	@23	No. 2, per gross	1 50
80@90, 25 lb. boxes	@7 1/2	Almonds, Peerless	15 1/2	Short Cut, Clear	24 00	Rising Sun, per doz.	1 30	Nutmegs	@25	No. 3, per gross	2 30
70@80, 25 lb. boxes	@7 1/2	Brazil, large	13 1/2	Dry Salt Meats		654 Stove Enamel, dz.	2 80	Pepper, White	@45	Peerless Rolls, per doz.	90
60@70, 25 lb. boxes	@8 1/2	Fancy Mixed	16	D S Belles	20-25 17	Vulcanol, No. 10, doz.	1 30	Pepper, Cayenne	@26	Rochester, No. 2, doz.	50
50@60, 25 lb. boxes	@9 1/2	Filberts, Naples	16	Pure in tierces	13	Stovoil, per doz.	3 00	Paprika, Spanish	@36	Rochester, No. 3, doz.	2 00
40@50, 25 lb. boxes	@9 1/2	Peanuts, vir. Roasted	11 1/2	60 lb. tubs	advance 1/4	F. O. B. Grand Rapids		Chili Powder, 1 1/2 oz.	62	Rayo, per doz.	75
30@40, 25 lb. boxes	@11	Pecans, Jumbo	25	50 lb. tubs	advance 1/4	Quaker, 36-1 1/2	1 20	Sherry Salt, 1 1/2 oz.	80	WOODENWARE	
20@30, 25 lb. boxes	@13	Pecans, Mammoth	50	20 lb. pails	advance 1/4	Quaker, Iodized, 24-2	1 35	Sage, 2 oz.	80	Baskets	
18@24, 25 lb. boxes	@14	Walnuts, Cal.	17 1/2 to 22	10 lb. pails	advance 1/4	Med. No. 1, bbls.	3 00	Onion Salt	1 35	Bushels, Wide Band,	
Hominy		Salted Peanuts		5 lb. pails	advance 1	Med. No. 1, 100 lb. bbl.	1 00	Garlic	1 35	wood handles	2 00
Pearl, 100 lb. sacks	3 50	12-1 lb. Cellophane case	1 50	Compound, tierces	12 1/2	Farmer Spec., 70 lb.	1 00	Poneltz, 3 1/2 oz.	3 25	Market, drop handle	90
Bulk Goods		Shelled		Compound, tubs	13	Packers Meat, 50 lb.	65	Kitchen Bouquet	4 25	Market, single handle	95
Elb. Macaroni, 20 lb. bx.	1 35	Almonds	39	Bologna	12	cream, 100 lb. each	85	Laurel Leaves	20	Market, extra	1 60
Egg Noodle, 10 lb. box	1 25	Peanuts, Spanish, 125		Liver	16	Butter Salt, 280 lb. bbl.	4 00	Marjoram, 1 oz.	65	Splint, large	8 50
Pearl Barley		lb. bags	9 1/2	Frankfort	14	Block, 50 lb.	40	Savory, 1 oz.	65	Splint, medium	7 50
Chester	5 80	Walnut, California	55	Pork	16	Baker Salt, 280 lb. bbl.	30	Thyme, 1 oz.	90	Splint, small	6 50
Lentils		MINCE MEAT		Tongue, Jellied	35	20, 3 lb., per bale	1 02	Tumeric, 1 1/2 oz.	75	CHURNS	
Chili	10	None Such, 4 doz.	6 20	Headcheese	15	25 lb. bogs, table	45	STARCH		Barrel, 5 gal., each	2 40
Tapioca		Quaker, 1 doz. case	95	Smoked Meats		MORTON'S		Corn		Barrel, 10 gal., each	2 55
Pearl, 100 lb. sacks	7 1/2	Yo Ho, Kegs, wet, lb.	16 1/2	Hams, Cert., 14-16 lb.	19	IODIZED		Kingsford, 24/1	2 35	3 to 6 gal., per gal.	16
Minute, 8 oz., 3 doz.	4 05	OLIVES-Plain		Hams, Cert., Skinned	@19	SALT		Powd., bags, per 100	3 95	Pails	
Dromedary Instant	3 50	1 gal. glass, each	1 55	16-18 lb.	@19	IT POURS		Argo, 24, 1 lb. pkgs.	1 66	10 qt. Galvanized	2 60
Jiffy Punch		OLIVES-Stuffed		Ham, dried beef	@22	AMERICAN		Argo, 12, 3 lb. pkgs.	2 25	12 qt. Galvanized	2 85
3 doz. Carton	2 25	Quaker, 24 3/4 oz. cs.	1 87	Knuckles	@22	MEDICAL		Argo, 8, 5 lb. pkgs.	2 26	14 qt. Galvanized	3 10
Assorted flavors.		Quaker, 24 7 1/2 oz. cs.	4 55	California Hams	@14	ASSN.		Silver Gloss, 48, 1s.	11 1/4	12 qt. Flaring Gal. Jr.	5 00
EVAPORATED MILK		Quaker, 12, 12 oz. cs.	2 40	Picnic Boiled Hams	@18	Competitive		Elastic, 16 pkgs.	1 38	10 qt. Tin Dairy	4 00
Quaker, Tall, 10 1/2 oz.	2 85	High Life, 12 22 oz. cs.	3 45	Boiled Hams	@34	12 COMPANIES		Tiger, 50 lbs.	2 82	Traps	
Quaker, Baby, 4 doz.	1 43	1 gal. glass, each	1 55	Mined Hams	@13			SYRUP		Mouse, wood, 4 holes	60
Quaker, Gallon, 1/2 doz.	2 85	PARIS GREEN		Bacon 4/6 Cert.	@27	Free Run'g, 32, 26 oz.		2 40	Corn	Mouse, wood, 5 holes	70
Carnation, Tall, 4 doz.	2 95	1/2s	34	Beef		Fifteen 4s	2 40	Blue Karo, No. 1 1/2	2 65	Mouse, tin, 5 holes	65
Carnation, Baby, 4 dz.	1 45	1s	32	Boneless, rump	@24 00	Twenty 3s	1 05	Blue Karo, No. 5, 1 dz.	3 58	Rat, wood	1 00
Oatman's D'dee, Tall	2 95	2s and 5s	30	Liver	9	Six 10s	93	Blue Karo, No. 10	3 40	Rat, spring	1 00
Oatman's D'dee, Baby	1 48	PICKLES		Pork	08	Iodine, 24, 2s.	1 35	Red Karo, No. 1 1/2	2 85	Mouse, spring	20
Pet, Tall	2 95	Sweet Small		RICE		Iodine, 36, 1 1/2	1 20	Red Karo, No. 5, 1 dz.	3 88	Tubs	
Pet, Baby	1 45	L and C, 7 oz. doz.	92 1/2	Fancy Blue Rose	5 00	Flain, 36, 1 1/2	1 20	Large Galvanized	8 75	Medium Galvanized	7 75
Borden's, Tall, 4 doz.	2 95	Paw Paw, quarts, doz.	2 80	Fancy Head	6 10	Log Cabin Flain, 24, 2s	1 35	Small Galvanized	6 75	Washboards	
Borden's, Baby, 4 doz.	1 45	Dill Pickles		RUSKS		Colonial		Orange, No. 1 1/2, 2 dz.	2 87	Banner, Globe	5 50
FRUIT CANS		32 oz. Glass Thrown	1 50	Postma Biscuit Co.		Fifteen 4s	1 00	Orange, No. 3, 20 cans	4 34	Brass, single	6 25
Ball Mason		POP CORN		18 rolls, per case	2 10	Twenty 3s	1 05	IMIT. Maple Flavor		Glass, single	6 00
F. O. B. Grand Rapids		Sure Pop, 25 lb. bags	2 55	12 cartons, per case	2 35	Six 10s	93	Maple and Cane		Double Peerless	8 50
One pint	7 75	Yellow, 24 1-lb. bags	2 50	12 cartons, per case	1 57	Iodine, 24, 2s.	1 35	Kanuck, per gal.	1 25	Single Peerless	7 50
One quart	9 00	PIPES		Arm and Hammer 24s.	1 50	Iodine, 36, 1 1/2	1 20	Kanuck, 5 gal. can	5 30	Northern Queen	5 50
Half gallon	12 00	Cob, 3 doz. in bx. 1 00@1 20		SALERATUS		Flain, 36, 1 1/2	1 20	Kanuck, 24/12 Glass	4 00	Universal	7 25
Mason Can Tops, gro.	2 55	PLAYING CARDS		Granulated, 60 lbs. cs.	1 35	Log Cabin Flain, 24, 2s	1 35	Kanuck, 12/26 Glass	4 15	Paper Food Dishes	
FRUIT CAN RUBBERS		Blue Ribbon, per doz.	4 50	Granulated, 18-2 1/2 lb. packages	1 10	BORAX		COOKING OIL		1 1/2 lb. size, per M.	2 70
Quaker Red Lip, 2 gro. carton	85	Bicycle, per doz.	4 70	COD FISH		24, 1 lb. packages	3 35	Mazola		1 lb. size, per M.	2 90
GELATINE		Caravan, per doz.	2 25	Bob White, 1 lb. pure 25		48, 10 oz. packages	4 40	Pints, 2 doz., case	5 10	2 lb. size, per M.	3 40
Jell-o, 3 doz.	2 10	JELLY GLASSES		WASHING POWDERS		96, 1/2 lb. packages	4 00	Quarts, 1 doz.	4 70	3 lb. size, per M.	4 15
Minute, 3 doz.	4 05	1/2 Pint Tall, per doz.	25	Washing Powders		Washing Powders		5 gallons, 2 per case	11 15	5 lb. size, per M.	5 60
Knox's, 1 dozen	2 25			Washing Powders		Bon Ami Pd., 18s. box	1 90	TABLE SAUCES		WRAPPING PAPER	
Jelsert, 3 doz.	1 40			Washing Powders		Bon Ami Cake, 18s.	1 65	Lee & Perrin, large	5 75	Butchers D F	05 1/2
HONEY				Washing Powders		Brillo	85	Lee & Perrin, small	3 35	Kraft	05 1/2
Lake Shore 1 lb. doz.	1 90			Washing Powders		Big 4 Soap Chips 8/5	2 40	Pepper	1 60	Kraft Stripe	09 1/2
JELLY AND PRESERVES				Washing Powders		Chips, large	4 05	YEAST CAKE			
Pure, 30 lb. pails	2 60			Washing Powders		Chimaline, 4 doz.	3 60	Magic, 3 doz.	2 70		
Imitation, 30 lb. pails	1 85			Washing Powders		Grandma, 100, 5c.	3 50	Sunlight, 3 doz.	2 70		
Pure Pres., 16 oz., dz.	2 00			Washing Powders		Grandma, 24 large	3 50	Sunlight, 1 1/2 doz.	1 35		
12 oz. Apple Jelly, dz.	95			Washing Powders		Gold Dust, 12 large	1 95	Yeast Foam, 3 doz.	2 70		
13 oz. Mint Jelly, dz.	1 60			Washing Powders		La France Laun 4 dz.	3 65	Yeast Foam, 1 1/2 doz.	1 35		
1 oz. Cranberry Jelly, dz.	90			Washing Powders		Lux Flakes, 50 small	4 80	YEAST-COMPRESSED			
				Washing Powders		Lux Flakes, 20 large	4 55	Fleischmann, per doz.	30		
				Washing Powders		Old Dutch Clean, 4 dz.	3 40	Red Star, per doz.	24		
				Washing Powders		Octagon, 96s	3 90				
				Washing Powders		Rinso, 24s	3 50				
				Washing Powders		Rinso, 40s	2 95				
				Washing Powders		Spotless Cleanser, 48,					
				Washing Powders		20 oz.	3 85				
				Washing Powders		Sani Flush, 1 doz.	2 25				
				Washing Powders		Sapolio, 3 doz.	3 15				
				Washing Powders		Super Suds, 48	3 90				
				Washing Powders		Sunbrite, 50s	2 10				
				Washing Powders		Wyandot Cleaner, 24s	1 60				

## 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.  
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Sec'y and Treas.—Joseph Burton, Lansing.  
Field Sec'y—O. R. Jenkins, Portland.  
Yearly dues \$1 per person.

### Can Man Be Made Color and Style-Wise?

"Would you buy a 1924 automobile for use in 1935?" is the question that Ray Twyeffort asked us and before we could answer, he said: "Why then should you be wearing a 1924 model of a pair of men's shoes into the new year of 1935?"

So we take his question and his answer and pass it along to the trade with the prophecy on our part that the year 1935 will show greater progress in the fashion arts in men's footwear than it has in a decade. Men are becoming more individualistic. They don't fear colors and change. Men are becoming more adventurous in-so-far as costume is concerned. We are to see great things in the men's shoe business in the Spring and Summer of 1935, for there are new things coming in men's attire.

This same zealot for expression in men's clothing has gone the full distance this Winter in designing a blue full dress suit with accessories. He had to send to London to get the material to make the blue silk hat but he was pleased to see that dark blue dancing pumps were available in men's footwear—thanks to past tanning experiments on this side of the water. The evening dress ensemble, if we can use that term, is most distinctive though the blue, as a color, was most conservative. Not one but many of these evening costumes were made.

Have you, in your store, had any demand for the formal dress pump for men's full dress wear? It has swept New York like a breath of desire. It has in it some of the spirit of gallantry and gentlemanliness that existed twenty years ago. Good manners come again into social life and by that same token the dress of a former gentlemanly period returns. It's most welcome.

But our thought was not so much on the evening as a period for style change. This audacious designer of clothes is head of the promotional committee of merchant tailors in America and he is all enthusiasm for the glorification of color and change in "leisure" and "fun" clothing.

In his belief "men are going to enjoy themselves in the leisure hours as an antidote for the strain and pressure that they put into their business lives." He hopes that the shoe trade will walk down the path with the more adventurous apparel people. He would almost exchange our debt with England for the presence here of the Prince of Wales or the new romantic

couple, the Duke and Duchess of Kent, for what this country needs, he says, is the inspiration of leadership in fashion use. He points to the young and old men of business as the pioneers of a new sartorial day. The middle aged run of men may consider clothes incidentally and accidentally but the extremes will carry the torch to burn up the tradition of standardization in men's dress. What's more, he believes that it isn't a matter of price, for these things can be had to fit the purse of any man.

So we point to the statistical record of an industry now serving the man public of America with two pairs of shoes per year, sans style, sans color, sans pride of possession; and in contrast the excellent job that has been done in the women's shoe field, where, even in a period of depression, production and consumption of shoes have been better than three pairs on the average for womankind the country over—plus style, plus change, plus desire for adornment. Staples have their place in the work-a-day world, but the time has come to think of other things.

Restoration of confidence is not enough. There must be a restoration of the joy of living and all this is said in spite of the terrible totals of unemployment. It is said in the belief that buying power can be increased by fashion service to those who are employed and to those who have money (that is not now being spent for goods and services). These wage and income earners might rightfully get a new sense of proportion and live and act the part that their incomes really warrant. It will be a better country for the merchant when the man-consumer becomes more conscious of his footwear as a part of his costume rather than as a mere traditional foot-covering.

There is a world of wisdom in what these pioneers of fashion are propounding. They help the merchant to become again truly a merchant who selects desirable things as well as durable things and who transfers his enthusiasms through his clerks to the men of the community. — Boot and Shoe Recorder.

### IN THE REALM OF RASCALITY

(Continued from page 7)

"chamois," either independently or in connection with other words on his labels so as to imply that his product is "chamois," a leather prepared from the skin of the antelope of that name or from the skin of the sheep, goat or calf. Cashinsky also agrees to discontinue using on labels or printed matter the words "manufactured by" so as to import that he manufactures the product or that he owns or operates a factory wherein such product is made, when this is not true.

Trading under the name of Blue Ribbon Shingle Co., in Kalama, Wash., B. F. Finke agrees to desist from using the words "Extra Clear" as a brand or mark for his red cedar shingles and from using these words in any such way as to deceive buyers respecting their grade or quality, according to the stipulation. Finke's products were not of the highest grade, but correspond-

ed substantially to the grade designated as No. 2 according to grades established by the United States Bureau of Standards for the grading of lumber.

Manufacturing mirrors backed with a product consisting of a mixture of metal suspended in shellac, the Emerson Glass Corporation, of Jamestown, N. Y., agrees to cease using the designation "Copperlytic Mirrors," alone or in connection with other words in its advertising or on labels so as to imply to purchasers that the silver on the backs of these mirrors is covered with a sheath or layer of copper, or that the metal layer has been applied by electrolytic process. The company also agrees to discontinue using the word "copper" independently or in connection with the suffix "lytic" or with other letters which tend to confuse buyers into believing that the mirror backing is composed of copper in whole or in part, or is put on by an electrolytic process, when this is not true.

Use of the word "engraved" independently or in connection with the word "plateless," or with other words so as to imply that its product is the result of impressions made from ink engraved plates, a process commonly known as "engraving" or "embossing," will be discontinued by the Spencer Paper Co., Inc., operating a printing and engraving factory at 661 Broadway, Brooklyn, N. Y.

John D. Hanson, Gloversville, N. Y., dealer in sponges and chamois skins, agrees not to use the word "French dressed," independently or in connection

with other words, to describe products not imported from France, or in any way which may deceive buyers into believing that his products are imported.

Frank DeLugach, an individual selling and distributing tooth paste under the name of Dee's Manufacturing Co., at 10 South La Salle Street, Chicago, agrees to stop using in his advertising matter or on labels the word "lemon" or pictures of lemons so as to deceive buyers into believing that the product is of lemon, either in whole or in part, or contains either the juice or oil of lemon in substantial quantity, when this is not true. DeLugach also agrees to cease using the word "Manufacturing" in connection with his trade name so as to erroneously imply that he manufactures the product he sells or owns or controls a factory wherein such product is made.

Stero-Tex Fabrics, Inc., 11 West Forty-second Street, New York City, owner and controller of a process of applying "Stero-Tex," a chemical compound, to fabrics, and licensee of the privilege of using this process in the manufacture and sale of hat linings, agrees to cease asserting in advertisements and newspapers and radio broadcasts that the treatment of fabrics with "Stero-Tex" sterilizes such fabrics, renders them resistant to bacteria or makes them germ-proof or antiseptic. Respondent also agrees not to assert that these fabrics, when used as hat linings, have a tendency to prevent transmission of scalp infection or to

## depression proof



OUR FINANCIAL CONDITION

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## MICHIGAN SHOE DEALERS

## MUTUAL FIRE INSURANCE COMPANY

LANSING MUTUAL BUILDING

GRAND RAPIDS . . .

DETROIT . . .

protect the users against dandruff, eczema or other contagions, or that fabrics so treated have germicidal properties or that it is impossible for germs to live or grow in contact with them.

King Outfitters, Inc., 1223 South Halsted Street, Chicago, dealer in raincoats and sport garments, agrees to desist from use of the words "From maker to wearer" or other phrases importing that it is the manufacturer of the products it sells, when this is not true. Respondent will also cease making any false or misleading representations concerning the value or the prices at which its products are sold or contemplated to be sold.

G. W. Astill, an individual trading as G. W. Astill Shoe Co., 115 Elm street, West Newton, Mass., agrees to stop using in his advertising matter, or in any other way, representations or guarantees which imply that in the event customers are not satisfied with their purchases the amount of money they have paid will be immediately refunded upon return of the purchased products unworn, when such is not the fact. According to the stipulation, the respondent, in a number of instances, did not refund to dissatisfied customers full amount of money which had been paid by them for products, and failed or refused to fulfill his guarantee.

## OUT AROUND

(Continued from page 9)

ing beyond the bringing back of all peoples in peaceful and constructive pursuits.

By the side of the Unknown Soldier, with his adornments, typifying the warrior spirit of America, we should entomb also, with all the paraphernalia of pomp, some Unknown who has yielded up his life in the pursuit of peace, and who sends forth from the silent grave a message typifying the real spirit of America, "On earth peace, good will toward men."

We must talk less of war, and more of peace. Thus we may cultivate the thought of it. With curbed ambitions and righteousness and self-control, armaments will be unnecessary and we can go forward with our work in confidence and happiness.

The Man of Galilee smiles upon the world from His celestial heights; glory of the angels' song pervades all the earth with its significance, its wonderful powers and its call to bigger and better things.

Noticing in the Merchants Journal of Topeka that a Kansas merchant had received a check for \$47.50 from Uncle Sam on oleo rebate, I wrote him in regard thereto. The rebate proved to be due to an erroneous act on the part of the Government in assessing him extra for selling colored shortening. The manner in which the matter was adjusted is described in the following letter:

Newton, Kansas, Dec. 19—In answer to your letter of Dec. 17, in regard to the \$47.50 oleo refund, mentioned in last week's Merchants Journal.

This was back around 1928 or '29. We were selling a colored oleo called Colored Shortening, although we were using the uncolored license, which we were told by the jobber was all that was necessary. One day a Federal agent came in and discovered it and turned it into the Government, and we received notice to pay \$36 for the nine months we had sold it. We paid it and kept the receipt.

About two years later an article appeared in the Merchants Journal that anyone who had paid the colored license for selling colored shortening could get a refund, so we immediately filed claim, but were about two years getting it. We received \$11.50 interest on it, which made \$47.50, but I believe the time limit to file claims has now expired.

J. E. Ramsey.

In the December 12 edition of the Tradesman I devoted a page to the position the present administration has voluntarily assumed on the subject of co-operative stores, recommending their formation to function in all kinds of localities—cross roads, villages, towns and cities. When I published the article I had not seen the official publication on the subject sent out by the Department of Labor, but I have since been able to secure Bulletin No. 598, which devotes about eighty pages to the subject.

I never expected to see the United States Government stoop to a machination of this character—attempts to undermine and destroy regular merchants who have devoted a lifetime along the lines of legitimate merchandising. If anyone still has any doubts as to the accuracy of my statements on the subject all he needs do to set himself aright is to send to the Department of Labor at Washington for a copy of Bulletin No. 598.

Archibald Upton, who has covered Northern Michigan twenty-three years for the Michigan Hardware Co., has the sympathy of the trade in the death of his wife at Petoskey, Dec. 19. The husband, three sons, and two daughters survive. One brother, Charles Heth and two sisters, Mrs. Laurene Chanler and Mrs. Harry Rockwell reside in Grand Rapids and attended the funeral, which was held in Petoskey Friday morning at 9 o'clock. Mrs. Upton was an active leader in St. Francis church, St. Francis Altar society, Catholic Social club, Federation of Women's clubs and was past president of the Assembly Study club.

The fundamental question involved in the NRA is whether the thousands of executive orders and codes issued in the name of NRA are law at all, whether they have any validity—even when correctly written and made public. This is the great, broad fundamental question upon which the Federal Supreme Court must some day pass: Are the NRA codes law or are they not? Adverse decision by the Court would make the whole of NRA as vain in law, as futile to produce compulsion, as impotent to regiment the citizen and make him march in step, as General Hugh Johnson bawling at an army mule across the Mississippi River.

One key question before the Supreme Court—one of perhaps three that will determine the validity of the whole new deal—is, to put it briefly, whether NRA codes are law. They purport to be law. Under them hundreds of citizens have gone to jail, thousands have been fined, literally hundreds of thousands have been intimidated by threats of prosecution; millions, practically every citizen, have been restrained in their actions or otherwise affected. For enforcing the codes there is numerously manned "division of litigation" at Washington. Hundreds of lawyers spend all their time conducting prosecutions or other forms of litigation under the codes.

Whether these codes are law is a fine question. The answer is determined, in some part, by who writes the codes. This is not a legal way of putting it, but to state it this way will help toward clarity for the non-legal reader.

E. A. Stowe.

## Liberal NRA Rulings

Some greater liberality in authorizing code provisions designed to bar unfair practices is reported from several industries that have been seeking to amend their codes latterly.

While it is uncertain whether these specific rulings represent any change in general policy, it is noteworthy that they were handed down after expressions of a critical attitude toward production and price control provisions had come from S. Clay Williams, chairman of the NIRB. One theory advanced is that Mr. Williams may have modified his views to favor greater use of fair trade practice provisions in any industry where competition has been severe.

On the other hand, real centralization of control and crystallization of policies within the NRA are held unlikely until the intentions of Congress toward modifying or extending the act are known specifically.

## Federal Oil Threat

Threat of drastic Federal action if the Governors' Conference next month fails to evolve more effective measures for control of the petroleum industry is causing some concern in oil trade circles.

It is understood there is keen disappointment over the recurrence of the "hot oil" problem in east Texas, after so much headway apparently had been made against it. While hot oil output has declined this week, the drop is held temporary and due to pending litigation. Accordingly, Administrator Ickes will have more support if he should seek to have oil declared a public utility and regulated accordingly, although there will be powerful opposition in Congress to such a move.

Such direct Federal supervision, it is feared, may bring on serious troubles later owing to the inflex-

ible situation that close Government control of a rapidly changing industry will bring about.

## Business Activity Points Higher

Although some contraction in the level of business activity is expected over the approaching holidays, maintenance of an expanded rate of operations in important lines leads many to the opinion that the upward trend of the past few weeks will be resumed after the first of the year.

Industrial operations and retail business have shown greatest increases, previously, in the South and Rocky Mountain regions. Rises in activity of industries such as steel and automobiles, however, are now causing substantial improvement in the central industrial area. Unless Congressional actions are disturbing, it is felt that this improvement will continue to broaden.

## Got to Eat It

Customer, entering hat shop: I've just lost a bet on the election and want a soft hat.

Salesman, selecting a hat from the shelf behind him: This is the softest hat we've got.

Customer, reluctantly: What I want is something a little more tender. I've got to eat it.

Depression, gloom, pessimism, despair, discouragement, these slay ten human beings to every one murdered by typhoid, influenza, diabetes or pneumonia. If tuberculosis is the great white plague, fear is the great black plague. Be cheerful.

Cash paid for stocks of merchandise of every description including machinery, plants and equipment. Write or wire

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Complete modern Drug Store fixtures for sale at a great sacrifice, consisting of plate glass sliding door wall case, show cases, cash registers, counters, back bar soda fountain and utensils, etc.

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Phone 89574  
**John P. Lynch Sales Co.**  
SPECIAL SALE EXPERTS  
Expert Advertising  
Expert Merchandising  
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## BUSINESS WANTS DEPARTMENT

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

FOR SALE—PEANUT AND COFFEE ROASTER—Combination coffee grinder and peanut butter machine; two Stinson computing scales; adding machine; cash register; and other fixtures. Also small stock of groceries, shoes, and rubber goods. Cheap. Hinkley Store, La Grange, Indiana.

## KNOWLEDGE OF FOOD VALUE

### Good Appetite Besides—Contributes to Their Popularity

The Russian town of Koslov recently celebrated the eightieth birthday of its most famous son, Ivan Vladimir Michurin, and honored itself by taking his name. Michurin is known to the world as a man who has developed a variety of new and hardy fruits and has thus widened by thousands of miles the areas in which fruits may be successfully grown in the Soviet Union—a land of diverse climates. He has devoted more than half a century to this task, and in that time has helped to bring fruit out of the gardens of the nobles into the fields of the peasants. In a large sense he has taught the people the value of fruit.

The United States, also a country with many climates, presents a parallel with Russia. The fruit-growing areas have been greatly extended in the course of half a century; as a consequence, certain tropical fruits—particularly citrus fruits—once considered a luxury, or at best a seasonal delicacy, are now common articles of daily fare.

Three fruits—the orange, the lemon and the grapefruit—are outstanding examples in the field of food. The American business man often begins his day with orange juice. It is served to him at home; if he goes to the corner drugstore or to a hotel he finds that the orange is part of the club breakfast, inexpensive or expensive. Yet the father of the man who takes orange juice for granted remembers that in his childhood oranges usually were served with nuts as a second dessert at dinner, and only rarely at breakfast. And before then an orange was considered a treat for a good child.

The orange had great adventures before it reached America. It originated probably in South China and the Indo-Chinese peninsula, whence it spread to India and Western Asia. It was carried by the Arabs to Mesopotamia and Syria, and, following the tide of Mohammedan conquests and civilization, made its way into Africa and Spain. It was introduced into Northern Europe, according to belief, either by the Portuguese explorers or the Genoese merchants of the fifteenth century, and it probably crossed the Atlantic with the Spaniards.

Sixty years ago the United States depended largely on the West Indies for its supply of oranges. Then commercial cultivation began on a large scale in Florida and California, and pomologists undertook the task of developing fruit of better quality. Their efforts enabled the two States to take the orange out of the class of luxury fruits and put it within the reach of all.

Scientific discoveries aided greatly in promoting the universal popularity of the orange. First of all, the orange was found to contain important amounts of Vitamin C, the preventive of scurvy, as do all the citrus fruits, and, in time, it was recognized to be of prime importance in the health of the teeth. Experiments carried on at Mooseheart, Ill., the "City of Childhood," showed that the addition of cit-

rus fruit juices to the diet over a long period of time resulted in a 57 per cent reduction in tooth decay, and incidentally in a 75 per cent improvement in the rate of growth. In these tests an eight-ounce glass of orange juice and the juice of half a lemon were administered twice a day.

The World War showed that 32 per cent of our soldiers suffered from the effects of malnutrition, often brought on in childhood. The University of California therefore undertook to test the actual food value of orange juice. To under-weight children was given a mid-morning lunch, some taking a glass of milk and some orange juice. Each had two graham crackers. The conclusions of the investigators were that "a mid-morning lunch is of value in overcoming conditions of under-weight in children—oranges seem most efficacious in producing a gain in weight."

The reasons assigned were that oranges have a high vitamin content and also tend to stimulate the appetite. Fruit sugar, plentiful in the orange, was found to be easily assimilated. For this reason athletes often drink orange juice as a restorative.

While investigations into the food value of the orange were being carried on, the fruit itself was finding its way into other courses on the menu. Chopped up with pieces of melon, banana, pineapple, and so on, it was put into a fruit cocktail to be served before the soup course, or to be used, generally with fancy cake, as a healthful dessert. The fruit salad, which is likely to contain almost any variety of fruits, is incomplete without generous supplies of orange. As a side dish, marmalade made of oranges cannot be ignored. English marmalade adds zest to the British breakfast. Unlike our own orange marmalade, which is a sweetish jam, the English variety is prized for its bitter flavor, being made from the sour orange.

To-day orange juice is recommended by some authorities for use twice a day in the baby's diet. Its flavor and sweetness make it acceptable to young and old; indeed, it was popular before its properties were fully understood. It is probable that these properties are not fully understood even now; for, as Dr. Mary Swartz Rose of Teachers College says, "Food is a subtle thing."

The lemon also came from the East, and was brought to Spain by the Arabs in the twelfth and thirteenth centuries. It was found many years ago that the lemon, as well as its cousin, the lime, contains important amounts of an anti-scorbutic factor, now known as Vitamin C. Hence in 1795 the British Navy added lime juice to the rations of its sailors, thus guarding against scurvy on long voyages and giving English tars the permanent name of "limeys." In 1865 the British Board of Trade brought about a similar custom on merchant ships.

In this country we are using more limes than ever before and are growing them extensively in Southern California and Florida. The return of liquor has increased the use of the

lime, which is also familiar in soft-drink places.

No who's who of citrus fruits would be complete without special mention of the grapefruit. The history of this fruit—a hybrid—is much like that of the orange. It has constantly gained in popularity, and its flavor has been greatly improved. Not so many years ago the grapefruit was extremely bitter and pulpy; to-day most varieties can be eaten without much, if any, sugar, and are rich in juice.

The grapefruit, when first introduced from the West Indies, was an addition to a formal meal, used as a first course. The present tendency is to eat it with other food as in the case of the orange, and it is frequently recommended as a variant to the morning orange juice. One argument advanced in its favor is that it does not contain the protein which, in oranges, is sometimes the cause of eczema in children. Grapefruit has taken its place with the orange on the breakfast table and is widely used in salads.

Two other fruits occupy a new position in our diet. Both are substantial foods. The first is the alligator pear, which, until recently, was so expensive as to be classed among the table luxuries.

The alligator pear—known also as the avocado, the calavo and the ahuate—has been for generations a staple article of diet in the West Indies. The natives there spread the pulp on bread—it is a substitute for butter—and flavor it with salt and pepper. We are now learning the value of the avocado, using it chiefly in salads.

Dietitians and epicures alike can be enthusiastic over the avocado. This fruit, we are told, is "98.3 per cent digestible." It has about four times as much food value as most fruit, bananas excepted. It supplies twice as much Vitamin A as the apple, and a large quantity of Vitamin B. And, important in view of the current interest in irradiated foods, is the claim made for it that the avocado soaks up great quantities of sunlight through its thin skin. To most people avocados do not need a doctor's recommendation, however. Epicures eat them on bread, like Camembert, with a touch of seasoning. Others prefer them cut in half, with French dressing.

The banana had long been a staple food in the West Indies. There the plantain, a coarse, large banana, is fried, and a very good dish it is. Fifty years ago the banana was viewed with alarm in this country, many households having a rule that it was not to be eaten after 10 in the morning, on the ground that it was a menace to digestion. There was some reason for this, for little distinction was then made between the fruit that was partly ripe and that which was fully so. Unripe bananas are now known to contain a starch which is difficult to digest. During the ripening process, however, this starch turns to sugar of a sort which is readily absorbed, and can be taken when ordinary sugar cannot. "The banana," writes Dr. Sidney V. Haas, "has been the victim of one of those curious antagonisms which make its acceptance as an infants' food difficult

to lay people, although it has been so used in the tropics for generations."

Yet no fruit has changed ground more completely than the simple, undramatic banana, and recent experiments have built up its prestige as a food to an extraordinary degree. The banana is ranked with lettuce and peas as a source of Vitamin A, and it is richest among fruits in caloric value—with the possible exception of grapes—having about twice as much as oranges and considerably more than apples or plums.

The results of a study of the banana as a diet in disease are reported by Dr. Haas. To children suffering from disorder in which food could not be assimilated, the pulp of the banana was given in increasing quantities, as the entire fare, and the children gradually regained weight and apparent health.

Walter H. Eddy, Professor of Physiological Chemistry at Teachers College, calls the banana a good source of calories and of quick energy. It has an alkaline reaction and thus corrects acidity. It is an excellent source of Vitamin A, the anti-infective vitamin, and, combined with milk, produces almost a balanced ration.

Our consumption of fruits has greatly increased. It is difficult to say how much the increase is attributable to the advance of science, and how much to the natural enjoyment in the food made available. But it is, according to many authorities, the great gain of the century in dietetics.

Henrietta Ripperger.

### Another Anti-Chain Move

As if NRA were not a sufficient burden for the chains, another type of opposition is developing.

Only this week we learned of an anti-chain store motion picture which is reported to be booked extensively.

The idea behind the film is that the housewife will weep over the romance and thereafter confine herself to buying exclusively at independents and collective markets.

Blocks of free tickets are being distributed for this picture, "Forward, America."

Thereafter, the poor chain store manager can report additional slumps.

### To Hit Back?

From every part of the country come authentic stories of decreased business for the chains.

Hard hit by the labor requirements of the NRA code, the operators of the giant systems are said to be planning a strong attack on the NRA.

In the opinion of most leaders of industry, such an assault on NRA would be like attacking an institution which is already as dead as a dodo, notwithstanding all the maneuverings of General Johnson's successor, Richard Richberg.

Goodwill is a state of mind. You can tell a truth so that it creates antagonism or develops friendship. The truth is the same in each case—the manner of telling it makes the difference.

Compete with your possibilities; not with your neighbors.

## HARDWARE RETAILING

(Continued from page 15)

look to for business. This may be in the line of newspaper advertisements if you have a good, well-distributed and well-read local or community newspaper. If not, then use printed monthly or quarterly broadsides, which should be mailed: or weekly or monthly postal cards, either mimeographed or multi-graphed, in which you can list your special seasonal items or price appeals. The public will soon forget the average hardware merchant if he does not spend more time, effort and money along these lines.

The writer has heard a remark passed too frequently by hardware merchants, when contacted by the manufacturers' or jobbers' salesmen, to the effect that "I wouldn't buy any of those because I wouldn't have one in my home or wouldn't use one in my business." Therein lies one of the inherent weaknesses of hardware merchants' buying. Department stores, chain stores and all large progressive and successful merchants buy what the public wants and do not let their personal wishes, ideas or whims deter them from buying merchandise or products that the public wants. Therefore, study your public's requirements and do not let personal preference control your buying or selections.

Many hardware merchants have been found to have in stock for periods of from one to three or more years, a certain limited amount of merchandise that has been improved with later models and, in most cases, lower retail prices. Notwithstanding the fact that the hardware merchant knows that the products he has in stock have been improved upon and reduced in price, he is careless enough in many instances not to reduce the price in his stock to the level of the new and improved merchandise, or lower, which is still better, and dispose of it even at a loss—then put his money in a small stock of the newer, lower-priced products.

Quite a number of the public is rather smart and they will oftentimes note this failing, and it will be a tremendous handicap to such hardware merchant, far beyond his wildest imagination. Such information is passed from person to person and finally the public learns by the broadcasting of this information that the Blank Hardware Company is not dependable—in fact, they are chiseling, and when any hardware store has such a reputation, just close the front door and fold up at once and save yourself money.

Perhaps the most glaring inconsistency on the part of too many hardware merchants or department buyers in hardware stores lies in the fact that such officials or proprietors hear the sales story of new merchandise bought from the representatives of the manufacturers' agents or jobbers' salesmen, and they keep this a secret from the sales force. Then the merchandise so bought arrives, is priced, put out in the store and the sales force demanded to sell it without a bit of sales information, or substantially so.

There is a standing rule in the major department stores of the U. S. that the

buyers of departments dare not place on the shelves or counters of their department new merchandise without first calling the entire sales force and personnel into conference and giving that group who contact, for the most part, with the public, the full and complete sales talk, explanation and compelling truthful facts as to the quality, virtue and necessity for such merchandise.

Hardware merchants who have two or more sales people or employees who contact the public should have a standing rule that such employees should be compelled to be present, once or twice a month, in the evenings at sales meetings, to discuss the new merchandise and get the sales ammunition, and to discuss the want book and the trends of customer demand. The attendance of employees at these meetings should be absolutely compulsory.

The writer recently had the pleasure of attending a sales meeting of the employees of the house furnishing department of one of the largest department stores in metropolitan Los Angeles. The 39 employees were obliged to be at the store ready for the meeting at 7:00 a. m., just one and a half hour before their regular time of arrival. That hour and a half was well spent in explaining their jobs, the new merchandise and getting suggestions from the employees for the benefit of the buyer of the department and the merchandise director of the institution.

Suggestions to the future successful hardware merchant: Plan in advance, and well in advance, all of your sales, your advertising, and store and window displays. Only by advance planning will any of these be effective and productive.

Advertise—use newspapers, circulars, broadsides, post cards, and use the telephone to call your trade and announce your displays, sales and prices. Some day very soon the public should hear over the air through radio broadcast programs, institutional announcements recreating in the mind of the public a renewed interest, confidence and desire to do business with the nearest dependable hardware merchant. Other lines of retail merchandising crafts are using such appeal most satisfactorily and advantageously.

Analyze carefully whether you cannot serve your customers better by making store to house deliveries. If you do not have your own truck, use a motorcycle. If you have neither, use your own car—if you have none, use one of your employees', or make arrangement with certain local auto delivery concerns. The cost is small, but the service and aid to your customers is a tremendous help in your behalf.

Many hardware stores, in thickly populated communities, areas or cities where there is large pedestrian and automobile traffic in or past their store, should seriously consider whether or not they should stay open later at night than the usual closing time of 6:00 p. m., and perhaps stay open until 7:00 or 8:00 p. m.; and, if necessary, open the store that extra hour or two later in the morning; because in metropolitan city neighborhoods the old-fashioned early morning trade will undoubtedly

be found to have been reduced so materially as to warrant your study of this matter to find whether you can get more business by staying open an hour later in the evening, when more people are about.

Know your costs, selling expenses, your inventory, stock turnover, your correct prices and your price trends, and, above all, the public's needs.

Keep stock control, budget control and expense and purchasing controls. These can be kept in a simple, inexpensive manner requiring but very little time. When you control your business by facts and figures, you never wake up to find that you are about to close up or pass into the hands of creditors.

Maintain prices, stop profitless merchandising, turn down some undesirable business that will not render you a sufficient profit. Stop trading dollars and merchandise because in such trading, tho you may not know it, you are losing money.

Sell quality goods. Do not fall for sub-standard merchandise except as a competitive item which the public or a percentage of same may demand and will want and they may buy.

You should know well, fraternize with, consult with and certainly cooperate with your fellow hardware merchants. The real competition is outside of the hardware merchants' field, and certainly among members of the craft there should be closer co-operation and understanding, and an agreement as to prices, items, practices, etc.

Arrange rent revisions. From the National Retail Hardware Association Annual Hardware Store Survey and the local figures of State hardware associations, it is apparent that most hardware merchant are paying too much rent in proportion to their sales volume. You must lower your cost of doing business by cutting unnecessary expenses, luxuries, etc., but more important by increasing your sales volume and your profit on every bit of merchandise sold, sufficient to make you a net profit.

"Long profit lines" should be more fully analyzed and sold. The average amount of sale per customer daily, monthly and yearly in the hardware merchants' field has been reducing to an alarming extent. Stop trying to compete with the 5 and 10 cent stores, and arrange the sights on your gun to shoot at higher sales per customer by buying, displaying and actually promoting the sale of items that are not below the dollar and, if necessary, up to \$100 or more. They are being sold—if you are not selling them now, it is no indication that the public is not buying them—just look around you and see what some other merchants are doing with types of merchandise that you should have.

Import orders, except to about 10 per cent. of the hardware merchants, represent a tremendous merchandising hazard. Too many merchants buy an excess quantity or supply for the little bit that is held out by the jobber or manufacturer, but when the hardware merchant finds out that the principal factor of profit in merchandise does not lie in the discount from list, he will

begin making profits. The most important factor for merchandise profit actually is "turnover."

Pay cash and take cash discounts. What a difference this will make in your costs and your profits. Do not buy beyond what you know you can pay for at the time it is due, and then stop procrastinating and pay for it.

Stop giving "trade discounts" to the man with the overalls who says he is a painter or a carpenter, or a rancher or a farmer, or the lady who tells you she is the head of some women's club or some group of organized women, or the person who is a janitor, superintendent, or, using the more modern term, the manager of apartment houses or ranches. Every time you give a 5 or 10 per cent discount so easily, you are creating a public distrust in you and the entire hardware craft. Have one price for the merchandise for everyone, and the sooner you do it the more profit you will make and you will elevate the standards of retail prices in hardware stores. There is an odd but known psychology of the human race: that people actually do not appreciate the fact that you give them trade discounts or sell without profit, or at your cost or below. This does not produce public confidence, respect or even admiration, but people smile at you realizing that you are easy and that they are pretty expert at chiseling, and you derive no benefit from it—the benefit goes only to the purchaser.

J. V. Guilfoyle,  
Secretary Southern California  
Retail Hardware Ass'n.

## War Profits Taxes

Manufacturers who produce products that come under the classification of armaments or war materials are not much concerned by the proposal to tax future war profits they may make.

The general feeling is that Congress will not segregate profits from such sources, for specific taxation, without provision also for higher taxes on manufacturers producing other goods purchased by the Government to carry on the conflict. This will tend to embrace most industries, it is felt, and will probably lead to another general excess profits tax.

War excess profits taxes, such as those levied at the close of the kaiser's war, would not surprise manufacturers in the event of another conflict, which is generally regarded now as quite remote, so far as the United States is concerned.

## Stores Order Lamps for Sales

Lamps for use in housewares promotions next month and in February were ordered in volume by buyers paying in their final visits of the season to the wholesale market here. Manufacturers were asked for specially priced goods which could be featured at prices of \$2.95 to \$8.95 in post-holiday promotions. The call enabled producers to clear Fall goods from their stocks. Late orders from local stores for holiday lamps are a major factor also in this week's business. The demand was confined to goods selling at \$30 and up.

## 7 GOOD REASONS WHY YOU SHOULD STOCK

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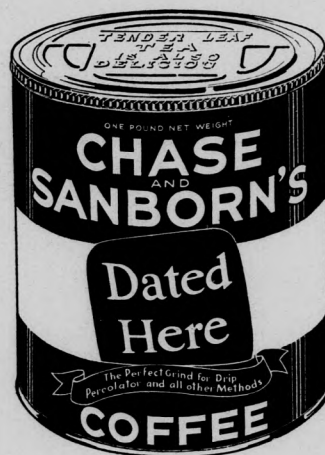
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all during  
the*  
**HOLIDAY  
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