

He Might Have Been Somebody

He might have been an author and have written many pages
To blossom for a little hour and molder down the ages.
He was clever, he was cultured, he was traveled, he could write;
But the product of his genius never seemed to seek the light.
You seldom saw his name attached to "Letters to the Press;"
But he always wrote a gentle word to soothe a friend's distress;
And when he was in Petersburg, and Peking, and in Rome,
Instead of writing "travels," he was writing letters home.

He might have been an orator and wielded words of flame
To illuminate the nation and to glorify his name.
He was able, he was tactful, he was eloquent of speech;
But he did not spread the eagle and rejoice to hear it screech.
Seldom on the public platform did he ever play a part;
But he always had a happy word to help a heavy heart.
And perhaps his cheerful speeches were too simple for the stump;
But they made a fallen friend forget he'd ever had a bump.

He might have been a scholar with a string of high degrees,
And have found some hidden meaning in a play of Sophocles;
But, instead of ever studying the dim and ancient letter,
He was studying his little world and how to make it better;
How to do some little kindness, common to the passing eye,
But which the hurried rest of us had noted—and passed by.
He might have been somebody on some self encircled plan,
If he hadn't been so busy being something of a man.

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GRAND RAPIDS

MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, JANUARY 16, 1935

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JAMES M. GOLDING
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THE DEEP WATER TRAP NET

Its Relation to the Great Lakes Fisheries

(A paper delivered before the sixty-second annual meeting of the American Fisheries Society at Baltimore, Maryland, by Fred A. Westerman, In Charge Fish Division.)

No question within recent years has caused so much concern alike to commercial fishermen and to conservation officials charged with administering the commercial fisheries of the upper Great Lakes, particularly Huron and Michigan, as has followed the introduction of the deep water trap net within the past few years.

The sizes of the deep trap nets vary considerably to suit the conditions where they are to be fished or the individual fancy of the operator. A typical net may be considered as having the pot thirty feet deep, thirty-six feet long, and twenty-four feet wide; the wings forty-five feet deep and one hundred feet long; the lead forty-five feet deep and fifteen hundred feet long. The mesh in the sides, top, bottom, front, and back of the pot varies from three and one-half to five inches, with the side of the pot where the fish are shoaled usually of finer mesh; wings from four to seven inches and lead from five to nine inches.

As the name implies, these trap nets are designed for deep water fishing. They are set entirely without stakes, being held in place by anchors, and fitted with buoys and sinkers of iron or chain. They have the advantage of mobility, as they can be moved and re-set with comparative quickness and ease. Some lake trout are taken in these nets but they are primarily a whitefish net. One leading manufacturer advises: "The construction of deep trap nets should be as open as possible; that is, the mesh should be large and the twine comparatively

light. Shadows should be avoided, and care should be taken in setting so that the net is properly spread laterally to prevent the pot from swaying and thus closing the mouth of the funnel. Mesh in the pot should be as large as possible to prevent taking small fish.

These nets are usually hung on the one-third basis, that is, eighteen inches of stretched netting to twelve inches on the lines. They are in effect pound nets, the principal difference being that the funnel and pot in the trap net, which corresponds to the heart and pot in the pound net, is covered with netting. Also in freeing pound nets, the fish are cornered at either side or the back of the net and dipped out with small hand nets directly from the open net, while in trap nets the pot must be brought to the surface and the fish dipped out through an opening usually in one side or the back which is laced up before re-setting.

This net is of course very similar to the pound net in use for many years, which is held in place by means of stakes but which are limited, however, by the length of the stakes which can be used and the character of the bottom where stakes can be driven and held. Some pound nets are set in eighty feet of water but the great majority are set in less than sixty feet and where a stakeless trap net can be set in about five hours under favorable conditions, it requires about two days to set the pound net. An important difference occurs in the fact that whereas the lead of pound nets rarely reaches thirty-five feet in depth, the stakeless trap nets are reported in use with leads up to seventy-five feet in depth; in other words, a wall or fence of netting seventy-five feet high and fifteen hundred feet long for leading the fish into the pot or trap which may be sixty feet high.

That the trap net can be set and lifted at any depth and on any kind of bottom is too broad a statement. There is a maximum depth in which this net can be fished. In Wisconsin they have been fished in one hundred feet of water and in Michigan they have been set in depths of one hundred sixty feet. Although trap nets have been set on a rocky bottom, it is not profitable to do so since the chafing of ropes and netting on the rock soon wears them out. Trap nets, like pound nets are therefore set on sandy, gravelly, or muddy bottom. However, since the stakes of pound nets must be driven eight or ten feet into the bottom, all soft bottom, even though underlaid with rock, may be suitable for trap nets, but not for pound nets.

A Lake Huron fisherman comments: "To fish deep trap nets satisfactorily, it is necessary that the water have a depth of twenty-two fathoms, also to get away from small-sized fish."

These depths of course are much less than the depth at which gill nets are fished for whitefish but their adoption by many fishermen has tremendously expanded the field in which trap nets operate and brought them in to keen competition with the gill netters. In fact, trap nets appear to be comparatively much more efficient where set in proximity to gill nets. It has been reported that gill nets set in the same locality as the deep trap nets will not take whitefish to any extent while the trap nets will take large catches of unusually large fish, a size of whitefish the four and one-half or five inch mesh gill nets have not been able to catch because they are to a degree selective gear; that is, they will not take undersized whitefish or the unusually large fish in any great numbers since the small fish pass through the net and the large fish cannot become gilled in it.

Gill nets are limited in Michigan by statute to eleven feet as the maximum depth and to four and one-half inches as the minimum size of mesh for taking whitefish and trout; in actual practice they seldom exceed twenty meshes or seven and one-half feet in depth.

It is reported from numerous localities where deep trap nets are employed that these nets are responsible for the killing of many thousands of undersized whitefish. This is believed due to the inability of the fish to adjust themselves to the difference in pressure when the nets are quickly lifted and brought to the surface and to injury resulting from the handling incident to sorting the fish, perhaps also to the nets being left too long before lifting. It is reported these nets have been set for months during the winter season without lifting, but this condition is not confined to the deep trap nets alone as many gill nets are lost annually through being carried away by storms following a freeze-up during a cold snap, which prevented their being lifted or removed by the fishermen. This is principally due to weather conditions rather than neglect and represents a severe loss to the fisherman which which is not the case with the deep water trap net.

The deep water trap nets appear to have been used first in Lake Ontario where according to Mr. J. P. Snyder, Superintendent of the U. S. Bureau of Fisheries Station, Cape Vincent New York, they "cleaned" up the pike and whitefish at Cape Vincent and in Chaumont Bay. I quote him briefly: "Two or three men could hardly move and reset a pound net in a couple days, but the same crew will change the position of half a dozen trap nets in a day. It is this mobility and the fact that they can be set in any depth of water, even to a hundred feet or more, that makes them so effective."

The first of these nets was introduced into Lake Huron at Alpena in 1928 by one of the Cape Vincent fishermen. His large catches reported running as high as two thousand dollars worth of fish a week, immediately attracted attention and of course the adoption and extension of their use by other fishermen, first at this port and then spreading until at present they are widely used in Lake Huron, Saginaw Bay, Upper Lake Michigan and to a lesser degree in the eastern part of Lake Superior. This spread has been more rapid since 1931 when the Michigan legislature failed to deal with the problem. Many fishermen, even though opposed to their use, adopted them in order to meet the competition of their neighbors. The fear persists that the whitefish, which is generally conceded first rank in quality among the fishes of the Great Lakes, is doomed unless measures are quickly adopted to regulate and restrict the use of this gear.

Recently our Department submitted a questionnaire to commercial fishermen licensed to fish in Michigan waters, enabling them to register their views with reference to existing regulations and changes they believe should be made. Replies have been received from 494, a return of about forty per cent. Of these, 296 made no reference to the deep trap net, 142 registered their disapproval, and only 32 fishermen favored their use. From our records we find that their are over 2,700 shallow water trap nets and 461 deep water trap nets owned by Michigan fishermen at the present time. A note indicative of the feeling among many fishermen was received with an application for a license, which reads as follows:

"If (deep water) trap nets are not outlawed, fishing in Lake Huron will be history in five years. This boat is for deep water traps, but we would gladly quit, if they were outlawed."

The Michigan Department of Conservation as early as 1930 sounded a warning to the fishermen against adopting this gear and later the same year, the U. S. Bureau of Fisheries protested their use in part as follows: "If this destructive method of fishing is to continue, the commercial species of the Great Lakes will soon be depleted."

The U. S. Bureau of Fisheries has been making exhaustive investigations of many problems confronting the commercial fishing industry on the Great Lakes during the past several years, including a study of the deep trap net question, which was begun in 1931, in co-operation with the states of Wisconsin and Michigan.

A report was prepared for the Wisconsin Conservation Commission by Dr. John Van Oosten, U. S. Bureau of Fisheries, B. C. Webster, Superintendent

(Continued on page 24)

SOMETHING FOR NOTHING

Life's Storm Clouds Rolled Away After Sixty

The Townsend plan has a remarkable appeal. All its social objectives are devoutly to be wished; old age pensions; economic security; an end to unemployment and to the depression with its welfare problem. His formula almost plausibly suggests how we may get something for nothing. Henceforth after reaching age 60, life's storm clouds are rolled away in a glorious sunset. Who then will strenuously object to giving up his job? In exchange he is to receive \$200 a month simply for not working.

Well, are we not actually paying some farmers for not raising hogs? That is an exceptional case, explains the New Dealer. Transition to diversified crops for instance will bring upon the individual wheat farmer so great a burden, he should be helped by a bounty from the general public.

Although history uniformly shows the utter failure of legislating prices, every fifty years or so we English again resort to that attractive experiment. Scarcity theorists actually have burned cotton to raise the price, only to find, of course, that the apparent gain on the remaining bales, never quite makes up for the real loss on the cotton burned. In defiance of economics, huge public expenditures for war seem justified for social reasons. Later advantages supposedly gained by the in sober after-thought we set all ad-war, over against the appalling costs, and are forced to conclude as did philosophical Will Rogers, "We wouldn't have any more wars, if we only had to pay for 'em in advance." Subjected to the same simple cost test, will Townsend's plan retain its popularity?

Not so welcome a prospect is continuous taxation on a war time basis. Every month we are to spend more than the entire year of 1865 consumed in the civil war. Every year these new pensions alone are to exceed the 18½ billions spent in our greatest extravagance of all time, the peak year of the kaiser's war. The 1930 census gives the cost of all governmental expense, Federal, state and local, as a little over 10 billion. Townsend's plan will increase present taxes about three-fold, adding nearly 20 billions more.

Truly we have the greatest of national wealths to draw upon. Of all people on the globe, ours are the richest and most prosperous. With 6.3 per cent. of the world's population we boast 12 per cent. of world trade; 35 per cent. of worldly wealth; 78 per cent. of all automobiles, etc. Unfortunately for most of us, the haves and the have-nots are not very equitable in the distribution of this vast wealth. Though in spite of all the unfairness, the poor man fares better in America than anywhere else on this sinful, wicked earth.

Thanks to human nature we like to think of ourselves as born free and equal. When first attending public school, we discover that we are not so. In that democratic mill some 25 million children of the wealthiest and poorest alike are taught how to start

life with as nearly equal opportunities and equipment as practicable. The state pays for this service 2.3 millions. On one third as many aged Townsend would spend eight times as much per individual; twenty-four times as many dollars as now educates each child.

Desirable as it is to distribute things equally, wealth refuses to stay so. For instance, each soldier on pay day shares equally in the army distribution. The lion's share will be found only a few days later, temporarily at least, in the hands of the few luckiest gamblers. Disparity between the haves and the have-nots quickly reappears. In the abstract census figures, however, we calculate what theoretically equal wealth distribution might achieve among our 123 millions of population.

The gainfully employed number 40 per cent and on this group fall the burdens of supporting all non-producers; infants, school children, the sick, the idle rich, the unemployed, the criminal classes, as well as the aged for whom Mr. Townsend pleads. In the peak of 1929 prosperity Mr. average worker earned \$1,763 or not quite three-fourths of a \$2,400 pension. Old age pensions for those who quit work will take more than one dollar out of every five he is paid in wages. Six workers like himself contribute \$400 each to support one pensioner.

Or take it on a family unit basis. Our 30 million families average 4.1 persons each. Boom time earnings (again supposed to be equally distributed) will give about \$3,000 to each family unit. The governmental expenses now taking 11 per cent, Townsend's plan will raise to 33 per cent. of all family receipts. Even an insurance salesman couldn't recommend half this proportionate amount for all forms of insurance. Just remember that the 30 per cent. of us who die before reaching age 60 are destined to reap no return on these lifelong continuous sales-tax payments.

In age group 60 and upwards there are about 10½ millions. Most advocates assume, however, that only 8 million of these will apply for pensions. Their official booklet asserts "eight to ten million will be withdrawn from productive employment, and their jobs will then be available for younger men." Actual census figures show the entire number of these gainfully employed as about 4 million. Hence if it is necessary to vacate 8 million jobs to solve the unemployment dilemma, the lay-off must continue on down to age 52. The virtue of mere lay offs however only too recently failed to solve the problem. Sixteen million jobs were reported vacant in the worst year of the depression.

Townsend's complete formula adds to this first step of "merely having fewer persons at work" a second and last requirement "to make those who do not work, spend more."

Walter Lippman observes: "If this is really so, why stop at \$2,400 pensions for those over 60? Why not \$5,000 for all over 50? Or even \$10,000 for persons over 30? Here at last the absurdity becomes obvious. That formula cannot be the complete solution. Townsend has invented a conun-

drum which reduces to absurdity a whole mass of ideas which have had great vogue in the depression. In many of the others it is harder to detect the catch."

Certain local advocates have argued this way: To give 8 million persons each \$200 a month takes just 1.6 billion dollars of new money. Thereafter this fund will automatically revolve each month. Michigan's present sales tax rate of 3 per cent. extended to forty states will give us all we need, they assert, for forty times the present yield of 40 million dollars is precisely the 1.6 billions now wanted.

Checked against the actual figures, however, it is not quite that simple. Firstly, the yield was under 35 and not the 40 millions estimated. Secondly, the wealth ratio is not 40 but 28 times that of Michigan in the entire country. Thirdly, an entire year of taxes collected will run the new pensions one month only. Fourthly, to put all statistics on a uniform yearly basis the 3 per cent. rate becomes a 36 per cent sales tax.

Eight million pensioners receiving \$2,400 each figures 19.2 billions; which, plus cost of administration, rounds out about \$20 billions every year.

In reaching the conclusion, a 66 per cent. sales tax rate Lippman used the present retail trade volume of 30 billions a year. Townsend countered this by arriving at a mere 2 per cent. rate, asserting "the United States did 1208 billion dollars worth of business in 1929" as his basis of calculation.

Whether collected in one slice from the retailer alone, or in several parts in turn from producer, then manufacturer, then jobber or wholesaler, and finally the retailer, will not the increase in price to the ultimate consumer be quite the same?

Lippman figured that a 10 cent loaf of bread would have cost you 17 cents; a 20 cent gallon of gasoline, 33 cents; a \$600 auto \$1,000, etc. The changed purchasing power of the dollar makes a relief allowance of \$25 a month able to buy \$15 worth plus the new tax. A disabled veteran's \$50 a month pension would have had the buying power of but \$30. Even Townsend's new pensioners net only \$120 out of their \$200, as \$80 is added to present prices in new taxes—just to pay themselves back.

For argument's sake, assuming with the advocates that lavish spending soon stimulates trade volume back to 1929 level, the 19.2 billions given pensioners, taxed against the 69.3 billions peak of wholesale trade, makes the rate 27.7 per cent. Michigan voters who now balk at a paltry \$2 head tax (they have refused to pay this for that same worthy purpose of old age pensions) are assumed to willingly accept an increase to nine times the present 3 per cent. sales-tax rate? Why the new governor's first bill seeks to reduce the present sales tax, alleging that the burden now is excessive.

Less than one-tenth of Townsend's schedule \$234 in 1932 was averaged by the 14 states paying old age pensions. It costs the British 200 millions to pay \$13 per month to their aged over 70. At age 60 we may expect to live 14 to

17 years. Women live longer than men. An insurance annuity of \$2,400 requires a saved up capital of \$30,000 so Townsend pensions for 8 million take 20 times 8 or 240 billions, namely the entire taxable wealth of our country in 1932. The absurdity of these figures should make us hesitate to try squandering ourselves into prosperity. But all admit we should have reasonable old age pensions.

Robert H. Merrill.



Lines of Interest to Grand Rapids Council

The twenty-sixth automobile show came to a close Saturday night with a total attendance for the five days of about 40,000 people. This was the biggest and best automobile exhibition ever staged by the local automobile dealers' association. The show was diversified as to exhibits, as many allied products were displayed. Automobile insurance companies, gas and electrical products and house trailers drew a lot of attention. The musical instrument dealers were in evidence, with proof of their wares by presenting musical ensembles that had been taught and furnished instruments by them. All of the displays were artistically arranged and the decorations were harmonious with the products displayed. There were no new names introduced but the old reliable name plates adorned nice bright, shiny creations that drew admiration from the throngs day and night. The musical program and the many specialties that appeared on the program gave the people their money's worth without the privilege of the mammoth exhibition. Five brand new cars were given away and the lucky winners are now possessors of new models for 1935. The only regrettable feature of the show was the fact that many little do-jiggers that adorn the cars were stolen by vandals who do not appreciate the opportunity afforded the public by the industry. If steering wheels were removable there would have been a shortage of them when the curtain rang down Saturday night. It is anticipated that 1935 will be one of the biggest years in the history of the industry and to date some of the plants are asking their field men to send in no more orders until production has caught up with the demand. The automotive industry has worked harder than any other type of industry to bring back confidence and prosperity and it appears they are about to be rewarded by the business outlook for the coming year. No greater values will ever be offered and if the public is wise it will take advantage of the present time to get back on the road with reliable and safe transportation.

"I'm sorry I married you," sobbed the bride.

"You ought to be sorry. You cheated some other girl out of a mighty fine husband."

Grand Secretary, local Secretary and insurance counselor, H. R. Bradfield, has been confined to his bed with an attack of flu. He is reported as improving and expects to be able to attend to his many duties in a few days.

Counselor H. C. Acken, of 614 Ethel avenue, who suffered an injury a few days ago, is reported on the mend. He slipped on the steps at his home and suffered severe bruises to his chest when thrown against a porch column. Mr. Acken is a member of Omaha Council, Omaha, Neb.

Counselor V. C. Schrider, of Barclay street, passed away Tuesday, Jan. 8, and was laid to rest Thursday afternoon. "Pop," as he was familiarly known, had reached the ripe old age of 82 years and was extremely active and healthy until he slipped on a rug in his home and broke a shoulder. Although the break was a simple fracture, complications set in and caused his death a few weeks after his accident. Mr. Schrider was retired from active service after many years as salesman for the Standard Oil Co. He was known among the trade for his ready wit and dry humor. Being an ardent student of world news, he could converse intelligently on any subject. He was one of the oldest members of the council and the members unite in extending their sympathy to his family.

Notgniklip.



Events of Detroit Council, No. 9

Mayors' offices are conceded to be busy places in the great wheel of society. Places like these beat with the pulse of destiny. The beginning of a great movement is also the destiny of travel. And the birthplace of National Buyers' Week always forms a center of intense activity. Thus it is very befitting that Judge Joseph A. Moynihan should invite Mayor Frank Couzens, of Detroit, to become Honorary National Chairman. And the nationwide will be glad to know that the mayor has accepted. Michigan thus again is the center of intense publicity, with the governors of forty-eight states acting personally or appointing local directors of publicity.

National announcement of Buyers' Week for the first two weeks in March is being handled by H. H. Stockfeld, Eastern Director. His proposal to the forty-eight governors is that they use telephone to speak for three minutes each. These addresses will be carefully time broadcasted by a national broadcasting organization.

I saw A. H. Wilford at National headquarters in the Detroit-Leland, with a big smile on his face. I questioned him for more news. His keen

eye twinkled and he just grinned when he said, "Nothing more to say." Well, you can just bet there is something bigger and better yet to come; that is just like him. True, he is just a cold storage man, but he is certainly hot with ideas which really work.

Detroit Council, No. 9, initiated a new member, Glenn H. Leland. He is an attorney in the David Scott building and a partner of the law firm of Moynihan, Welday & Leland. Mr. Leland specializes in corporation law, Federal income taxes, and matters pertaining to estates.

Among our good old pals we were glad to see Bill Cummins, recently in town. He still wears that same smile. We even think the bright lights of old Broadway have lightened up the smile a bit. Anyway Bill says New York is just O.K. and the only point on the earth is made by the Keystone Paint & Varnish Co.

If one misfortune ever followed another, 1934 certainly closed that way for one of our members. Bill Allard's wife was run down and killed in November just after she had done her last civic duty and voted. As Bill was returning from spending the holidays with his father-in-law, Otto Bullis, in Maple Rapids, his car turned completely over. Just how he escaped alive is a miracle. It will be about six weeks or so before he is O. K. He had a carton of those famous brown eggs of which certain friends are connoisseurs. It is said that Bill had to go out and talk to the hens to get them to lay all these eggs. Yes, he saved all the eggs; not a one even cracked. And now the boys say these are absolutely the very best they ever ate.

On Saturday night of this week our Ladies Auxiliary is having a card party and luncheon at the home of Mrs. Stanley P. Ecclestone. This is for their husbands and you bet we'll all be there.

Our Ladies' Auxiliary committee is always on the job. Here is this week's safety suggestion: Get the weather report before you take a long drive. In bad weather Don't Drive At Night. Wigstaff.

Some Plans for the Future by Secretary Hammond

We have found from experience that it is well to subside in our Association activities during the period that elapses from Dec. 10 to Jan. 10. This year has been no exception. A brief vacation absence from the office was enjoyed between Christmas and New Years and we are back on the job with a desire and determination to make our work of the coming year energetic and helpful to the full extent of our time and ability.

Three official meetings have been called for the month of January:

1. Michigan Federation of Retail Merchants.

President Alton J. Hager has called a meeting of the Board of Directors of the Michigan Federation of Retail Merchants for Wednesday, Jan. 16. This meeting is to further increase the acquaintance and good fellowship of the officers of the organization and to prepare ourselves for whatever problems may arise by way of legislation

and otherwise. At this meeting the following matters will be discussed:

- A. Legislative program.
- B. Welfare purchases.
- C. Unemployment insurance.
- D. Miscellaneous matters to be suggested by those in attendance.

2. Annual Meeting Grand Rapids Merchants Mutual Fire Ins. Co.

This meeting will be held in Grand Rapids on Jan. 18. This is a meeting of the policyholders, followed by a meeting of the Board of Directors. Some amendments are to be offered to the by-laws of the company which, if adopted, will be reported in future bulletins.

3. Board of Directors Michigan Retail Dry Goods Association.

Will hold a meeting at Lansing at 12 o'clock at the Hotel Olds on Thursday, Jan. 24. The purpose of this meeting will be to hear the annual report of the Manager, fix the date and make plans for the program of the annual convention. The selection of the date and place for the convention will be announced in a later bulletin.

The Ohio Sales Tax Law

After a long struggle in the general assembly of the State of Ohio, a bill for the levy and collection of a tax on sales of tangible property has finally passed and goes into effect on the first day of January, 1935, and ends on the 31st day of December, 1935. We are not fully informed regarding the reason why the general assembly of the State of Ohio fixed the tax period at exactly one calendar year. We are sure that our members will be pleased to know what the provisions of the Ohio sales tax law are.

It is not expedient to undertake to quote all of the provisions of the law, as there is much machinery to be put into operation for the collecting and distributing of the moneys received. If you desire further information regarding this law, a letter addressed to George V. Sheridan, 178 South High street, Columbus, Ohio, will bring a very prompt and definite reply.

Taxation Rate—Ohio Law

One Cent, if the price is forty cents or less;

Two Cents, if the price is more than forty cents and not more than seventy cents;

Three Cents, if the price is more than seventy cents and not more than one dollar.

If the price is in excess of one dollar, three cents on each full dollar thereof; **

If the price is less than nine cents, no tax shall be imposed.

The taxes imposed shall apply and be collected when the sale is made, regardless of the time when the price is paid.

The tax hereby levied does not apply to the following sales:

1. When the consumer is the State

of Ohio or any of its political subdivisions.

2. When the vendor is a farmer, the thing transferred is the product of his own farm, or of a farm which he conducts, and the retail establishment is located on such farm, or when the sale is of feed, seeds, lime or fertilizer.

2-A. Sale of fluid milk defined by the milk marketing act for consumption off the premises of the vendor and of bread in loaf form.

2-B. The sale of newspapers.

3. Sales of motor vehicle fuel and of liquid fuel upon the receipt, use, distribution or sale of which in this state a tax is imposed by the law.

4. Sales of cigarettes and of brewer's wort and malt, upon the sale of which a tax is imposed by law of this state, so long, respectively, as such law is in force.

5. Sales of beer as defined by section 6212-63 of the General Code, whether in bulk or in bottles, sales of wine, and sales of spirituous liquors by the department of liquor control.

6. Sales of artificial gas, of natural gas by a natural gas company, of electricity by an electric light company, or water by a water-works company, if in each case the thing sold is delivered to consumers through wires, pipes or conduits.

7. Casual and isolated sales by a vendor who is not engaged in the business of selling tangible personal property.

8. Sales which are not within the taxing power of this state under the constitution of the United States.

Nothing in this act shall be so construed as to impose any tax on the transportation of persons or property.

9. Professional or personal service transactions which involve sales as inconsequential elements, for which no separate charges are made.

10. Tangible personal property sold by charitable and religious organizations, the income of which is used in philanthropic activities.

For the purpose of the proper administration of this act and to prevent the evasion of the tax hereby levied, it is presumed that all sales made during the period defined are subject to the tax levied until the contrary is established.

Give Him Your Vote

R. A. Turrell, the Crosswell druggist, is one of the six candidates for the office of State Representative in Sanilac county as successor to Representative John W. Goodwine, who met death in the recent hotel fire at Lansing. Mr. Turrell has resided in Crosswell twelve years and has been secretary of the Michigan State Pharmaceutical Association for ten years. He has also been a prominent advocate of farmers' interests.

George T. Bullen—George E. Bullen.

Ten years ago one of Michigan's finest citizens and a successful dry

(Continued on page 23)

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

MOVEMENTS OF MERCHANTS.

Niles—The State bank of Niles has decreased its capital stock from \$100,000 to \$76,960.

Owosso—Robbins Furniture Co. has decreased its capital stock from \$148,500 to \$139,000.

Lansing—The Bank of Lansing has increased its capital stock from \$250,000 to \$350,000.

Muskegon—The Muskegon Savings Bank has decreased its capital stock from \$150,000 to \$100,000.

Detroit—The Piper Construction Co., 2410 Eaton Tower, has decreased its capital stock from \$30,000 to \$5,400.

Muskegon—The Schorback Coal Co., 583 West Grand avenue, has increased its capital stock from \$2,000 to \$5,000.

Holland—The Holland Lumber & Supply Co., 405 West 16th street, has decreased its capital stock from \$100,000 to \$30,000.

Detroit—Peter's Sports Apparel & Uniforms, Inc., 1228 Griswold street, has increased its capital stock from \$5,000 to \$10,000.

Mc Bain—Frank Peters, formerly from Hamilton, has engaged in the grocery business. Lee & Cady furnished the stock.

Coldwater—Jesse B. Foote, 64, who has conducted a grocery store here for the past six years, died at his home following a brief illness.

Saginaw—Fred Klein has engaged in the grocery and meat business at 929 North Webster street. He purchased the stock of local houses.

Detroit—The Russell Wholesale Sugar & Food House, Inc., 4713 Russell street has an authorized capital stock of \$2,000, all paid in.

Ludington—George A. Kerr, 78, dealer in general merchandise at Fern, died as the result of a heart attack suffered about ten days ago.

Detroit—The M. L. Shoe Co., Inc., succeeds the M. L. Shoe Co. in business at 7940 Vernor highway. It is capitalized at \$7,500, \$5,000 being paid in.

Detroit—Conklin's, Inc., 10 Witherell street, retail dealer in ready-to-wear apparel for women, lingerie, etc., has a capital stock of \$1,000, all paid in.

Detroit—The Damman-Vandeweghe Funeral Home, Inc., 14444 East Warren avenue has changed its name to the Schneider-Vandeweghe Funeral Home, Inc.

Highland Park—The Park Dairy Co., 25 Victor avenue, has changed its name to the Oakdale-Park Dairy and increased its capital stock from \$15,000 to \$20,000.

Detroit—David Buck and James Mead have joined the merchandising staff of the Jack Sprat Volunteer Chain Stores, which are expanding their activities in this city.

Battle Creek—An amendment to the articles of incorporation of the Kellogg Inn Co. to change its name to the Atlas Properties, Inc., has been filed in the office of the county clerk at Marshall.

Detroit—N. G. Bashara has been retained by the Detroit Retailers' Association to appear before the City Council to obtain a reduction in the bulk

foods license fee for retail grocers and meat markets.

Owosso—The Walker Candy, Inc., which has been in receivership for more than a year, will be sold at public auction on Feb. 26, following the issuance of a decree of foreclosure upon petition of the Union Guardian Trust Company, Detroit.

Hamtramck—Samuel Kaufman, dealer in wall paper, paints, linoleum, etc., at 9510 Jos Campau street, has merged the business into a stock company under the style of Sam's Linoleum & Wallpaper Store, Inc., with a capital stock of \$5,000, all paid in.

Battle Creek—Clarence J. Stark, proprietor of Stark's China Store, is conducting a closing out sale of its entire retail stock, preparatory to handling china, glassware, hotel and restaurant equipment exclusively as a wholesale business after April 1.

Fife Lake—James S. Hodges has placed his hardware business in the hands of his book-keeper and leaves Jan. 20 for Florida, where he will spend the remainder of the winter. On his return to Fife Lake in the spring he will start a damage suit against the Guardian Bank of Detroit for \$10,000.

Detroit—Another new shoe store in the West Side shopping district was opened last Saturday by Cannon Shoe Company, at 5449 Michigan avenue. This is the seventh store this company now has in the Detroit district, according to A. W. Dodson, divisional manager, who was in Detroit for the opening. R. S. O'Malley is manager.

Battle Creek—Mrs. Lillian C. Bailey, widow of John W. Bailey, has been elected a director of the Central National Bank—the first woman bank director in Battle Creek. She succeeds George S. Turner, merchant, who requested retirement. Bailey was president of the bank before his death. He was the Democratic nominee for Governor of Michigan a few years ago.

Dearborn—Services for Carl A. Moss, of 5034 Argyle avenue, widely known furniture man here, were held in the Clay Funeral Home, Monday. Mr. Moss died Thursday in Providence Hospital. He was born in Logansport, Ind., Sept. 7, 1886, and had lived in Dearborn since 1925 when he established a furniture business here. Two years ago he sold out his business and at the time of his death was sales manager for the Progress Furniture Co.

Plymouth—William J. Burrows, former city official of Plymouth, died Tuesday in his home here. Born in Ontario, Dec. 14, 1853, he moved here with his parents as a child. He helped frame the first village charter of Plymouth and through his efforts the City's water works was developed. He held the offices of postmaster and of village president and was a member of the Wayne Board of Supervisors. Mr. Burrows had been associated actively with the Daisy Air Rifle Manufacturing Co. for thirty-five years.

Buchanan—Sigmund Desenberg, pioneer Buchanan merchant and father of Harold B. Desenberg, Detroit attorney, died Monday at his home in this city at the age of 72. Born in Germany, he migrated to this country when a

youth, living in Kalamazoo for several years prior to moving to Buchanan, where forty years ago he helped establish the B. R. Desenberg & Brother clothing firm, second oldest business in Buchanan. He disposed of his interest in the firm several months ago. He was widely known there for his philanthropies. Surviving are his son here, two daughters, the Misses Johana and Bertha Desenberg, and two sisters, Miss Amelia Desenberg and Mrs. Rose Livingston, all of Buchanan.

Grand Rapids—Dan Fox, the well-known grocery salesman, died at his home at 16 North Union avenue early Tuesday morning. Mr. Fox was born at Manistee in 1884. He was in the grocery business in Traverse City and then sold out and engaged in the metal plating business at Benton Harbor and later at South Bend, Ind. He then went to work for the Worden Grocer Co., traveling out of Kalamazoo. When the Worden Grocer Co. was taken over by Lee & Cady he was transferred to the latter house and traveled out of Grand Rapids. Mr. Fox had been in poor health for a number of months and seriously ill since the first of the year. Funeral services will be held at Sullivan chapel at 9 a. m. Thursday morning. The body will then be taken to Benton Harbor, where a Masonic funeral will be held at Crystal Springs cemetery at 1 p. m. Mr. Fox was a member of the Blue Lodge at Benton Harbor and the chapter at South Bend, Ind. He was also a member of the Kalamazoo Council, U.C.T. Mr. Fox was married Oct. 4, 1903, to Miss Cuba King, of Benton Harbor. There are no children in the family.

Manufacturing Matters

Detroit—The Warren-Wells Co., 1317 Griswold Bldg., manufacturer of bedding and furniture, has a capital stock of \$15,000, \$8,000 being paid in.

Detroit—The Step-A-Head Products, Inc., 4835 Woodward avenue, manufacturer and dealer in toilet articles, has a capital stock of \$10,000, all paid in.

Sturgis—The Royal Specialties Co., manufacturer of a patented baby jumper, is transferring its machinery and business here from Toledo, Ohio and Cumberland, West Virginia.

Detroit—The A. C. Novelty Co., 1733 Virginia Park, manufacturer and dealer in coin controlled mechanisms, has been incorporated with a capital stock of \$50,000, \$10,000 being paid in.

Kalamazoo—The Sutherland Paper Co. has purchased the Wisconsin National Fibre Can Co. plant and business located at Cudahy, Wis., second largest manufacturer of paper cans. It will be moved here and conducted in connection with the Sutherland plant.

Less Haste in Future Legislation

There will be less of a tendency on the part of House leaders to resort to steamroller practices in rushing through legislation desired by the Administration as the result of the recent Supreme Court decision in the oil case.

Leaders in both Senate and House have been quick to take

the hint from the court that rash legislation is not advisable and this, in part, is responsible for the delay in advancing the social security program and relief proposals.

The administration now anticipates setting aside, in whole or in part, of the New Deal laws, as the result of the haste with which the Roosevelt recovery program was hurried to the statute books in the last Congress. In some quarters it is believed that the code authority section of the Recovery Act and some of the surplus reduction provisions of the AAA law may not survive legal scrutiny when the Supreme Court gets around to their examination.

Film Suits Forerunners of Others

The suit of the Department of Justice in St. Louis against a number of film distributors is seen in Washington as the possible forerunner of a number of prosecutions designed to show the country that the anti-trust statutes are still operative, except in so far as specifically suspended by the Industrial Recovery act.

There has been much complaint during the past few weeks that the anti-trust statutes had been entirely abrogated, and the Government's complaint in St. Louis is seen as an answer to the charge.

At the same time, reports that the department is about to initiate similar proceedings in Los Angeles and in a number of other cities have given rise to suggestions that politics are involved and that replacement of Will Hays, head of the producers' and distributors' organization, by a Democrat would not be displeasing to the administration.

To Be Used as Club Over Industry

Passage by both Senate and House of a compulsory 30-hour work week is seen certain unless the Roosevelt Administration can head it off by presenting a program that will meet the unemployment situation, leaders in Congress aver.

There certainly are enough votes for the enactment of the infamous measure, but no poll has been taken to determine whether or not both houses would override a veto of the measure if rejected by the President.

While the Administration is reported to be opposed to the legislation, it more than likely would be inclined to hold it over the heads of industries in order to break down opposition to the perpetuation of the National Recovery Administration.

Nature makes us poor only when we want necessities, but custom gives the name of poverty to the want of superfluities.

Do right because it is right and not because you are afraid to do wrong.

Essential Features of the Grocery Staples

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

Tea—Business in the first hands tea market during the past week has been better than for some weeks before. Prices generally, while not changed since the last report, have been steady to firm. Most large holders of tea seem to think that stocks throughout the country are low and there is a good active buying season ahead.

Coffee—The market for future Rio and Santos coffee, green and in a large way, has been rather weak since the last report with some small declines. A rather listless condition in Brazil seems to be the main reason. Deliveries of coffee in a large way are below normal. As to spot Rio and Santos, green and in a large way, offerings are not very heavy and prices show some steadiness. Demand has been poor. Mills are unchanged for the week. Jobbing market on roasted coffee shows no general change. Consumptive demand about as usual.

Canned Fruits—With the eyes of the food world now focused on Chicago, and wholesalers, jobbers, packers and others gathered there in convention, there is little to report here. Statistics have come through from the cling peach control committee, showing the carryover on January 1 of this year as being definitely below that of a year ago. The statistical showing made is most encouraging, showing sales for some seven months, the last part of the year 1934, running well over 7,000,000 cases of peaches, even with prices considerably higher than formerly. The excellent movement of peaches, taken together with that of other fruits, even Bartlett pears and Hawaiian pineapple, has been a source of much satisfaction and encouragement, not only to packers but to distributors, too, for fruits have been moving well into consumption.

Canned Vegetables—Canned vegetables as a group are strong, and some further advances have been indicated.

Dried Fruits—The dried fruit market is unchanged here. Prices are steady on the spot and have held within a narrow range for some weeks. Future positions are stronger of course, owing to the fact that first hands in California are not carrying heavy stocks in most items, and that even where stocks are apparently ample, as in California prunes and raisins, the price structure is expected to strengthen on any pronounced wave of buying. First hands look for such buying to develop very shortly. They feel that stocks in the hands of the wholesale and jobbing trade throughout the country are at a low ebb; likewise, in retail outlets. There has been some resistance to buying ahead, so that they see a point close at hand when a period of delayed buying will become evident. With the usual consuming season now ahead, retailers may be expected to feature dried fruits more aggressively. They are still relatively cheap in a general way, as other fruits have advanced proportionately much more. There was a little more snap to business here

in the past week or so, and this trend is expected to be more pronounced after the Chicago conventions are out of the way. Stocks on the spot and in the hands of the interior trade are light. No large commitments are looked for, but rather a steady replacement buying.

Beans and Peas—Demand for dried beans is still very quiet. In spite of this the market shows a little better undertone than has been the case for some time. The same applies to dried peas.

Fish—So far the demand for mackerel and other salt fish has not improved, but is expected to very shortly. Prices are firm. As to tinned fish, salmon is about unchanged and quiet, although finer grades being scarce are doing some business.

Nuts—The market is somewhat more active this week, especially some of the varieties of shelled nuts. Business, however, continues routine and there is little prospect that large commitments will be made in the future. There is a good interest in Brazils and domestic shelled walnuts and almonds are reported as moving well. Imported shelled nuts continued generally steady.

Olive Oil—The olive oil market continues very firm abroad. Prices in both Italy and Spain are well maintained and there is a fair business being done for replacement, as stocks here are light. Demand for goods on the spot is encouraging. Prices show somewhat more stiffness here, too, owing to the firmer trend abroad.

Rice—The Southern rice millers are pretty well set now for the meeting in Washington scheduled for January 21, at which the conversion charge and marketing agreement will come up for consideration. Other than this, there is not much developing. Millers are holding firm, and Government prosecution has stopped chiseling. There is little or no "bootleg" rice now, according to advices reaching here. The long grains are in short supply and the one variety of which there seems a sizeable surplus at this time is Blue Rose.

Starches—No changes mark the starch list. There is a fair hand-to-mouth demand. With corn so firm, the undertone of starch prices is good, although no immediate change is indicated.

Syrup and Molasses—Sugar syrup is selling fairly well with sharply limited production. Prices firm. Compound syrup is doing better without change in price. The better grades of molasses selling seasonably well; unchanged prices.

Vinegar—It is now the slack season for vinegar. Cider vinegar remains firm, with a price advance expected in another fortnight. Very little cider left in first hands.

Time is the one thing that can never be retrieved. One may lose and regain a friend; one may lose and regain money; opportunity once spurned may come again; but the hours that are lost in idleness can never be brought back to be used in gainful pursuits. Most careers are made or marred in the hours after supper.

Review of the Produce Market

Apples—Jonathans, \$1.50; No. 1 Spys, \$1.50 and \$2; Baldwins, \$1.50.

Artichokes—\$1 per doz.

Bananas—5c per lb.

Brussels' Sprouts—22c per qt.

Butter—Creamery, 32½c for cartons, and 32c for extra in tubs and 31c for choice in tubs.

Cabbage—40c per bu. for white, 50c for red; new, 80 lb. crate, \$2.75.

Calavos—\$2.25 per case from Calif.

Carrots—Calif. 60c per doz. bunches or \$3.25 per crate of 6 doz.

Cauliflower—\$1.50 per crate for Calif.

Celery—20@40c per dozen bunches; Calif., \$3.50 per crate.

Celery Cabbage—60c per dozen.

Cranberries—\$4.50 per 25 lb. box.

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

C. H. P. from farmer.....\$2.55

Light Red Kidney from farmer.. 4.40

Dark Red Kidney from farmer.. 5.50

Light Cranberry 4.50

Dark Cranberry 3.50

Eggs—Jobbers pay 17c 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 25c

X April 23c

Checks 22c

Garlic—15c per lb.

Grape Fruit—Florida, \$2.50 for all sizes; Texas, \$3.25.

Grapes—Tokays—\$2.50 per box.

Green Onions—Chalots, 60c per doz.

Green Peas—\$4.50 per hamper for California.

Green Peppers—60c per dozen for Florida.

Honey Dew Melons—\$2.50 per case.

Lemons—The price is as follows:

360 Sunkist.....\$2.25

300 Sunkist..... 6.00

360 Red Ball..... 4.50

300 Red Ball..... 4.50

Lettuce—In good demand on the following basis:

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

Leaf, hot house..... 8½c

Limes—19c per dozen.

Mushrooms—28c per box.

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

Oranges—Fancy Sunkist California

Navels are now sold as follows:

126\$3.25

150 3.50

176 3.50

200 4.25

216 4.25

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 Springs17c

Heavy Fowls14c

Light Fowls11c

Turkeys17c

Geese11c

Radishes—Hot house, 35c per dozen bunches.

Spinach—\$1.10 per bushel for Texas grown.

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

Sweet Potatoes—\$1.50 per hamper.

Tomatoes—Hot house, \$1.30 for 8 lb. basket; Florida repacked, \$1.25 per 10 lb. boxes.

Veal Calves — Wilson & Company pay as follows:

Fancy 10c

Good 8c

It Is All Up To The Independent Merchant

Whitehall, Jan. 15—I am enclosing two circulars which speak columns as to the future of Whitehall as a whole and Whitehall's independent stores.

The merchants of Western Michigan have spent large sums of money with the various tourist associations, have permanently located to serve local and tourist trade, have paid high taxes since the decline of lumber and farming. Good roads, schools and churches have had to be maintained. Did either one of these octopuses help the local people?

A large number of our unfortunates who depend on the local and county welfare department for their houses, food, fuel and clothing, owe the local merchants large bills, which they will never be able to pay. In spite of these conditions they were given their choice to choose their store. Not realizing what a mistake and injury they were doing to themselves and their home town store and community, the store was designated which always had stamped those people as dishonest and had many times refused to trust them, even with a loaf of bread or a bar of soap.

You will find many items enumerated in both circulars which are in no sense according to the code. How do they get away with it?

C. C. Kern.

I can answer the above enquiry very easily, the same as I did in the case of a Traverse City merchant last week. Chain stores will continue to dominate the situation in some towns so long as the independent merchants fail to work together as a unit. People who lease store property to the chains should be held up to public condemnation as public enemies. Manufacturers who sell chain stores at less than the prices to independents should be deprived of the patronage of independent merchants. Customers who confine their purchases to chain stores when they have money should be refused credit at the independent stores when they are out of work and have no money.

It is up to the independent merchant. He can make or break the chain stores in any community at any time he sees fit to do his duty by himself and the public.

E. A. Stowe.

Our business in life is not to get ahead of others, but to get ahead of ourselves. To break our own record, to outstrip our Yesterday by our Today, to do our work with more force and finer finish than ever; this is the true idea—To Get Ahead of Ourselves.

MUTUAL INSURANCE (Fire and Life)

Remarkable Record Made in Saving Farm Property

After making a survey of the results of rendering aid to rural districts, J. E. Florian, superintendent of fire prevention of Wisconsin Industrial Commission, discussed his findings in Milwaukee recently before the I. A. F. C. In 1932 and 1933 he found that 1,540 alarms were answered by fire departments outside of their territories. In 603 cases, the building of origin was saved so that it could be repaired; in 802 cases the fire was confined to the building of origin, in spite of the fact that many farm buildings are built close together. In only 135 of the 1,450 cases did the fire spread to other buildings, largely because the alarm wasn't given soon enough.

To put it differently, out of the 1,540 responses, 1,045 fires were kept from spreading to other buildings or extinguished before the building was completely destroyed. That's a little better than 91 per cent. It is to be expected that a farm fire will do a good deal of damage, because of the time required for apparatus to reach the scene, inaccessibility of buildings and frequent scarcity of or difficulty in reaching water.

Less than 9 per cent. (135) of the fires spread to other buildings. This is really remarkable when we consider that most farm buildings are frame, and that sparks and radiation and proximity of buildings increase the exposure hazard greatly.

Mr. Florian's report, in my opinion, proves the value of and necessity for protection for rural districts. It shows that out of 1,540 runs the firemen managed to save enough of the fire building so that it could be repaired in 19 per cent. of the cases; in 52 per cent., the fire was confined to the building of origin, with no damage to surrounding structures; in only 9 per cent. did the fire spread to other buildings.

I think that that's a pretty swell record. A fire that breaks out in farm property, as a rule, burns awfully fast. In barns, hay, feed and other inflammables burn fast and hot; residences, usually frame, burn quickly because they are not firestopped in any way, and the flames go right through concealed spaces. And all the while the fire is spreading so quickly, the department is forced to make a long run, sometimes in bad weather or on poor roads that hold them up still more.

Usually when the department does get there, the fire is going pretty strong, and by the time the water supply (if any) is located and the apparatus ready for action more valuable time has elapsed. Fighting farm fires is by no means a cinch, but it is a wonderful service to give the people out in the country.

Mr. Florian also said that he recommends the purchase of a special truck for responding to rural fires, to be financed by the people who are to get the protection. It certainly isn't right

for anyone to expect a department to send its truck out of the community without some compensation for the expense and labor involved. Of course, if a department has only one truck, it is foolish to send it out and leave the community unprotected during its absence.

Many a small town has only one or two factories or industrial plants of some kind, and they mean a great deal to the prosperity of the community. The plants pay taxes, and the salaries they pay are spent largely in local stores. Perhaps you have one or two plants in your town, perhaps more.

You can do your community a real service by contacting the heads of the plants, and co-operating with them in preventing fires in their properties. A bad fire that wipes out a plant will often cause a lot of real hardship not only to community finances, but to the citizens themselves. Go to the bosses and offer your services tactfully. Start with an inspection, pointing out hazards. Don't be too hard on them at first. It's much better to eliminate hazards one by one than to get someone sore and have him refuse to do anything. This is especially true if you haven't any local fire prevention ordinances to back you up.—Joe Dokes in Fire Protection.

Waiting for the Supreme Court Decision

The business situation remains approximately unchanged with steel operations above 40 per cent. and electric power output improving contra-seasonally. The estimate of January motor output has been lowered, due to manufacturing delays. Business is expected to approximate or slightly exceed that of the same period of 1934 for the first six months of this year. What happens in the latter six months may depend very largely upon what action is taken by Congress on various matters to be considered. Many favorable factors are present for 1935, inasmuch as industry is not so severely restricted by regimentation and production control, inasmuch as over-production in consumer goods industries has been more fully corrected. There are some signs of stability in currency with indications of further devaluation of the dollar less pronounced. Adverse factors are the unbalanced budget, unsatisfactory foreign trade and higher commodity prices, which may affect consumption, and failure of credit to expand.

The budget message of the President contained no surprising elements. However, the Supreme Court test of the gold clause cases created considerable discussion and affected the securities markets, particularly stocks. Its adverse effect on stocks is, of course, due to the possibility of the Government's gold policy being declared invalid, in which case many companies having bonds containing the gold clause would then have their obligations increased markedly. Of course, it is impossible to attempt to predict what action the Supreme Court will take. Moreover, too much speculation on its probable effect must also be amended by the possibilities of its

effect being neutralized through Congressional action. J. H. Petter.

Merchants Warned Against Price

A warning that continued price controls in NRA codes may lead to Government ownership has been laid before business men by Paul H. Nystrom, representing the Nation's huge five and ten cent stores.

Hundreds of business men convened here at NRA's call to consider future blue eagle policy received this prediction from Nystrom, who is president of the Limited Price Variety Stores Association.

Many among the business men were fighting for retention of price protections NRA gave strong indications it intended to weaken these controls considerably.

"Price fixing," said Nystrom, "marks the end of competition and the beginning of monopoly."

"If the right to fix prices be granted to private business, the interests of the public, not merely of the consumers, but of all the business world as well, will be seriously at stake."

"Those interests must be conserved."

"The only possible protection for the public against unreasonable prices will be close and effective Government supervision and control over price fixing organizations."

"If Government supervision and control of price fails, and we are not sure it can succeed, the state must itself take over the ownership and operation of industry."

We weaken when we exaggerate.

Doubt Automobile Labor Troubles

The view is expressed in informed circles that the possibility of labor trouble in the automobile industry after Feb. 1, when the present truce in the industry expires, have been exaggerated. Union forces are not as strong as they claim to be, so that union leaders are not ready for a showdown.

Very significant to some observers were the votes recorded at the recent motor elections. Ballots submitted to workers were drawn up so that company union and labor union candidates were listed as labor organization nominees, while another group of unaffiliated candidates were listed separately. Since the unknown independent candidates received an overwhelming majority of the total votes cast, it was interpreted that most of those voting were more interested in recording their objections to labor organization candidates than in selecting representatives for bargaining.

On the other hand, it is admitted that the strength of unions in accessory plants may be greater than of those in the automobile companies. Labor troubles in these industries would prove quite disturbing to the automobile makers.

Government lending to industry isn't keeping pace with giving to agriculture.

GET BOTH SIDES OF THE STORY

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

. then make a personal decision.

Finnish Mutual Fire Insurance Co.

44 years of

Specializing low cost of insurance
of giving service, of pleasant relationship
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Dividends paid to policyholders, \$825,313.00
Michigan Standard Policy Michigan Standard Rates
No membership fee charged

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444 PINE STREET CALUMET, MICHIGAN

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FIRE OR WIND

UNTIL YOU HAVE CONSULTED US
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**MICHIGAN BANKERS & MERCHANTS
MUTUAL FIRE INSURANCE CO.**

Fremont, Michigan

Wm. N. Senf, Sec'y

MUTUAL SERVICE AND EFFICIENCY

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Ask for confidential report on any of below:

Ideal Burial Fund Plan, Cedar Rapids, Iowa.

American Aid Society, Willow Hill, Illinois.

American Aid Society of Indiana, South Bend, Indiana.

American Life Association, Los Angeles, California.

Capital Mutual Benefit Association, Denver, Colorado.

Great States Life Association, Los Angeles, California.

Interstate Association, Hollywood, California.

National Aid Society, Springfield, Illinois.

National Protective Insurance Association, Kansas City, Missouri.

Pacific National Association, Beverly Hills, California.

Postal Life & Casualty Co., Kansas City, Missouri.

Prudence Mutual Benefit Association, New York, N.Y.

Southern Protective Union, Shreveport, Louisiana.

TBA Benevolent Association, Lafayette, Louisiana.

Union Aid Society, Beverly Hills, California.

Universal Aid Society, Shelbyville, Illinois.

Degraff Laboratories, Chicago.

Best-Yet Products Co., Burlington, North Carolina.

Kolsavr of Ft. Atkinson, Wisconsin.

National Gold Refiners, 253 Plymouth Building, Minneapolis.

Continental Advertising Service, 747 South Hill street, Los Angeles, soliciting Mexican divorce ads.

After a formal complaint has been tried, the Federal Trade Commission considers all the facts in the case and decides whether to order the despondent to cease and desist from the practices charged or dismiss the complaint. Orders to cease and desist were made public in fourteen cases. They are listed as follows:

Battle Creek Appliance Co., Ltd., and others, Battle Creek, directed to discontinue misrepresenting the therapeutic value of a treatment alleged to cure goiter.

American Drug Co., St. Louis, directed to discontinue misrepresenting the therapeutic value of "Sinaspitac" when used as a treatment for sinus trouble.

Odora Co., New York City, engaged in the manufacture of cardboard containers, directed to discontinue the use of the word cedar, or any derivative thereof, unless and until the cardboard receptacles so designated and branded will be so constructed and so provided with cedar oil, or sufficient vapor therefrom, that when used for storage they will not afford access to moths and will kill young moth larvae within a reasonable time after infested articles are placed therein, and unless and until the receptacles are dustproof or damp-proof, as advertised.

Southern Crushed Shell Co., Sioux City, directed to discontinue in advertising or on labels, the use of the word oyster, without the use of the names, in words equally conspicuous with the word oyster, of any other shells contained therein, to designate crushed shells that do not consist entirely of oyster shells; to discontinue the use of an address in printed matter in connection with the sale of crushed shell, unless such address is that of an office or place of business of respondent; and to discontinue representing that an analysis or comparative test, favorable to respondent, has been made by the U. S. Government, or any department or agency thereof, by any university or college, or by any corporation, firm, association, or person.

Quality Shingle Co., Inc., Edmonds, Wash., and others, engaged in manufacture and sale of red cedar shingles.

Interstate Clothing Co., New York, engaged in the sale of ready-made clothing.

Electro Thermal Co., Steubenville, Ohio, engaged in the sale of an electrical device designated "Thermalaid."

Creomulsion Co., Inc., Atlanta, manufacturer of a medicine designated "Creomulsion."

United Remedies, Inc., Chicago, engaged in the sale of a preparation designated "Kolor-Bak," alleged to make grayness disappear by combing the hair with a few drops of the preparation sprinkled on the comb.

M. H. Heyers Concrete Works, Wausau, Wis., engaged in the manufacture of concrete burial vaults, alleged to misrepresent their permanency and their water-proof qualities.

Stempel Brothers, Inc., New York City, engaged in the sale of women's clothing, largely of sports wear, alleged to mail clippings of garments advertised by the leading New York stores, accompanied by the card of respondent, thereby implying that the garment depicted is manufactured by respondent, when such is not the fact.

Scientific Shamey Co., Inc., New York City, is alleged to use the designations "Scientific Durable Shamey," and "Wash Shamey with Soap and Water" in connection with the sale of a cloth fabric.

Avery Salt Co., Scranton, Pa., is alleged to use the words "Smoke Salt" and "Avery Sugar Curing Smoke Salt" to designate salt that has not been impregnated with or subjected to natural wood smoke.

Home Research, Inc., Atlanta, engaged in the sale of advertising matter directed to discontinue circulating in interstate commerce a so-called "Mystery Book," which contains false and exaggerated statements to the effect that electric refrigeration causes foods to lose their nutritive value and become contaminated and to contaminate other food by the gases, volatile matter, and odors given off by the food.

The following companies were directed to discontinue the assembling and furnishing of assortments of candy and candy products, in a manner to suggest and make feasible its sale by a lottery scheme.

George Ziegler Co., Milwaukee.
Ucanco Candy Co., Davenport, Ia.
Walter H. Johnson Candy Co., Chicago.

Paul F. Beich Co., Bloomington, Ill.

Metro Manufacturing Co., Brooklyn, engaged in the manufacturing and/or assembling of radio sets, directed to discontinue the use of the words "Edison" or "Brunswick" in advertising matter, on escutcheon plates, or in marking the instrument in any way, and to discontinue representing that the instruments were manufactured or endorsed by Thomas A. Edison or any organization formerly endorsed or empowered thereby, or by Brunswick-Balke-Callander Company, Warner Brothers Pictures, Inc., Brunswick Radio Corporation, or any one affiliated therewith.

Griffin Grocery Co., Muskogee, and others, directed to discontinue the use of the water glass test in connection with the sale of baking powder when such test is alleged to show either through advertising, newspaper or radio, or through demonstration, that other baking powder is inferior to respondents' "Hi-Lo" baking powder.

Schwartz & Co., Inc., Philadelphia, engaged in the sale of fibre-board boxes, directed to discontinue marking and stamping such boxes with the certificate prescribed by Rule 41 of the official Classification Committee, or in any other manner that would indicate the boxes are manufactured by respondent.

Maid-O-Best, Inc., and G. M. Moses, St. Paul, engaged in the sale of flavoring extracts, directed to discontinue representing that J. M. Gabbhardt, or any other fictitious person, is Director of Sales; to discontinue representing that Maid-O-Best, Inc., manufactures the products sold and has a national organization, when such are not the facts; to discontinue representing as vanilla extract any flavoring product not prepared with a vehicle of ethyl alcohol and containing a flavoring content at least 50 per cent. of which shall consist of true vanilla made from the vanilla bean, and other practices.

Respondent, Muriel Co., St. Paul, directed to discontinue misrepresenting probable earnings of agents and that great savings are passed on to purchasers as a result of respondent purchasing its products in large quantities; to discontinue designating as extracts, food flavors that are not genuine extracts dissolved and carried in alcoholic solution; to discontinue quoting prices in excess of the regular price as the customary selling prices and representing that products are sold at a price that does not afford a profit; and to discontinue representing that "Choc-O-Toddy" is manufactured by the Muriel Co. when such is not the fact.

Schuler Chocolate Factory, Winona, Minn., engaged in the manufacture and distribution of candy, in a manner to suggest and make feasible its sale by lottery.

Century Co., Inc., Des Moines, engaged in the sale of "Bonnie Day Toiletries."

The Amazon Decision

Decision of the United States Supreme Court in the Amazon Refining case is held by many lawyers to be more significant as regards other recovery measures than the oil industry, which was directly involved.

The sole point made by the decision was that the oil provisions of the NIRA and the executive orders under it were an unwarranted delegation of Federal authority. The power to fix the gold content of the dollar, to levy the amount of processing taxes, to spend blanket relief appropriations like that asked for \$4,000,000,000, all may be opened to attack on similar ground.

On the other hand, so far as the oil industry is concerned, it would be a relatively simple matter, attorneys interested believe, to draft a new oil section which would meet the Supreme Court's objection, providing the measure is created and enacted solely by Congress. If the administration touches it at any angle, the Supreme Court would probably set it aside, because Congress cannot delegate the law making power to another under our constitution.

Greeting Card Lines Ready

New lines of greeting cards for the 1935 Christmas season have been completed by manufacturers and will be displayed to retailers before the close of the month. Initial orders are expected to be placed before the end of February. Completing the most profitable season experienced by the industry since 1931, manufacturers have enlarged this year's selection of cards by more than 20 per cent., compared with last season. The increase has been mainly in the numbers retailing at 15 to 25 cents. Heaviest volume is expected to develop in the 5 to 10 cent ranges and in assortments sold in units for 25 and 50 cents.

Favors Renewal of Bank Check Tax

President Roosevelt favors reimposition of the 2-cent tax on bank checks which terminated with the close of the year.

He looks upon this as one of the easiest means for obtaining a considerable sum of money for the Government with the least annoyance to the taxpayers. There has been a great deal of opposition to this tax, but there will be a move in Congress soon looking to its restoration, together with extension of other emergency tax levies and customs duties beyond their present expiration date.

Man, if he compare himself with all that he can see, is at the zenith of power; but if he compares himself with all that he can conceive, he is at the nadir of weakness.

Phone 39674
John P. Lynch Sales Co.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
Grand Rapids, Michigan

DRY GOODS MEN CONFER

With National issues scheduled to receive the lion's share of attention, approximately 5,200 retailers from all sections of the country, doing an annual business of about \$4,000,000,000, are in conference at the convention of the National Retail Dry Goods Association, which opened in New York Monday. This figure, according to Channing E. Sweitzer, managing director, will set a new high attendance record.

Agreeing that the economic outlook is brighter than at any time since 1929 and heartened by the best retail trade last year since 1931, the merchants will go beyond their individual problems to act on major issues affecting retail distribution. Merchandising and sales promotion problems will, of course, receive their due and the sessions will also reveal more detailed attention to personnel questions than ever before.

Primarily, however, the merchant in this convention is emerging as a factor in National affairs and will stress the part the distributor plays in shaping the outcome of national issues. From its very start, the program will stress the convention theme of "The Consumer, the Government and the Retailer." No less than five general sessions have been planned for the specific purpose of discussing the retail code, the NRA and manufacturers' codes and their influence in the retail field in the immediate future, unemployment reserves, relief, housing, governmental competition with business and Federal taxation.

The high spot of the convention from the national standpoint will be the address of S. Clay Williams, chairman of the National Industrial Recovery Board, who at the banquet to-morrow evening is expected to set forth his views regarding the direction which NRA legislation to be enacted by Congress should take. The vital stake of retailers in the future course of NRA code legislation was held indicated by the report yesterday that the reservations for this banquet session already exceed those of last year, when General Hugh S. Johnson was the speaker.

Of direct interest and primary application to merchants was the report of Dr. Herbert J. Tily, chairman of the Retail Code Committee and president of Strawbridge & Clothier, Philadelphia, which was made at the general session on the National Recovery Administration held Tuesday evening. Dr. Tily's committee was appointed to consider and recommend possible changes in the Retail Code and it is understood that this report will be made the basis of resolutions to be submitted to the convention for action.

Unemployment reserves is another major subject to come up at the convention. There was a general luncheon session on this question held Tuesday, at which Samuel W. Reyburn, president of the Associated Dry Goods Corporation and chairman of the retail merchants' committee on unemployment reserves, made a presentation of findings on such insurance. He revealed the results of balloting by mer-

chants throughout the country on the question, following simultaneous luncheons in 187 cities last Monday.

Dr. Paul H. Douglas, Professor of Economics, University of Chicago, discussed "The Government and Unemployment Reserves."

Following the price-fixing hearing by the NRA in Washington to-day, particular interest is expected to center on the address of Walter N. Rothschild, vice president of Abraham & Straus, Inc., and chairman of the Retailers Protective Committee. At the Tuesday evening session he discussed "Manufacturers' Codes and Their Effect on Retail Distribution." The question involved in producers' codes is also expected to be acted upon in resolutions to be put before the convention.

The profit outlook for 1935 will be discussed by economists, retailers and merchandising authorities at a general session on "Making a Profit," sponsored by the merchandising division in co-operation with the sales promotion division and held to-day, Wednesday. The question will be considered by speakers from three angles—profits through modernization of equipment and organization, profits for the smaller store and the contribution of advertising to profitable merchandising.

Jacob Baker, assistant administrator of the Federal Emergency Relief Administration, discussed the Federal relief problem at the noon session to-day, preceding the report of the committee on that subject given by Edgar J. Kaufmann, president of the Kaufmann Department Stores, Pittsburgh. Likewise Ward M. Canaday, director of public relations of the Federal Housing Administration, will speak on the housing program as related to retailing, preceding the report of the committee on the housing program given by Saul Cohn, vice president of the City Stores Co.

ENTER NATIONAL AFFAIRS

The convention of more than 5,000 department store owners and executives which is now in session in New York under the auspices of the National Dry Goods Association and its various affiliated groups may well mean a changed status for distribution in National affairs. For the last year, particularly, the trend has been very strong in this direction.

Before this movement definitely started there was only a meager representation for the business of distribution in National matters. It was only a few years ago that a merchant was appointed for the first time to an important post in the Chamber of Commerce of the United States. Thereafter there was a little more attention paid to distribution, but not to the extent which has always seemed warranted.

When the Recovery act was passed and a canvass made of the major lines of industry and trade, Washington probably obtained its first realization of the importance of this field. Nevertheless, industry continued to hold its position in the foreground and enjoy primary consideration despite the fact that constant reference has been made for some time to this as the Age of Distribution.

Retailers have finally been stirred sufficiently by this depreciation of their role to plan more outstanding representation. Various moves are under way to accomplish this end. The convention has taken cognizance of such sentiment in a program marking the real entrance of distributors into national affairs.

PRICE-CONTROL HEARINGS

Hearings upon the price-control provisions in codes under the NRA brought out little that was not already well known. Experience has amply demonstrated that price fixing in all but very tightly held industries finally fails, and evidence to this effect was offered at the Washington discussions last week.

Another fact of long standing, that price control means higher prices and that higher prices discourage consumption, was also repeated frequently in one way or another and with adequate substantiation. Added to the pages of self-evident testimony was the point that price control is usually no cure for destructive competition.

About the only new feature of these discussions, and even this argument is rather old now, was the threat that elimination of price protection provisions in the codes would mean the collapse of the labor provisions. Those holding this view contend that if one part of the law is rescinded another must go by default.

This opinion, of course, is based upon the assumption that labor rights under the NRA have little standing and are as entirely subject to the whims of competition as they were previously. Perhaps this is not altogether the case. At any rate, the threat of competition financed through ruthless wage-cutting should awaken producers to the necessity of strengthening this defense in the event that other an less important price-control clauses are removed from the codes.

BUSINESS INDEX UP

Continued headway is the report from major industrial lines, one feature being the excellent public response to new models at the automobile show in New York. Washington news, however, divided interest with the actual developments in industry.

To the President's budget message, in spite of the huge outlay planned, there appeared to be favorable reaction for the most part. Ordinary expenses in the fiscal period starting on July 1 next will be covered by receipts. The work relief program involving \$4,000,000,000 is considered necessary and can be reduced by just the amount of unemployment that is relieved through private agencies. The promise of no new taxes, needless to say, was welcomed.

In addition to the budget plan the ruling against the oil control clause of the NRA and the hearings before the Supreme Court upon the abrogation of gold payments were two other points of great interest to business and financial quarters in the week. The oil question will be dealt with through more specific regulation, the administration let it be known.

Moving to a new high since the week ended Aug. 19, 1933, the weekly business index disclosed advances in all except the lumber series. The principal cause of the latest sharp rise was the gain in the cotton cloth component. Upon a very active demand from automobile producers, however, steel operations have jumped considerably.

HEAVY BUYING EXPECTED

Another heavy buying week in the wholesale merchandise markets is in prospect as store representatives set about replenishing their stocks and placing early Spring orders. The healthy state of trade in the closing months of last year has meant a rise of 10 per cent. on the average in buying budgets.

Important conditions for active buying are present. Not only are retail stocks low and trade good, but the wholesale markets are well depleted of merchandise and prices are firm for the most part. Basic materials are moving up.

Where consumer buying power is concerned, some little lag is expected until later in the month. After that time a spurt in demand is confidently expected. The upturn in industry since last September means that wage earners are so much better able to attend to their requirements. This increase, measured by the index, has been better than 21 per cent.

For the time being, store executives are not bothering much about what the new Congress will offer in the way of disturbing legislation or of radical changes in codes. Business has improved enough to turn their principal attention to their own affairs. Modification of burdensome discount regulations and other restrictions is earnestly desired, but time is expected to bring relief on these scores.

DRY GOODS CONDITIONS

Overcoming some of the lethargy incident to the post-holiday period, retail trade last week began to improve upon its gains over a year ago. The spending spree to which the public treated itself during the holidays meant leaner pocketbooks for ordinary expenditures. From the middle of this month onward retailers expect to see moer liberal buying.

Department store sales figures for December and the year were released in the week by the Federal Reserve Board. The increase for the month was 11 per cent., the gains ranging from 6 per cent. in the New York Reserve district to 17 per cent. in the Dallas area. For 1934 the department store gain was 13 per cent.

A compilation of chain-store sales by Merrill, Lynch & Co. shows that twenty companies ran 9.56 per cent. ahead of December, 1933, while the increase for 1934 amounted to 10.67 per cent.

Trade in the week in this area was slightly better than in the previous period despite the handicap of unfavorable weather. The rate of increase over a year ago was estimated at 3 per cent.

Nothing can lift the heart of man like manhood in a fellow man.

OUT AROUND

Things Seen and Heard on a Week
End Trip

I am frequently asked by business men to recommend a history of Michigan. I look at my enquirer and, nine times out of ten, visualize a man who would never find time to read to exceed ten pages of the exhaustive histories of Byron M. Cutcheon and others. I then recall the shorter course of Michigan history written by Geo. B. Catlin in 1923 and published by his employer, the Detroit News, in celebration of its attaining the age of fifty years. The peculiar manner under which this comprehensive volume was written, was thus described by the author, now dead, in a letter he wrote me Sept. 10, 1927:

In a day or two you will receive one of my books on Detroit and perhaps a leaflet or two showing how modern business is utilizing historical backgrounds for publicity and indirect advertising. Whenever any of you are in Detroit I would be very glad if you would drop in at the Detroit News library to see and pass judgment upon one of the creations of my old age.

The history and its shortcomings may be better understood if one will first wade through the preface and introduction, which are commonly ignored. I may add that, like the order to go out and "buy a library," the undertaking was without premeditation on my part, but handed out as a regular newspaper assignment; to begin, on one week's notice, the publication of a serial of Detroit history, to write a chapter every day beginning Jan. 1, 1923, and end it as a finished product on Aug. 23, the fiftieth anniversary of the founding of the News. It might have been comparatively easy had I been content to revamp old materials already written over and over again, but the book contains much that is entirely new and details which have commonly been ignored because of the difficulty of collecting and assembling them. I also found a sort of fiendish delight in violating all the canons of historical method, preferring to put the accent upon the human element in history rather than the dates, battles, murders and sudden deaths.

I was told to write the stuff so that the younger generation, which commonly snorts and shies at the mere mention of history would read and find interest in the story. This also led into digressions into the origins of some of our everyday utilities and conveniences—like illuminating gas and other methods of lighting, stoves, bathtubs, nickelodeons, moving pictures, automobiles, etc., which many people regard as strictly modern creations which came into existence by fiat.

I would have liked to have taken into consideration time to revise, re-arrange and expand a considerable part of the book, but when hundreds of letters came asking the News to issue it in book form I was told to merely bundle the copy and fire it off to the Lakeside Press, Chicago, so the book as you will find it is just that. The first edition of 3,000 copies was soon exhausted. The public library in Detroit makes constant use of 120 copies and asks for more. The public schools all use it for reading and as a basis for historical pageants and plays, so I have my reward. A second edition is slowly fading away.

Dec. 6, of the same year, Mr. Catlin wrote me as follows

Am mighty glad you found the story of Detroit a readable book because a local history usually proves hard going for readers outside the immediate vicinity. I think I partly explained in

the preface and introduction the conditions under which it was written—on a week's notice, as if it had been just an ordinary newspaper assignment to write the story of an event of yesterday.

I don't know which is worse: to be rated below one's capabilities or to be rated far above and beyond them. I came to Detroit in the summer of 1892 quite innocent of any knowledge of Detroit's history, biography or even geography and became associated with natives of the town and descendants of early settlers. In spite of that, in 1898 I was assigned to write a history of Detroit which is known as: "Landmarks of Detroit and Wayne County." Newspaper editors seem to have a penchant for picking the wrong men for most of their assignments.

In that connection I was forced to rely upon original sources because Silas Farmer's history, published in 1881, had everything copyrighted up to the very limit of restriction and the old boy sat on the edge of his chair watching jealously every quotation and pouncing upon every infringement. I was forced to read all the manuscripts of the French regime, some of them written in archaic French and with rather liberal notions as to orthography and grammar. I also had to read the Haldeman papers and documents of the British regime and so devoted an undue amount of space to the early period of local history. In the Story of Detroit I was so limited as to space that I reduced the early history to its lowest possible terms and put the accent on the later periods with numerous digressions showing the development of our common necessities and the origin of many inventions which have become commonplace, but of which the present generation knows very little. It was my own way of appealing to the boys and girls of to-day—and to-morrow—and it worked out far beyond my fondest expectations: for the boys and girls of the public and parochial schools all read the book with unusual interest and the public library keeps 120 copies of it in constant circulation and is always asking for more. That is my reward, for I received nothing from the extra work I did, day and night, except my weekly salary. Six thousand copies have been published and the greater part sold, although the book has never been placed on the market and advertised in the usual fashion.

It is only veteran newspaper men and advertising men who can fully appreciate the power and influence of publicity in promoting the public welfare, worthy enterprises and the upbuilding of municipalities. The work of a newspaper man seems entirely ephemeral and destined to be forgotten next day. It has its counterpart in the Greek myth concerning Sisyphus, who was condemned for all eternity to roll a huge stone from the bottom to the top of a high hill every day, only to have it roll back again. The figure is all the more appropriate because Sisyphus was the son of Eolus, who was the personification of the East wind. A good deal of the material printed in newspapers may be "hot air," but like a pebble dropped into the ocean it sets up a series of displacements and changes which eventually change the relations and positions of every drop and molecule of water in the entire body.

Because we believe with Theodore that "it is the duty of every man to devote some of his time to the upbuilding of the profession to which he belongs," this paper, early in its career, associated itself with those organizations which represented the best thought in the advertising and publishing world.

The business creed that I carry on our masthead was the start and inspiration for the Standard of Practice of the Associated Business Papers, which served as a model for the standards adopted by fifteen departments of advertising at the Toronto convention of the Associated Advertising Clubs of the World in 1914. The editor and publisher of this paper subsequently wrote a Personal Creed for Advertising Men, adopted by the International Advertising Association at London in 1924.

I mention these things here because I want the merchants of America to know that I undertake to practice what I preach. I have always believed that every man in the mercantile business should devote some of his time to the upbuilding of the business to which he belongs and I have taken the same medicine. I deem it fitting to close with a reproduction of the Standards of Practice for Business Papers above referred to.

The publisher of a business paper should dedicate his best efforts to the cause of business and social service, and to this end should pledge himself:

1. To consider, first, the interest of the subscriber.
2. To subscribe to and work for truth and honesty in all departments.
3. To eliminate, in so far as possible, his personal opinions from his news columns, but to be a leader of thought in his editorial columns, and to make his criticisms constructive.
4. To refuse to publish puffs, free reading notices, or paid write-ups, to keep his reading columns independent of advertising considerations and to measure all news by his standard, "Is it real news?"
5. To decline any advertisement which has a tendency to mislead or does not conform to business integrity.
6. To solicit subscriptions and advertising solely upon the merits of the publication.
7. To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements subject to proper and authentic verification.
8. To co-operate with all organizations and individuals engaged in creative advertising work.
9. To avoid unfair competition.
10. To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.

Charles A. Heath, poet laureate of the Tradesman, sends me a novel recently printed in England entitled *The Endless Furrow*. The author is A. G. Street, who appears to have written several other books having to do with the sale of groceries as conducted in rural England. The book is not written with the artistry of George Eliot, but the method of handling groceries in a small country town by a master merchant who is a philosopher as well as a grocer, an expert tea taster and connoisseur of wine, who shipped his home-cured hams to America and India, is both graphic and didactic. His method of instructing his clerks who

are bound out to him for four year periods from time to time is very praiseworthy. The hero of the story, who was well bred and carefully raised, was taken into the grocer's family and treated like his own son would be. I enjoyed the perusal of the book very much and wish every reader of the Tradesman would find time to read the book with care and thoroughness.

William R. Roach is spending the week at the Stevens Hotel, Chicago, attending the annual convention of the National Canners Association, of which he was one of the founders. Mr. Roach, who has been under the care of a medical expert for ten years, has been discharged as 100 per cent. well. He is a member of the association composed of canners who have been fifty years in the business and attended the annual banquet of that organization Sunday evening.

I have known a good many wonderful men in my day, but I never knew a finer friend, in all the word implies, than William R. Roach. His friendship is not carried on his sleeve or confined to his lips. It comes from the heart and is a never-failing source of joy and strength to those who share in his esteem.

Benjamin Franklin was born 228 years ago to-morrow. I think he wrote more short paragraphs which have become permanent fixtures in our literature than any other American. I never recall his birthday that I am not reminded of the following tribute to leisure:

"Employ thy time well if thou meanest to gain leisure; and since thou art not sure of a minute, throw not away an hour! Leisure is time for doing something useful; this leisure the diligent man will obtain, but the lazy man never; a life of leisure and a life of laziness are two things."

Arthur A. Frost, the new landlord of the Hotel Duluth, at Duluth, writes me as follows:

In a former letter to you I mentioned that money was spent quite freely in Duluth and that we had a great many functions booked for the winter months at the Hotel Duluth as evidence. To-night we served a banquet of 779 plates, given by the business men of West Duluth, in honor of a high school football team from that district which won the state championship and on Feb. 2 I have booked a banquet of 1250 plates for the Duluth, Misable & Northern Railway Employees Veterans Association. We can serve 1,000 plates on our ball room floor and the remainder will be served in our main dining room. Our general hotel business is far ahead of the same period, Jan. 1 to 10, last year. Duluth merchants have raised a fund of \$25,000, contributed from all business sources for a publicity campaign this year. This will be spent in radio, newspaper and other types of advertising in acquainting the public with this city as a hay fever haven and summer resort.

Flint, Jan. 10—In the Fifty Years Ago column of the current issue of the Holland City News mention is made of Mr. J. P. Oggel starting out as

(Continued on page 23)

FINANCIAL

False Representations in Sale of Business

Needless to say, the owner of a going business has the right to set his own value thereon in the event he decides to sell it. And so long as he stays within the truth in representing the value, he is within his rights and entitled to the fruits of any bargain he may drive with his buyer.

On the other hand, where the owner of a business resorts to false representations as to the current value of his business, he is treading upon dangerous ground. For any sale made by inducing the buyer to rely upon representations of this kind may be set aside at the instance of the buyer, and the latter may in addition be awarded any damages he has suffered thereby.

However this may not end the matter. For in some states the making of wilful misrepresentations in the sale of a business with intent to defraud, has been held to constitute a criminal offense. And, as an example of a case of this kind, the following decision may be examined with interest and profit.

In this case, defendant was the owner of a retail business which he decided to sell. A prospective purchaser appeared on the scene, and was induced to buy the business upon the representation of the defendant that the business was a success. The evidence tended to show the following acts on the part of the defendant that led to the sale of the business.

That defendant represented the daily receipts to be profitable; that he induced the prospective purchaser to observe the trade from a nearby vantage point; that during the period of negotiation, the defendant arranged with various persons to visit the store to give the impression of business activity, and that no charge was made to these persons for services at that time.

Soon after the purchaser had taken possession, he discovered the business was a failure rather than a success. The upshot of the affair culminated in the defendant being accused of the criminal offense of grand theft. The defendant was tried and found guilty by a jury. From sentence thereon the defendant appealed, and the higher court in affirming the judgment, in part, reasoned.

"The ground assigned for reversal is an asserted insufficiency of the evidence to sustain the judgment, and it is argued that since defendant did not guarantee the volume of trade to the purchaser which might be expected after sale, and in the absence of a showing that the latter did not receive returns equal to the represented volume of sales, that no offense was shown to have been committed.

"It was not charged that the defendant misrepresented the future prospects of said business other than by falsely portraying a worthless project as an attractive investment, in response to the buyer's insistence that he be furnished with knowledge as to true conditions. If the jury believed that the defendant, with intent to defraud,

knowingly made false representations of an existing fact, for the purpose and with the effect of inducing the prosecuting witness to part with something of value, it was their duty to find him guilty.

"The representation as to volume of business and the falsity of its character might well have been inferred from all of the evidence. It was a representation and statement of present or past fact by which defendant intended to convey, and did convey, the idea that he had a remunerative business which was of some magnitude. It may have been deemed a material factor in leading the purchaser to believe that he would make large profits if he accepted defendant's offer. The judgment is affirmed."

Obviously, the foregoing case is somewhat unusual in its facts. Here the defendant appears to have gone the limit in putting forward misrepresentations as to the value of the business involved, and to have reinforced this by enlisting the aid of third parties to complete the picture of a prosperous business, which in fact did not exist. As noted by the court, the representations were of existing and past facts, as distinguished from opinion or belief in what the future profits might be, and defendant was held bound thereby.

Clearly, the decision does not purport to announce any hard and fast rule of liability in cases of this kind. It does, however, constitute a striking illustration of facts and circumstances that were held sufficient to support a criminal conviction based upon false representations in the sale of a business.

More Details Concerning Career of James S. Smart

James S. Smart, for many years one of the leading figures in Saginaw's business, civic and social life, died early Sunday morning of a heart attack at his home in Santa Ana, Calif., where he had lived 25 years. He was 75 years old December 19.

Throughout most of his life, Mr. Smart was a wholesale grocer, attaining outstanding success and building up a host of friends throughout the state. For many years he served as an alderman there and at one time was president of the old board of trade. He was one of the most active members of Jefferson Avenue M. E. church and took great interest in activities of the Y. M. C. A.

Mr. Smart began his career as a wholesale grocer as a partner of John W. Symons, now chairman of the board of directors of Symons Bros., in the firm of Symons & Smart, a well known Bay City organization. Later the firm moved its headquarters to Saginaw.

A short time later, Mr. Smart left Symons Bros., to enter the wholesale candy business and still later was connected with the McCausland Grocer Co., where he became closely acquainted with Frederick J. Fox, 515 Thompson street, and from that acquaintanceship grew the firm of Smart & Fox.

Smart & Fox grew rapidly, absorbing several other small firms in the

district. The partnership was formed in 1892 and by 1900 was an organization of considerable size. In 1907, the concern became associated with the firm of Lee & Cady, of Detroit, under the name of Lee, Cady & Smart, both Mr. Smart and Mr. Fox becoming members of the firm. Mr. Fox remained with the organization, while Mr. Smart left to go to the coast in 1911.

Although he was fifty years of age when he left for the coast, Mr. Smart immediately began to build up a new business. He went into partnership with Dane Final, another former Saginaw resident who for many years was associated with Morley Bros. here, in the firm of Smart & Final. The firm grew rapidly and at present is reputed to be the largest wholesale grocer concern on the coast. At the time of his death, Mr. Smart was chairman of the organization's board of directors.—Saginaw News.

Recent Business Changes in Michigan

Algonac—Kann's Department Store has decreased its capital stock from \$50,000 to \$15,000.

Detroit—The Wayne Bottling Works, 3601 East Hancock avenue, has decreased its capitalization from \$30,000 to \$3,000.

Detroit—Hyman Felhandler has merged his bakery business at 8847 Linwood avenue into a stock company under the style of H. Felhandler's Bakery, Inc., with a capital stock of \$1,500, all paid in.

Flint—Then General Foundry & Machine Co., Hemphill Road, has decreased its capital stock from 145,000 shares no par value to \$68,500.

Detroit—The Michigan Merchandising Corporation, 2733 East Davison street, dealer in furniture, hardware and auto supplies at wholesale and retail, has been incorporated with a

capital stock of \$10,000, \$6,000 being paid in.

Flint—The Hyman Winegarden Realty Corporation, 125 West Water street, has increased its capital stock from \$1,000 to \$35,000.

Menominee—The Menominee Produce Co., dealer in flour, feed, hay, produce and general merchandise, has merged the business into a stock company under the same style with a capital stock of \$25,000, \$24,000 of which has been paid in.

Detroit—Pearlman's Bakery, Inc., 12735 Linwood street, has a capital stock of \$2,500, \$1,000 being paid in.

Detroit—The Long Manufacturing Co., manufacturer of auto radios, etc., 2450 Penobscot Bldg., has a capital stock of \$50,000, \$1,000 being paid in.

Cheboygan—The Northern Broom Co. has been organized to manufacture and sell brooms, mops and kindred products, with a capital stock of \$20,000, of which \$12,000 has been paid in.

Detroit—Morris Weiner, 8717 Linwood street, has merged his bakery business into a stock company under the style of Weiner's Sanitary Bakery, Inc., capitalized at \$1,500, all paid in.

Detroit—The Ace Beauty Equipment Co., 402 David Stott Bldg., manufacturer and dealer in beauty parlor and

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barber shop equipment, has a capital stock of \$20,000, all paid in.

Ishpeming—William Leininger, age 67, died Jan. 5, at St. Mary's hospital following a brief illness caused by an intestinal obstruction. Mr. Leininger is the senior member of the firm of Wm. Leininger & Son, undertakers and dealers in furniture at 212 South Main street.

Detroit—The Burnham Stoepel Land Co., 441 East Jefferson avenue, has decreased its capital stock from \$500,000 to \$1,990.

Detroit—The Detroit Graphite Co., 550 12th street, has decreased its capital stock from \$100,000 to \$1,000.

Flint—The Mount Morris Building Co., 201 Capitol Theatre Bldg., has decreased its capital stock from \$100,000 to \$50,000.

Detroit—The Interstate Roofing & Supply Co., 15900 Burgess street, has increased its capital stock from \$30,000 to \$43,000.

Mt. Clemens—The Lakeside Fuel & Supply Co., 28 Pine street, has decreased its capital stock from \$200,000 to \$100,000.

Detroit—The Epstein Baking Co., 12131 Linwood avenue, has merged its business into a stock company under the same style with a capital stock of \$6,000 all paid in.

Detroit—Joseph Holtzman, Inc., 1907 First Nat'l Bank Bldg., has decreased its capital stock from \$50,000 to \$4,000.

Detroit—The Southfield Co., 300 Lafayette Bldg., has decreased its capital stock from \$500,000 to 5,000 shares no par value.

Detroit—The Long Manufacturing Co., auto radios, 2768 East Grand Blvd., has changed its name to the L. M. Company.

Battle Creek—Redner-Drolla-Phelps, Inc., 510 City Nat'l Bank Bldg., has changed its name to Redner-Phelps & Co.

Detroit—Morris Gerston, 8605 Twelfth street, is succeeded in the bakery business by Warshawer & Pragar Bakery, Inc., with a capital stock of \$2,500, all paid in.

Detroit—The Chandler-Groves Co., 5932 Vancouver avenue, organized to manufacture and sell automotive devices, is capitalized at \$200,000, of which \$20,000 has been paid in.

Kalamazoo—Samuel H. Bourma 315 East Frank street, has merged his fuel and builders' supplies business into a stock company under the style of the Samuel H. Bourma Company, capitalized at \$25,000, all paid in.

Detroit—The Creme-Tex Products Company, 3245 West Chicago Blvd., has been organized to do a general baking business with a capital stock of \$5,000, all paid in.

Brown City—The Farmers Independent Association, Inc., has been organized to buy milk and other dairy products and conduct a cooling plant for handling milk. It is capitalized at \$20,000, \$1,000 being paid in.

Detroit—The Jenny Jay Shops, Inc., 2150 Nat'l Bank Bldg., manufacturer and dealer in wearing apparel for women, has been capitalized at \$25,000, \$1,000 of which has been paid in.

Detroit—Damman-Corville, Inc., undertaker, 14444 East Warren avenue, has merged the business into a stock company under the style of Damman-Vande Weghe Funeral Home, Inc., with a capital stock of \$2,000, \$1,500 being paid in.

Detroit—The Supervised Sales Promotion Co., 1998 Gratiot avenue, manufacturer and dealer in advertising devices, etc., has a capital stock of \$5,000, \$1,000 being paid in.

Mt. Clemens—Rock Garden Greenhouses, Inc., is capitalized at \$1,000, all paid in.

Detroit—Automatic Associates, Inc., 21103 Schoolcraft avenue, has been organized to operate coin controlled mechanisms with a capital stock of \$10,000, \$4,000 being paid in.

Grand Rapids—Dan Fox, Lake Shore salesman for Lee & Cady, is ill at his home with jaundice.

Grand Rapids—William L. Berner, manager of Lee & Cady, leaves Jan. 24 for a three weeks stay in Florida, mostly in West Palm Beach.

Newberry—M. Surrell & Son, Inc., has been capitalized at \$50,000, \$20,000 being paid in, to deal in, store and repair motor vehicles.

Norway—Determined to provide a market for their own and others produce, a group of Norway and Niagara township farmers, representing the defunct farm bureau, farmers' granges, farm unions and other rural organizations, have leased quarters in the Nelson block and will occupy it as the Norway Co-operative Association.

Proceedings of the Grand Rapids Bankruptcy Court

Jan. 8. On this day the reference and adjudication in the matter of Merkle Dairy Co., bankrupt No. 6020, were received. This is an involuntary case, and the schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

Jan. 8. On this day the schedules, reference and adjudication in the matter of Charles James Foster, doing business as the Cadillac Storage and Transfer Co., bankrupt No. 6024, were received. The bankruptcy is located in Cadillac. The schedules show total assets of \$10,039.22, (of which \$2,350 is claimed exempt), and total liabilities of \$17,126.14, listing the following creditors:

Wexford County Treasurer	\$ 153.84
City Treasurer, Cadillac	227.29
Ralph Loop, Cadillac	38.00
Carlisle Foster, Cadillac	10.00
Cadillac Deposit Corp.	10,600.00
H. O. L. C. Washington, D. C.	1,750.00
L. J. Deming, Cadillac	485.00
Distribution Warehousing, N. Y.	58.50
L. J. Deming, Cadillac	158.14
Richards Storage Co., G. R.	10.40
Carl L. Maurer, Cadillac	13.58
Cadillac Credit Bureau	24.00
Cadillac Lumber Co.	19.75
Klesner-Cowin-Williams Co., Cadillac	100.00
Drs. Showalter & Moore, Cadillac	10.50
J. M. Bothwell, Cadillac	8.00
City of Cadillac	8.00
Symons Bros., Saginaw	2.40
Warehouse Press, Chicago	1.40
Dr. E. W. Beggs, Cadillac	13.00
William Hughes	1.77
Allied Van Lines, Chicago	4.23
Brehm's Gas Station, Cadillac	286.10
Beaver & Eldridge, Cadillac	5.65
Flynn Auto Sales, Cadillac	22.35
Montgomery Ward & Co., Cadillac	48.35
Fred Brower, Cadillac	19.78
Niles Boughner, Cadillac	38.41
Mercy Hospital, Cadillac	21.70
J. D. Widgren, Cadillac	26.73
Mich. Bell Tel. Co., Cadillac	42.33
E. R. Hector, Cadillac	31.06
Fred Whaley, Cadillac	13.85
Mich. Fuel & Light Co., Cadillac	70.04
Northern Coal Sales Co., Cadillac	21.04
Cadillac Printing Co.	25.67
H. C. Jorgensen, Cadillac	6.93
Ann Arbor, R. R. Co., Cadillac	40.00
Delta Brewing Co., Escanaba	68.30
Sam's Place, Cadillac	5.00
Guy Cowlin, Cadillac	35.00
Cadillac State Bank	2,601.69

In the matter of H. L. McCarrick, Inc., a corporation, bankrupt No. 6002, first

meeting of creditors was held Jan. 8, at which time Fred G. Timmer, receiver, was present; the bankrupt was present by Howard L. McCarrick, its president, and represented by Warner, Norcross & Judd, attorneys; certain creditors were present in person and others by Hilding & Baker, Cadillac, and Snyder and Lyon Furr Mercantile Agency. Labor claims filed were proved and allowed. Fred G. Timmer, of Grand Rapids, was elected trustee; bond \$1,000. Howard L. McCarrick and Helen Behrendt, bookkeeper, were each sworn and examined before a reporter. The meeting adjourned without date.

In the matter of Joseph Gesell, doing business under the assumed name of Manistee Brewery Co., bankrupt No. 5547. The final meeting of creditors has been called for Jan. 25. The trustee's final report will be approved at such meeting. There will be a dividend for creditors.

In the matter of Wolverine Asphalt Paving Co., bankrupt No. 5627. The final meeting of creditors has been called for Jan. 25. The trustee's final report will be approved at such meeting. There will be a first and final dividend for creditors.

In the matter of Oranjola Co., Inc., bankrupt No. 5561. The final meeting of creditors has been called for Jan. 25. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Onokama Farm Bureau, Inc., bankrupt No. 5383, final meeting of creditors was held Dec. 27, at which time the trustee was represented by Max C. Hamlin, attorney. No other creditors were present. The trustee's final report and account was approved and allowed. Bills of attorneys for petitioning creditors and for trustee were each approved and allowed. Certain assets sold at auction. An order was made for the payment of expenses of administration, preferred claims and a first and final dividend of 3 per cent. No objections to the bankrupt's discharge. The meeting adjourned without date and the files will be returned to the U. S. District Court.

In the matter of Wolverine Bumper & Specialty Co., bankrupt No. 5982, adjourned first meeting of creditors was held Jan. 9. Fred G. Timmer, receiver, was present. The bankrupt was represented by Gillard & Gillard, attorneys. Creditors were present in person and represented by Warner, Norcross & Judd and G. R. Association of Credit Men. On motion of Mr. Gillard, the meeting was further adjourned to Jan. 28.

Jan. 11. On this day the reference, and adjudication in the matter of James R. Collins and Martha J. Collins, bankrupt No. 5967, were received. The schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

In the matter of Ben Krause Co., a corporation, bankrupt No. 5512, final meeting of creditors was held on Dec. 31. Fred G. Timmer was present in person. Bankrupt was represented by C. Sophus Johnson, attorney, and also Benjamin H. Krause, president of the corporation. John H. Schouten, receiver in State Court prior to bankruptcy, was present in person. Creditors present in person and represented by Boltwood & Boltwood and Hilding & Baker, attorneys. Trustee's final report and account was approved and allowed. Certain attorneys' bills acted upon. Balance of the bills, notes, accounts receivable, fire agreements and sales contracts and chattel mortgages were offered for sale and sold to Abe Dembinsky, as highest bidder, for \$600. Order was made for the payment of the balance of expenses of administration, preferred claims and for the declaration and payment of a first and final dividend to creditors of 3.6 per cent. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

In the matter of Benjamin H. Krause, bankrupt No. 5569, final meeting of creditors was held under date of Dec. 31. Fred G. Timmer, trustee, was present. Bankrupt was present in person and represented by C. Sophus Johnson, attorney. Creditors were present by Hilding & Baker. Trustee's final report and account was approved and allowed. Two shares of stock in Masonic Country Club of Western Michigan were offered for sale and sold to E. H. Benson, attorney for Masonic Country Club, for \$2.39 shares of Class A, no par, General Petroleum Corp., and 30 shares of Class B, no par, General Petroleum Corp. stock were sold to Abe Dembinsky for \$1. The remaining items offered for sale were sold to C. Sophus Johnson for \$1. Order was made for the payment of expenses of administration, preferred claims and a first and final dividend to creditors of 7 per cent. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

Anti-Monopoly Legislation Pushed

A determined move in Congress for enactment of anti-monopoly legislation, and perhaps with reasonable prospects of success, is to be expected.

It is not believed that Congress will be willing to go all the way and undertake to provide for Federal incorporation of corporations as a means toward accomplishing the objectives sought because of the monetary and supervisory interests of the States.

But cognizance is being taken of Federal Trade Commission recommendations for tightening up the present laws which would include prohibiting one corporation from obtaining control of another by purchase of stock and assets, or by consolidating or merging; barring the granting of more favorable purchasing terms to big corporations because of their size, and providing the means whereby the commission may require corporations to divest themselves of property illegally acquired. These and other proposals may find their way to enactment before midsummer.

Price Fixing Out

Agricultural Adjustment Administration officials are predicting that price fixing through codes of fair competition is "on its way out," except possibly in such natural resource industries as coal and oil.

They base this forecast on their belief that price fixing is not workable and that the real need is for more factory production and lower prices, in contrast with lessened production and higher prices for industrial wares.

A 45 per cent. expansion in industrial output, in the opinion of Agricultural Adjustment Administrator Davis, would bring about a rise in agricultural prices through increased employment and purchasing power sufficient to restore the relationship between agricultural and industrial prices as existing in 1929.

Business Gain Spreading

The ability of important lines of business activity to rise against seasonal influences which normally make for declining activity at this time of year is strengthening confidence in the outlook for the first quarter as a whole.

The broad character of the gains is held noteworthy. Although increases in steel activity and automobile production attract most attention, coal output, the textile industry and electric power production are registering important gains.

Improvement in areas which are receiving heavy Government disbursements for relief continue to exceed that in other areas, but the margin of difference is narrowing.

Money does not talk until it gets big.

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.

What Percentage Sales of Various Commodities?

While basically our business does not change from decade to decade, the details change enough to make a periodical check-up valuable and such study is not simply academic. It is as practically useful as any other information we can dig out of our business.

In June, 1919, a Southern grocery chain reported major items thus: Sugar, 13.6 per cent. plus; butter, 13 per cent. minus; cured meats, 11½ per cent. plus; canned milk, 8 per cent. minus; fresh fruits and vegetables, 5.7 per cent. minus; soap, 5.6 per cent. minus; eggs, 5.3 per cent. minus; butter substitutes, 4.3 per cent. minus; vegetable fats, 3.6 per cent. minus.

The first five items, then, constituted 51 per cent. plus of all sales; and the nine items listed above made up more than 70 per cent. This left less than 30 per cent. for all the other items carried.

What great changes have intervened since then, fifteen years ago? Well, the tenth item was salad dressing. It was under one classification at that time, and its proportion of sales was under three per cent. Now that commodity would be reclassified into salad dressing and mayonnaise and each of those into several subheads, while the proportionate volume I should guess would be raised to around 8 per cent. or more of the whole.

Sugar is less in proportion, I should say; butter about the same; cured meats far down in the scale since so many stores now have meat departments separate—except as bacon sales may sustain the percentage. Fruit and vegetables must run far above 5.6 per cent. of the total. Many stores have all of 25 per cent. of their volume in that subdivision. And so it goes.

Coffee to-day deserves careful study because it seems that a radical change therein is on the way.

That was always a profitable item in my time and, beginning in 1902, when we installed our coffee roaster, two results followed. First, our margin ranged up from some 25 per cent. to over 50 per cent. Second, our sales quadrupled.

Specifically, let me say that our 25c blend cost us around 18c, while what we sold for 45c cost not to exceed 22c. These costs included a shrinkage of 16 per cent. in roasting and ½c per pound roasting charge; yet in actual practice the shrinkage was 13 @ 14 per cent.—I ran across just one lot that shrank 16 per cent.—and the roasting cost was less than ¼c.

True, we had blends priced at 22c, 20c, 18c, 15c, but those were competitive items which we neither pushed nor sold to speak of.

Thus, from the time we installed the roaster, our coffee business rapidly expanded until, within a few months we could figure results two ways: We could feel happy over vastly increased earnings on coffee or we could feel that our coffee business carried every cent of our expense and left all other margins as full, net profits.

Was that effort worth while? Did it repay the trouble we took with our coffee? Yes, to all those questions, and we enjoyed that condition for the last dozen years the Findlay business operated.

Now, one might incline to think that we did not give our customers a square deal thus to get such big margins. But we did. There was no difference to the consumer when instead of paying a roaster 8c to 12c for his work, we did that work ourselves and kept the savings—except that we gave our people better value than they had been getting. How?

Well, coffee excellence is 75 per cent. fresh roast. Until the hermetic seal came into use, roasted coffee deteriorated rapidly. Flavor was lost over night, regardless. Even with the seal, flavor is not all preserved, though its stability is vastly improved. Hence, in providing coffee literally, as we said it, "roasted fresh every day," the value we gave was not to be equalled by any shipped-in coffee.

The advertising value of the aroma that permeated our store and swept over our entire neighborhood was wonderful. Then when people came to select a coffee, we took them behind the counter, opened the bins and diplomatically induced them to shove their hand into the coffee. Result: "Why, that coffee is hot!" they would exclaim—which made it the easiest thing to convince them that it was fresh roast.

Any customer who took a package of our freshly ground coffee into a street car became such a walking advertisement for Findlay's that soon everybody in town knew precisely where she had been.

This story becomes strikingly important right now because of present-day circumstances. Canned coffee, vigorously advertised, has become so standardized that the margin is virtually gone from it. Grocers now handle it for something like 6 per cent. gross, and until yesterday it was often sold for less than cost. Now we are witnessing changes similar to what occurred forty years ago.

In the beginning of my experience, coffee was sold ready ground—and it was plenty adulterated. It was also sold raw—"green" as the housewife said it—and it was "burned" or "parched" in the home skillet. Often enough "burned" was the correct description. Then, in 1882, we began to get factory roasted coffee in the berry and we held off from the grinding job for years, feeling that this was a time-waster. Finally we got a mill and I have to-day samples of Findlay's advertising, date 1893-4, with the startling iteration, "Findlay Grinds Coffee!"

About 1896 we got our first electric motor to which we hitched our mill and

a spice grinder in which we pulverized coffee for the drip process. These we installed in our window and the moving machinery, plus the tremendous racket made by the spice mill, sent our coffee sales up by leaps and bounds.

Here, then, to-day, history repeats, for grocers everywhere are installing mills, grinding coffee and trying to regain some of the profit long lost. This will continue until a few grocers are stirred to take the next logical step—to install roasters and make real money on increasing coffee sales.

During my travels of late years I have talked to many grocers on this subject because conditions in the raw coffee market have been more favorable to start roasting than for twenty years or more, but none responded.

Admitting that it is a most exacting task, coffee roasting is yet the best bet for the grocer who will really give it the attention—more properly, the devotion—the task requires. For this must be noted:

That when one is roasting coffee, he is roasting coffee. He can do nothing else at the same time. When he pours his coffee into the cylinder, he must stick by that one job for the eighteen to twenty minutes necessary to roast and dump the finished coffee into the cooler. Regardless of how many customers may be waiting for service, regardless of any other thing, the best man in the house must be on the job continually for those twenty minutes.

The advantage is that any customer can see the situation, and every cus-

tomers who is thus impressed is likewise impressed with the care one gives this job. Grocers who do such a job right, make big money.

Paul Findlay.

Financing the Budget

The President predicted, in his annual budget message, that approximately \$6,669,000,000 would have to be raised through new borrowings within the next eighteen months. He did not indicate just how he intends to raise the money, however.

The Government bond market, after initial weaknesses, turned stronger by the close. Buying for account of Government agencies was reported in the market.

It is generally believed that the Administration will raise this vast fund by orthodox methods, selling short-term issues to the banks to the extent that other investors cannot be induced to acquire long-term bonds.

To be ambitious for wealth, and yet always expecting to be poor; to be always doubting your ability to get what you long for, is like trying to reach East by traveling West. There is no philosophy which will help man to succeed when he is always doubting his ability to do so, and thus attracting failure. No matter how hard you work for success if your thought is saturated with the fear of failure, it will kill your efforts, neutralize your endeavors and make success impossible.

No one wins a price war.

Rademaker-Dooge Grocer Co.

Distributors for

KARAVAN KIRO COFFEE
KARAVAN EL PERCO COFFEE
KARAVAN SIXTY-SIX COFFEE

Phone 8-1431

Grand Rapids, Michigan

7 GOOD REASONS WHY YOU SHOULD STOCK

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

The brand you know



A complete line of canned vegetables and fruits.

MEAT DEALER

Largest Volume of Meat on Record

"The packing industry in 1934 processed the largest volume of meat on record at a profit so small that it was not apparent in the price of meat, and, practically, not a factor in the price of live stock," Wm. Whitfield Woods, president of the Institute of American Meat Packers, Chicago, stated in an address before the annual meeting of the American National Live Stock Association.

"Operations in some packing plants in 1934 were more profitable than in 1933, when the industry as a whole made its first profit in three years," Mr. Woods stated. "However, the aggregate profits of the industry from all sources in 1934 were equivalent to only a fraction of a cent per pound of products sold, and, if the profits for the year had appeared in the form of higher live stock prices, the result would hardly have been apparent to live stock producers.

"The year 1934 will long be remembered by the live stock industry and the meat packing industry as the year of the drouth," Mr. Woods stated. "When the government decided to enter the drouth relief program, the co-operation of the packing industry was asked to handle the record-breaking supplies of cattle and sheep which were being purchased by the government for immediate slaughter. That co-operation was vigorously and fully given. The meat packing industry realized the magnitude of the government's program and did its best to meet the difficult situation in a capable, efficient manner. How well it accomplished this objective is indicated by the fact that, in addition to processing for its own account an unusually large number of live stock, the industry handled approximately 6,000,000 cattle and calves for the government, the total constituting, during the period in which the government was under way, a volume almost twice as large as the volume ordinarily handled by the industry in that period.

"The American people as a whole ate more beef in 1934 than in any previous year, and the amount of beef eaten per person last year averaged about 67 pounds—probably the greatest it has been for at least 20 years," Mr. Woods continued. "Preliminary figures for the year 1934 indicate that possibly as much as 8½ billion pounds of beef were consumed in this country, as compared with less than 7 billion pounds in 1933. The figures for 1934 include the meat which was distributed by the government through relief agencies.

"The aggregate amount of all kinds of meat consumed in the United States in 1934 apparently set a record," Mr. Woods stated. "The average amount eaten per person probably was greater than in any year since 1907."

"With farmers marketing annually generous numbers of cattle, lambs, and hogs, the aggregate consumption of meats in this country has shown a steady gain since 1930," the speaker

said. "Judging by the quantity eaten, pork was the most popular meat in 1934, but the average consumption of beef per person gained over the preceding year, while the consumption of pork declined."

Commenting on the prospects for supplies of live stock during the next 12 months, the speaker stated in part:

"The drouth of 1934 probably will be remembered longer as the cause of limited live stock feed supplies and consequent lower meat production than for any other reason. It had a two-fold effect upon the production of meat. First, the severity of the drouth caused the government to purchase, up to December 31, 1934, approximately 7,800,000 cattle and calves, and 3,600,000 sheep, because there was not enough feed to sustain these animals. Of these numbers it is estimated that more than 6,300,000 cattle and calves and 1,400,000 sheep were processed, chiefly into canned meat. Secondly the live stock which remained on farms and ranches in drouth areas in many cases do not have normal supplies of feed, and in consequence may be marketed at weights lighter than normal.

"As a result of three factors—the drouth, the Government drouth relief program, and the Government production control program—the number of meat-producing animals available for slaughter in 1935 will be considerably smaller than the number of animals dressed in 1934. As a result of the shortage of feed caused by the drouth, average weights of many animals offered for sale may be lower than the average.

"The supply situation will have a direct effect upon the price of meat," Mr. Woods declared. "If the amount of money which people have to pay for food and other necessities does not change in 1935, the expenditure of this purchasing power for the smaller supplies of live stock should bring about a higher level of prices for meat and, consequently, a higher level of prices for live stock. However, in this connection it should be remembered that consumer purchasing power at present, as measured by the index of factory payrolls, is less than two-thirds of what it was in 1929."

Questions and Answers of Interest to Retail Grocers

No. 1. Question: Which weighs more, a quart of milk or a quart of cream?

Answer: The milk weighs more than the cream, because the milk contains less fat and more water than the cream, and water is heavier than fat.

No. 2 Question: How should apples be cared for in the store?

Answer: Apples should be kept in a cool place with normal humidity, away from strong-smelling vegetables or other foods.

No. 3 Question: If goods are sold but not delivered, what can the buyer do?

Answer: Rarely can the seller be made to deliver goods if he refuses to carry out his contract. The only thing the buyer can do is sue for damages.

No. 4 Question: What are some of the common causes of business failure?

Answer: A study of a recent group of retail bankrupts reveals that though most of them blamed "Business depression" and "Unemployment" for their plight, the real cause was inefficient business practices. Most of the bankrupts kept no books, never took inventory, extended credit unwisely, and engaged in other practices not consistent with sound business. Adverse conditions brought failure to these people, while their more efficient competitors were able to weather the storm.

No. 6 Question: How can a person tell butter from oleomargarine?

Answer: Melting a bit of the fat is a simple test. Hold a teaspoon containing it over a flame. If it is butter the liquid will foam. Oleomargarine will not.

No. 7 Question: What are some advantages of having a small one-platform hand-truck as part of the store equipment?

Answer: A small hand-truck, with rubber wheels, will save time and labor in handling merchandise to and from the back room or refrigerator to the display stands or shelves. It is also useful for deliveries between order counters and autos.

No. 8 Question: How many grocers have remodeled their stores since the modernization movement started in 1926?

Answer: Careful estimates put the figure of grocery stores modernized since 1926 at between 90,000 and 100,000 stores. Interest in the movement this year is especially strong.

No. 9 Question: How often should fruit and vegetable windows be changed?

Answer: The life of an effective fruit and vegetable display is never more than two days, and even then many of the items should be changed more frequently, for women are reluctant to buy wilted produce at any price. It is best to buy a reasonable stock of fruits and vegetables and turn it fast.

—Kentucky Grocer.

Tough going strengthens.



with FRESH COMPRESSED RED STAR YEAST GROWN FROM GRAIN

A dependable, fast moving brand that gives your trade real value and yourself greater profit.

Tie up with the GALAXY OF STARS Radio Program over NBC Network every Tuesday, Thursday and Saturday morning.

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Milwaukee • • • Wisconsin



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There has been hardly any great forward movement of humanity which did not draw inspiration from the knowledge or the idealization of the past.

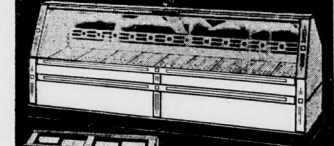
Relief scandals hold no relief for taxpayers.

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.

INVESTIGATE and you'll choose

"DRY-KOLD" REFRIGERATORS



**BALANCED
HUMIDITY**
can produce
Perfect Refrigeration

At Top: MODEL 6200. "DRY-KOLD" Display Case. 3 courses plate glass, rubber set. Full porcelain outside and in. Outside lighting. Hard rubber doors and runners. Cork insulated.
Right: MODEL 581. "DRY-KOLD" Meat Cooler. Correct cold without mould. Ages and keeps meat for long periods.
Complete Equipment for Finest Markets.



The "Dry-Kold"
Refrigerator Co.
NILES, MICHIGAN

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.

Co-operation is Price of Our Business Life

Implement dealers have read that the NRA has refused to allow a minimum price provision in the code. Some are saying: "I told you so. I never did believe anything would come of all the work and worry. There is no use trying to get price protection." They are dealers of experience, located perhaps in spots where price-cutting and other irregularities have been exaggerated.

There are others who are saying: "At last, we are out from under the threat of the government. Now we can go ahead and get a volume of business without regard to who is hurt in the struggle. We will set our own prices, run our own business without fear of anybody getting his nose into it." They are inexperienced dealers, who believe they can make a profit operating out of a 5 per cent. margin when their overhead will normally be at least 15 per cent., even if they reach a fairly large volume and hold their expenses to a minimum.

In a third class are dealers who are saying: "Good! Now we are on a basis where we can work out something together without depending upon the government to police our competitors." The majority of people prefer to co-operate with others rather than to fight them. Indeed, it is wasteful of time an energy to be spending effort that should go toward selling, defending one's right to make a profit out of a business.

As I understand it, the manufacturers have expressed themselves as willing to help enforce the spirit of the code and promised to lend their help to control the irregular dealers, thereby assuring the farmer better service, making it possible for the dealer organization to live, and creating good will for the manufacturers because of well-served farmers, and prosperous dealers. To my mind this declaration of policy is the longest single step toward co-operative and mutual understanding that this industry has ever made.

Let us consider what dealers have a right to expect in the way of co-operation:

1. Adequate Territory: Two good dealers twenty miles apart will get more desirable business than six dealers of varying ability five miles apart. Always there is more inducement for a dealer to work hard for trade when there is reasonable assurance of getting a profitable volume.

2. Sales help. It is debatable how much selling help a dealer should expect from his manufacturer. I think we have to conclude that this is an individual matter between each dealer and his manufacturer. Only a good salesman makes a good dealer, and un-

less he expects to sell he should not want an implement contract.

But there are instances where a dealer has a prospect for a certain machine with which he is not perfectly familiar because it is not commonly used in his territory. In such circumstances he has a right to expect the active help of his manufacturer.

Occasionally a dealer has a prospect who prefers to be sold by outside talent. Then also the manufacturer should stand ready to help. Literature supplied for use in envelopes, literature mailed direct to prospects, cuts furnished for advertising purposes, and many other helps that the manufacturers give dealers are direct sales aids.

3. Help in holding trade abuses to a minimum. This is another way of saying that the manufacturer must take the active part in enforcing the spirit of the code. No reasonable dealer will expect his manufacturer to iron out all of his competition problems. But he may justly look to his manufacturer to take the lead in promoting good understanding among all dealers. Manufacturers compete with each other, yes. But when a price is cut, when a profit is sacrificed, it is the dealer's share that goes.

Many times a group of dealers could be brought together by a manufacturer's representative. Without any mention of price fixing, fair trade practices could be discussed and friendly understandings reached that in the long run would do a great deal more to promote sales than all the wrangling and fighting that could be done. The local clubs in many sections are already doing well. But, unless they have the blessing of the manufacturers they cannot begin to approach their possibilities for usefulness. For if the spirit of the code is to be enforced, if trade practices are to be improved, the manufacturers must take an active and a positive stand against unethical business methods.

4. A willingness to understand local conditions. Peculiarities of a trade territory make a difference in selling farm equipment. Not only the kind of crops, the size of the farms, the extent of diversification, the type of soil, matters to the sellers of farm equipment, but the character of the people, their attitude toward their business of farming, their ability to learn new methods, their regard for their obligations, are factors in selling implements.

These four things, together with prompt filling of orders for goods, just about sum up the help that the dealer has a right to expect from his manufacturer.

The Dealer's Part

As to the dealer's part in the co-operative effort in which he is a partner, the manufacturer has a right to expect some very definite things of his dealers:

1. Stock and samples: The dealer should stock and show on a clean sample floor samples of the machines that are suited to his territory. Of course preference should always be given to the machines which are or are soon to become seasonable.

2. Actual selling effort. Sales that are profitable don't come easily. The dealer should not expect them to come without effort on his part. Nor can he expect to get them unless he goes after them, with intelligent advertising, with informed salesmen, with hard work.

Much has been written and spoken for and against canvassing for business. Whether or not the individual dealer approves of taking his store to the buyer, he will be forced to do so if he expects to sell farm machines. Competitors in lines foreign to the implement dealers force the dealer to work in the country in order to meet these competitors on equal ground. Possibly there ought to be a law against it, but there isn't. The stay-at-home implement dealer has no place in the picture of profitable retailing in 1935.

Sales must be made in order to make a profit. It makes little difference what the margin is; if no machines are sold, no profit will be made. The goal is to sell as large a volume as possible, making each unit of that volume show a small net profit. To accomplish this end it is going to take work, and canvassing is one part of it.

3. Demonstrations. When farm machines were moving regularly to the farms every farmer saw the new machines working in his neighbors' fields or along every highway that he traveled. He had decided, long before he was ready to invest in a new machine, just what he was going to buy.

The situation is somewhat changed. Great strides have been made in the designing of new machines and the perfecting of old machines. In order to bring home to prospective customers the greater values that they are getting when they buy 1935 models of farm equipment it is going to be necessary to do some demonstrating. Whether this shall be done privately on the farm of the man who is about to buy or publicly for all who care to see, must be left to the judgment of the individual dealer. But certainly one demonstration day will not be sufficient for a whole year's work.

4. Intensive and unceasing study of all new farm equipment, both of the brand that he is selling and of competitive brands. Consider the matter from any angle that we will and we cannot persuade ourselves that implements can be successfully sold by men who know nothing about them or their uses. Selling a piece of equipment, that the farmer expects to help him make his living for the next six or eight years is a serious bit of business.

5. The dealer should consider the best interests of his manufacturer. In taking note settlements for goods, he should use the same care that he would use if he were financing these sales out of his own capital. The only deal that the implement dealer has any right to ask his manufacturer to finance for him is one that he would carry in his own note file if he had the capital with which to do it. In those cases where the branch manager is more daring than the dealer and is willing to take greater risks, then the dealer may con-

scientiously feel that he has done his full duty when he has presented an honest picture of the farmer's credit responsibility. To try to add to his own sales volume at the expense of storing up future losses for his manufacturer is just as illegitimate as for the manufacturer to demand a volume from a dealer regardless of the profit that he is able to make.

6. The dealer should specialize in giving service on the machines that he sells. Without a shop, adequate tools, and a trained mechanic, farm equipment is bound to suffer from lack of care. A stock of repairs is not only a source of profit to the dealer who knows how to handle it, but is likewise the farmer's assurance that he will not have expensive waits for parts when he has a break-down in the field.

It would be impossible to guess at the percentage of sales that are directly traceable to a dealer's ability to give service. If farmers' statements are to be believed, a large number of them buy the brand of equipment on which they can be sure of getting the most efficient service, thus guaranteeing long life and economical yearly cost of operation.

All these things and more the dealer should do as his share of the partnership. The mutual responsibility of the manufacturer and the dealer is to work together to keep the farmer well served. After all, it is the good will of the farmer that keeps our businesses going.

1935 holds great promise of being a good year for manufacturers and for dealers who are willing to work and to cooperate with each other to the fullest extent. It is a critical year.

We are being tested to prove to ourselves whether or not we are capable of learning anything from past experience. As an industry we are no stronger than the individuals that are engaged in it. Surely we have leaders who are too intelligent to cheapen the farm equipment industry by selling implements on price alone. Surely we are big enough to co-operate to elevate this implement industry of ours to the greatness which it deserves.

There is no reason why we should fight each other, there is every reason why we should co-operate. We will have plenty of competition from without our own industry to give us a common enemy and a common cause.

We have come a long way from the first days of the codes when the most optimistic believed that the codes were going to make us all rich and the most pessimistic saw all our rights taken over by government bureaus. We have come to the place where we realize that our code is a guide for self-government. We can see our trade associations as the spokesman for our industry. We can, more than ever before, feel ourselves a part of the greatest industry on earth—the three-way partnership between manufacturer, dealer and farmer. Ellen Newman.

If the Government kills the utility industry, will it stop there?

He who has not the spirit of his age has all the misery of it.

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. Rosacrans, Tecumseh.
 Manager—Jason E. Hammond, Lansing.

Michigan Led Other States in 1934 Gains

Michigan with 26.7 per cent. led all other States in percentage of gain in retail trade last year, according to data given out on the 1934 "flash report" of the Controllers' Congress of the National Retail Dry Goods Association. Texas came second with 23.6 per cent. and Ohio followed with a rise of 23.5 per cent. over 1933.

The percentages of gains for other leading States were: Massachusetts, 1.3; New York, 6.8; Pennsylvania, 11; Illinois, 17.6; Wisconsin, 16.8, and California, 6.8.

Comment of merchants for the coming season was of an optimistic nature for the most part.

Active Buying at Glass Show

Buyers attending the seasonal trade opening of the glass and chinaware industry in Pittsburgh last week made volume commitments for late Spring delivery, according to reports reaching the wholesale market. In glassware, the improvement in demand is particularly noticeable because of the slow Fall season experienced by the industry. Orders for bar supplies and for regular table glassware are running 5 to 15 per cent. ahead of early estimates. Chinaware producers likewise are pleased with buyers' orders for low and medium price lines for March and April shipment.

Predicts Cotton Lingerie Vogue

Cotton lingerie is due for a marked increase in favor, according to a leading manufacturer who is starting to feature this merchandise. He predicted that women will turn to the dressmaker type of cotton lingerie just as they showed strong interest in cotton dresses when these garments reflected novel fashion treatments. This manufacturer has centered his attention on cotton nightgowns in new-print effects to retail at around \$1.95. He reports that leading stores have shown confidence in the merchandise, with large individual orders placed for delivery in April.

Taffetas Gain in Spring Silks

Expanding activity in the dress trade has strengthened the demand for silks, particularly taffetas, sheers, cross-dyed matelasses and novel crepes. Taffetas are steadily gaining in favor, with the call for these fabrics expected to show a further sharp rise as the season advances. Sheer goods are being used for suit ensembles, the matelasses for either full-length dresses or in combination, while the taffeta trend stresses printed, plain and woven plaid goods. A good deal of plain taffeta is expected to be used for suits.

Develop Low-End Cutlery Lines

Considerable improvement in the quality and finish of low-end paring, vegetable and carving knives will be

disclosed when cutlery manufacturers open new lines here in the coming ten days. Bidding for wider patronage from chain-store establishments, producers have developed stainless and carbon steel knives with riveted wooden handles to retail at 10 cents in the vegetable and paring sizes and at 20 cents in the carving size. Comparable qualities, it is contended, sold last year for 30 to 50 cents.

Silverware Demand Continues

Demand for sterling silverware held up last week despite the advance of 10 per cent. put into effect by manufacturers on low-end flat and hollow ware. Re-orders for cheaper goods were heavier this week than during the final week of December, when stores purchased to escape the price rise. Producers insist that the increase was absorbed by the market because the advance covered only actual rises in raw material costs. All grades of sterling silverware were affected by the increase, but on the medium and better-price merchandise the percentage added was slight.

Novel Jewelry Outlook Good

Early interest in novelty jewelry for the new season is good, manufacturers report. Lines are being rapidly completed for the heavier arrivals of buyers during the two weeks directly ahead. The trend continues to favor merchandise in gold effects, in line with apparel color developments for Spring. The trend toward high necklines in dresses again affects the outlook for necklaces. Volume demand is expected for pins, clips, bracelets and earrings. The suit vogue is expected to spur the sale of pins and clips.

Heavy Underwear to Advance

Prices on heavyweight cotton-ribbed underwear for Fall will be somewhat above last year's opening levels, when the new ranges are offered next week. The increase in cotton quotations makes the advance necessary, they said. The price list prevailing during the latter half of the season was about 25 cents per dozen above the opening levels.

Order Off-Price Lamps for Sales

Demand for off-price merchandise for immediate delivery continues brisk in the wholesale lamp market. Reorders from stores which purchased both floor and table lamps for sales a month ago are numerous. In all cases retailers ask for goods to retail at \$15 or less. So far as Spring goods are concerned the market is at a standstill.

Substitutes Fail to Satisfy

Reports received in informed circles indicate that the efforts in European countries, notably Germany, to utilize synthetic substitutes for raw materials have generally proved failures.

From the view of both quality and cost of production, various new synthetic fibers and materials have proved disappointing. Accordingly, despite continued foreign exchange shortages, heavier buying of raw materials by these countries is said to be going on now.

Failure of current strenuous efforts to perfect synthetic material to displace leading agricultural and mineral products augurs well for the price stability of the latter,

and for a revival of foreign trade with the passing of the present period of stress and artificial interference.

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HOTEL DEPARTMENT

Commends the Career Service Proposed by Senator Vandenberg

Los Angeles, Jan. 12—Immediately following the destruction of Hotel Kerns, at Lansing, by fire, with the loss of many guests, the Detroit Board of Fire Commissioners began an inspection of all transient and apartment hotels, as well as rooming houses, with a view to determining the fire hazards, adequacy of fire escapes and fire fighting equipment and protection to the lives of the guests. Now the report has been filed by the said commission, stating that conditions in Detroit are reasonably good, and expressing the opinion that a similar catastrophe could not have happened in the Motor City. Even the very oldest hotels in that city have adequate fire escapes. Twenty-five men have been drafted from the police and fire departments to make a complete inspection of all public buildings in the city.

During this period when every line of business, and especially the hotels, have been suffering greatly from lack of profits, it is refreshing to hear of at least one institution which is showing a reasonable profit in operation. I am referring to Hotel Biltmore, in this city, conducted by that individual, known favorably among hotel men throughout the country, Baron Long, who owns and operates caravansaries in several California cities, as well as one at Agua Caliente, Mexico. Mr. Long took possession of the Biltmore only a short time since, and has made his report for 1934. The corporation's fixed charges, including interest and taxes, are estimated by the company to have been in the neighborhood of \$355,000 during that period. Net earnings for the same time are approximately \$408,153. Comparison shows that monthly gross income has shown an almost steady increase during 1934. Comparison with the 1933 figures shows that the monthly receipts in the latter half of last year ran over \$100,000 greater than for the same months the year previous. Prior to Mr. Long's taking charge of the property there has been a distinct net loss in operation ever since 1929. Perhaps he might be willing to tell his host of Eastern operators just how he did it. Of course, Mr. Long has had much experience and combines affability with good horse sense.

I notice that Senator Vandenberg wants to see a "career service" established in the postoffice department. He plans to offer legislation which would take the department entirely out of politics, prohibit the postmaster general from engaging in party activities, and make it possible for pavement-pounding letter carriers to rise to high places in the department. Under his plan, indeed, only the postmaster general would be a presidential appointee. All other officials would be men who have risen from the ranks. I cannot think of a worth-while objection to this plan. It is rather nonsensical, after all, to maintain this great department, which is about the only one which performs a distinct public service, as a hunting ground for political spoilsmen. In the interests of good government, let us hope that the senator succeeds in his aim.

Again Herman O. Kleitsch, manager of the Republican Hotel, Milwaukee, favors me with one of his attractive menus—this one for New Year's Day. In addition to its attractiveness as a work of art, it offers for a simple dollar, a most wonderful dining program, and I am glad to offer it to my readers:

Tomato Juice Frappe
Cream of Asparagus, Croutons
Iced Celery
Queen Olives
Filet of Turbot, a la Normand
Calves Sweet Breads, with Mushrooms
Fricassee of Chicken, with Dumplings
Saddle of Veal, Demi Glace
Roast Prime Ribs of Beef, Yorkshire Pudding
Roast Young Turkey, Dressing, Cranberry Sauce
New Year's Punch
Baked Hubbard Squash, Escalloped Tomatoes, Brussels Sprouts, Butter Sauce
Snowflake, Parisienne and French Fried Sweet Potatoes
Waldorf Salad
Apple Pie
Pumpkin Pie
Mince Pie
English Plum Pudding, Brandy Sauce
Lady Finger Torte
Macaroon Tarts
French Ice Cream
Vanilla Ice Cream
Raspberry Sundae
Philadelphia Cheese, Toasted Rye Bread
Coffee
Sweet Cider

Herman is repeatedly offering me these tempting baits. First thing he knows he will have me on his hands as a "steady."

F. E. Sanquist has taken over the management of Hotel Wolverine, at Boyne City, succeeding C. E. Curtis, proprietor of Hotel Kalkaska, Kalkaska, who has conducted this attractive hostelry during the past season.

Mrs. Erma B. Kelly, former manager of the Forest Hill Hotel, at Ely, Minnesota, has leased Hotel Scott, Hancock and will henceforth manage it, assisted until next summer by Harold Scott, who has been manager for the past eight years. The house is owned by Thomas Skelly.

The Lakeview Hotel, at Forestville, a summer resort on Lake Huron, conducted by Paul Jacobs for twenty-one years, has been purchased by George Inhelder, former manager of the Poshke air port at Harbor Beach.

The Hotel World-Review, gives a summary of the remarkable career of our good friend, Charlie Renner, who recently went to Florida to assume the management of the Indiatlantic hotel, situated on the ocean between Palm Beach and Daytona. I quote briefly: "He operated the Rumley Hotel, at La Porte, Indiana, from 1927 to 1930; the Four Flags, at Niles, from 1928 to 1931; Hotel Mishawaka, Mishawaka, Indiana, for a number of years, a property which he owns, and opened and operated Hotel Urbana-Lincoln, Urbana, Illinois, for some time. Mr. Renner owned and operated the Edgewater Club, at St. Joseph, for fifteen years until its destruction by fire in 1931, and thereafter took over the Park-American, at Kalamazoo, just prior to his taking charge of Hotel Whitcomb, St. Joseph." Some history maker, that Charley Renner, and we haven't really got to hearing of all the accomplishments which he is bound to heap up.

Mrs. Bertha Bowler Bohn, widow of the late Henry Bohn, of Hotel World fame, whom we all knew and admired, passed away a few days ago in Chicago.

With decorations and other arrangements designed by Harry Halfacre, manager of Hotel Pfister, Milwaukee, a young man well known to the Michigan contingent, that hostelry has opened a new distribution bureau for the disposal of liquid necessities on the ground floor of that institution.

S. E. Cutshaw, who took over Hotel Quincy, at Quincy, a short time ago, is proceeding with various improvements which he contemplated when he leased the institution. A number of rooms on the upper floors have been enlarged and some have been converted into housekeeping apartments for permanent residents. The house has been redecorated throughout.

Don St. Amour, proprietor of the Ottawa Hotel, Cheboygan, has completed modernization of the exterior of his building and has started extensive interior improvements.

B. Barsook, of Chicago, plans to begin the construction of a three-story summer hotel, at Copper Harbor, in Keweenaw county, immediately. He has appointed Emil Medici as manager of the hotel. The new manager is now busy in his selection of the furnishings of same.

Since the National Hotel convention, held at New Orleans last fall, many hotel organizations are favoring the establishment of a travel bureau by the National Government, patterned after that established by the Canadian government some time ago. There is still much to be learned from our neighbors. The different units in that government recognized the futility of prohibition before the situation became

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intolerable in the United States, and profited accordingly.

Due to congestion of the mails during the holiday period, a couple of my weekly offerings reached the editor too late for publication. Several of my friends have written me enquiring as to my health, and this is to advise them I am "going strong," in training for my annual mid-summer visit to the best places I know of.

Barbers in California are trying to get a law passed to compel other barbers to close their shops on Sundays and evenings. Whether this is because they hope to compel, through class legislation, customers to take time off during a busy afternoon to visit the garrulous tonsorial knight or compel others of the craft to go to church is more than I can discover. At any rate manufacturers of safety devices for harvesting spinach will hail the move as advantageous and, undoubtedly, give it adequate encouragement.

The secretary of a Middle West chamber of commerce enquired of a hotel authority in what manner he could best co-operate with the hotel men of his city. The reply was: "By doing everything possible to dissuade enthusiastic boosters from launching another hotel project here."

It is pointed out by the American Bakers Association that the way to solve the farm problem is for Americans to consume a loaf of bread a day per capita, instead of the half-loaf of normal consumption. Such a proposition as this might double the demand for wheat, but the average European already makes up with his consumption of bread for what he lacks in meat, and it would be no sure cure for the agricultural evils, which include cattle raising, for Americans to eat more bread and less meat. All of which indicates that the solution of these problems is not as simple as may appear on the surface.

Once considered a rare and expensive luxury, the avocado has finally become a standard fruit product which, because of its high nutritive value, is deserving a place on the daily diet list. In oil content, ranging from 10 to 30 per cent., the avocado far exceeds any other fresh fruit eaten in its fresh state, while its 2 per cent. protein is more than twice that in any other fruit. It possesses about 75 per cent. of the food values of cereals and has far more than that of eggs. Many thousands of acres are now planted out here and prices for this appetizing product are getting down inside the bounds of reason and economy.

Franklin Pierce, 1362 N. Wilton Place, Hollywood, whom all the old-time Michigan travelers remember as a general representative of the Standard Oil Co., and who used to enjoy the sobriquet of "John Rob-a-fellow," wants to keep more nearly in touch with his old friends in the Wolverine state, and naturally concludes the best way to do is to subscribe for the Tradesman, so here is another "dent" in his bank account.

On a recent visit to San Diego, I ran upon, almost by accident, what is known as Old Town, the birthplace of California, at the foot of Mission Valley. Here in the old plaza are two enormous boulders with inscriptions: "On this spot the United States flag was first raised in Southern California by Colonel John C. Fremont, July 26, 1846." It was a naval flag from a sloop-of-war, which was removed by a party of Mexicans, later on. They were soon routed, whereupon an American marine by the unusual name of Smith, climbed the flag pole, under fire from the enemy, and restored the Stars

and Stripes, this time to remain. The second boulder marks the "End of the Kearney Trail, Dec. 12, 1846." It commemorates the arrival at this spot of General Stephen W. Kearney and his small relief force, after a long march from Santa Fe, New Mexico, and battle with Pico's forces at San Pasquale. Nearby stands an ancient cannon, "El Capitan," cast in Manila in 1773, brought to San Diego in 1800, and captured by Commodore Stockton. It was mounted by the Boy Scouts in 1923.

Speaking of cannon reminds me that a bunch of school boys as a thoughtless prank, carried away two ancient artillery pieces from the Los Angeles court house yard. The field pieces have been found but nobody can prove ownership, so they are now "lay" members. Frank S. Verbeck.

No Co-operation With Welfare Officials at Cadillac

Cadillac, Jan. 15—I see by an item by Jess Roberts, of Traverse City, in the last week's issue of the Tradesman that in Traverse City they don't like the way the welfare free relief orders are handled.

I am enclosing to you a copy of a petition which the merchants of Cadillac sent to Mr. Regan, state man from this district, some time ago. We asked him for a meeting with himself and one county member of the board. This meeting was left for Mr. Regan to call at his convenience. This was quite a long while before the holidays. Mr. Regan answered us to the effect that he would be glad to meet with us. However, that was as near as we ever came to having a meeting. Nevertheless our petition was signed by our state officers, county officers and business men up and down our main street. This seems to be all that we can expect from our public officers. I guess he must be afraid that the bosses in New York will discharge him if he heeds our cry.

Here in Cadillac a good many of us would-be merchants (if it were not for these favored chains) are ex-soldiers and entitled to this business as Government men and as Mr. Roosevelt said, are in the prime of life. But we are up against a stone wall. Where there is vision, there is hope, but where there is no vision there is no hope. To be a good citizen one must feel somewhat prosperous. What can this nation expect from its citizens if this is to keep on?

Your advice to Mr. Roberts was o. k. If they had a good organization they could attain their goal or a good company front, instead of standing at parade rest.

Merchants are supposed to be business men, yet they are the poorest organized of any group of business men. They seem to be afraid of something. They would not make good soldiers.

I take it that this is welfare money and that it should be used where it would do the greatest amount of good and if spent with home merchants would do the same thing as pioneering did for a community, but I see that it is a rich man's welfare.

We should have a processing tax on how many retail establishments one company could operate and we would not need it on food and children.

Again I refer you to my item in your Tradesman of last summer relative to compelling a man to live in the county where he conducts a retail establishment. I suggest that you take this up with a group of Grand Rapids merchants and have them petition Senator Vandenberg to submit it to Congress. That would get the idea out and something might come of it. See issues of April 11, 1934, and May 9, 1934. Geo. E. Leutzinger.

The petition above referred to is as follows:

We, the undersigned taxpayers and contributors to the welfare fund, respectfully petition you to refuse further welfare relief to the chain stores. We request that you direct all persons hereafter receiving welfare relief to spend such allowances in the business places of local independent merchants.

Our need for the welfare relief trade is imperative. Our imperative needs are the grave concern of all persons on welfare relief. We furnish that welfare relief by the contributions we make and by the taxes we pay. Without trade and profits we cannot continue to make either contributions or tax payments.

The chain store pays taxes, it is true, though only indirectly. The chain store never gives credit.

Were it not for the credit extended freely to those now on the welfare relief roll by the local independent merchants during the first few years of their unemployment, the vast charge and expense of welfare relief would have fallen on the Government, and thence on the local taxpayers, that much earlier. Those credits are practically regarded as losses already and so essentially constitute further contributions made by independent local merchants to the welfare of those on the local relief rolls.

Furthermore, the independent local merchants send children to local schools, own local homes, support local churches and charitable institutions. The business support of those on local free welfare relief will help perpetuate that economically and morally healthy condition—local business done and local profits made by local people.

The chain store is just the opposite. Its goods are bought by one great buying agency, financed from the money mart, driving hard deals at sacrifice sales. By staying out of the market for one day it can drive the price down so low there is no profit left for the producer, whether he be farmer or manufacturer. Then the great chain store, without a soul, buys at the bed-rock price, bleeding the producer, and sells at a price no competition from honest men can meet, bleeding its competitors and its hirelings.

The profits are all taken out and sent back to the money mart, where they are invested in tax-free bonds guaranteed by the United States Government, so that Government will have ready cash with which to relieve the terrible situation caused by money mart and chain store greed.

Inasmuch as welfare relief is distributed mainly by means of orders drawn by welfare workers on merchants, payable in merchandise to the person given the order, we pray the board to pro rate those orders exclusively among independent local merchants. These orders may then be used by the local merchants to secure short time loans, thereby helping our local bank and also enabling the local merchants to re-stock. Help the residents of Wexford county, rather than the bankers of the money mart; require your workers to pro rate relief orders among independent local merchants exclusively.

Business and the Gold Case

The flurry of excitement in the financial community caused by a sudden realization of the possibility of a defeat for the Government in the pending gold clause litigation is not reflected in business circles generally.

However, a validation of the gold clause would have important effects on some concerns. All enterprises having bond issues and mortgages with a gold clause outstanding, and such clauses were included in nearly all such obligations issued before 1933, would face a possible 69 per cent. increase in the present dollar face value of their debts.

On the other hand, enterprises holding gold clause obligations, especially insurance companies and banks, would be benefitted. Since insurance policies and bank deposits are not subject to the gold clause, liabilities of such enterprises would not be increased by the decision.

If a defeat for the Government should lead to repeal of the Gold Reserve Act of 1934 and a return to the old gold content of the dollar, severe declines in prices of staple commodities traded on international markets would follow.

Checks to Rise in Hide Prices

The outlook for sharply reduced supplies of hides by the end of the year, due to heavy Government slaughter and the smaller number of cattle on farms, points to a firm market for hides during 1935. However, there are influences which tend to prevent any drastic price advances such as some members of the trade are forecasting.

Recently, domestic hide prices have ruled below the world level, and imports have contracted to less than one-fourth of the usual volume in pre-depression years. Further sharp advances in the domestic price above current levels, therefore, might result in an increase in imports to pre-depression volume. In the past sharp price advances have stimulated imports sufficiently to check the rise.

In addition, leather men maintain that cattle slaughter may continue sufficiently high to add to hide stocks for some time yet, due to the combination of high meat and feed prices. Eventually, however, slaughter is likely to drop below consumption, due to the decline in cattle.

Corporations Wound Up

Foster Auto Co., Lansing.
Foster Industries, Inc., Lansing.
Lucette Shops, Inc., Detroit.
Zenith Thread Co., Detroit.
Baier Transfer & Storage Co., Detroit.
Robbins Table Co., Owosso.
Griggs Land Co., Detroit.
Hillsdale Robe & Tanning Co., Hillsdale.

DRUGS

Michigan Board of Pharmacy

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

Michigan State Pharmaceutical Association.

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

The Pharmacy Student of To-day

The pharmacy student of to-day is no longer the apprentice of the past. His function in society is the same as in the last fifty years, but indeed, his conception of his social role is far removed from the subversive, submissive cork pounder of the half century now removed. To-day the pharmacy student thinks himself emancipated from the minimum four year apprenticeship period that was the sine qua non of the apothecary shop in the nineteenth century, and feels that the degree of Bachelor of Science in Pharmacy makes him immediately, ipso facto, a fully qualified pharmacist and chemist, adequately trained and prepared to prepare, preserve, compound and dispense medicines. This can not but appear the veriest fallacy to anyone experienced in the profession of pharmacy. The theoretical training of the best pharmacy university course must be complemented by practical experience, of the manifold phases of professional pharmacy, in order to turn out a registered pharmacist of acceptable status in the community in which he may find himself in mature life.

The old-time apprentice may appear obsolescent in the eyes of our collegiate brother of the twentieth century, but he obtained a training in the moral propensities and qualities that may in all truth, make his more modern prototype ponder the comparison a little more profoundly, before he deprecates the apprentice type of registered pharmacist. One of the fundamental tenets of modern day education has become firmly implanted in the minds of all the educators of to-day, and it is "Learn by doing." This simple rule for really learning the pharmaceutical processes was instinctively recognized for 5,000 years by pharmacist mentors, and it was the reason that the pharmacy practiced throughout the civilizations that came and went, was essentially practical in the minds of the apothecary. To-day the vista presents sheepskins and quick financial return.

There arises subtly in one's mind the consideration of whether, if it is possible to leave purely cultural considerations aside, the old fashioned, so-called outmoded two year course which

demand four years practical experience, was not really much more satisfactory to the requirements of the retail professional pharmacy, which specialized in prescriptions. When one takes as the example, par excellence, the so-called "Blizzard Class" of the late '80s of Columbia, and compares the ethical professionalism and strict adherence to the laws of Hippocrates of these men with some of the Pharmaceutical Chemist and B.Sc. in pharmacy men of to-day, solely upon the results achieved in retail pharmacy, one is not sincerely able to brand such men inadequate pharmacists. The new emphasis on culture in Pharmacy must not carry one away in waves of hysteria from the paramount issue of whether Pharmacy is in toto being advanced professionally and lege artis Pharmaciae from its so-termed previous benighted state, by the amplification and time lengthening element of modern pharmaceutical education.

The Association of State Boards of Pharmacy have all agreed to the four year course; they have further agreed to accept the four year pharmacy instruction period as almost equivalent to the full element of apprenticeship, the status accorded such quasi or pseudo apprenticeship being three full years for the time spent taking the four year, five days a week B.Sc. in Pharmacy, over a period varying from eight to nine months through the year. Thus the situation of necessity of apprenticeship is still recognized, but now it is adhered to in only a nominal way, in the great main.

The pharmacy student of to-day is being deprived of a heritage which in later years he will find, leaves a gap in his life, unfillable except through the bitter experience of harsh reality. The mind of the average adolescent, late or early, seems to run in the same channel "if hard work can be avoided, let us shun this plague." This is nothing venal, nor horrible, but is naturally the impulsive youth cry of "pleasure now, and work when needs must." Some-one older, more mature than the high school graduate, must wisely direct the pharmacy university student into the channels that will lead in later life to greater skill in preparing preparations in his own store that otherwise he might regard with despair as insurmountable projects, such as preparing his own fluid-extracts of ergot by that mysterious method, known dimly to him as percolation, or rolling his own pills, or successfully making bougies, or urethra suppositories. The pharmacy university can impart methods of instruction, and this, it is needless to remark, it does well; but, the future druggist needs hard, cold, bitter experience before his theoretical theses can do him service in actual practice in pharmacy. Without years of apprenticeship under a sincere, experienced pharmacist, the pharmacy graduate has comparatively little chance to pass the state board examinations of pharmacy given by members who are themselves practical pharmacists, actively engaged in the practice of retail pharmacy. Again, the graduate, when he finally does pass the board, and goes looking

for a position, with his minimum one year experience in a drug store, will find himself competing against many registered men who held five or six years of experience by the time they were registered, even though of his same graduating class—the result of such a situation is very obvious. Then, say this young man buys a store as soon as he becomes licensed, still with his one year of practical experience, the chances are very small that he will succeed in his first venture; and to-day, it is better to succeed with one's first store, rather than to lose one's capital through the failed venture, considering financial aspects of the tightness of money to-day.

The pharmacy student who tries to get his one year of experience after
(Continued on page 23)

D. D. Alton, proprietor of the Pioneer Drug Store at Fremont, renews his subscription to the Tradesman and says; "The best investment I ever made."

From Plowboy To Fame and Fortune

Allegan, Jan. 14—Fifty-seven years ago when opening a drug store in Allegan, help was needed and so from a large number of applicants A. W. Peck ("Bert") was selected. He was a keen, bright-eyed boy with "cheeks of tan," fresh from the farm, with an excellent family background. Our choice proved to be a most fortunate one. Of all the clerks employed by me over a period of many years, Albert W. Peck has ever remained in a class by himself, always the perfect gentleman and, in addition to absolute honesty, he also possessed a most pleasing personality and faculty for making and keeping friends. Dame nature had, too, endowed him with inborn top-notch salesmanship, coupled with rare business ability and unflinching integrity.

During all of these fifty-seven years I have been very proud of and intensely interested in the self fabrication of this hundred point man in his evolution from plowboy to fame and fortune in the world of business.

He could carry a message to Garcia. My advice to the rising generation would be "Hitch your wagon" to Albert W. Peck. E. T. VanOstrand.

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.

BLANK BOOKS FOR 1935

LEDGERS	JOURNALS	CASH BOOKS
RECORDS	DAY BOOKS	ORDER BOOKS
INVOICE BOOKS	COUNTER BOOKS	TALLY BOOKS
PETTY DAY	DELIVERY BOOKS	

ALSO

GREENWOODS INCOME TAX RECORDS	
TIME BOOKS	MEMORANDUM BOOKS
SCALE BOOKS	PRESCRIPTION FILES
CASH BOXES	TALLY BOOKS
INDEX FILES	TYPEWRITER PAPER
CAP SIZE FILES	FOUNTAIN PENS
	GIANT LETTER FILES

Our Stock is Complete

HAZELTINE & PERKINS DRUG CO.

Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER		
Acetic, No. 8, lb.	08 1/2 @	10	Arnica, lb.	50 1/2 @	55
Boric, Powd., or Xtal., lb.	07 1/2 @	20	Chamomile		
Carbolic, Xtal., lb.	36 1/2 @	43	German, lb.	60 1/2 @	70
Citric, lb.	33 1/2 @	45	Roman, lb.	60 1/2 @	1 40
Muriatic, Com'l., lb.	03 1/2 @	10	Saffron		
Nitric, lb.	10 1/2 @	15	American, lb.	55 1/2 @	60
Oxalic, lb.	15 1/2 @	25	Spanish, ozs.	1 1/2 @	1 25
Sulphuric, lb.	02 1/2 @	10			
Tartaric, lb.	33 1/2 @	40			
ALCOHOL			FORMALDEHYDE, BULK		
Denatured, No. 5, gal.	38 1/2 @	50	Pound	09 1/2 @	20
Wood, gal.	50 1/2 @	60			
ALUM-POTASH, USP			FULLER'S EARTH		
Lump, lb.	05 1/2 @	15	Powder, lb.	05 1/2 @	10
Powd. or Gra., lb.	05 1/2 @	16			
AMMONIA			GELATIN		
Concentrated, lb.	06 1/2 @	18	Pound	55 1/2 @	65
1-F, lb.	05 1/2 @	18			
3-F, lb.	05 1/2 @	13			
Carbonate, lb.	20 1/2 @	25	GLUE		
Muriate, Lp., lb.	18 1/2 @	30	Brok., Bro., lb.	20 1/2 @	30
Muriate, Gra., lb.	07 1/2 @	18	Gro'd, Dark, lb.	16 1/2 @	25
Muriate, Po., lb.	22 1/2 @	35	White, Flake, lb.	27 1/2 @	35
			White G'd., lb.	25 1/2 @	35
			White AXX light, lb.	25 1/2 @	40
			Ribbon	42 1/2 @	50
ARSENIC			GLYCERINE		
Pound	07 1/2 @	20	Pound	19 1/2 @	45
BALSAMS			GUM		
Copaiba, lb.	60 1/2 @	1 20	Aloes, Barbadoes,		
Fir, Cana., lb.	2 00 @	2 40	so called, lb. gourds	35 1/2 @	45
Fir, Oreg., lb.	50 1/2 @	1 00	Aloes, Socotrine, lb.	35 1/2 @	45
Peru, lb.	4 00 @	4 60	Powd., lb.	35 1/2 @	45
Tolu, lb.	1 50 @	1 80	Arabic, first, lb.	35 1/2 @	45
			Arabic, sec., lb.	35 1/2 @	45
			Arabic, sorts, lb.	17 1/2 @	25
			Arabic, Gran., lb.	25 1/2 @	35
			Arabic, P'd., lb.	25 1/2 @	35
			Asafoetida, lb.	47 1/2 @	50
			Asafoetida, Po., lb.	47 1/2 @	50
			Guaiac, lb.	60 1/2 @	65
			Guaiac, powd.	60 1/2 @	65
			Kino, lb.	1 00 @	1 00
			Kino, powd., lb.	1 25 @	1 25
			Myrrh, lb.	60 1/2 @	65
			Myrrh, Pow., lb.	60 1/2 @	65
			Shellac, Orange, lb.	35 1/2 @	45
			Ground, lb.	35 1/2 @	45
			Shellac, white (bone dr'd) lb.	45 1/2 @	55
			Tragacanth		
			No. 1, bbls.	1 50 @	1 75
			No. 2, bbls.	1 35 @	1 50
			Pow., lb.	1 25 @	1 50
BERRIES			HONEY		
Cubeb, lb.	07 1/2 @	65	Pound	25 1/2 @	40
Cubeb, Po., lb.	10 1/2 @	20			
Juniper, lb.	10 1/2 @	20			
BLUE VITRIOL			HOPS		
Pound	06 1/2 @	15	1/4s Loose, Pressed, lb.	@	75
BORAX			HYDROGEN PEROXIDE		
P'd or Xtal, lb.	06 1/2 @	13	Pound, gross	27 00 @	29 00
			1/2 lb., gross	17 00 @	18 00
			1/4 lb., gross	11 00 @	11 50
BRIMSTONE			INDIGO		
Pound	04 1/2 @	10	Madras, lb.	2 00 @	2 25
CAMPHOR			INSECT POWDER		
Pound	72 @	85	Pure, lb.	31 1/2 @	41
CANTHARIDES			LEAD ACETATE		
Russian, Powd.	04 1/2 @	50	Xtal, lb.	17 1/2 @	25
Chinese, Powd.	02 00 @	20	Powd. and Gran.	25 1/2 @	35
CHALK			LICORICE		
Crayons			Extracts, sticks, per box	1 50 @	2 00
White, dozen	02 1/2 @	60	Pure, gal.	40 1/2 @	50
Dustless, dozen	03 1/2 @	10	Wafers, (24s) box	40 1/2 @	1 50
French Powder, Coml., lb.	12 1/2 @	15			
Precipitated, lb.	14 1/2 @	16			
Prepared, lb.	03 1/2 @	10			
White, lump, lb.	03 1/2 @	10			
CAPSICUM			LEAVES		
Pods, lb.	60 1/2 @	70	Buchu, lb., short	07 1/2 @	60
Powder, lb.	62 1/2 @	75	Buchu, lb., long	07 1/2 @	70
			Buchu, P'd., lb.	07 1/2 @	30
			Sage, bulk, lb.	25 1/2 @	30
			Sage, loose pressed, 1/4s, lb.	25 1/2 @	35
			Sage, ounces	25 1/2 @	35
			Sage, P'd and Grd.	25 1/2 @	35
			Senna		
			Alexandria, lb.	35 1/2 @	40
			Tinneveilla, lb.	25 1/2 @	40
			Powd., lb.	25 1/2 @	35
			Uva Ursi, lb.	25 1/2 @	31
			Uva Ursi, P'd., lb.	25 1/2 @	45
CLOVES			LIME		
Whole, lb.	30 1/2 @	40	Chloride, med., dz.	07 1/2 @	85
Powdered, lb.	35 1/2 @	45	Chloride, large, dz.	07 1/2 @	1 45
COCAINE			LYCOPodium		
Ounce	13 75 @	15 40	Pound	45 1/2 @	60
COPPERAS			MAGNESIA		
Xtal, lb.	03 1/2 @	10	Carb., 1/4s, lb.	07 1/2 @	30
Powdered, lb.	04 1/2 @	15	Carb., 1/8s, lb.	07 1/2 @	32
			Carb., Powd., lb.	15 1/2 @	25
			Oxide, Hea., lb.	07 1/2 @	70
			Oxide, light, lb.	07 1/2 @	75
CREAM TARTAR			MENTHOL		
Pound	25 1/2 @	38	Pound	4 93 @	5 24
CUTTLEBONE			MERCURY		
Pound	40 1/2 @	50	Pound	1 75 @	2 00
DEXTRINE					
Yellow Corn, lb.	06 1/2 @	15			
White Corn, lb.	07 1/2 @	15			
EXTRACT					
Witch Hazel, Yellow Lab.,					
gal.	95 1/2 @	1 65			
Licorice, P'd., lb.	50 1/2 @	60			

Ounces ----- @12 75
1/8s ----- @14 40Bulk, Powd.
Select, lb. ----- 45 1/2 @ 50
No. 1, lb. ----- 17 1/2 @ 25Balls, lb. ----- 08 1/2 @ 15
Flake, lb. ----- 08 1/2 @ 15Pound ----- @ 40
Powdered, lb. ----- @ 50Pound ----- @ 25
Powdered, lb. ----- 15 1/2 @ 25

Oil Essential

Almond

Blt., true, ozs. ----- @ 50

Blt., art., ozs. ----- @ 30

Sweet, true, lb. ----- 1 40 @ 2 00

Sweet, art., lbs. ----- 75 @ 1 20

Amber, crude, lb. ----- 71 @ 1 40

Amber, rect., lb. ----- 1 30 @ 2 00

Anise, lb. ----- 1 19 @ 1 60

Bay, lb. ----- 4 00 @ 4 25

Bergamot, lb. ----- 3 20 @ 3 60

Cajeput, lb. ----- 1 50 @ 2 00

Caraway S'd, lb. ----- 3 50 @ 4 00

Cassia, USP, lb. ----- 2 10 @ 2 20

Cedar Leaf, lb. ----- 1 70 @ 2 20

Cedar Leaf, Coml., lb. ----- 1 00 @ 1 25

Citronella, lb. ----- 1 00 @ 1 40

Cloves, lb. ----- 1 85 @ 2 25

Croton, lbs. ----- 4 00 @ 4 60

Cubeb, lb. ----- 4 25 @ 4 80

Erigeron, lb. ----- 2 70 @ 3 35

Eucalyptus, lb. ----- 35 @ 1 20

Fennel ----- 2 25 @ 2 60

Hemlock, Pu., lb. ----- 1 70 @ 2 20

Juniper Com., lb. ----- 1 00 @ 1 20

Juniper Ber., lb. ----- 3 00 @ 3 20

Juniper W'd, lb. ----- 1 50 @ 1 75

Lav. Flow., lb. ----- 4 50 @ 5 00

Lav. Gard., lb. ----- 1 25 @ 1 50

Lemon, lb. ----- 2 15 @ 2 60

Mustard, true, ozs. ----- @ 1 25

Mustard, art., ozs. ----- @ 40

Orange, Sw., lb. ----- 3 00 @ 3 25

Origanum, art., lb. ----- 1 00 @ 1 20

Pennyroyal, lb. ----- 2 75 @ 3 20

Peppermint, lb. ----- 5 50 @ 6 00

Rose, dr. ----- 2 50 @ 2 60

Rose, Geran., ozs. ----- @ 1 00

Rosemary Flowers, lb. ----- 1 00 @ 1 50

Sandalwood

E. I., lb. ----- 3 00 @ 3 60

W. I., lb. ----- 4 50 @ 4 75

Sassafras

True, lb. ----- 1 90 @ 2 40

Syn., lb. ----- 1 00 @ 1 40

Spearment, lb. ----- 2 50 @ 3 00

Tansy, lb. ----- 2 50 @ 4 00

Thyme, Red, lb. ----- 1 75 @ 2 40

Thyme, Whl., lb. ----- 2 00 @ 2 60

Wintergreen

Leaf, true, lb. ----- 5 60 @ 6 00

Birch, lb. ----- 4 00 @ 4 60

Syn. ----- 75 @ 1 20

Wormseed, lb. ----- 3 50 @ 4 00

Wormwood, lb. ----- 5 50 @ 6 00

Oils Heavy

Castor, gal. ----- 1 45 @ 1 60

Cocconut, lb. ----- 22 1/2 @ 35

Cod Liver, Norwegian, gal. ----- 1 20 @ 1 50

Cot. Seed, gal. ----- 85 @ 1 00

Lard, ex., gal. ----- 1 55 @ 1 65

Lard, No. 1, gal. ----- 1 25 @ 1 40

Linseed, raw, gal. ----- 74 @ 89

Linseed, boil., gal. ----- 79 @ 94

Neatsfoot, extra, gal. ----- 80 @ 1 00

Olive

Malaga, gal. ----- 2 00 @ 2 50

Pure, gal. ----- 3 00 @ 5 00

Sperm, gal. ----- 1 25 @ 1 50

Tanner, gal. ----- 75 @ 90

Tar, gal. ----- 50 @ 65

Whale, gal. ----- 07 1/2 @ 2 00

Opium

Gum, ozs. ----- 1 20

Powder, ozs. ----- 1 30

Gran., ozs. ----- 1 30

Paraffine

Pound ----- 06 1/2 @ 15

Pepper

Black, grd., lb. ----- 25 1/2 @ 35

Red, grd., lb. ----- 45 1/2 @ 55

White, grd., lb. ----- 40 1/2 @ 55

Pitch Burgundy

Pound ----- 20 1/2 @ 25

Petrolatum

Amber, Plain, lb. ----- 12 1/2 @ 17

Amber, Carb., lb. ----- 14 1/2 @ 19

Cream White, lb. ----- 17 1/2 @ 22

Lily White, lb. ----- 20 1/2 @ 25

Snow White, lb. ----- 22 1/2 @ 27

Plaster Paris Dental

Barrels ----- @ 5 75

Less, lb. ----- 03 1/2 @ 06

Potassa

Caustic, st'ks, lb. ----- 69 @ 1 04

Liquor, lb. ----- @ 40

Potassium

Bicarbonate, lb. ----- 30 1/2 @ 35

Acetate, lb. ----- 69 @ 1 04

Bichromate, lb. ----- 15 1/2 @ 35

Bromide, lb. ----- 64 @ 84

Carbonate, lb. ----- 48 @ 72

Chlorate

Xtal., lb. ----- 20 1/2 @ 29

Powd., lb. ----- 19 @ 27

Gran., lb. ----- 32 @ 40

Iodide, lb. ----- 1 88 @ 2 04

Permanganate, lb. ----- 30 @ 50

Prussiate

Red, lb. ----- 90 @ 1 00

Yellow, lb. ----- 50 1/2 @ 60

Quassia Chips

Pound ----- 25 1/2 @ 30

Powd., lb. ----- 35 1/2 @ 40

Quinine

5 oz. cans, ozs. ----- @ 77

Rosin

Pound ----- 04 1/2 @ 15

Root

Aconite, Powd., lb. ----- @ 90

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

Top Steers & Heif.—2c	Nut Oleo.—1c
Good Steers & Heif.—1½c	Little Dot Peas—10c
Med. Steers & Heif.—1½c	Sifted June Peas—10c
Spring Lamb—1c	Quaker Brooms—25c
Good Lamb—1c	Corn Starch—\$1.25
Medium Lamb—2c	

DECLINED

Boston Breakfast Coffee
Breakfast Cup Coffee—3c
Fairy Soap—25c

AMMONIA

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

APPLE BUTTER

Quaker, 12-28 oz.,
Doz.—1 55

BAKING POWDERS

Royal, 2 oz., doz.—80
Royal, 6 oz., doz.—2 00
Royal, 12 oz., doz.—1 85
Royal, 5 lb., doz.—20 00



10 oz., 4 doz. in case—3 35
15 oz., 2 doz. in case—2 45
25 oz., 2 doz. in case—4 12
5 lb., 1 doz. in case—5 90
10 lb., ½ doz. in case—5 75

BLEACHER CLEANSER

Lizzie, 16 oz., 12s.—2 15
Lince Wash, 32 oz., 12s.—2 00

BLUING

Am. Ball, 36-1 oz., cart. 1 00
Boy Blue, 18s. per cs. 1 35

BEANS and PEAS

Dry Lima Beans, 25 lb. 2 20
White H'd P. Beans—4 05
Split Peas, yell., 60 lb. 3 35
Split Peas, gr'n, 60 lb. 4 75
Scotch Peas, 100 lb.—6 90

BURNERS

Queen Ann, No. 1—1 15
Queen Ann, No. 2—1 25
White Flame, No. 1 and 2, doz.—2 25

BOTTLE CAPS

Single Lacquer, 24 gross case, per case—4 10
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BREAKFAST FOODS

Kellogg's Brands
Corn Flakes, No. 138—2 65
Corn Flakes, No. 124—2 65
Pep, No. 224—2 37
Pep No. 250—1 05
Krumbs, No. 412—1 55
Bran Flakes, No. 624—2 37
Bran Flakes, No. 650—1 00
Rice Krispies, 6 oz.—2 40
Rice Krispies, 1 oz.—1 10
All Bran, 16 oz.—2 30
All Bran, 10 oz.—2 75
All Bran, ½ oz.—1 10
Whole Wheat Fla., 24s—2 40
Whole Wheat Ejs., 24s—2 21
Wheat Krispies, 24s—2 40
Post Brands
Grapenut Flakes, 24s—2 10
Grape-Nuts, 24s—3 90
Grape-Nuts, 50s—1 50
Instant Postum, No. 8 5 46
Instant Postum, No. 10 4 70
Postum Cereal, No. 0—2 35
Post Toasties, 36s—2 65
Post Toasties, 24s—2 65
Post Bran, PBF 24s—3 48
Post Bran, PBF 36s—4 38
Amsterdam Brands
Gold Bond Par., No. 5½—7 50
Prize, Parlor, No. 6—8 00
White Swan Par., No. 6—8 50

BROOMS

Quaker, 5 sewed—7 50
Warehouse—7 75
Winner, 5 sewed—5 75
Eagle—4 50

BRUSHES

Scrub
New Deal, dozen—85
Stove
Shaker, dozen—90
Shoe
Toppen, dozen—90

BUTTER COLOR

Hansen's, 4 oz. bottles 2 40
Hansen's, 2 oz. bottles 1 60

CANDLES

Electric Light, 40 lbs.—12.1
Plumber, 40 lbs.—12.8
Paraffine, 6s—14½
Paraffine, 12s—14½
Wicking—40
Tudor, 6s, per box—30

CANNED FRUITS

Apples
Imperial, No. 10—5 00

Apple Sauce
Hart, No. 2—1 20
Hart, No. 10—5 75

Apricots
Forest, No. 10—9 00
Quaker, No. 10—9 75
Gibraltar, No. 10—9 25
Gibraltar, No. 2½—2 40
Superior, No. 2½—2 80
Supreme, No. 2½—3 10
Supreme, No. 2—2 25
Quaker, No. 2—2 10
Quaker, No. 2½—2 85

Blackberries
Premio, No. 10—6 25
Quaker, No. 2—1 70

Blue Berries
Eagle, No. 10—8 50

Cherries
Hart, No. 10—5 70
Hart, No. 2 in syrup—2 25
Hart Special, 2—1 25

Supreme, No. 2 in syrup—2 25
Hart Special, No. 2—1 35

Cherries—Royal Ann

Supreme, No. 2½—3 20
Supreme, No. 2—2 30
Gibraltar, No. 10—9 25
Gibraltar, No. 2½—2 75

Figs
Beckwith Breakfast, No. 10—12 00
Carpenter Preserved, 5 oz. glass—1 35
Supreme Kodota, No. 1—1 90

Fruit Salad
Supreme, No. 10—12 00
Quaker, No. 10—11 75
Supreme, No. 2½—3 60
Supreme, No. 2—2 70
Supreme, No. 1—2 10
Quaker, No. 2½—3 15

Gooseberries
Michigan, No. 10—5 35

Grape Fruit
Zeneda No. 2—1 35

Grape Fruit Juice
Florida Gold, No. 1—87½
Quaker, No. 2—1 35
Florida Gold, No. 5—4 35

Loganberries
Premio, No. 10—6 75

Peaches
Forest, solid pack, No. 10—7 30
Nile, solid, No. 10—6 60
Premio, halves, No. 10—6 50
Quaker, sliced or halves, No. 10—8 20
Gibraltar, No. 2½—2 00
Supreme, sliced No. 2½—2 15
Supreme, halves, No. 2½—2 25
Quaker, sliced or halves, No. 2½—2 15
Quaker sliced or halves, No. 2—1 70

Pineapple Juice
Doles, Diamond Head, No. 2—1 45
Doles, Honey Dew, No. 10—6 75

Pineapple, Crushed
Imperial, No. 10—7 50
Honey Dew, No. 2½—2 40
Honey Dew, No. 2—1 90
Quaker, No. 2½—2 35
Quaker, No. 2—1 80
Quaker, No. 1—1 10

Pineapple Juice
Doles, Diamond Head, No. 2—1 45
Doles, Honey Dew, No. 10—6 75

Pineapple, Crushed
Imperial, No. 10—7 50
Honey Dew, No. 2½—2 40
Honey Dew, No. 2—1 90
Quaker, No. 2½—2 35
Quaker, No. 2—1 80
Quaker, No. 1—1 10

Pineapple Juice
Doles, Diamond Head, No. 2—1 45
Doles, Honey Dew, No. 10—6 75

Pineapple, Crushed
Imperial, No. 10—7 50
Honey Dew, No. 2½—2 40
Honey Dew, No. 2—1 90
Quaker, No. 2½—2 35
Quaker, No. 2—1 80
Quaker, No. 1—1 10

Pineapple Juice
Doles, Diamond Head, No. 2—1 45
Doles, Honey Dew, No. 10—6 75

Pineapple, Crushed
Imperial, No. 10—7 50
Honey Dew, No. 2½—2 40
Honey Dew, No. 2—1 90
Quaker, No. 2½—2 35
Quaker, No. 2—1 80
Quaker, No. 1—1 10

Pineapple Juice
Doles, Diamond Head, No. 2—1 45
Doles, Honey Dew, No. 10—6 75

Pineapple, Crushed
Imperial, No. 10—7 50
Honey Dew, No. 2½—2 40
Honey Dew, No. 2—1 90
Quaker, No. 2½—2 35
Quaker, No. 2—1 80
Quaker, No. 1—1 10

Pineapple Juice
Doles, Diamond Head, No. 2—1 45
Doles, Honey Dew, No. 10—6 75

Pineapple, Crushed
Imperial, No. 10—7 50
Honey Dew, No. 2½—2 40
Honey Dew, No. 2—1 90
Quaker, No. 2½—2 35
Quaker, No. 2—1 80
Quaker, No. 1—1 10

Pineapple Juice
Doles, Diamond Head, No. 2—1 45
Doles, Honey Dew, No. 10—6 75

Pineapple, Crushed
Imperial, No. 10—7 50
Honey Dew, No. 2½—2 40
Honey Dew, No. 2—1 90
Quaker, No. 2½—2 35
Quaker, No. 2—1 80
Quaker, No. 1—1 10

Pineapple, Sliced

Honey Dew, sliced, No. 10—9 00
Honey Dew, tid bits, No. 10—9 00
Honey Dew, No. 2½—2 45
Honey Dew, No. 2—2 00
Honey Dew, No. 1—1 10
Ukelele Broken, No. 10—7 90
Ukelele Broken, 2½—2 25
Ukelele Broken, No. 2 1 85
Quaker, Tid Bits, No. 10—8 25
Quaker, No. 10—8 25
Quaker, No. 2½—2 35
Quaker, No. 2—1 90
Quaker, No. 1—1 05

Ullikit, No. 10, 30% syrup—6 50
Supreme Egg, No. 2½—2 30
Supreme Egg, No. 2—1 70
Primo, No. 2, 40% syrup—1 00

Prepared Prunes
Supreme, No. 2½—2 45
Supreme, No. 10—6 50
Italian—6 50

Raspberries, Black
Imperial, No. 10—7 00
Premio, No. 10—8 50
Hart, 8-ounce—80

Raspberries, Red
Premio, No. 10—8 75

Strawberries
Jordan, No. 2—2 50
Daggett, No. 2—2 25
Quaker, No. 2—2 35

Canned Fish
Clam Ch'der, 10½ oz.—1 35
Clam Chowder, No. 2—2 75
Clams, Steamed, No. 1 2 75
Clams, Minced, No. ½ 2 40
Pinnas 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 55
Cove Oysters, 5 oz.—1 35
Lobster, No. ¼—2 25
Shrimp, 1, wet—1 45
Sard's, ¼ Oil, 1½ lbs.—3 75
Sardines, ¼ Oil, 1½ lbs.—3 35
Salmon, Red Alaska, 2 20
Salmon, Med. Alaska, 1 75
Salmon, Pink, Alaska 1 33
Sardines, Im. ¼, ea. 6@13½
Sardines, Cal. 1 00
Tuna, ¼ Van Camps, doz.—1 75
Tuna, ¼s, Van Camps, doz.—1 15
Tuna, 1s, Van Camps, doz.—3 45
Tuna, ¼s, Chicken Sea, doz.—1 70
Tuna, ¼ Bonita—1 25

Canned Meat
Bacon, med. Beechnut 2 50
Bacon, lge. Beechnut 3 75
Beef, lge. Beechnut 3 25
Beef, med. Beechnut 2 50
Beef, No. 1, Corned—1 90
Beef, No. 1, Roast—1 95
Beef, 2½ oz., Qua., Sil. 1 30
Corn Beef Hash, doz. 85
Beefsteak & Onions, a 2 70
Chili Con Car., 1s—1 05
Deviled Ham, ¼s—1 85
Deviled Ham, ½s—2 20
Potted Meat, ¼ Libby 43
Potted Meat, ½ Libby 75
Potted Meat, ¾ Qua. 65
Potted Ham, Gen. ¼—1 35
Vienna Saus. No. ¼—90

Baked Beans
Campbells 48s—2 35

Canned Vegetables
Hart Brand
Asparagus
Quaker, No. 2—2 20
Hunt Picnic—1 80
Hunt No. 1, Med. Green 3 00
Hunt No. 1 Med. White 3 15
Hunt No. 1 Small Green—2 80

Baked Beans
1 lb. Sacc, 36s, cs.—1 80
No. 2½ Size, doz.—1 10
No. 10 Sauce—4 00

Lima Beans
Baby, No. 2—1 60
Marcellus, No. 2—1 25
Scott Co. Soaked—90
Marcellus, No. 10—5 90

Red Kidney Beans
No. 10—4 75
No. 2—1 00

String Beans

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

Wax Beans
Choice, Whole, No. 2—1 70
Cut, No. 10—7 25
Cut, No. 2—1 35
Marcellus Cut, No. 10—5 50
Quaker Cut, No. 2—1 20

Beets
Extra Small, No. 2—1 75
Hart Cut, No. 10—4 50
Hart Cut, No. 2—95
Hart Diced, No. 2—90
Quaker Cut, No. 2½—1 20

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

Corn
Golden Ban., No. 2—1 50
Golden Ban., No. 10—10 00
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 60

Peas
Little Dot, No. 2—2 35
Sifted E. June, No. 10—9 50
Sifted E. June, No. 2—2 00
Marcel, Sw. W. No. 2 1 55
Marcel, E. June, No. 2 1 45
Quaker, E. Ju., No. 10 8 00

Pumpkin.
No. 10—4 75
No. 2½—1 20
No. 2—92½

Sauerkraut
No. 10—5 25
No. 2½ Quaker—1 10
No. 2 Quaker—95

Spinach
Supreme No. 2½—1 75
Supreme No. 2—1 37½
Maryland Chief No. 2 1 10

Coffee Extracts
M. Y., per 100—12
Frank's 50 pkgs.—4 25
Hummel's 50, 1 lb.—10½

Condensed Milk
Eagle, 2 oz., per case—4 60

Succotash
Golden Bantam, No. 2—1 75
Hart, No. 2—1 55
Pride of Michigan—1 25

Tomatoes
No. 10—5 50
No. 2½—1 35
No. 2—1 40
Quaker, No. 2—1 10

Catsup
Quaker, 10 oz., doz. 1 10
Quaker, 14 oz., doz. 1 40
Quaker gallon glass, dozen—10 25

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	Japan	
		Junket Tablets	1 35	Top Steers & Heif.	16	Mixed, kegs	85	F. B., 60c.	2 35	Medium	19
Dates		MARGARINE		Good Steers & Heif.	14	Milkers, kegs	95	Fels Napha, 100 box	4 55	Choice	22 30
Quaker, 12s, pitted	1 40	Wilson & Co.'s Brands		Med. Steers & Heif.	11	Boneless Herring, 10 lb.	15	Flake White, 10 box	3 10	Fancy	30 35
Quaker, 12s, regular	1 10	Oleo		Com. Steers & Heif.	09	Cut Lunch, 8 lb. pails	1 25	Ivory, 100 box	4 95	No. 1 Nibbs	32
Quaker, 12s, 1 1/2 lb.	2 30	Nut	12	Veal		Mackerel		Fairy, 100 box	3 00	Gunpowder	
Quaker, 12s, 1 lb.	1 45	Nut	13	Top	13	Tubs, 60 Count, fy. fat	6 00	Lava, 50 box	2 55	Choice	
Figs		Oleo	13	Good	12	Pails, 10 lb. Fancy fat	1 50	Camay, 72 box	2 05	Ceylon	
Calif., 24-8 oz. case	1 80			Medium	11	White Fish		P & G Nap Soap, 100@3	10	Pekoe, medium	
Peaches		MATCHES		Lamb		Med. Fancy, 100 lb.	13 00	Sweetheart, 100 box	5 70	English Breakfast	
Evap. Choice	14%	Diamond, No. 5, 144	6 25	Spring Lamb	19	Milkers, bbls.	18 50	Grandpa Tar, 50 sm.	2 10	Congou, medium	
Evap. Fancy	16%	Searchlight, 144 box	6 25	Good	17	K K K Norway	19 50	Williams Barber Bar, 9s	50	Congou, choice	
Peel		Swan, 144	6 65	Medium	14	8 lb. pails	1 40	Williams Mug, per doz.	48	Congou, fancy	
Lemon, Torelli,		Diamond, No. 9	6 00	Poor	09	Cut Lunch	1 50	Lux Toilet, 50	3 05	42@43	
4 oz., doz.	90	Safety Matches		Mutton		Boned, 10 lb. boxes	16	SPICES		Oolong	
Orange, Torelli,		Red Top, 5 gross case	4 80	Good	08	SHOE BLACKENING		Whole Spices	@24	Medium	
4 oz., dozen	90	Congress, 5 gro. cs.	5 25	Medium	07	2 in 1, Paste, doz.	1 30	Allspice Jamaica	@24	Choice	
Citron, Torelli,		Standard, 5 gro. cs.	4 00	Poor	07	E. Z. Combination, dz.	1 30	Cloves, Zanzibar	@36	Fancy	
4 oz., dozen	90	MUELLER'S PRODUCTS		Pork		Dri-Foot, doz.	2 00	Cassia, Canton	@24	50	
Raisins		Macaroni, 9 oz.	2 10	Loins	19	Bixbys, doz.	1 30	Cassia, 56 pkg., doz.	@40	TWINE	
Seeded, bulk	7 1/2	Spaghetti, 9 oz.	2 10	Butts	13	Shinola, doz.	90	Ginger, Africa	@19	Cotton, 3 ply cone	
Thompson's S'dless blk.	7 1/2	Elbow Macaroni, 9 oz.	2 10	Shoulders	14 1/2	STOVE POLISH		Mixed, No. 1	@30	40	
Quaker s'dless blk.		Egg Noodles, 6 oz.	2 10	Spareribs	12	Blackne, per doz.	1 30	Mixed, 10c pkgs., doz.	@65	Cotton, 3 ply balls	
15 oz.	8	Egg Vermicelli, 6 oz.	2 10	Neck Bones	05	E. Z. Liquid, per doz.	1 30	Nutmegs, 70@90	@50	40	
Quaker Seeded, 15 oz.	8	Egg Alphabets, 6 oz.	2 10	Trimnings	15	Radium, per doz.	1 30	Nutmegs, 105-110	@48	VINEGAR	
California Prunes		Cooked Spaghetti, 24c,	2 20	PROVISIONS		Rising Sun, per doz.	1 30	Pepper, Black	@23	F. O. B. Grand Rapids	
90@100, 25 lb. boxes	@6 1/2	NUTS		Barreled Pork		Stoviol, per doz.	3 00	Pepper, White	@45	Cider, 40 grain	
80@90, 25 lb. boxes	@07	Whole		Clear Back	28 00@34 00	SALT		Pepper, Cayenne	@25	White Wine, 40 grain	
70@80, 25 lb. boxes	@07 1/2	Almonds, Peerless	15 1/2	Short Cut, Clear	30 00	Quaker, 24, 2 lb.	95	Paprika, Spanish	@36	White Wine, 80 grain	
60@70, 25 lb. boxes	@08	Brazil, large	13 1/2	Lard		Quaker, 36-1 1/2	1 20	Seasoning		24 1/2	
50@60, 25 lb. boxes	@08 1/2	Fancy Mixed	16	Pure in tierces	14 1/2	Quaker, 48-2 1/2	1 35	Chili Powder, 1 1/2 oz.	62	WICKING	
40@50, 25 lb. boxes	@09 1/2	Pilberts, Naples	16	60 lb. tubs	14 1/2	Med. No. 1, bbls.	3 00	Celery Salt, 1 1/2 oz.	80	No. 9, per gross	
30@40, 25 lb. boxes	@11	Peanuts, vir. Roasted	11 1/2	50 lb. tubs	14 1/2	Med. No. 1, 100 lb. bbl.	1 00	Onion Salt	1 35	No. 1, per gross	
20@30, 25 lb. boxes	@13	Pecans, 3 star	25	20 lb. pails	14 1/2	Farmer Spec., 10 lb.	1 00	Garlic	1 35	No. 2, per gross	
18@24, 25 lb. boxes	@14	Pecans, Jumbo	40	10 lb. pails	14 1/2	Packers Meat, 50 lb.	65	Ponelly, 3 1/2 oz.	3 25	No. 3, per gross	
Hominy		Pecans, Mammoth	50	5 lb. pails	14 1/2	Crushed Rock for ice,		Kitchen Bouquet	4 25	Peerless Rolls, per doz.	
Pearl, 100 lb. sacks	3 50	Walnuts, Cal.	17 1/2 to 22	Compound, tierces	13	cream, 100 lb. each	89	Laurel Leaves	26	50	
Bulk Goods		Salted Peanuts		Compound, tubs	13 1/2	Butter Salt, 280 lb. bbl.	4 00	Marjoram, 1 oz.	65	Rochester, No. 2, doz.	
Elb. Macaroni, 20 lb. bx.	1 35	Fancy, No. 1	12	Sausages		Block, 50 lb.	40	Savory, 1 oz.	90	Rochester, No. 3, doz.	
Egg Noodle, 10 lb. box	1 25	12-1 lb. Cellop'e case	1 50	Bologna	12	Baker Salt, 280 lb. bbl.	3 80	Tumeric, 1 1/2 oz.	35	2 00	
Pearl Barley		Shelled		Liver	18	6, 10 lb., per bale	95	Churns		75	
Chester	5 80	Almonds	39	Pork	18	20, 3 lb., per bale	1 02	Barrel, 5 gal., each		2 40	
Lentils		lb. bags	9 1/2	Frankfort	13	25 lb. bags, table	45	Barrel, 10 gal., each		2 55	
Chili	10	Pecans, salted	65	Tongue, Jellied	35	STARCH		3 to 6 gal., per gal.		16	
Tapioca		Walnut, California	55	Headcheese	16	Kingsford, 24/1	2 35	10 qt. Galvanized		2 60	
Pearl, 100 lb. sacks	7 1/2	MINCE MEAT		Smoked Meats		Powd., bags, per lb.	4 1/2	12 qt. Galvanized		2 85	
Minute, 8 oz., 3 doz.	4 05	None Such, 4 doz.	6 20	Hams, Cert., 14-16 lb.	20	Argo, 24, 1 lb. pkgs.	1 66	14 qt. Galvanized		3 10	
Dromedary Instant	3 50	Quaker, 1 doz. case	95	Hams, Cert., Skinned	@20	Argo, 12, 3 lb. pkgs.	2 25	12 qt. Flaring Gal. Jr.		5 00	
Jiffy Punch		Yo Ho, Kegs, wet, lb.	16 1/2	Ham, dried beef	@20	Argo, 24, 1 lb. pkgs.	1 66	10 qt. Tin Dairy		4 00	
Assorted flavors.	2 25	OLIVES—Plain		Knuckles	@22	Gloss		Traps		60	
EVAPORATED MILK		Quaker, 24 3/4 oz. ca.	1 87	Picnic Boiled Hams	@13	Argo, 12, 3 lb. pkgs.	2 25	Mouse, wood, 4 holes		70	
Quaker, Tall, 1 1/2 oz.	2 92	Quaker, 24 7/8 oz. ca.	3 55	Bacon 4/6 Cert.	@27	Argo, 8, 5 lb. pkgs.	2 46	Mouse, wood, 6 holes		70	
Quaker, Baby, 4 doz.	1 48	High Life, 12 22 oz. ca.	3 45	Beef		Silver Gloss, 48, 1s.	1 14	Mouse, tin, 5 holes		65	
Quaker, Galon, 1/2 dz.	2 95	1 gal. glass, each	1 55	Boneless, rump	@25 00	Elastic, 16 pkgs.	1 38	Rat, wood, 1 hole		1 00	
Carnation, Tall, 4 doz.	3 05	OLIVES—Stuffed		Liver		Staley 24-1 lb.	1 70	Rat, spring		1 00	
Carnation, Baby, 4 dz.	1 53	Quaker, 24 2 1/2 oz. ca.	1 87	Beef		Syrup		Mouse, spring		20	
Oatman's D'dee, Tall	3 05	Quaker, 24 4 oz. ca.	2 75	Boneless		Blue Karo, No. 1 1/2	2 65	Tubs		8 75	
Pet, Tall	1 53	Quaker, 24 5 oz. ca.	3 55	Pork		Blue Karo, No. 5, 1 dz.	3 58	Large Galvanized		7 75	
Pet, Baby, 4 dozen	1 53	Quaker, 24 7 1/2 oz. ca.	4 55	RICE		Blue Karo, No. 10	3 40	Medium Galvanized		6 75	
Borden's, Tall, 4 doz.	3 05	Quaker, 24 10 oz. ca.	5 95	Fancy Blue Rose	5 00	Red Karo, No. 1 1/2	2 85	Small Galvanized		6 75	
Borden's, Baby, 4 doz.	1 53	Quaker, 12 32 oz. ca.	7 88	Fancy Head	6 10	Red Karo, No. 5	3 88	Washboards		5 50	
FRUIT CANS		1 Gallon glass, each	2 10	RUSKS		Red Karo, No. 10	3 74	Banner, Globe		6 25	
Ball Mason		PARIS GREEN		Postma Biscuit Co.		BORAX		Brass, single		5 50	
F. O. B. Grand Rapids		1/2s	34	18 rolls, per case	2 10	Twenty Mule Team	3 35	Glass, single		6 00	
One pint	7 75	1s	32	12 rolls, per case	1 39	48, 10 oz. packages	4 00	Double Peerless		8 50	
One quart	9 00	2s and 5s	30	18 cartons, per case	2 35	96, 1/4 lb. packages	4 00	Single Peerless		7 50	
Half gallon	12 00	PICKLES		12 cartons, per case	1 57	WASHING POWDERS		Northern Queen		5 50	
Mason Can Tops, gro.	2 55	Sweet Small	92 1/2	SALERATUS		Bon Ami Pd., 18s, box	1 90	Universal		7 25	
FRUIT CAN RUBBERS		Paw Paw, quarts, doz.	2 80	Arm and Hammer 24s.	1 50	Bon Ami Cake, 18s	1 65	Paper Food Dishes		2 70	
Quaker Red Lip, 2 gro.	85	Dill Pickles		PLAYING CARDS		Brillo	85	1 lb. size, per M.		2 90	
GELATINE		Gal., 40 to Tin, doz.	8 20	Blue Ribbon, per doz.	4 50	Big 4 Soap Chlps 8 1/2	2 40	2 lb. size, per M.		3 40	
Jell-o, 3 doz.	2 10	32 oz. Glass Thrown	1 50	Bicycle, per doz.	4 70	Chlps, large	4 05	3 lb. size, per M.		4 15	
Minute, 3 doz.	4 05	PIPES		Caravan, per doz.	2 25	Climaxine, 4 doz.	3 60	5 lb. size, per M.		5 60	
Knox's, 1 dozen	2 25	Cob, 3 doz. in bx.	1 00@1 20	POP CORN		Grandma, 100, 5c.	3 50	WRAPPING PAPER		05%	
Jelsert, 3 doz.	1 40	YEAST CAKE		Sure Pop, 25 lb. bags	2 55	Grandma, 24 large	3 50	Butchers D F		05%	
HONEY		Yellow, 24 1-lb. bags	2 50	Granulated, 60 lbs. cs.	1 35	La France Laun 4 dz.	3 65	Kraft Stripe		09 1/2	
Lake Shore 1 lb. doz.	1 90	YEAST COMPRESSED		Granulated, 18-2 1/2 lb.	1 10	Lux Flakes, 20 large	4 55	Fleischmann, per doz.		30	
JELLY AND PRESERVES		Fleischmann, per doz.		packages	1 10	Old Dutch Clean, 4 dz.	3 40	Red Star, per doz.		30	
Pure, 30 lb. pails	2 60	FRESH MEATS		COD FISH		Octagon, 96s	3 90				
Imitation, 30 lb. pails	1 85	Sure Pop, 25 lb. bags	2 55	Bob White, 1 lb. pure 25		Rins, 24s	4 80				
Pure Pres, 16 oz. dz.	2 00	Yellow, 24 1-lb. bags	2 50			Spotless Cleanser, 48,	2 85				
12 oz. Apple Jelly, dz.	95					20 oz.	3 85				
13 oz. Mint Jelly, dz.	1 60					Sani Flush, 1 doz.	2 25				
1 oz. Cranberry Jelly, dz.	90					Sapallo, 3 doz.	3 15				
JELLY GLASSES						Super Suds, 48	3 90				
1/4 Pint Tall, per doz.	85					Sunbrite, 50s	2 10				
						Wyandott, 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.

Vice-President—Max Harriman, Lansing.

Vice-President—Fred Venting, Saginaw.

Vice-President—Richard Schmidt, Hillsdale.

Vice-President—Edward Stocker, Detroit.

Vice-President—B. C. Olsee, Grand Rapids.

Sec'y and Treas.—Joseph Burton, Lansing.

Field Sec'y—O. R. Jenkins, Portland.

Yearly dues \$1 per person.

Why You Should Go To Grand Rapids

1. To obtain first hand information from over one hundred manufacturers' representative lines on what will be selling best, at a profit, during the Spring and Summer Seasons.

2. To make new contacts with manufacturers who ordinarily do not call on you; lines you have been looking for, but could not locate.

3. Go to meet and break bread with the best and most successful retailers in the state of Michigan and other parts of the United States who have not only weathered the depression, but have made money.

4. You may know all about the shoe business, but neither one of us knows it all, so let us find out what we don't know and profit by new contacts.

5. Learn what the Michigan Retail Shoe Dealers Association is doing to keep the local and Federal Governments out of the retail shoe business for your financial benefit.

6. Become a part of that great state organization which is fighting for you and me who are in the shoe business. Join your Michigan Retail Shoe Dealers Association.

Joseph H. Burton,
Secretary-Treasurer Michigan
Retail Shoe Dealers Ass'n.

Convention Program Sunday, January 20

11 a.m.—Registration—lobby floor
Balance of day devoted to inspection of lines.

4 p.m.—Directors' meeting—furniture assembly room

Monday, January 21

Monday morning
Devoted to inspection of lines.

10 a.m.—Ladies' Entertainment
Tour of furniture exhibits under the direction of Mrs. T. L. Hammond. Ladies meet on mezzanine floor.

12 noon—Retailers' and exhibitors' luncheon—Grill room

Speakers:

President, Clyde K. Taylor, Detroit

Hezekiah N. Duff, Lansing

J. L. Whittet, Schuster's Stores, Milwaukee, on

"Unemployment Insurance."

It is requested that all exhibitors close sample rooms and attend this luncheon.

2:30 p.m.—Ladies' theater party with Mrs. T. L. Hammond in charge.

Meet on mezzanine floor.

Remainder of afternoon for inspection of lines.

Monday evening—Exhibitors' style show in ball room, 8 to 10 o'clock followed by

Exhibitors' cabaret and dancing party in Supper club from 10 p.m. to 1 a.m.

Admission to style shoe and cabaret party by exhibitors' ticket only

Tuesday, January 22

Tuesday morning—Entire morning devoted to inspection of lines

12 noon—Officers' and directors' committee luncheon in Furniture assembly room

1:30 p.m.—Business session of State Association

Speakers:

Nathan Hack, Detroit on "Corrective Footwear"

E. W. Bradshaw, Detroit on "Shoe Styles from the Large City Viewpoint"

R. H. Hainstock, Niles on "Shoe styles from the Smaller Town Viewpoint"

New officers and directors to be announced at the meeting.

Balance of afternoon devoted to inspection of lines.

1:30 p.m.—Bridge party for the ladies on mezzanine floor

7 p.m.—State Association and exhibitors' banquet in ball room.

Business problems dealing with volume, turnover, profit and methods of doing business will be the topics of Allen M. Towne, director of Economics and head of the educational and promotional department of the Brown Shoe Company, St. Louis, Mo., when he appears in Grand Rapids, January 20, 21 and 22 at the Pantlind Hotel in conjunction with the state retailers shoe convention and exhibition being held there at that time.

In addition to public discussions, confidential and private consul will be given by Mr. Towne to all of those making appointments in advance.

Mr. Towne, though his experience with more than 500 shoe stores, is considered one of the foremost economists of the day and his talks will be exclusively devoted to helping business men in determining the answer to their problems. Meetings that Mr. Towne will conduct will not be sales meetings and he plans to give complete analysis of business problems to all who submit their past year's business figures to him.

Mr. Towne is bringing an electrical display, illustrating the growth of modern retailing, at great expense, which will be of great interest to every retailer.

All White Sport Oxfords to Lead Men's Styles

Declaring that "monopoly is rising rapidly in this country under dozens of guises," Dr. Paul H. Nystrom, president of the Limited Price Variety Stores Association, Inc., called upon the merchants attending the annual convention of the National Shoe Retailers Association at the Hotel Commodore to combat this trend through appeals to Washington.

He declared that this price-fixing tendency and the labor situation are the most serious problems facing

American business, but while he was hopeful that the labor difficulties could be adjusted, he was doubtful about the monopoly efforts. He also urged that shoe prices be kept down, but he said that some way must be found to give the public better qualities as well as good style at the present low prices.

In addition to Professor Nystrom, the retailers heard Raymond Twyefort, of the National Association of Merchant Tailors, predict a color renaissance in men's wear, and M. S. Mittleman, president of the organization, forecast a 20 per cent. increase in volume for the first six months. Paul Cornell, of Geyser-Cornell Co., urged understanding, not exploitation, of the masses in advertising, while Carmel Snow, editor of Harper's Bazaar, pre-

dicted lower heels, more open-work, increased color and more attention to details in women's Spring shoes. Helen Cornelius, director of Harper's Bazaar fashion services, urged the need for making women more shoe conscious.

A joint show representing the entire shoe and leather industry, instead of separate exhibitions, was advocated by the board of directors, who authorized Mr. Mittleman to set forth their stand in a message to the directors of the National Boot and Shoe Manufacturers Association, then holding an exhibition and convention in St. Louis. The message pointed out that such an allied show had been held in London and would serve as a pattern for a similar exhibition here.

FOR THE GIRLS OF HIGH SCHOOL AND COLLEGE

Nothing More Interesting will be Shown at the

STATE CONVENTION

THAN

CREPE SOLE SPORT OXFORDS

AS MADE BY

L. B. EVANS' SON CO.

Wakefield, Mass.

DON'T MISS THEM

E. J. WALKER

ATTENTION SHOE RETAILERS

BE IN GRAND RAPIDS

JAN. 20, 21, 22, 1935

FOR THE ANNUAL

STYLE SHOW & CONVENTION

OF YOUR STATE ASSOCIATION

Meet your fellow shoemen and hear your problems discussed.

Last but not least, meet the officers and directors of the—

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

LANSING, MICHIGAN

YOUR OFFICIAL INSURANCE ORGANIZATION

In the men's style clinic held the same day Jesse Adler, president of the Adler Shoe Co., and chairman of the executive committee, predicted that all-white sport oxfords would predominate for Summer wear and that Roman sandals, fashioned for masculine wear after the women's open work strap shoes, would be popular. A sharp gain for cemented shoes was also forecast. Mr. Adler felt that the volume of business done at the show would pass the \$50,000,000 mark.

In his address, Professor Nystrom felt that the increase in population of 1,500,000 in the last year should increase the volume of sales in 1935 by more than 4,000,000 pairs. Warning retailers against too great a dependency on experiments or novelties, he outlined a five-point program stressing the selection and promotion of "fashion-right" foot-wear.

He also emphasized the consumers' demand for more facts and declared that "advertising, window displays and sales presentation must be revised to present the facts that consumers really want to know."

In predicting a revival of color, Mr. Twyeffort declared that men really liked color better than women but were afraid to wear it. When they stop fearing it, he added, sales in many lines that use color will increase 100 to 500 per cent. He illustrated his talk with a dozen samples of informal and formal wear, including a scarlet hunt coat, a blue cutaway coat, a brown cocktail-hour suit, a red velvet coat for lounge wear and a short-waisted, tail-suit with gold dots on the lapels.

In urging merchants to prepare for a 20 per cent. increase in volume, Mr. Mittelman said that "many wrinkles have been ironed out of the NRA code set-up," and although more need to be eliminated, the average store will have a profitable year, "providing you will forget about this bogeyman depression and that you will, with confidence, plan for the business which you are capable of doing in your particular city and store."

In the men's style clinic, Ernest J. Smith, buyer for John Wanamaker, said that "we have reason to look forward to the Spring of this year with the greatest enthusiasm since 1929."

Addressing the women's style clinic, W. L. Belcher, of St. Louis, declared that "we must make our fashion shoes more comfortable and thereby do a great favor to the American people."

Style piracy in the shoe industry has been largely eliminated by the Shoe Fashion Guild of America, Inc., William R. Parrott, executive manager, told the clinic.

OUT AROUND

(Continued from page 9)

traveling salesman in 1884 with the Walsh-De Roo Milling Co. Since that time Mr. Oggel has been continuously on the road for various concerns and is now with the DePree Chemical Co., of Holland, and still enjoys usual good health and activity.

C. J. De Roo.

The item referred to by Mr. DeRoo is as follows:

John P. Oggel, second miller for the Standard Roller Mills, is now traveling for the mill for Michigan trade. Mr. C. J. De Roo reports that one order has been received by the company for 1,000 barrels of their celebrated "Daisy" and "Sunlight" flours and there are many other orders ahead. Note: In other items it has been mentioned that the old busy mill is now the Standard Grocery Co. The buildings also include the one of the Hollander Candy Co., to the South. Mr. De Roo, now of Flint, was repeatedly named mayor of this city and was prominent on the board of public works in his day. John P. Oggel lives on East Twelfth street and fifty years later is still a traveling salesman and a good one.

I feel greatly indebted to Robert H. Merrill for his comprehensive contribution on the Townsend plan, which is published elsewhere in this week's paper. Mr. Merrill presents an array of figures in opposition to the plan which will cause the most ardent advocates of the measure to scratch their heads.

Reid, Murdock & Co. send me a beautifully illustrated catalogue showing nine plants in different parts of the country where food products are manufactured and six branch houses from which food products are distributed. The publication is very interesting and instructive.

John H. Millar, who retired as salesman for the Putnam Candy Co., after rounding out fifty years on the road and with the city trade, writes me as follows: "I called on Bert Peck at Walton Junction in 1886. I was then in my fourth year as salesman for Putnam & Brooks. I remained with that house and its successors until Nov. 1, 1932."

The Wolverine Shoe & Tanning Corporation, of Rockford, will divide \$100,000 cash bonus among its employees Feb. 1. This will mean approximately an addition of 20 per cent. to their annual earnings. The bonus distributed in this manner last year was \$40,000 and represented 10 per cent. of the salaries of the recipients. I am certainly very glad to commend this remarkable action on the part of a Michigan organization.

E. A. Stowe.

Some Plans for the Future by Secretary Hammond

(Continued from page 3)

goods merchant—the late George T. Bullen, of Albion—was President of the Michigan Retail Dry Goods Association. Everyone who met Mr. Bullen loved him and his passing a couple of years ago was sincerely mourned by a wide circle of friends.

We are glad to mention the fact that his son, George Earl Bullen, was recently elected Sergeant-at-Arms of the Michigan State Senate. Earl, as he is known by the family and friends, is, like his father, a handsome, outstanding man. When you come to the Capitol to visit the Legislature, look around for Earl. He possesses many of the genial qualities of his father and will give you very courteous attention. We congratulate the Senate on having

so capable a young man in its service.

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

The Pharmacy Student of To-day

(Continued from page 18)

graduation finds himself in a psychological predicament and false position many times during the course of this year.

In the first place, he works in the drug store, a mature appearing person. He bears upon his visage the unmistakable marks of culture, and training. He unconsciously has an attitude of professional authenticity about him, that to a more or less degree influences the customers entering the apothecary shop, for we are assuming a life situation in a fairly ethical drug store. Thus the patrons, as a clientele, come to look upon him as a registered pharmacist, and confide in him as such. They subconsciously cause him to fall into an acceptance of this situation, however much he may try to set matters right in their minds at first. So, after a while, he treats their needs in the pseudo-role of registered man in the employer's absence. The employer, we can assume, has hired him in the role of apprentice, and not as a registered pharmacist, and expects the B.Sc. in Pharm. man to perform only such duties as a junior clerk would ordinarily fill. On the other hand, the graduate, as a matter of course, suavely takes a mental attitude of registered man, and starts to run the gamut in his false robe of authority of community aider. Right at this milestone, difficulty arises and leads him into perilous paths. He starts to fill prescription that contain potent or poisonous substances, without the immediate presence and supervision of a registered proprietor or other pharmacist, that works in the store. He sells chemicals like oxalic Acid, Potassium cyanide, ammonium valerianate, to any buyer, without realizing such necessities as poison registers, or validity of use by reputable customers. He sells U.S.P. and N.F. items to any purchaser, thus disenfranchising the registered pharmacist from his exclusive privilege, for the good of the community through guaranty of safety and purity, of the drugs sold. He fills orders for medicinal items in a theoretical and headstrong, headlong way, carried away as he is by his spuriously assumed mantle of professional power for the weal or woe of the neighborhood. He ultimately gets picked off by the board, or else in his mal-practice, fills a prescription chemical overdose.

The pharmacy student is in his new pharmaceutical training, receiving a distinct cultural advantage over his older-method trained brother in pharmacy; this is as it should be, to contend with a changing civilization that regards a B.A. training as an essential commonplace for the transaction of business and social mingling, on a high plane of world information, termed cultural enlightenment. Conversely, it is obvious to any one actually in Pharmacy, that he is not getting his full birthright, in the face of the twentieth century laxity of pharmaceutical lead-

ership towards the well proven and well-established apprentice four year system. The pharmacy student must have more experience than the one-year "internship," if he is to benefit society in the role of druggist.

There will inevitably come the reaction from a state of over-ponderance of theoretical instruction, to a state of poignant realization that we need practical pharmacists in our drug stores, if the old pharmacy in its usefulness, is to be at all realized in its most far reaching influence upon the societal and social institution, the community. The old-time apprentice system must return, mayhap in some modified form, fitted for present day retail pharmacy. The pharmacist must accept the implied responsibility of training the newer generation for service in pharmacy, and must take his role of mentor feelingly. The pharmacy student, rich or poor, must go out and work during the school year in a drug store, that really is a drug store. He must keep in the atmosphere of the pharmacy "clinic" during the school year; thus alone can he derive the full benefits of instruction at pharmacy school for grooming him for his future life work of aiding the sick, and alleviating the pains of the suffering. The drug store waits for a pharmacist to come out from the pharmacy university; let there not come in its stead an impractical theoretical bookworm, who wills to spend the day discussing Dioscorides and Avicenna, instead of pitching in and actively working as a "practical pharmacist" for the enhancement of that true and ancient art and science. Morrie Daniels Zalowitz.

Soft jobs come to those who have done hard jobs well, and easy money is postponed payment that comes to the man who has earned hard money.

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

M. GOLDSMITH

935 Gratiot Ave. Cadillac 8738
DETROIT, MICHIGAN

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.

ABE DEMBINSKY, Liquidator

171 Ottawa Ave., N. W.

Grand Rapids

Michigan

BUSINESS WANTS DEPARTMENT

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

FOR SALE—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. 498

FOR RENT—Building 22 x 60, good show window, tables, counters, shelving, cash register, and circulating heater. In center of town. Reasonable rent. Address No. 700; c/o Michigan Tradesman, 700

THE DEEP WATER TRAP NET

(Continued from page 1)

ent of State Fisheries, and Ira G. Smith, Conservation Warden, which provides some interesting deductions. This committee found that the deep trap net is not more efficient than the pound nets fished in the waters off Door County, when fished in waters of the same depth. The advantage of the stakeless trap net is considered due to the fact that they fished waters where the whitefish were most abundant in May and June, that is, just outside the reach of the shallow pound nets in about fifty feet of water.

"On the average the deep trap net took about 2.4 times as many whitefish per lift as did the pound nets. These data corroborate the statements of both poundnetters and trapnetters that deep trap nets catch more fish than shallow pound nets. As explained above, this is almost entirely due to the fishing of the trap nets in deeper water"—to quote from the report.

"Authoritative data show that the average lift of whitefish of deep pound nets far exceeds (8.3 times as great) that of the shallow pound net and approximates that of the deep trap nets. These data support then the assertions of those fishermen who claim that the advantage of deep trap nets over the shallow pound nets is due entirely to the fishing of the former in deeper water."

To quote again: "There are certain other considerations that must be taken into account. Abolishing the trap nets will not eliminate these nets from Door County. Some of the trapnetters have already ordered stakes and will on a moment's notice convert the deep trap nets to pound nets by bringing the pot to the top of the water and anchoring a few stakes to it. We feel certain that if the deep trap nets are abolished, the residents of Door County will build deep pound nets now that the trapnetters have shown them that their pound nets are too shallow. All fishermen, whether poundnetters, gillnetters, or trapnetters, are after fish! The investigating committee believes that the deep trap nets should be regulated and not abolished."

I quote from Dr. Van Oosten's letter accompanying a table summarizing the general condition in Lakes Huron and Michigan: "A study of this table will probably show that in order to protect legal whitefish, fishing should be confined to 80 feet and less. This might apply to most of the ports. It would, however, not apply to Alpena. In order to protect illegal fish, fishing of the deep trap nets should be conducted in 110 feet and more. The illegal whitefish appear to be most abundant between 80 and 105 feet. If recommendations are made to prohibit deep trap nets in water deeper than 80 feet, the trap nets will be concentrated in the bays. In that case, it will be necessary to regulate the distance between nets or strings as well as the size of mesh. I am of the opinion that the distance between nets should be at least one-half mile, that the size of mesh should be not less than four and one-half inches as fished. I believe that a five-inch mesh would be better but it would not be fair to ask the trapnetters

to use a five-inch mesh while the gillnetters are allowed a four and one-half inch mesh. From the 1931 data, it appears to be a question as to whether we should save the legal or the illegal fish."

This has reference to the investigations made last year, when many excellent catches of whitefish resulted. Deep trapnetters probably were to a large degree responsible for the catch of whitefish exceeding all other species of fish taken from Michigan waters for the years 1929, 1930 and 1931—a condition which did not previously prevail for many years, but who can say at what a cost, for, since then, the catch has rapidly declined in several localities. Listen to Dr. Van Oosten's summary conveyed to me in a very recent letter:

"Personally, I feel at the present time that deep trap nets should be kept out of the deep water. They are cleaning up the whitefish population. Alpena has been depleted, Hammond's Bay fished out, fishing is much reduced at East Tawas and the deep trap nets in upper Lake Michigan must move westward in order to secure big lifts. Apparently the grounds fished in past years have been depleted, certainly the lifts on these grounds have been greatly reduced. The fishermen will tell you that the whitefish have migrated, but I do not believe this. The old grounds are depleted and whenever new grounds have been opened up, as for example at Harbor Beach and off Scott's Point in upper Lake Michigan, tremendous catches are reported. Even the fishing in Whitefish Bay, Lake Superior, has been much reduced. It would seem peculiar to me that the whitefish of all these territories in the three lakes have migrated to other grounds."

Naturally, we might expect criticisms from gill net operators, but the complaints are not confined to them alone. One trap net operator on Lake Huron in submitting his report for the month of May writes: "No production. If the continuation of deep sub-fishing is allowed, it will not be long before the daily report of all fisheries on the Great Lakes and especially on Lake Huron, will be such as this. Immediate action should be taken to prevent such a catastrophe and this action should consist in the elimination of deep trap nets commonly known as deep subs."

The despoilation of a natural resource to the point of commercial exhaustion, and possible extinction if pursued far enough; with its attendant losses, hardship and suffering to those who look to it for a livelihood, presents to me a tragic picture. Whereas, if our fisheries can be properly controlled and regulated they should continue to furnish a never failing supply. It is a serious arraignment of a system which does not have power or authority to immediately deal with its problems. Deep trap nets seem to have invaded the sanctuary of the whitefish and, with the present size of mesh fished in unlimited depths, are depleting the mature fish and destroying the juveniles.

This gear, if properly regulated, would seem to be very efficient, and I

believe, may be considered as having a place among the various types of equipment in common use to meet the varying conditions encountered on the Great Lakes. I have every sympathy with the commercial fisherman and the hardy, rugged existence he leads, but as I have said many times, it must be somebody's business to look after the welfare of the fish. Any decision as to what regulations should be imposed must necessarily be more or less arbitrary. I agree fully with my friend Dr. Van Oosten that size of mesh in the pot and restricting both the depth of water in which they shall be set and the proximity of the nets in relation to each other must be adopted. I believe the size of the mesh for taking whitefish and trout should not be less than four and three-quarters inches and preferably five inches as fished, and that the depth of water where these nets shall be set, should be limited to not more than seventy feet. Very probably the same restrictions should apply to pound nets, for in reality they are essentially alike.

I am indebted to the Honorable Lewis Radcliffe, Deputy Commissioner, Dr. John Van Oosten, J. P. Snyder of the U. S. Bureau of Fisheries; the Wisconsin Conservation Department; the Honorable William H. Loutit, Captain C. J. Allers and the staff of the Michigan Conservation Department and many commercial fishermen for data and material used in the preparation of this paper.

Sounds a Useful Warning

Congress cannot by an ostensible act of legislation divest itself of its inherent and exclusive power to legislate. It must always remain the legislative branch of the Government. Such, in effect, is the decision of the Supreme Court in the oil cases. But when one looks closely at the reasoning of the court he will find that delegation of the legislative power to the President, or some other agent of the Government, is permissible when it is done under strict "limitations." That would be in line with previous decisions in the Supreme Court upholding the right of Congress to empower the President to fix tariff rates under clearly defined conditions. Moreover, the Supreme Court held itself, as usual, narrowly to the merits of the case before it. Because it disallowed this particular grant of power to the President in the case of oil regulations, it does not follow that it will similarly declare invalid other legislative acts by the Chief Executive under the general authority of the Industrial Recovery Act.

In his dissenting opinion, Judge Cardozo made an ingenious discrimination between authorizing the President to act as a lawmaker, and a direction to him by Congress to achieve certain ends desired by both. In the oil cases they wished to make an end of monopoly, and also to prevent unfair forms of competition. So Congress directed the President to proceed against these evils. If he could not make an end of them in one way, he was at liberty to try it in another way. This, according to Judge Cardozo, was not to delegate legislative power but to issue a legislative order. It was taken

for granted that the President would make himself master of the whole complicated case and then decide what it was right to do and how and when it should be done. But this is very near the making the Chief Executive a superman. What in fact doubtless happened was that some of his subordinates laid a mass of material before him, and then requested him to sign an Executive Order, which he did without reading the papers submitted to him except casually. With case after case put up to him for decision, he could do no other.

Judge Cardozo has long been a judicial realist. He has not too much respect for old legal conventions, and is always anxious to get at the facts and then fit the law to them. Thus we find him concluding his dissenting opinion, saying:

In the complex life of to-day the business of the Government could not go on without delegation of the power to adapt the rule to the facts.

One might think from this that the business of the Government had been done in a most expeditious and satisfactory way during the past year. Yet everybody knows that it has not been. The Supreme Court itself had to dismiss one case, with an implied rebuke to the Government, because the prosecution had not known under which of many conflicting Executive Orders the procedure should have been brought. Judge Cardozo must be aware of the many bitter complaints coming from lawyers and judges because of the 10,000 pages of executive orders, and other rulings, have the force of law, which they are supposed meekly to accept, although the result has plainly been an immense and confused labyrinth, through which the best legal minds find it difficult to thread their way. This does not look as if a vast series of directions to the President by Congress were the best way of speedy and clear dispatch of the Government business.

While this decision of the court may not be so far-reaching in its effect as some at first thought, it does sound a useful warning. It gives an instructive intimation of the way in which the mind of the court is working on this whole congeries of constitutional problems, and it is an explicit notice to those now busy with the revision of the NRA that they would do well to reduce it to its lowest terms, and to strike out every section and clause that would plainly be obnoxious to this decision of the Supreme Court.—N. Y. Times.

Active Call for Hardware

Every class of hardware was in demand in the New York market last week in one of the most active periods ever experienced by the hardware trade so early in the season. Seasonal merchandise, usually selling in limited quantities at this time, was ordered in volume from wholesalers. Spring goods for delivery late next month sold freely, with the medium and better price merchandise in exceptionally active demand. Jobbers specializing in the sale of builders' hardware are having no difficulty in moving goods and are highly optimistic concerning the outlook.

REAL RULERS.

Go where you will; from east to west, and
argue as you may,
The weaker vessel is the power that rules
the world to-day;
The emperor, the king, the prince, the president, all are
But subjects of woman's will—the slaves
that heed her call.

When mighty man in splendor garbed prepares to awe the world
The weaker vessel's awful power may straightway be unfurled.
The simple words, "Your nose is red!" or
"My! but you're a sight!"
Will make the bravest man turn pale and
rob him of his might.

When monarch man sits on the throne he
builded for himself,
Believing he is woman's lord because he
owns the pelf,
How empty all his bumptious words—how
vacuous his cant,
When she, the weaker vessel, weeps and
softly shrieks, "I shan't!"

What man of wonder and renown has ever
climbed to fame
Without the weaker vessel's aid to boost
on high his name?
What man of glorious repute has fallen
with a thud
Without the weaker vessel's hand to drag
him to the mud?

What ruler of unnumbered realms, great
nations or estates,
What vanquisher of myriad foes, what
conqueror of fates,
Has ever met a woman's wiles and lived
to rule her still
When he has thundered forth, "You won't!"
and she has said, "I will!"

LURANA W. SHELDON.

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

Make **1935** Your **BIG YEAR**
in **TEA SALES . . .**

IT'S easy. Just get behind Tender Leaf Tea
—the tea that's richer in Theol, the flavor-
bearing oil in tea. That's what makes this fine
tea the favorite of tea-lovers everywhere.



Tender Leaf Tea means greater tea satisfac-
tion and more repeat sales. Feature it all dur-
ing 1935 and
watch your tea
sales increase.



A Product of
STANDARD BRANDS INCORPORATED

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 Inde-
pendent Merchants Only.

LEE & CADY